

## Simavi Code of Conduct

### I. A HEALTHY LIFE FOR ALL.

Good health is the basis of everything. It enables you to believe in yourself, take matters into your own hands, and pursue your dreams. With good health, you can look after yourself and your family and lift yourself out of poverty. Therefore, Simavi works towards a Healthy Life for All.

To achieve this, we work to ensure that disadvantaged people in low and middle income countries practice healthy behaviours based on their own free and informed decisions.

Based on our experience over the past ninety years, we believe that there are two crucial factors which determine good health and wellbeing: sexual and reproductive health and rights; and water, sanitation and hygiene. In order for disadvantaged people, specifically women and girls, to enjoy a healthy life, we empower them to:

- Improve their hygiene practice and make use of sustainable drinking water and sanitation services,
- make informed decisions regarding their sexual and reproductive health and rights, ...free from discrimination, coercion and violence.

In order to empower people to improve their health, our work is characterised by an integrated approach of three components. Firstly, we build knowledge so that individuals can make informed decisions regarding their health and bodies. Secondly, we create a supportive environment in which the needs and rights of individuals are respected and upheld by relevant stakeholders. Finally, we support individuals to gain access to the sustainable quality services they need, provided by the responsible actors, to improve and maintain their health.

To realise this vision, Simavi stimulates and supports projects, without regard to race, religion or political creed. Motivating and involving the local population is essential to our approach. To mobilise and maintain public concern regarding issues faced by developing countries, Simavi engages in well-directed public awareness activities and raises funds with which to finance projects. In performing its tasks, it is vital to Simavi that the organisation, and everyone that works for or on behalf of the organisation, adheres to the principles that constitute Simavi's foundation. These principles are described below.

Simavi furthermore wishes to provide a positive, learning and stimulating environment for staff members, volunteers and partners, where equality and mutual respect are a matter of course and where everyone has a participative say in and is responsible for his or her own work and function. It is therefore important to create maximum clarity within the organisation, with respect to the basic principles that everyone should observe, and in so doing to embed these in the organisation.

This Code of Conduct applies to Simavi as organisation and to all persons that work in, for, or on behalf of Simavi. The code is in part based on the Code of Conduct of Goede Doelen Nederland (GDN, the association of fundraising organisations in the Netherlands). Simavi endorses the Code of Conduct of GDN.

### II. STAKEHOLDERS

In performing its work, Simavi deals with individual persons, groups and a wide range of agencies. On account of the nature and objective of Simavi as a fundraising charity organisation engaging in development cooperation, Simavi acknowledges responsibilities towards:

#### **DONORS**

Whereby the donors are defined as all persons, groups, foundations and institutions that, pro bono and voluntarily, support our programmes by giving money and goods in kind.

*Motivation: trust in the proper allocation and the voluntary contribution of the donor constitutes the basis of fundraising for the causes concerned.*

#### **OBJECTIVES**

Whereby the objectives are defined as the goals, as presented by Simavi in its communications, campaigns and proposals. These are primarily development programmes/projects supported by Simavi, conducted by partner organisations in the target countries. These also comprise public awareness activities in the Netherlands and other western countries.

*Motivation: this constitutes the core of Simavi's objective and activities.*

#### **STAFF MEMBERS**

Staff members are all persons employed by Simavi.

*Motivation: the staff members constitute Simavi's daily face to the world.*

#### **VOLUNTEERS**

Volunteers are defined as the persons that, pro bono and voluntarily, make themselves available for Simavi activities. This includes supervisory board members, ambassadors, public information providers, campaign staff and other volunteers.

*Motivation: volunteers also constitute Simavi's face to the world. Their efforts are moreover vital to and interwoven with Simavi's continued existence, making a permanent focus on their optimum deployment and appreciation for their dedication indispensable.*

#### **PARTNER ORGANISATIONS**

Partner organisations are defined as the organisations operating in a target country, supported by Simavi in their performance of development projects.

*Motivation: partner organisations execute the Programmes and form link to the actual target groups. These organisations thereby constitute the critical factor in an effective and efficient performance of activities.*

#### **TARGET GROUPS**

Simavi's target groups are the disadvantaged people in low and middle income countries whose lives are affected by our programmes as executed by the local partner organisations.

*Motivation: It is Simavi's objective to structurally improve the practice of healthy behaviours of these people.*

#### **(ALLIANCE) PARTNERS**

(Alliance) partners are defined as institutions that focus their fundraising activities on the Dutch (or European) public, with whom we cooperate and whose objective is to engage in development cooperation.

*Motivation: each institution is part of a larger whole in which the conduct of the one institution affects the functioning of other institutions.*

#### **SOCIETY**

Whereby the society is the social environment in which Simavi functions, both in the Netherlands, the western world and in the developing countries where Simavi operates.

*Motivation: institutions have social significance and fulfil public functions.*

### III. CORE VALUES

Simavi holds that its activities must be governed by a number of guiding principles, referred to as core values.

