



## Ethical code partners War Child Holland

### War Child's vision and mission

It is War Child's vision that children and young people have the right to grow up free from fear, and violence, and to develop their full potential and contribute to a peaceful future for themselves and others. Therefore, we all have to contribute to a world in which children are no longer affected by armed conflict. War Child exists to create the conditions that will fulfill their protection, development and survival rights.

### Why this ethical code?

War Child welcomes and seeks alliances with the business community that can help the organization fulfill its mission. War Child's alliance with the business community takes many forms; long term global partnerships, co-implementers of our work, providers of fundraising support, in-kind contributions and/or sponsorships in cash.

War Child is an independent child rights based organization, with a set of values and principles that are used throughout our whole organization. It is who we are and what we believe in.

War Child recognizes the potential conflict between partnerships with certain types of corporations and fulfilling the organization's humanitarian programs. Before entering into a relationship with a corporate partner, we therefore want to make sure that our partners subscribe our vision, values and principles.

### To whom applicable?

All companies with a collaboration with War Child, like long term global partnerships, co-implementers of our work, providers of fundraising support (including selling products for War Child), in-kind contributions and/or sponsorships in cash.

### Partnership criteria

War Child uses exclusion criteria and acceptance criteria.

- The **exclusion criteria** are absolute conditions. Part of them is based on relevant internationally agreed standards, agreements and operating principles.
- The **acceptance criteria** are relative, and reflect how the corporate performs in their category or industry. This qualitative judgment determines whether a potential corporate partner matches War Child's reputation and ambition.

### Exclusion Criteria

War Child has a zero tolerance policy accepting money/products/support from companies:

#### Human Rights

- that undertake activities that explicitly violate Human Rights (based on the Universal Declaration of Human Rights);
- whose business operations have a deleterious effect on health or living conditions, or increase poverty;
- using or support child labour.



### War and arms

- companies engaged in or benefiting from war and/or war crimes;
- companies that are active in the development, manufacture, distribution or trade in arms;
- companies that invest in manufacture, distribution or trade in arms (as described in the Common Military List of the European Union);
- companies trading in resources that are directly related to or the source of armed conflict;
- companies that advocate violence or the simulation of violence.

### Acceptance Criteria

Besides the exclusion criteria War Child will assess corporate partners on the following acceptance criteria to determine where they stand compared to competitors in their industry, taking in account the nature of their industry. The qualitative assessment of the acceptance criteria will define the more 'soft' match between War Child and the corporate partner.

War Child will give preference to the following type of companies:

#### Branding and reputation

- companies which brand values align with War Child's (Creative, Inspiring, Impact, Open)
- companies who have a top ranking (in market share, in reputation, in customer appreciation) within their field

#### Product/service

War Child gives preference to companies whose product or service matches the public's perception of War Child's brand, cause and activities. That's why we are not in favor of companies trading in alcohol, tobacco, gambling or games of chance.

*Exception to these criteria is the sponsoring of products that War Child would have paid for in order to perform her activities. Example: On behalf of our fundraising goals and visiting our partners), petrol is needed for the cars. In this case War Child can accept sponsored petrol from an oil-supplier to save money.*

### CSR

- companies with an active CSR policy;
- companies that can demonstrate an active policy in the use of resources that can be considered as or directly related to the source of armed conflict (for example Coltan);
- companies that make an active contribution towards respecting, protecting and promoting human rights.