

Editorial standards inquiry — Andrew Jack, Nova SBE and a pre-existing speaking engagement



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Pedro Almeida Vieira - Página Um <pavieira@paginaum.pt>

<editor@ft.com>

<roula.khalaf@ft.com>

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Muito alta

Dear Editor and Editorial Standards Team,

I am writing as director of the Portuguese newspaper PÁGINA UM to request an institutional response concerning the application of the Financial Times Editorial Code to a speaking engagement accepted by Andrew Jack before the publication of an article concerning Nova School of Business and Economics.

The two relevant articles are:

Financial Times – “Harvard Business School explored European outpost after Trump visa threats”
<https://www.ft.com/content/4fbeebda-e40d-423a-8564-e410fbfb6e9f>

The FT article, published on 27 August 2026, names Nova SBE, London Business School, IMD and the University of Toronto as institutions with which Harvard Business School held discussions. The identification of those institutions is attributed to “people familiar with the discussions”. Harvard’s on-the-record statement confirms that overseas options were explored, but does not specifically name Nova SBE.

Fifteen days earlier, on 12 August, Nova SBE dean Pedro Oliveira had publicly announced Andrew Jack as a confirmed speaker at the Estoril Conferences, to be held at Nova SBE on 29 and 30 October.

Jornal de Negócios – “A Europa que ainda falta construir”, by Nova SBE dean Pedro Oliveira
<https://www.jornaldenegocios.pt/opiniao/deans-corner/pedro-oliveira/detalhe/a-europa-que-ainda-falta-construir>

The FT Editorial Code requires journalists to avoid both conflicts of interest and their appearance, requires editorial approval for conference appearances, including unpaid university events, and stresses the importance of transparent sourcing and attribution:

<https://aboutus.ft.com/company/our-standards/editorial-code>

The existence of a speaking engagement does not, by itself, demonstrate an ethical breach. The chronology nevertheless raises questions about the safeguards applied before publication. I would therefore be grateful for answers to the following questions:

1. Was the Financial Times aware, before the article was commissioned or published, that Andrew Jack had accepted an invitation to speak at an event being held at Nova SBE?
2. Did Andrew Jack submit the engagement through the FT editorial speaker approval process, and on what dates was the engagement submitted and approved?
3. Can the FT confirm whether Andrew Jack will receive a fee, expenses, travel, accommodation or hospitality from Nova SBE, the conference organisers, a sponsor or another third party, and identify the paying entity?
4. Did the editors responsible for the article formally assess whether the engagement created an actual or apparent conflict of interest? If so, what safeguards were considered necessary?
5. Why was no disclosure of the engagement included in the article, and will the FT now review whether an explanatory note should be added for readers?
6. Did Harvard Business School specifically confirm to the FT that it had held discussions with Nova SBE, or did it confirm only that overseas options had been explored in general?
7. How many independent sources supported the specific reference to Nova SBE, and can the FT confirm whether any source was connected to Nova SBE, the Estoril Conferences or a communications adviser acting for them?
8. Did Nova SBE, the conference organisers or anyone representing them suggest the story, provide information or documents, or facilitate access to any of the sources used?
9. Who selected the photograph of the Nova SBE campus and its caption, and what editorial reason justified giving Nova this particular visual prominence over the other institutions named in the article?
10. Does the Financial Times, FT Live, FT Strategies or any other FT Group entity have a commercial, sponsorship, training, events or institutional relationship with Nova SBE or with any organisation involved in the Estoril Conferences?

I would appreciate a point-by-point response until next Monday. Please also indicate whether this request will be treated as an inquiry under the FT Editorial Code or whether a separate formal complaint is required. The FT’s responses may be quoted in full or in part in our reporting.

Yours sincerely,

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Pedro Almeida Vieira

CP 1786
PÁGINA UM / Director
www.paginaum.pt
pavieira@paginaum.pt
Tm. 961696930