



Code of Ethics for Journalists

in Guinea-Bissau



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"Promote and Protect Democracy by Safeguarding Freedom of Opinion and Expression and Combating Mis/Disinformation in Guinea-Bissau".

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Preamble

Recognising that Guinean journalists believe public enlightenment is fundamental to justice and democracy, and that citizens have the right to plural, rigorous and impartial information in order to fully exercise their rights and duties; recognising that such rights and duties can only be realised through a free, independent, credible and robust press;

Recognising that the Code of Ethics for Journalists in Guinea-Bissau, last revised in 2018, requires updating in light of contemporary professional challenges, particularly in the fields of digital journalism, social media, disinformation and the safety of media professionals; aware that journalists have expressed the wish to see themes such as ethics in the digital space, combating disinformation, the protection of journalists, and the promotion of gender equality and professional integrity integrated or strengthened;

Inspired by international best practices and current debates on journalistic ethics, while maintaining the spirit of professional self-regulation;

The journalists of Guinea-Bissau commit themselves to complying with the following ethical principles and duties.

Article 1

Truth and public interest

A journalist must uphold the facts and citizens' right to the truth. Their work must always serve the public interest, above illegitimate pressures, whether political, economic, personal or otherwise.

Article 2

Rigour and distinction

A journalist must report events and facts with rigour and accuracy. They must clearly distinguish information from opinion, avoiding any confusion between facts and personal judgements.

Article 3

Verification

A journalist must verify the origin and authenticity of information before publication. They must not spread rumours. It is their duty to combat disinformation and promptly correct identified errors.

Article 4

Impartiality

A journalist must be impartial. They must seek to hear all the parties involved and ensure balance and fairness.

Article 5

Independence

A journalist must preserve their independence. They must not accept conflicts of interest or undue advantages.

Article 6

Integrity

A journalist must not accept bribes, inappropriate gifts or favours. They must reject all forms of coercion or manipulation. They have a duty to report attempts at corruption or undue pressure.

Article 7

Responsibility

A journalist is responsible for their professional actions.

Article 8

Editorial line and conscience

A journalist must respect the editorial line of the media outlet where they work, provided that it is compatible with this Code. They may refuse orders that contravene the law or their ethical conscience.

Article 9

Press freedom

A journalist must defend freedom of expression and press freedom. They must denounce censorship and resist unjustified restrictions on access to information.

Article 10

Presumption of innocence

A journalist must respect the presumption of innocence in all judicial or criminal reporting. They must not present individuals as guilty if they have not been convicted by a final court judgment.

Article 11

Protection of sources

A journalist must protect the identity of their sources and maintain professional confidentiality. They must not disclose information obtained in confidence, except with the prior consent of the source.

Article 12

Advertising

A journalist must clearly distinguish journalistic information from advertising. Any paid or sponsored material must never be presented as news.

Article 13

Privacy and dignity

A journalist must respect people's private lives and dignity. They must avoid exploiting human suffering and exercise special care when dealing with minors, victims and vulnerable people.

Article 14

Discrimination

A journalist must reject any form of discrimination or hate speech. They must not disseminate content that incites hatred, violence or prejudice.

Article 15

Diversity and inclusion

A journalist must reflect the cultural, ethnic and gender diversity of society. They must give voice to marginalised groups and promote fair and balanced representation.

Article 16

Serious violations

Serious violations include plagiarism, deliberate falsification of facts or documents, defamation and incitement to hatred. These practices violate the fundamental principles of the profession.

Article 17

Solidarity and safety

Journalists must act with solidarity and mutual respect. No journalist should be forced to accept tasks that put their life at risk. Physical, digital and psychological safety must be a priority.

Article 18

Digital conduct

A journalist must also apply the ethical principles of the profession in the digital space. They must avoid publishing unverified information on social media and refrain from participating in online harassment or hate speech.

Article 19

Artificial Intelligence

A journalist is responsible for content produced using digital tools or Artificial Intelligence. The use of such tools must be disclosed, supervised and never misleading.

Article 20

Compliance and oversight

A journalist must comply with this Code in all circumstances. The profession shall promote the creation and functioning of its own mechanisms for monitoring compliance with the rules established and approved herein.

Approved in Bissau on 29 October 2025

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