Our core values are: Just, Sustainable, Empowering, Inspiring, Connecting

- a) *Just*: We believe in the right to a healthy life for all. We strive for equity and work according to people's equal rights, ensuring all people have equal chances and are treated fairly. We respect differences between people, cultures and organisations.
- b) *Sustainable*: In everything we do we aim for structural change, respecting people and planet. Our activities are aimed at being meaningful, efficient and effective in order to ensure lasting impact.
- c) *Empowering*: We believe in the power and passion of people to develop their talents and enhance change. We lead by example, think outside the box and challenge the status quo.
- d) *Inspiring*: We strive to be a source of inspiration for everyone involved in our field. We encourage creativity and innovation and are open to new ideas and perspectives. Our motivating attitude is contagious as we aim to make positive change in the lives of others.
- e) *Connecting*: We put our heart and soul into what we do. We are open, authentic and empathetic. By cooperating and sharing we learn and improve continuously. Together we can reach further.

### IV. ELABORATION OF THE CORE VALUES

The core values listed above govern what persons associated with Simavi will do and will not do. In practice, these values concretely impact Simavi's relations with the donors, with partner organisations and target groups, and Simavi's interaction with volunteers, (alliance) partners and the societies in which Simavi operates.

Adhering to the Code of Conduct means that all persons involved can be confident that they will be treated with respect and will equally be expected to treat others with respect. That they will not be subjected to undesirable conduct and will equally be expected to refrain from undesirable conduct, being:

- *Sexual intimidation*: unsolicited attention in the form of requests for sexual favours or other verbal, non-verbal or physical behaviour (including the unsolicited sending or overt viewing of pornographic images or texts, e.g. via Internet).
  - *Aggression and violence*: subjecting others to harassment, psychological or physical bullying, intimidation or assault.
  - *Discrimination*: subjecting persons to statements, actions or decisions, in any shape or form, that are offensive to those persons on account of their race, religion, gender, personal persuasion and/or sexual orientation, or applying any distinctions on the grounds of these factors (race, religion, and so on).
  - *Bribery and corruption*: offering of or soliciting for unpermitted favours in exchange for money, return favours or for personal gains.
  - *Fraud*: abuse in any kind of information, means, funds or services, to which a person has access, because of someone's position within Simavi.
- a) The donors can be confident that:
    1. the provided information regarding the cause of the campaigns are complete, accurate and comprehensible;
    2. the donor and beneficiary are shown due respect in charity campaigning;
    3. all activities are performed with the aim of achieving maximum quality;
    4. of the resources received, as much as possible is allocated to the intended purpose;
    5. complete, honest and comprehensible accountability is provided concerning the allocation of resources and the activities performed towards achieving the objective.

- b) The beneficiary partners, organisations and target groups can be confident that:
  - 1. individual persons and the local culture and society are treated with respect;
  - 2. all activities towards realising the objective are performed with the aim of achieving maximum quality;
  - 3. no distinction is made with regard to race, religion, nationality, gender or sexual orientation in the selection of beneficiaries;
  - 4. the interventions does not seek to promote any party-political or religious aims, but solely to achieve the objective of Simavi (improving the healthy behaviour of the disadvantaged people);
  - 5. interventions and prioritisation of the interventions is based on the real needs of the target groups, and that they are actively participating herein;
  - 6. the interventions draw upon and strengthen, as much as possible, locally available capacities and resources.
  
- c) Staff members and volunteers can be confident that:
  - 1. generally accepted rules and standards of good employment are observed, insofar as these apply to their activities;
  - 2. proper conditions are created for their efforts;
  - 3. they are suitably appreciated for their efforts.
  
- d) The (alliance) partners can be confident that:
  - 1. mutual respect is shown;
  - 2. there is a willingness to confer with regard to common interests;
  - 3. efforts are made to coordinate and to collaborate in campaigning and in project- and partner support provided as well as monitoring & evaluation of partners;
  - 4. no negative comments are made about each other in public.
  
- e) Every society where Simavi operates can be confident that:
  - 1. generally accepted norms and values are observed, both in terms of social behaviour and of the principles of the democratic constitutional state;
  - 2. at all times, the willingness exists and is expressed to confer and converse with relevant community and political groups about Simavi's functioning.

## V. CONCLUDING PROVISIONS

- a) Simavi shares in the responsibility for the social and political acceptance and perception of the development sector and the charity fundraising sector as a whole.
- b) Simavi is committed to collaboration, both within the sector and with other parties involved.
- c) Simavi is staunchly devoted to implementing the self-regulatory activities defined and supported by GDN.
- d) Simavi has implemented a complaints procedure, which is published on our website.

In the event of undesirable conduct or other practices that violate this Code of Conduct, please report this using the procedure of the Complaint or of the Whistle blower policy.

### Relating policies (available on request):

- Simavi Complaint Policy
- Anti-Fraud and Anti-Bribery and corruption Policy
- Simavi Child Safeguarding Policy
- Whistle blower Policy



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