

# CODE OF ETHICS

ITWILLBE's Code of Conduct, based on the CONGDE Code of Conduct. Drafted by ITWILLBE's management with the participation of the operational team and volunteers and approved by the organisation's governing body.

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# 1. ITWILLBE Identity

**ITWILLBE** was born from the vision of its founder and the ethical duty to professionalise work in the social sector and to strive for excellence, considering it essential to optimise the resources offered by society - economic and human - in order to build a better world.

After several institutional integrations and with the strengthening of the team and the organisational culture over the years, we have come to the conclusion that the values that govern the work and behaviour of people within **ITWILLBE** are **efficiency** and **solidarity**.

How we understand **efficiency** at **ITWILLBE**:

The ability to achieve a previously set objective in the shortest possible time and with the least possible use of resources. We also ensure that we respect universal human rights and the various legislations in force in the countries in which we operate, and we rigorously ensure that the strategies and means to achieve our objectives are scrupulously ethical.

How we understand **solidarity** at **ITWILLBE**:

A feeling or value through which people feel that they share the same obligations, interests, ideals and ethics. An action is solidarity when it is oriented towards satisfying the needs of others and not one's own, thus expressing support for another's cause. It is a type of collaboration that is preceded by a feeling of empathy for the circumstances of others.

Solidarity can be understood both from an individual and collective perspective and, on the other hand, as a sociological phenomenon related to with the moral dimension of the human being.

**ITWILLBE is** committed to a combination of **solidarity and efficiency**, where both are equally important, in order to successfully fulfil its mission. The combination of these two concepts is a great challenge that **ITWILLBE** faces, as it means demonstrating that being highly competent in the sector does not have to be at odds with cooperation and solidarity with other organisations.

# 1. ITWILLBE Identity

Seeking excellence in our own organisation can benefit those working towards a similar and/or shared mission. Likewise, it is possible to be altruistic by being demanding, rigorous and seeking excellence at work, i.e. not settling for good intentions. **Excellence and professionalism** are only possible with human resources that are 100% committed to the mission and objectives of the organisation.

## 1.1 CONCEPT AND CHARACTERISTICS OF ITWILLBE

**ITWILLBE** is part of the third sector. It is a Spanish NGO for development cooperation and social innovation that focuses on building a more socially just world, in which wealth is better distributed. To this end, it carries out projects and constructive actions that encourage people, freely and responsibly, to change their lifestyle and improve their treatment of others.

The essential features of **ITWILLBE**:

- It is a **stable structure**, with legal personality and legal capacity in accordance with current regulations. It is not an isolated campaign or action.
- It is a **non-profit organisation**. All of the income obtained is dedicated to development programmes, investment in R&D and the running of the organisation itself. **ITWILLBE** spends 15-30% of its annual income to finance its structure and 70-85% to finance its development and social innovation programmes (in line with its Mission). **ITWILLBE** considers it necessary to combine quality structure and outsourcing. **ITWILLBE** strongly believes in a professional and optimal structure of the highest quality (within the legal constraints of the sector). It also believes in the outsourcing of necessary minor project-related activities through partnerships with companies or professional volunteers. With this symbiosis is achieved by optimising resources and generating greater social impact.

## 1. ITWILLBE Identity

- **ITWILLBE is active in the field of international cooperation** and solidarity, specialising in development cooperation and social innovation projects. .
- It has a **desire for change** or social transformation, actively participating in the improvement of society through proposals that favour fairer and more equitable North-South relations that promote equality between women and men as an inherent and indispensable part of the development process.
- **It has social support and presence.** **ITWILLBE** is financially supported by members through regular membership fees, has partnerships and collaborations with companies, mobilises professional and corporate volunteer work and promotes active participation in social networks and communication with other organisations in the sector.
- It has independence. **ITWILLBE** has **institutional and decision-making autonomy** with respect to any governmental, intergovernmental or any other body outside the institution. **ITWILLBE** is not subject to any control or organisational and organisational dependence on public entities or business groups, it has the capacity to freely set its objectives, strategies, choice of partners, etc.
- It has resources, both human and financial, which come from private donations, professional volunteer work and partnerships with companies. In addition, **ITWILLBE** has developed and continues to develop ventures to generate its own resources, seeking to **diversify funding sources** and thus have greater freedom and be more sustainable.
- It acts with **transparency as a fundamental value in its management:** **ITWILLBE** is transparent in **its policies, practices and budgets**. It publishes quantitative and qualitative documentation and facilitates external control of its activities and resources. **ITWILLBE** acts with transparent and participatory mechanisms for the **election or appointment of its positions**, promoting equal opportunities between men and women. In particular, the members of its governing body (in their functions) are volunteers, without prejudice to the appropriate compensation for expenses arising from their position.

