



The Community of the New World

EDITORIAL CHARTER

GENERAL REMARKS

This charter expresses the editorial and ethical line of publications disseminated via the media www.lameche.net, to which all contributors - founders, collaborators and authors of publications are subject, and defines the general rules associated with these publications.

All the actors involved in projects with La Mèche also undertake to respect this present charter.

Our vision of journalism is based on balanced relationships, fairness and integrity, as well as transparency.

EDITORIAL LINE

La Mèche is a committed community media, with at the heart of our concerns the development and promotion of a positive and regenerative society, which benefits everyone. Our ambition is to bring a light that will allow everyone to understand the issues related to ecology and to adopt a more responsible lifestyle.

Contents:

- The themes addressed in the publications revolve around impact, ecology, circular economy, progress, whatever the context (political, entrepreneurial, business, private, social, associative etc ...) and the theme (consumption, home, gastronomy, health, well-being, culture, etc.)
- Interviews, in-depth interviews, testimonials, sharing of experience highlighting the actors of impact who create, who do, who set up, who experiment and who contribute through their concrete action to transform our society according to the values that we defend (actors from the business world, various organizations, political, cultural, intellectuals, scientists, etc.).
- Decrypting of complex subjects in order to place within everyone's reach the understanding of the major issues.
- Concrete solutions, advice, think tank to progress together.
- Community members are invited to share their experiences and advice.

Guiding principles:

- **Transversality and multidisciplinary:** the authors-contributors who write publications distributed by La Mèche operate in very different universes. We believe that the relevance of a reflection also rests on the combination of different angles of vision, different cultures, different sectors of activity, professions, experiences, age etc.
- **The tone and style** of content is tailored to each type of content and is deliberately varied, generally casual without being familiar. For example, we favor an academic tone for investigative files, humorous for lighter subjects or more subversive for certain controversial topics because we are there to move the lines.



- **Optimism:** "Optimism is the faith of Revolutions" (Jacques Bainville) and it is synonymous with hope.
- We refrain as much as possible from using a moralizing or guilty tone because we believe that everyone has the right to walk according to their possibilities.
- **Self-derision** must be practiced without moderation both by author-contributors, collaborators and actors of La Mèche and by its community.
- **Sharing, inclusion and openness:** we are convinced that collective intelligence is a powerful lever for accelerating the co-creation of this new world.
- **Poetry and beauty** to re-enchant our daily life.

Imagery:

- Clear colors
- Contrasted
- Rough, clean, elegant
- Natural, organic materials
- Vintage

Written publications as well as audio and video content broadcast by La Mèche must respect this editorial line.

Ethical line

Independence and transparency

We do not tailor editorial content to the wishes or interests of business partners, shareholders or other funders, nor do we avoid covering topics that may be sensitive to business partners, shareholders or other donors.

The commercial partnerships with La Mèche are based on adherence to values and a common approach of support, information and the promotion of positive initiatives to generate change towards a sustainable and regenerative society. As such, any sponsored content in whole or in part must contain the following statement: "Content produced in partnership with ...".

No partner can influence the basis of the editorial charter.

La Mèche contributors are governed by conflict of interest guidelines ensuring that there is absolutely no overlap between their coverage and any personal financial activity.

La Mèche contributors do not accept gifts in exchange for coverage.

The only exception to this rule is travel to facilitate editorial coverage. In such cases, the fact that the trip has been paid for is always disclosed.

La Mèche contributors who plagiarize or knowingly provide false information for publication are not tolerated.



Partisan neutrality and openness

La Mèche is a media independent of any political party, any current of thought in particular, any economic, confessional or religious organization.

It goes without saying, however, that each individual has beliefs and they will be visible. True to our ambition of openness, we are committed to considering the opinions and visions of each person with respect for differences and for a constructive and civilized debate of ideas.

The objective of La Mèche is to conceive and promote new, transversal, sometimes unexpected ideas, the relevance of which is not dictated by belonging to a body of ideas, but by its potential to tangibly improve our vision, our actions and our perspectives for the common construction of a world in full transition.

The information disseminated by La Mèche must be faithful to the truth and respect the principle of good faith. It is committed to giving a person or an entity in question the opportunity to express its point of view, to the extent possible.

Responsibility and requirement

The objective of La Mèche is to produce and relay knowledge and generate reflections intended to be published, disseminated and shared by as many people as possible. We are aware of the responsibility that such an approach entails, so we are committed to ensuring the quality of the content published as well as to respecting the fundamental ethical principles recognized by all communities.

Freedom of expression, freedom of opinion, freedom of information

In this regard, this charter is based on the UN human rights agreements and in particular articles 19 and 20 of the International Covenant on Civil and Political Rights:

Art. 19:

- (1.) Everyone shall have the right to hold opinions without interference.
- (2.) Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.
- (3.) The exercise of the rights provided for in paragraph 2 of this article carries with it special duties and responsibilities. It may therefore be subject to certain restrictions, but these shall only be such as are provided by law and are necessary:
 - a) For respect of the rights or reputations of others;
 - b) For the protection of national security or of public order (ordre public), or of public health or morals.

