


Concept 3 : Ethical Express

Novartis PPE eLearning

The Ethical Express

A Public Policy Engagement mystery

 This course contains audio.

 30 minutes

Select **Start** to begin

Start



Welcome & Learning Objectives

An unusual invitation

It's an ordinary Monday morning. There's a handwritten note on your desk. Now that is unusual! Best open it.

Select the letter to continue.



Welcome & Learning Objectives

An unusual invitation

It's an ordinary Monday morning. There's a handwritten note on your desk. Now that is unusual! Best open it.

Select the letter to continue.

Good morning!

I hope you are having a good day. You've been selected for a special Public Policy Engagement mission.

You'll need to apply sound judgement about Public Policy Engagement applies, who it applies to, and how to engage responsibly. You'll also need to recognize risks, make sound decisions in real-life situations, and know where to go for guidance and escalation.

There's no time to lose! Take your tickets and head for the station.

Aurora Sharpe, Head of Ethics

Select the tickets to continue.



Why PPE is important



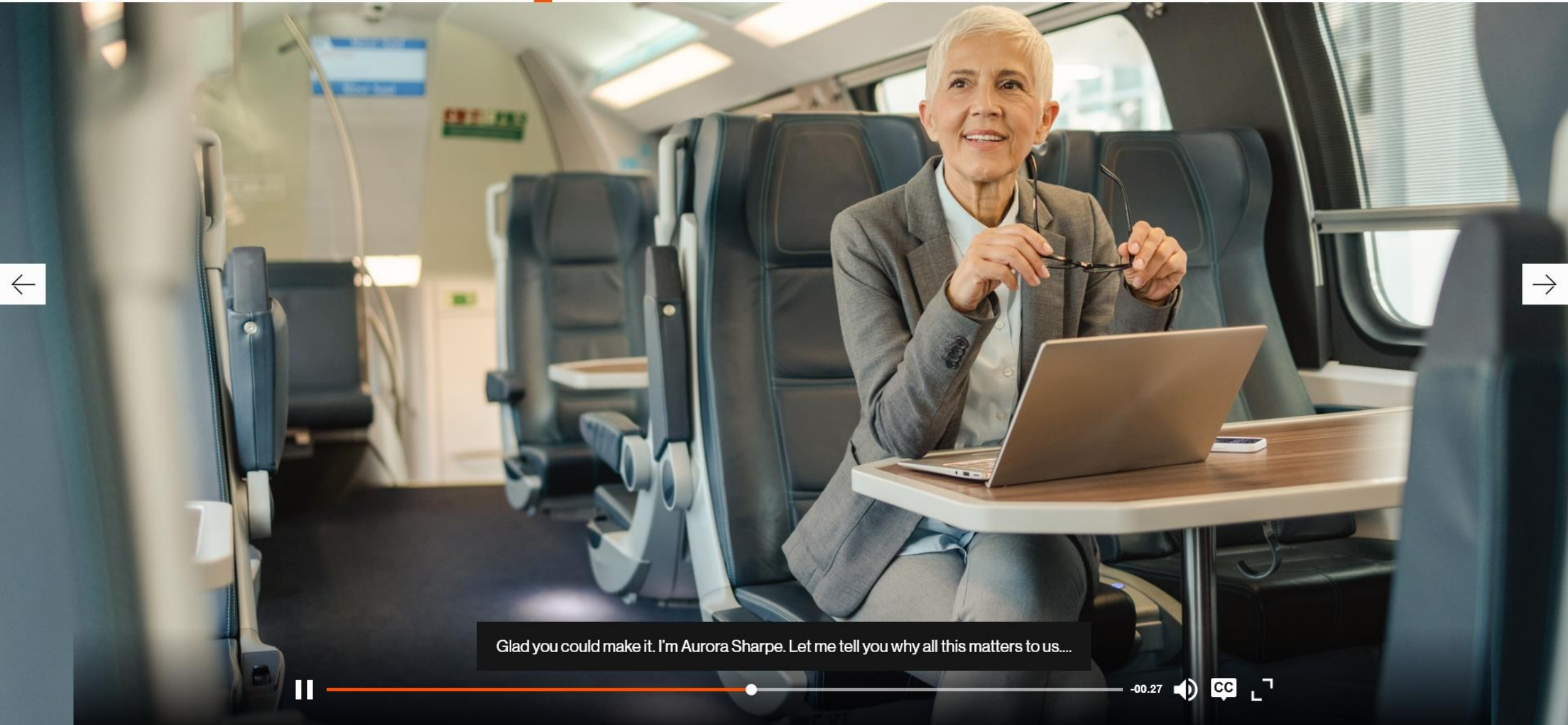
All aboard the Ethical Express. Departing in one minute.