## 1. ITWILLBE Identity

**ITWILLBE** is transparent in its management, advocating disintermediation and new forms of relationship with the different stakeholders, with the use of new technologies such as blockchain.

- **ITWILLBE** is based on and articulated around the **aims of international solidarity and cooperation**. This implies the need for the NGO's main objectives to include development cooperation, the fight against inequalities, poverty and its causes.

It also requires that its practice be consistent and coherent to this end.

## Identity of ITWILLBE

### 1.2 BASIC CONSENSUS ON SOME CONCEPTS

**ITWILLBE** promotes development, understanding it as a process of social, economic, political, cultural, technological, etc. change which, arising from the collective will, requires the participatory organisation and the democratic use of power of the members of a community. Development, understood in this way, creates conditions of equity that open up more and better life opportunities for human beings to develop their full potential and preserves, for future generations, access to and good use of resources, the natural environment and cultural heritage.

**ITWILLBE** strives to eradicate poverty conceived as a situation of deprivation of the essential elements for human beings to live and develop in physical, mental and spiritual dignity, taking into account their needs in relation to gender, abilities, cultural values, age and ethnicity. **ITWILLBE** believes that poverty is fundamentally the result of the exploitation of people and nature. And that the cause of social inequalities lies in the unequal access to resources and the exclusion of people from decision-making that concerns them.

**ITWILLBE** practices cooperation with developing peoples (understood as peoples who are impoverished and/or in need of foreign aid, which may change as the distribution of wealth in the world changes), understanding this as an exchange between equals, mutual and enriching for all, which aims to promote development and achieve the eradication of poverty (as defined).

Cooperation is an activity that must be placed in the context of international relations and is therefore closely linked to other North-South policies, which it seeks to influence without being limited to the exercise of funding. Cooperation requires a general coherence between long-term objectives and the concrete actions and initiatives carried out, as well as between the results pursued and the means employed.



## 1. ITWILLBE Identity

**ITWILLBE** also attaches great importance to three other aspects that decisively shape its thinking and action: **gender equality, respect for the environment and the promotion of human rights**, which are considered **the three cross-cutting themes** of the organisation's work. The concept of gender designates what is attributed to each of the sexes in each society, i.e. it refers to the social construction of being a woman or a man, the interrelationship between the two and the different relations of power/subordination in which these relations occur. The gender system and gender relations affect all social relations, defining the different roles, behaviours, attitudes and values that are internalised by women and men in their socialisation processes. The current gender system places women in a position of inferiority and subordination, making gender relations a dimension of social inequality.

**ITWILLBE** aims, among other things, to create the conditions for women, as members of the community, to participate in decision-making. It also promotes their active inclusion in all development and humanitarian aid programmes to ensure equitable access to and control of resources and benefits.

**ITWILLBE** promotes an environmentally friendly type of development. Its actions must not adversely affect the environment and promote the conservation of the natural environment and the sustainable use of resources.

Through its actions **ITWILLBE** promotes respect for human rights understood as civil, political, economic, social and cultural rights, including the right to development.