Art. 20:

- (1) Any propaganda for war shall be prohibited by law.
- (2) Any advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence shall be prohibited by law.



As well as on articles 16 and 17 of the Federal Constitution of the Swiss Confederation:

Art. 16 - Freedom of opinion and information

- (1) Freedom of expression and of information is guaranteed.
- (2) Every person has the right freely to form, express, and impart their opinions.
- (3) Every person has the right freely to receive information to gather it from generally accessible sources and to disseminate it.

Art. 17 - Freedom of the media

- (1) Freedom of the press, radio and television and of other forms of dissemination of features and information by means of public telecommunications is guaranteed.
- (2) Censorship is prohibited.
- (3) The protection of sources is guaranteed.

Rights and duties of journalists

This charter recognizes the Declaration of the Rights and Duties of Journalists, adopted in 1971, in Munich, in the following terms:

The ten duties:

1. To respect the truth, whatever the consequences for himself/herself, because of the public's right to know the truth.
2. To defend the freedom of information, comment and criticism.
3. To publish only information whose origin is known or accompany it, if necessary, with the necessary reservations; not to suppress essential information nor alter texts and documents.
4. Not to use unfair methods to obtain information, photographs or documents.
5. To compel to respect the private life of the people.
6. To correct any published information that is found to be inaccurate.
7. To observe professional secrecy and not to disclose the source of information obtained in confidence.
8. To refrain from plagiarism, slander, defamation, baseless accusations as well as receiving any advantage from the publication or suppression of information.
9. Never to confuse the profession of journalist with that of advertiser or propagandist; not to accept any instructions, direct or indirect, from advertisers.
10. To refuse all pressure and to accept editorial guidelines only from people in charge of the editorial staff.



The 5 rights:

1. Journalists claim free access to all sources of information and the right to freely investigate all facts that condition public life. The secrecy of public or private affairs can in this case be opposed to the journalist only in exceptional cases and by virtue of clearly expressed motives.
2. The journalist has the right to refuse any subordination which would be contrary to the general line of his/her company, as it is determined in writing in his/her contract of employment, as well as any subordination which is not clearly implied by this general policy.
3. The journalist cannot be compelled to perform a professional act or to express an opinion which would be contrary to his/her conviction or conscience.
4. The editorial team must be informed of any major decision likely to affect the life of the company. It must at least be consulted, before final decision, on any measure affecting the composition of the editorial staff: hiring, dismissal, transfer and promotion of journalists.
5. In consideration of his/her function and responsibilities, the journalist is entitled not only to the benefit of collective agreements, but also to an individual contract of employment ensuring his/her material and moral security as well as remuneration corresponding to the social role that is his/hers and sufficient to guarantee its economic independence.

Responsibility for the content and moderation

Each publication submitted to La Mèche is subject to review and verification, and may be subject to review and approval by the editorial board.

It is also up to readers, users and visitors of La Mèche to exercise their vigilance over its content, and in particular to verify their compliance with this charter. They can send an email to report a problem if necessary. La Mèche reserves the right to make the necessary changes, if necessary.

In general, we thank the readers for pointing out any anomalies in the form that they may notice when reading the publications.

Right of reply and comments

La Mèche community is by definition a platform for exchange and sharing of opinions, so all comments are welcome and are subject to the same rules as those to which contributions are subject. Comments and rights of reply must enable a reasoned and balanced debate to be initiated around the questions raised in the content published by La Mèche or by members of the community.

Content broadcast and formats

All published contents, downloadable or not, remain the property of La Mèche and their respective authors and may not be modified or altered without the latter's permission.



The content published by La Mèche may be quoted and may not be the subject of commercial use; there is an obligation to cite the name of the author, La Mèche website, and the full reference as displayed at the top or at the end of the article; there is an obligation to cite the hypertext link to the article on La Mèche website; altering or modifying the original text of the article is prohibited, and any cuts in the original text of the article should be noted.

Copyright

The authors-contributors definitively assign to La Mèche all the economic rights of the literary and artistic property on their contribution. The transferred rights include in particular: adaptation rights and in particular translation, correction and development rights; the rights of representation, reproduction, even partial integration and direct or indirect distribution on any information and/or communication medium, electronic or not, and by all current and future processes; the right to use the contributions and their adaptations for the promotion of La Mèche. The authors-contributors guarantee La Mèche the enjoyment of the transferred rights against any disturbance, claim or eviction whatsoever.

These rights may be used by La Mèche or by a third party assignee for the duration of the literary and artistic property, in all languages and in all countries.

The authors-contributors authorize those in charge of La Mèche to make editorial changes to their articles which may be made necessary by the need for harmonization of the entire site. These changes are submitted to the author-contributors, who validate them before final publication on the site.

If the author-contributor allows it, a personal page will be put online on La Mèche website in order to bring visibility to the author-contributors and to better inform readers about the drafting of documents distributed by La Mèche.