-00:27



Why PPE is important



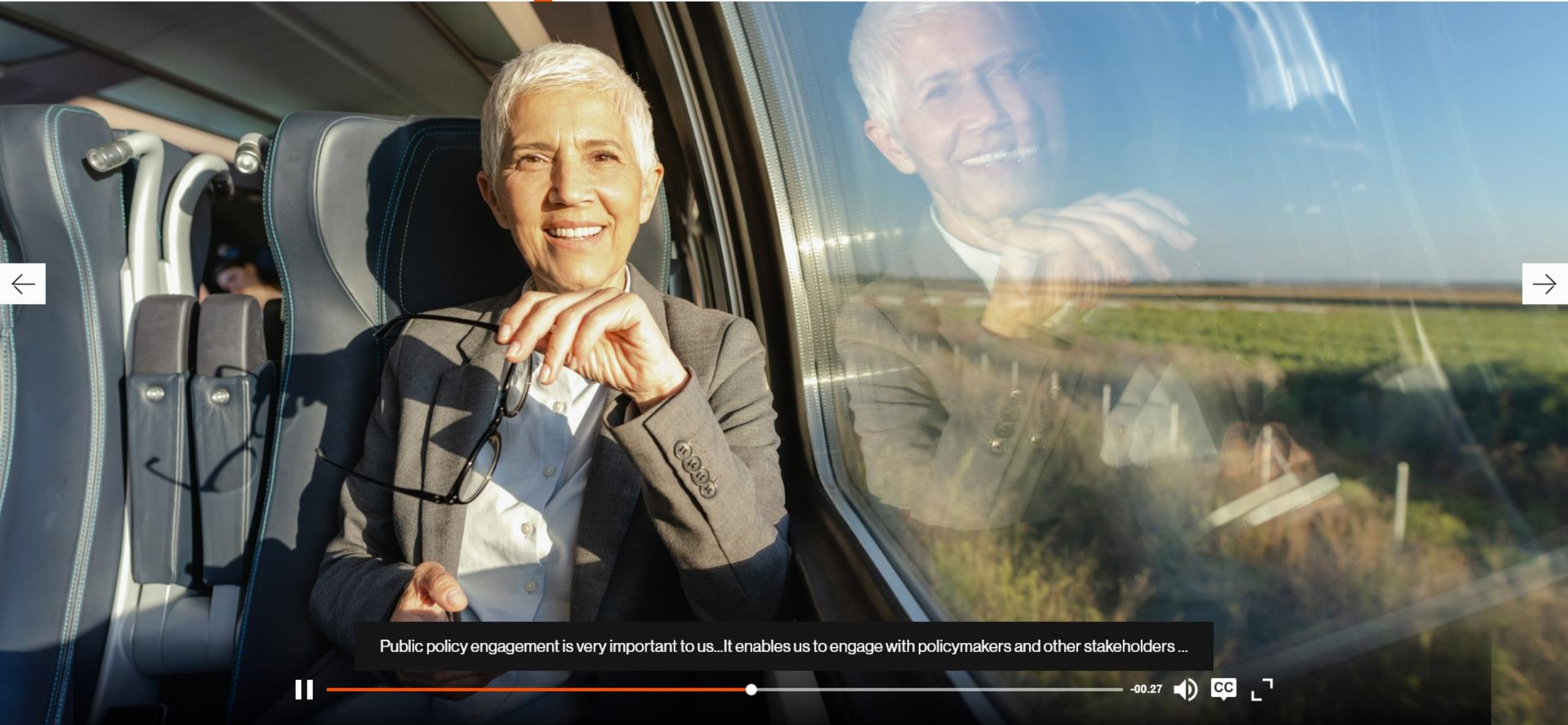
Glad you could make it. I'm Aurora Sharpe. Let me tell you why all this matters to us...