## 2. ITWILLBE work camps

**ITWILLBE** specialises in two areas of work

- Development cooperation: with a special focus on development projects, although we occasionally touch on other fields of work such as RC, development education, advocacy or humanitarian aid.
- Social R&D

### 2.1 DEVELOPMENT PROGRAMMES AND PROJECTS

**ITWILLBE**'s work in developing countries aims to tackle the structural causes of poverty and to promote the social development of the people to whom it is addressed. For this, it is necessary to analyse the causes of their problems, maintain a fluid dialogue and constant work with organisations in developing countries and always take into account the priorities and the protagonism of the beneficiary population as well as prioritising the most vulnerable groups of inequalities (gender, ethnicity, etc. and their organised collectives), within the framework of their social, economic and cultural reality. Collaboration with partners in developing countries translates into cooperation based on reciprocity and respect for the pursuit of common objectives. This cooperation can take various forms:

- Technical and organisational support and advice to improve the technical capacity of the projects' operational teams.
- Financial support for local initiatives.
- Encouraging cooperation between the partners themselves, in order to share similar experiences and improve effectiveness.
- Monitoring and evaluation of the actions undertaken, in order to know their real impact on the population and to take measures aimed at improve the quality of cooperation.

In the case of projects carried out jointly with a company, **ITWILLBE** will ensure that its singularities are maintained, including that of contributing to the strengthening of the social and organisational fabric of developing countries, avoiding becoming mere executors of actions, favouring the exercise of the social responsibility of the company with which it executes the project.

## 2. ITWILLBE's fields of work

### 2.2 R&D PROJECTS

**ITWILLBE** considers social innovation to be critical in order to advance development cooperation. **ITWILLBE** works with the cooperation projects it supports as innovation labs. In them and in the communities with which it works, it detects social needs to which it tries to respond with projects, tools, solutions after R&D processes.

With social innovation, **ITWILLBE** aims to:

- Solving social problems in a more effective and efficient way
- Develop scalable and replicable solutions so that other entities can make use of them.
- Establish new relationships and collaborations with entities and companies, joining forces and resources to generate a greater impact.

### 3. ITWILLBE's general performance criteria

#### 3.1 RELATIONS WITH ORGANISATIONS AND GROUPS IN DEVELOPING COUNTRIES

**ITWILLBE** works in close cooperation and partnership with its partners in developing countries: local organisations, NGOs, grassroots movements and organised groups of beneficiary populations. They share common objectives and a common vision of development work. For this reason, they establish partnerships that do not promote paternalism or the imposition of criteria. The partnership is based on the principles of mutual commitment, co-responsibility and equality. **ITWILLBE** is aware that, in many cases, real cooperation takes place between the citizens of the North and the local communities, and that, therefore, they act as mediators and facilitators of the development process.

**ITWILLBE** is not a direct implementer of the programmes, but always works with local organisations. Its actions must promote the construction of the local social fabric and in no case lead to a deterioration of it, so they must always be careful not to produce side effects in this sense.

The relationship between **ITWILLBE** and its partners is mainly articulated through cooperation projects and programmes. In these, **ITWILLBE** will work on the basis of initiatives that arise from the beneficiary population itself. But **ITWILLBE** also promotes and helps partners to innovate, carrying out R&D processes with them so that the proposed solutions to social challenges are much more efficient.

The partnership relationship will not be limited exclusively to the project level, but will tend to incorporate joint reflection and analysis, the exchange of experiences, the establishment of joint strategies or the development of awareness and denunciation campaigns.

In addition, **ITWILLBE** encourages the generation of alliances between social entities working in the same area or with similar problems, in order to share experiences and learning and improve efficiency.

### 3. ITWILLBE's general criteria for action

#### 3.2 RELATIONS WITH OTHER NGDOs

In order to achieve its objectives, **ITWILLBE** will try to work in a coordinated way and in a spirit of collaboration with other NGDOs, avoiding isolated work, competition between them and duplication of tasks. The clear example of how **ITWILLBE** understands cooperation is the fact that it has carried out three institutional integrations, the organisation being the result of the merger of three NGOs that shared the same mission, with the aim of strengthening the structure and reducing costs, among others.

**ITWILLBE** will not carry out any criticism or denunciation against other organisations without explaining the reasons and pointing out the specific institutions to which they refer.

