



<b>Owner:</b>	Head of Student Services
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## Ethical Careers Policy

### 1 SCOPE AND PURPOSE

- 1.1 This policy is applicable to any member of BU staff, apprentices, students, and other relevant stakeholders, including employers seeking to recruit BU students and graduates both in the UK and abroad.
- 1.2 This policy covers the range of ways in which BU connects employers and third parties to students and graduates, including but not limited to careers fairs, insight/skills sessions and workshops, and the promotion of paid and voluntary jobs and placements, both in the UK and abroad.

### 2 KEY RESPONSIBILITIES

- 2.1 The Head of Careers and Employability has overall responsibility for the implementation and monitoring of this policy.

### 3 RELATING BU DOCUMENTS

- 3.1 [Bournemouth University Sustainability Policy](#)
- 3.2 [Bournemouth University Climate and Ecological Crisis Action Plan](#)
- 3.3 [Code of Ethical Fundraising & Donors' Charter](#)
- 3.4 [Placements Policy & Procedure](#)

### 4 OVERVIEW AND AIMS

- 4.1 Recognising the impact our graduates can have throughout their professional lives, we are committed to supporting them to learn about and access careers which enable them to make a positive contribution to addressing the [UN Sustainable Development Goals](#) (UNSDGs).
- 4.2 [BU's strategic goals](#) set out how the university makes an impact on the world around us through our education, research, professional practice, and public engagement – supporting the development of a more sustainable, inclusive, and healthy society. We are committed to connecting our students and graduates to jobs, placements and other career-related opportunities that support these goals.

- 4.3 We will actively promote opportunities to students which have a positive impact environmentally and/or socially and we will provide opportunities for our students and graduates to develop their skills through a wide range of activities linked to the UNSDGs and BU strategic goals.
- 4.4 We are committed to providing a careers and employability service which supports students to apply their skills, knowledge, and experiences in positive ways; enabling students to identify and understand their values and relate this to possible careers.
- 4.5 None of the above will impact the impartiality of factual, evidence-based one-to-one careers guidance provided to students.

## 5 ACTIVE PROMOTION

- 5.1 The university is committed to actively promoting careers and career-related opportunities with employers and third parties with strong ethical credentials i.e. organisations who – in relation to both stated commitment and a demonstrable track record of action:
  - 5.1.1 Align with BU’s values as defined through our strategic goals, Code of Ethics, and our commitment to the UNSDGs
  - 5.1.2 Have a commitment to the fair pay of students and graduates, including on placement
  - 5.1.3 Have a commitment to diversity, equity and inclusion (DEI)
  - 5.1.4 Do not contribute to the detrimental effects of the fossil fuels, arms, and tobacco industries.
- 5.2 ‘Active promotion’ relates to the development of partnerships which enable employers, organisations, and sectors to be highlighted above and beyond BU’s online jobs board and careers fairs. This can include (but is not limited to) invitations to participate in panel events, insight sessions, video case studies and other promotional content, and to become an endorsing organisation for BU’s Graduate Skills Programme. This also extends to the promotion of approved third parties who arrange international placements.
- 5.3 The university is committed to actively funding employability activities which directly and indirectly support contributions to the UNSDGs and BU strategic goals.

## 6 DUE DILIGENCE PROCESS

- 6.1 The university is committed to screening all opportunities and organisations seeking to advertise through our online jobs board, attend careers fairs, or host placement students to ensure that they are legitimate employers and/or third parties, conducting due diligence checks as required.
- 6.2 The university is committed to investigating all concerns arising through BU’s due diligence checks and all concerns raised by students or any other party.
- 6.3 The university will reject job postings and/or career fair attendance requests from employers, and placement requests from students (and where appropriate barring the employer from future engagement with BU) where – following investigation - a concern remains about the ethical credentials of the organisation, for example due to:
  - 6.3.1 Concerns around the legitimacy of an organisation’s legal status

6.3.2 Concerns around any form of inappropriate, exploitative, or discriminatory behaviour on behalf of the employer towards students, BU staff or any other party.

6.4 The university provides relevant disclaimers at the point of advertisement and other guidance to enable students to conduct their own due diligence and factor in ethical considerations. More generally, our work through placement and careers teams and more broadly across BU encourages students to identify their values and relate these to career opportunities. This is done through 1:1 appointments, workshops, webinars and our Graduate Skills Programme.

## **7 PAY**

7.1 The university strongly encourages employers to pay placement students and reserves the right to reject placement requests where we believe an organisation is taking an unethical approach to pay. This applies both to requests from employers to advertise placements through BU portals and requests from students to undertake a placement they have sourced.

7.2 Where BU is the employer, unpaid placements are limited to a maximum of six weeks and must have a demonstrable benefit to the student in relation to experience gained and skills developed. Unpaid BU placements must be agreed in advance with the relevant Education Service Manager and Head of Careers & Employability.

## **8 EVENT SUSTAINABILITY**

8.1 The university is committed to aligning any careers events with internal standards for event sustainability guidance including energy, waste, transport etc.

8.2 The university is committed to reducing the use of unnecessary merchandise produced by BU for promotional activities and, where necessary, ensuring they are ethically sourced with a preference for Fairtrade, recycled and reusable products where possible.

8.3 The university strongly encouraging employers and third parties to limit the amount of merchandise and materials brought onto campus for events, and to consider impact and sustainability.

8.4 The university is committed to offering a mixture of in-person, hybrid, and online careers events to support inclusivity, to reach a broader scope of employers, and to reduce travel-related emissions.

## **9 REVIEW**

9.1 If you have feedback about this policy, please contact [careers@bournemouth.ac.uk](mailto:careers@bournemouth.ac.uk).

## **10 APPENDICES**

None

### **10.1 APPROVAL**

Sustainability Committee

July 2025