-00.27



Why PPE is important



Public policy engagement is very important to us...It enables us to engage with policymakers and other stakeholders ...



-00.27



Key Definitions (What you must know)

Key definitions

Aurora has left you a folder with some important background information.

Select each folder to find out more.

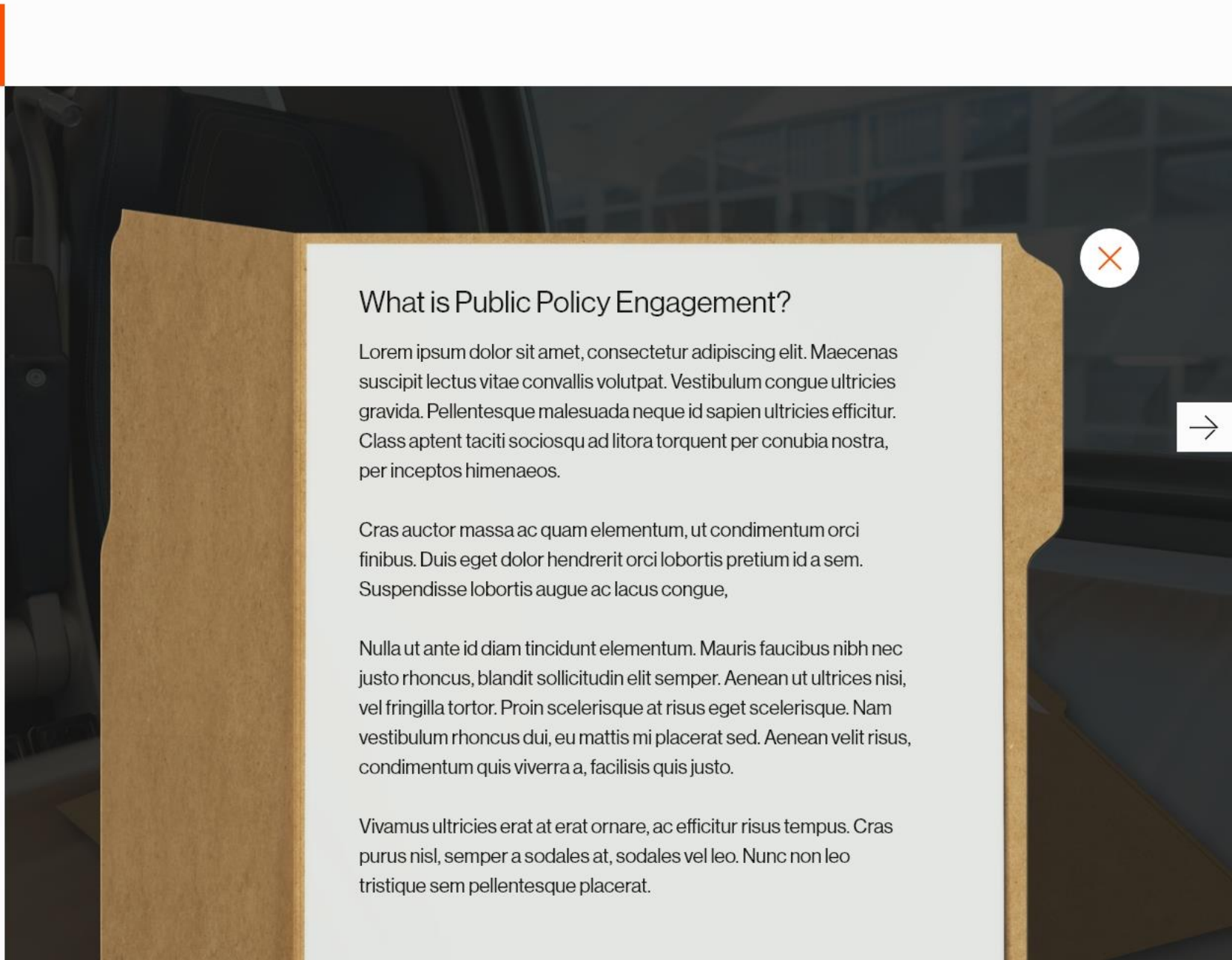


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What is Public Policy Engagement?