**ITWILLBE** will relate to the other NGDOs in the following way:

- Respecting the autonomy of objectives, human and financial means and philosophy of each organisation.
- Facilitating communication between organisations and reporting on common issues of interest to them.
- Encouraging joint actions between organisations.
- Promoting joint study and debate on principles, actions, objectives, approaches, etc. in the field of cooperation.
- Promoting and defending the interests of developing peoples' cooperation and development vis-à-vis third parties (international organisations, governments, countries, other federations and institutions).
- By coordinating actions aimed at national and international public opinion, social and political forces, and the authorities. international organisations and public administrations.

### 3. ITWILLBE's general performance criteria

**ITWILLBE**, as a channel for citizen participation, has to assume that:

- Its work aims to promote freedom, justice and solidarity by providing channels for concrete and effective expression.
- It constitutes an effective sphere of influence in society.

An essential part of their work should therefore be aimed at:

- To strengthen and reinforce the role of citizens. All of this within a strategic framework and based on the ethical principles defined in this Code.
- Mobilise citizens to denounce, exert pressure, seek and propose alternatives to the injustices that affect the disadvantaged peoples of the Earth.
- Seek agreements and alliances with other organisations and social movements with which there are strategic coincidences.

#### 3.3 RELATIONS WITH PRIVATE DONORS

**ITWILLBE** shall ensure that the origin of the donations it receives does not prevent it from acting freely and does not hinder the achievement of its own objectives.

It shall always respect the wishes of donors as to the final destination of their funds. It shall comply with the right of donors to receive the corresponding certification of the donation.

It shall define precisely what it means by partners and/or collaborators whenever it disseminates official documents containing data relating to these concepts.

### 3. ITWILLBE's general criteria for action

#### 3.4 RELATIONS WITH COMPANIES

Collaboration relationships with companies shall respect the values of independence, transparency and efficiency, among others, that should characterise **ITWILLBE**'s work. The NGO shall respect certain minimum criteria, in accordance with compliance with the principles contained in this Code. Specifically, the companies with which a collaboration is established must:

- Respect human rights, as well as international treaties and conventions on migrant workers and their families, and those relating to the fight against racism and xenophobia.
- Comply with the eight core ILO Conventions on forced labour, child labour and the right to organise, and be responsible for ensuring that the companies they work with where they are offshored also comply with them.
- Respect the environment, complying with the legislation in force in the country of origin and maintaining the same standards wherever they operate.
- Respect public health both in their products and in their production processes, complying with the legislation in force in the country of origin. **ITWILLBE** will not be associated with any advertising campaign that encourages and promotes the consumption of products that are harmful to health such as tobacco or distilled alcohol.
- **ITWILLBE** will not establish relations with companies that manufacture or traffic in arms.

**ITWILLBE** considers companies as entities that can and should collaborate with the Third Sector to balance wealth in the world. That is why **ITWILLBE considers** that it has the obligation to bring Education for Development to the business sector, to intervene from the collaborations in their global strategic plans, bringing corporate social responsibility to all members of the companies and ensuring its guarantee.

## 4. ITWILLBE's general organisational criteria

### 4.1 TRANSPARENCY AND MANAGEMENT

**ITWILLBE** shall at all times act in accordance with the law.

The management of **ITWILLBE** shall be responsible and loyal, seeking at all times to achieve the objectives of the institution.

**ITWILLBE**, as an organisation at the service of society, must provide anyone who requests it with regular information on its lines of action. The organisation's activities, programmes, objectives, the way in which it obtains resources, the amount of resources and the composition of its governing bodies.

**ITWILLBE** shall publish an annual report with information on its activities, programmes, resources and governing bodies.

**ITWILLBE** will offer maximum transparency to its donors, enabling the auditing of the accounts of the projects they finance.

### 4.2 ECONOMIC LINK

All fundraising activities carried out by **ITWILLBE** shall comply with the legal framework, as well as with the established ethical principles. in this Code, in particular with regard to section 5 "Communication guidelines, advertising and use of images".

**ITWILLBE** is committed to ensuring that all fundraising activities are truthful and will avoid misleading messages, correctly describe the identity of the organisation, not solicit donations for actions to which the organisation will not be able to respond adequately and avoid the use of pressure or blaming tactics.

**ITWILLBE** will attach the annual financial report and will inform its members and partners of the financial data. donors and the partners they work with.

