

## **Global Ethical Policy and Standards** (Revised December 2010)

### **Overview**

WaterAid's Ethical Policy and Standards govern all WaterAid's work and interactions with third parties.

WaterAid has a Code of Conduct that covers staff and volunteers.

WaterAid international's board of trustees is responsible for governing WaterAid's ethical position. In doing so the Board seeks to optimise support for WaterAid's work while protecting the organisation's reputation.

### **Ethical Standards**

A risk management approach is applied to our decision making based on our Ethical Standards which are:

**Ethical Standard 1:** When seeking funds WaterAid will not enter into a relationship with a potential supporter whose work or activities negatively impacts on the mission of WaterAid i.e. is contravening the rights of poor communities to gain access to safe water and improved sanitation.

**Ethical Standard 2:** WaterAid will not enter into any relationship with a third party organisation that poses a risk to WaterAid's reputation which could lead to loss of support and credibility.

The Ethical Standards above apply to WaterAid globally - WaterAid Members and Country Programmes.

### **Ethical Policy**

WaterAid international is responsible for ensuring that Members uphold the Ethical Standards and that a consistent approach is applied to managing this across WaterAid globally.

WaterAid's ethical standards are an integral part of WaterAid's decision making process when considering new relationships with third parties.

## **1. Fundraising and Marketing**

- 1.1 WaterAid's values and approaches are outlined in our Global Strategy and guide our work and are not negotiable. An analysis of opportunities and risks is required prior to any engagement with potential individual supporters or organisations and consideration given to WaterAid's ethical standards.
- 1.2 Donations will only be refused if acceptance would result in damage to reputation and a net loss to WaterAid i.e. if the donor's work or activities contravene the rights of poor communities to gain access to safe water and improved sanitation **or** if other supporters or potential supporters are likely to withdraw their support from WaterAid if it accepts the donation.
- 1.3 Where doubt exists about compliance with the standards, a formal ethical check is conducted and reviewed using the Ethical Investment Research Information Service (EIRIS [www.eiris.org](http://www.eiris.org)).
- 1.4 WaterAid does not accept donations from supporters who wish to dictate working practices that are inconsistent with our values and policies as this poses a threat to our reputation (Ethical Standard 2).
- 1.5 In the interests of community ownership and sustainability, WaterAid discourages the use of names or other identifying marks displayed on community owned infrastructure, tap stands etc that have been funded by donations unless the community concerned has specifically given its approval. (Ethical Standard 2).
- 1.6 However, WaterAid welcomes supporters using their connection with WaterAid in their own communications work provided WaterAid has given prior approval.
- 1.7 On occasions WaterAid receives funds anonymously. However, reasonable steps need to be taken to ensure that all donations comply with WaterAid's Ethical Policy and Standards<sup>1</sup>.
- 1.7 Where supporters seek a public association with WaterAid to enhance their own reputation, WaterAid will enter into a partnership if its value brings significant net gain to in achieving our mission.
- 1.8 It is critical to WaterAid's reputation and image that a consistent approach is applied to managing this across WaterAid globally<sup>2</sup>.

## **2. Influencing and Advocacy**

- 2.1 WaterAid works with other organisations to influence policy and practice in relation to our mission.
- 2.2 WaterAid may determine that it is appropriate to work with organisations or individuals that do not comply with our Ethical Standard 1 as we wish to influence them to change their practice. In such circumstances, a risk assessment would be carried out to

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<sup>1</sup> In the UK the source of any donations of £25,000 or more from a single donor must be verifiable to comply with guidance of Charity Commission in England and Wales.

<sup>2</sup> The UK based Corporate Fundraising team has been carrying out this function on behalf of WaterAid through ongoing regular ethical checks of new and existing supporters using EIRIS - in consultation with all WAI Members and teams across WaterAid.

comply with Ethical Standard 2 and a position then agreed by WaterAid Members to allow this to be communicated clearly.

- 2.3 WAI expects Members to consider the merits of such an engagement on a case by case basis and for the Chief Executives to manage this using an opportunity and risk based approach.

### **3. Images**

- 3.1 WaterAid will follow best practice when using media images to ensure that dignity of individuals is maintained. Detailed guidance is provided in WaterAid's Ethical Photo Policy.

### **4. Procurement and Investment**

- 4.1 The Ethical standards apply to investment of WaterAid's money and to procurement of goods for its work. If there is doubt checks will be made using EIRIS.

### **5 Procedures**

- 5.1 WAI expects WaterAid Members to apply the above Ethical Policy and Standards consistently through effective co-ordination across WaterAid.
- 5.2 A register of ethical searches and the names of organisations with sub-license agreements allowing the use of WaterAid's name and/or logo is held in London<sup>3</sup>.
- 5.3 Where Members<sup>4</sup> believe that a potential relationship is high risk **or** where Chief Executives have a different view regarding the reputational risk of entering into a relationship with a third party this will need to be escalated to the Member Boards and possibly the Board of WAI.
- 5.4 The WAI Board will review the Global Ethical Policy and Standards every two years.

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<sup>3</sup>The policy on sublicensing is a separate document; to be drafted later in 2010.

<sup>4</sup>Normally this would be dealt with at CE level