1. **The humanitarian imperative comes first.**
2. **Aid is given regardless of the race, creed or nationality of the recipients and without adverse distinction of any kind. Aid priorities are calculated on the basis of need alone.**
3. **Aid will not be used to further a particular political or religious standpoint.**
4. **We shall endeavour not to act as instruments of government foreign policy.**
5. **We shall respect culture and custom.**
6. **We shall attempt to build disaster response on local capacities.**
7. **Ways shall be found to involve programme beneficiaries in the management of relief aid.**
8. **Relief aid must strive to reduce future vulnerabilities to disaster as well as meeting basic needs.**
9. **We hold ourselves accountable to both those we seek to assist and those from whom we accept resources.**
10. **In our information, publicity and advertising activities, we shall recognise disaster victims as dignified human beings, not hopeless objects.**