

# BARCELONA COMPLIANCE MANIFESTO



**FIVE YEARS.** IT'S BEEN *FIVE YEARS* SINCE THE BARCELONA PRINCIPLES WERE ADOPTED. **IT'S TIME.** *IT'S TIME* THAT THE PROMISE OF THE BARCELONA PRINCIPLES BE FULFILLED. *IT'S TIME* THAT THE PR INDUSTRY GOT OVER CONGRATULATING ITSELF ON THEIR ADOPTION, AND BECAME SERIOUS ABOUT COMPLIANCE. *IT'S TIME* THAT OUR INDUSTRY REAP THE BENEFITS OF BARCELONA BY ACTUALLY USING THE PRINCIPLES AS THEY WERE INTENDED.

## **FIVE DEMANDS:**

- #1. COMPLY** WITH THE BARCELONA PRINCIPLES. ALL 200+ PEOPLE & ORGANIZATIONS THAT VOTED TO ADOPT THE BARCELONA PRINCIPLES MUST DEMAND THAT THEIR BOARDS OF DIRECTORS, LEADERS, TEAMS, CLIENTS, AND AGENCIES COMPLY WITH THEM.
- #2. PLEDGE** TO SUPPORT THE BARCELONA PRINCIPLES. PLEDGING TO SUPPORT THE PR RESEARCH STANDARDS PUBLISHED BY THE COALITION MUST BE A MANDATORY REQUIREMENT FOR SERVING ON ANY BOARD OR COMMITTEE OF ANY ORGANIZATION THAT PARTICIPATED IN BARCELONA FIVE YEARS AGO.
- #3. AWARD** COMPLIANCE WITH THE BARCELONA PRINCIPLES. AWARDS PROGRAMS MUST REFUSE SUBMISSIONS IF THEY INCLUDE AVE OR DON'T HAVE RESULTS TIED TO OBJECTIVES.
- #4. TEACH** COMPLIANCE WITH THE BARCELONA PRINCIPLES. EVERY PR OR COMMUNICATIONS DEGREE OR CERTIFICATION PROGRAM MUST REQUIRE AN UNDERSTANDING OF AND COMPLIANCE TO THE PRINCIPLES.
- #5. USE** THE BARCELONA PRINCIPLES. THE ORGANIZATIONS THAT ENDORSED THE BARCELONA PRINCIPLES FIVE YEARS AGO REPRESENTED 50,000 PEOPLE INVOLVED IN THE PROFESSION. EVERY ONE OF THOSE PEOPLE AND COMPANIES MUST BE ENLISTED IN THE PROCESS OF COMMUNICATING AND USING THE PRINCIPLES AND SUBSEQUENT STANDARDS.