**ITWILLBE** will carry out annual external financial audits of the organisation, which will be available upon request.

**ITWILLBE** shall make public the distribution of its expenses, specifying the amounts allocated to administrative expenses, as well as the definition of the items included in the calculation of these expenses.



## 4. ITWILLBE's general organisational criteria

### 4.3 HUMAN RESOURCES

The current legislation shall be scrupulously respected when the relationship between **ITWILLBE** and the people who provide their work is of an employment nature. **ITWILLBE** shall adopt the necessary measures to prevent any discrimination or exclusion from participating in the same for reasons of race, sex, nationality or religion. Likewise, **ITWILLBE** shall develop internal policies that guarantee effective gender equality and that favour the participation of minorities in the institution.

**ITWILLBE** will clearly define the relationship with volunteer staff, setting out their terms and conditions and respecting their rights.

In no case shall the tasks carried out by the social collaborator staff conflict with the tasks that may be carried out by the employment staff.

Data on the total number of people (paid and unpaid) in the service of **ITWILLBE** shall be made public.

## 5. Communication patterns, advertising and the use of images

For **ITWILLBE**, communication is a tool for awareness raising and development education and should serve to:

- To promote awareness of the problems of development; to know and understand the causes of poverty and its possible solutions; the interdependence of all the peoples of the planet; the necessary reciprocity for mutual knowledge and respect for different cultures.
- Increase the willingness of citizens to participate in development cooperation processes by encouraging public debate. necessary to promote the right policies for cooperation.

To this end, **ITWILLBE** must adhere to the following guidelines in its communication work:

- To promote an objective understanding of the realities of developing countries by reflecting their complexity, the obstacles to development, the diversity of situations, their own efforts and the progress made.
- Putting people, situations and developing countries at the centre of communication, rather than **ITWILLBE** and its members.
- Show absolute respect for the dignity of individuals and communities. Always highlight the supreme values of NGOs such as justice, solidarity, responsibility and gender equality.
- Promote the active participation of people in communication.
- Be rigorous in all communication work, taking into account the different communication media.
- Working together with media professionals, but always taking care of the relationship with counterparts and of the projects.

## 5. Communication patterns, advertising and the use of images

Practical rules that should guide **ITWILLBE**'s communication:

- The message must ensure that all forms of discrimination (racial, sexual, cultural, religious, socio-economic, etc.) are avoided.
- Every person should be presented with the dignity due to them and information about their social, cultural and economic environment should be presented in order to preserve their cultural identity and dignity. Culture must be presented as a resource for the development of developing countries.
- Avoid catastrophic, idyllic and discriminatory messages and images.
- The message should be designed in a way that avoids confusion and generalisation.

Avoid messages and images that present developing countries as objects of our pity rather than partners in joint development work. The capacity of people to take charge of themselves should be emphasised.

- Promote consultation with local organisations regarding the messages to be conveyed about their reality.
- The testimonies of the persons concerned should be used in preference to the interpretations of third parties.
- Encourage messages that promote changes in individual and social attitudes, making possible a real change in the conditions of exclusion in developing countries. In cases where the communication is carried out within the framework of a collaboration with other partners (companies, institutions or organisations), **ITWILLBE** will also ensure compliance with the guidelines mentioned in this point, encouraging the express reference to the Code in the collaboration agreements made.

## 6. Digital rights

**ITWILLBE** subscribes to the digital rights defined in the Digital Rights Charter and commits to work proactively to guarantee these rights for all people participating in its programmes and mission and that this guarantee is part of the organisation's strategy and mission (full [Digital Rights Ethical Positioning](#) Document). Specifically, it commits to:

### Freedom rights

- **ITWILLBE** recognises and defends human rights in the digital space. It will pay special attention to the most vulnerable groups with a low level of digital literacy and will carry out awareness-raising actions to ensure that their digital rights are protected.
- It recognises that everyone has the right to the protection of personal data concerning them and is committed to complying with the European Data Protection Regulation RGPD, not only with its users in Europe.
- It recognises the right to one's own identity in the digital environment and guarantees will be established in accordance with the national and European legal system that allow for the preservation and control of one's own identity in the digital environment.
- It will work to guarantee the security of all the people in its ecosystem in the digital environment. To this end, it undertakes to pay attention to ethics in the design of any technological tool it develops, to prioritise cybersecurity, and to collaborate only with technology companies that guarantee security.

