

Chapter 3. Toward a "Social Clause": From Core Values to Enforcement Measures.

Parties should take the leadership in establishing and applying ethical business principles, in respecting the integrity of local cultures. They should stimulate their own business corporations to set up a code of ethics reflecting their own organizational cultures. They should apply ethical principles in all of their relations, including with local communities, which should be involved in decision-making process for issues that affect them. They should strive to improve the lives of employees, suppliers and distributors, agents and consultants, customers. They should try to provide the highest quality products and services and contribute to the social well-being and improvement of the countries in which their business corporations operate.

a) CORE VALUES

All Parties should have the right to pursue their whole development, under circumstances of liberty and economic security, and for that purpose, they should, in their own national laws and regulations, strive for:

DIGNITY

Work gives dignity to the one who performs it, and it should be performed under conditions that ensure life, health, and a decent standard of living for the workers and their families. Dignity should be respected for all stakeholders, but especially through marketing and advertising practices.