



Association for Heritage Interpretation (AHI) Code of Ethics

AHI promotes excellence in the practice and provision of interpretation.

Interpretation practitioners help enrich people's lives through deepening and challenging understandings of tangible and intangible heritage, engaging their emotions and enhancing their experiences.

Interpreters are given an important position of trust in relation to their audiences and local communities, to their employer and commissioning organisations, and to their funders. We must make sound ethical judgements in all areas of work in order to maintain this trust.

The AHI Code of Ethics encourages the recognition of values shared by practitioners. It embraces the key principles of individual integrity and inclusive engagement. All members of AHI agree to uphold our Code of Ethics, and to champion good practice and ethical behaviour. Advocacy for the Code is provided during training sessions, including practical case study examples, to help practitioners apply Code values and principles.

Interpretive practice in all its forms should demonstrate our core values:

Integrity - uphold the highest level of integrity and personal conduct at all times, treating everyone equally, with honesty and respect

Honesty - act in the public interest in all areas of work, generating accurate and balanced information for, and with, individuals, organisations and communities

Respect - build respectful, transparent and collaborative relationships with organisations, colleagues, individuals and volunteers to ensure public trust in the planning and delivery of interpretive activity

Veracity - ensure that interpretive content is balanced, and is based on rigorous research, which recognises and addresses implicit bias, avoiding the use of discriminatory language

Diversity - support freedom of speech; respect the right to express different views; welcome the currency of distinctive perspectives

Inclusion - understand and engage with existing, potential and under-served audiences, including intellectual and physical accessibility, address barriers to inclusion and seek equity, equality and social justice

Reflection - learn from reflection on the effectiveness of interpretive activities and use that understanding for personal and professional development, and to inform best practice

Stewardship - promote the conservation of, and access to, tangible and intangible heritage resources for sustainable public benefit – for learning, inspiration and enjoyment

Probity - avoid pursuit of any personal interest that may conflict with or influence, or be perceived to conflict with or influence, the public interest