The Code of Conduct complements our values of community, cosmopoliteness, entrepreneurship, and excellence underpinned by our positioning to foster courage and commitment always.

The standards of good behavior contained in the Code of Conduct are applicable to all members of our WHU community in a multitude of contexts, and we voluntarily pledge adherence to them.

### Respect
- We shall treat each other with respect, fairness, and tolerance.
- We shall value people without regard to characteristics or attributes such as gender, skin color, religion, nationality, age, social status or other traits similar to those mentioned.
- We shall champion the active integration of all, especially foreign, WHU members into our community.

### Responsibility
- We shall be aware of our social responsibilities and shall emphatically support the WHU community as well as society at large.
- We shall avoid or, where applicable, resolve conflicts between personal interests and those of WHU.
- We shall respect WHU resources and use them in a responsible way.
- We shall carefully and diligently handle our responsibilities for others.
- We shall follow prevailing law, generally-accepted ethical principles, and the applicable WHU rules and standards, as well as work towards an appropriate culture of compliance.

### Initiative
- We shall conduct ourselves in an exemplary manner as members of the WHU community, both inside and outside.
- WHU, thereby contributing to a positive image of WHU and its acceptance in society.
- We shall cultivate an entrepreneurial culture in which personal initiative is encouraged.
- We shall show moral courage.
- We shall actively contribute to solving problems and alleviating the grievances that we observe.

### Cooperation
- We shall communicate and cooperate openly and honestly, while dealing with information conscientiously and responsibly.
- We shall help and support one another, in a careful, dependable, and prompt manner.
- We shall cultivate the constructive use of criticism and be liberal with praise.
- We shall help and promote each other in our professional and personal development.