



Code of Conduct

Introduction

Our goals, mission and core values form an integral part of this Code of Conduct. Our goals are the reason why we exist as a Foundation. Human rights also largely determine what is described in this Code of Conduct.

Objectives and mission

The Madudu Foundation's objectives are:

- a. to train and guide potential talented photographers and filmmakers worldwide so that they can tell authentic stories from their own own country and region and can therefore also support themselves;
- b. to increase knowledge of and involvement in sustainable development goals among citizens;
- c. telling stories of people and their lives through film, photography and text focused on social impact in the broadest sense of the word.

Motto

In addition to objectives and mission, the Foundation's motto is an essential part of who we are and what we do. The motto means that if you want to change the world, it starts with how you look at the world ("*If you want to change the world , it starts with how you look at it*"¹).

Core values

We use the following core values as a guideline for the Foundation's mission and activities:

Empowerment: Promoting the belief that everyone has the ability to tell their story and that these stories are powerful.

Authenticity: Valuing sincerity, authenticity and the unique voice of each individual, without judgement.

Inclusion: Striving for diversity and equality by providing a platform for a wide range of voices, regardless of background or experience.

Inspiration: The commitment to share stories that inspire others to take positive action and improve the world.

Respect: Fostering an environment in which respect for each other's stories and perspectives is central.

Connection: Highlighting the power of stories to connect people and promote understanding.

Impact: Measuring and highlighting the impact of stories on awareness, understanding and change.

Creativity: Embracing creative expression and innovative ways to share stories.

Collaboration: Entering into partnerships with other organizations and individuals to achieve a greater impact.

¹ © Roland Pupupin

Human rights

Our code of conduct also has its origins in (compliance with) human rights as enshrined in international treaties.

Who applies

This Code of Conduct applies to all volunteers, interns, trainees, hired self-employed persons, employees, board members, but also to companies and institutions with whom they collaborate in projects (collectively referred to as 'staff' or 'employees') .

Code of Conduct, regulations, codes and procedures

Part of the Code of Conduct system is our complaints regulations (and complaints procedure), the privacy statement, our non-discrimination policy and our reporting point for integrity violations.

The Code of Conduct is an important instrument to increase integrity awareness among staff and sets out the expectations regarding ethical behavior of the staff.

Obligations for employees

Employees must uphold the integrity and reputation of the Madudu Foundation by ensuring that their professional and personal conduct is consistent with the values and standards of the organization. Employees must therefore behave in accordance with the following obligations.

1. Integrity and Honesty

Employees always act with integrity and honesty, conduct themselves professionally and avoid any form of deception, fraud or conflict of interest.

2. Respect, local customs and culture

All individuals are treated with respect and dignity, regardless of their background, gender, race, religion, age or other characteristics. The rights and views of others (both other employees and others outside the organization or outside the project) are respected, including local customs and culture of others. We stand up against any form of discrimination, intimidation, exploitation or abuse. Local communities are involved in the planning and implementation of projects, (also) respecting local cultural and economic needs.

3. Legislation and regulations

Employees must comply with applicable laws and regulations. In any case, this concerns Dutch legislation and regulations, EU regulations, and international treaties such as the Convention for the Protection of Human Rights and Fundamental Freedoms (ECHR).

4. Internal guidelines

Employees must adhere to employee guidelines. Employees must not be under the influence of narcotics (alcohol, soft or hard drugs, etc.) during their work.

5. Undesirable behavior

Employees must refrain from the following forms of undesirable behavior: speaking disparagingly about others, gossiping, bullying, humiliating, verbal or physical aggression, discrimination, (sexual) intimidation, excluding others, unfairly favoring someone at the expense of others. Employees must not abuse their position in any way when carrying out the mission of the Madudu Foundation, this is even more important when there is an unequal power relationship.

6. Transparency

Employees are transparent in carrying out activities, finances and reporting. Correct and honest information is distributed to stakeholders.

7. Accountability:

Responsibility is taken for activities and decisions.

8. Accepting gifts

Employees are not permitted to accept gifts from third parties if there is a relationship between the gift offered and the work for the Foundation. Even where gift giving and acceptance is a normal culture-defining practice, employees should not receive monetary gifts or inappropriate gifts (extravagant, unusual or excessive) from third parties (governments, beneficiaries, donors, suppliers and other persons) offered to them as a result from their work for the Madudu Foundation. Where giving and accepting gifts is nevertheless a normal cultural practice (and declining them may even lead to problems), employees should ensure that such gifts are within reasonable limits and should report the gifts to the Foundation board (and possibly the gifts handed over to the Foundation).

9. Confidentiality and privacy

The confidentiality of sensitive information, such as personal data and company information, is guaranteed. Employees must handle all documents, files or (other) information carriers with care that they receive in connection with the performance of their duties. Employees must adhere to the obligation of confidentiality that applies during and after termination of their

involvement with the Madudu Foundation for all information that comes to the employee's attention in connection with the performance of work and of which the employee knows or should know. that it is confidential. Information is only shared with those who are authorized/ entitled to do so. The General Data Protection Regulation (GDPR) and our privacy statement are leading.

10. Interests of others

We act in the interests of the objectives and mission of the Foundation, partners and beneficiaries. The mission takes precedence over personal interests because employees must separate personal opinions, activities and preferences from the performance of professional responsibilities and tasks (also remember this when posting on social media). If an employee discovers that a possible conflict of interest may arise in connection with other work (for example, for another organization or company), this will be reported immediately to the Foundation's board. The board then ultimately decides on the question of whether and in what form the work for the Foundation can be continued, with the aim being to continue the work.

11. Non-Discrimination and diversity

There is an inclusive environment in which diversity is valued and respected. Equal opportunities for all employees and stakeholders are promoted. The Foundation's non-discrimination policy and internationally established human rights are leading.

12. Social and environmental consciousness

We act in a way that is socially and environmentally conscious and contributes to a sustainable world. Negative environmental impact is minimized and social responsibility supported .

13. Foundation equipment

Employees must handle equipment provided to them with care (for example a mobile telephone or camera equipment). Employees should not leave valuable company assets unattended. In the event of loss, theft or damage, this will be immediately reported to the Foundation board. After use, termination of the project or termination of work for the Foundation, the equipment must be returned in good condition.

14. Communication by employees

Employees must request permission before communicating externally on behalf of the Madudu Foundation and must avoid unintended negative consequences for the Madudu Foundation or themselves in external communication.

15. Complaints and reports regarding Integrity

Unethical behavior or violations of this Code of Conduct must be reported through the integrity violation procedure. Protection from retaliation is provided for those who report.

16. Implementation and enforcement

The Board of the Foundation is responsible for the implementation and enforcement of this Code of Conduct.

Violations of this Code of Conduct

Observations of (alleged) violations of provisions and obligations as included in this Code of Conduct must be reported to the board of the Foundation by e-mail to integrity@madudufoundation.nl. In case of doubt, contact can also be made.