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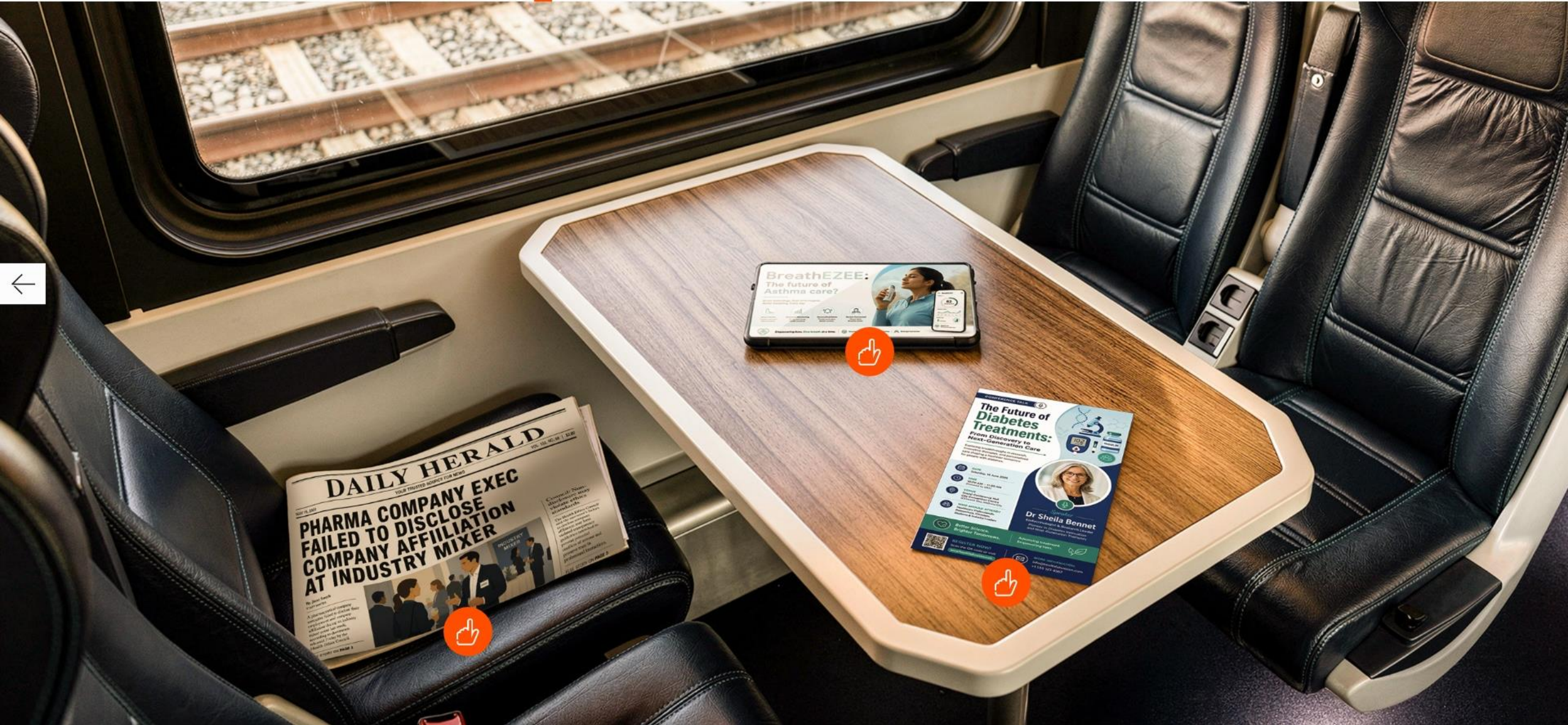
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Core PPE Principles (What you must do)

Select the hotspots to find out more.



Core PPE Principles (What you must do)

Select the hotspots to find out more.

PHARMA COMPANY EXEC FAILED TO DISCLOSE COMPANY AFFILIATION AT INDUSTRY MIXER

At a networking event last year, a pharma company employee entered into conversation with a public official.

Her defence: "The event was an informal gathering after a conference. As I was not officially representing the company, I did not think it necessary to declare my affiliation."

