



Appendix to TC's terms and conditions

Advisory principles: The Trade Council's efforts to support companies' contribution to sustainable trade and production and responsible business models

The Trade Council works to support a strong Danish economy with more new jobs, a global sustainable transition and globally strengthened workers' rights and conditions. Through a number of initiatives, the Trade Council supports Danish companies' ambitions to make a positive difference globally through sustainable trade and production and responsible business models, for the benefit of, among other things, the environment, climate, and health.

The following principles apply in this connection to our advisory services

The Trade Council

- Prioritizes and actively seeks to promote market opportunities where Danish companies can contribute to a more sustainable global transition through solutions that promote, among other things, improved environment, climate, health, and welfare.

The Trade Council

- Expects partners and customers to be aware of responsible business conduct, and to have made themselves clear about how they will generally work with social, climate and environmental responsibility, including in relation to [the UN Guidelines on Human Rights and Business](#) and [the OECD Guidelines for Multinational Enterprises](#)
- Has advisors who are familiar with the rules and guidelines applicable to responsible business conduct.
- Can assist companies manage risks related to human rights and labor rights through advising or facilitating contact with relevant resources, such as local NGOs and lawyers.

The Trade Council

- Considers specific risks in export, investment, and innovation promotion in areas that may be used for military, security, or other repressive purposes.

The Trade Council

- Observes the general rules of administrative law, principles and values, including good official behavior and good administrative practice.
- Pursues a policy of zero tolerance for corruption in all its forms, cf. [the Ministry of Foreign Affairs' anti-corruption policy](#).
- Provides a [whistleblower mechanism](#) through um.dk.

The Trade Council

- Does not provide (with certain exceptions) advice for the promotion [of fossil fuels in the energy sector abroad](#).
- Does not provide advice to promote, market or sell tobacco products.