### Equality rights

- **ITWILLBE** recognises the right to equality in digital environments, non-discrimination and non-exclusion. It will guarantee the right to digital non-exclusion and combat digital divides in all their manifestations by ensuring a universal, affordable, quality and non-discriminatory right of access to the Internet for all the population it works with.

## 6. Digital rights

- Promote digital literacy for minors in its educational programmes with the aim of making minors aware of the risks (in particular the risks of the internet) and making appropriate use of the internet in a way that does not put them at risk.
- It will design the technological solutions (from a technological and content point of view) that it develops in an inclusive way so that they do not exclude people with disabilities and older people.

### Rights of participation and the shaping of public space

- **ITWILLBE** will promote the right of users of its programmes to access the internet.
- It will promote procedures for people's participation in public life, paying special attention to the participation of the people targeted by the programmes. To this end, it will promote digital environments that contribute to an effective right of access to public information, transparency, accountability, as well as to the proposal and involvement of all the people participating in the programmes.
- Promote the inclusion of its beneficiaries in the digital society and the learning of safe and respectful use of digital media.

### Workplace rights

- **ITWILLBE** will guarantee digital rights in the workplace. Right to digital disconnection; Protection of their privacy in the use of digital devices made available by the entity; Privacy in the use of geolocation systems. In any case, decent working conditions will be guaranteed in digital environments.
- In the entity's digital transformation processes, workers must be provided with adequate training to enable them to adapt to the new working conditions; Workers' representatives must be informed of the technological changes that are going to take place in the company and participate in decision-making on the digital transformation and the labour consequences that this may entail.

## 6. Digital rights

### Digital rights in specific environments

- **ITWILLBE** believes that the data collected in its programmes should be made available for the common good.
- It is committed to pursuing environmental sustainability and commitment to future generations in the development of technology and digital environments.
- In the case of the development of Artificial Intelligence systems, it undertakes to: Guarantee the right to algorithmic non-discrimination; Ensure transparency, auditability, explainability and traceability; Guarantee accessibility, usability and reliability.
- People should be informed about the use of Artificial Intelligence systems that communicate with humans using natural language in all its forms.

## 7. The concept of austerity in the organisation

Austerity is a fundamental value of **ITWILLBE** and therefore its promotion and compliance within the organisation is essential. **ITWILLBE** will ensure the responsible use of the organisation's resources for the fulfilment of its objectives, and will promote austere behaviour by all members of the team during their working time in the different headquarters and work centres, both in Spain and in projects in the field and at public events where staff are representing the organisation.

## Dissemination of the Code

Dissemination of the Code aims to

- Clarify the **ITWILLBE** concept, objectives and (practical) actions.
- To guarantee the principles of transparency, internal democracy and austerity in the NGO's activities.
- To make the Spanish society aware of **ITWILLBE**'s criteria for action, with the aim of providing the opportunity to become a partner or be actively involved in the work of the organisation.

The **ITWILLBE** Code of Conduct is available to be consulted by:

- Members of the **ITWILLBE** Board of Directors
- Partners and collaborators who wish to get to know it.
- Developing country partners
- Public administrations that collaborate with NGDOs and all others that wish to do so.
- The media, companies and any other institution that regularly collaborates with **ITWILLBE**.
- Public opinion in general.
- The Autonomous and Local Coordinating Bodies.



## Compliance with the Code

In order to ensure the correct monitoring and compliance with this Code of Conduct by **ITWILLBE** members, a number of mandatory policies will be created, and the Board of Directors will be responsible for ensuring compliance with them.

The policies shall aim to:

- Promote the dissemination and knowledge of the Code of Conduct.
- Promote its follow-up by **ITWILLBE**
- Ensure compliance with the Code of Conduct at **ITWILLBE**.
- Hold the Board responsible for interpreting the Code and advising the executive team on its application, when any behaviour conflicts with the Code.

