



CODE OF ETHICAL CONDUCT

1. PURPOSE

The WWF-Australia Code of Ethical Conduct sets the standards of behaviour and describes the decision-making processes expected of all WWF-Australia Board members, staff members, interns and volunteers. Implicit in accepting a position on the governing Board, employment, an internship or volunteering with WWF-Australia is accepting a commitment to these principles and a personal agreement to work in accordance with this framework.

The Code applies whenever Board members, staff members, interns and volunteers are identified as representatives of WWF and, in some circumstances, this will include out of hours work activities or personal time when individuals are identified as representing WWF.

The Code is supported by a number of more detailed policies and approaches, each of which contributes to our overarching commitment to high ethical standards and the protection of WWF's reputation as a professional and responsible conservation organisation with a mission to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

No organisational protocol can foresee every conceivable circumstance and WWF-Australia Board members, staff, interns and volunteers are expected to apply WWF's values and principles when making decisions on behalf of the organisation or when making decisions that may impact or reflect upon WWF and its public image.

2. OUR VALUES

2.1. WWF-Australia Board members, staff, interns and volunteers are expected to behave in accordance with WWF-Australia's agreed values.¹

2.2. I-CCaRe Values Table

Value	Behavioural Descriptors
<p>Integrity</p> <p><i>We live the principles we call on others to meet. We act with integrity, accountability and transparency, and we rely on facts and science to guide us and to ensure we learn and evolve.</i></p>	<ul style="list-style-type: none"> • Acts consistently, constructively and ethically, in accordance with WWF protocols and standards. • Reliable, consistently does what they say will do. • Takes responsibility for own actions "We live the principles we all call on others to meet". • Demonstrates self-awareness, manages own emotional response, and is aware of, and displays sensitivity to the impact of own behaviour on others. • Is authentic, genuine and builds trust.
<p>Collaboration</p> <p><i>We deliver impact at the scale of the challenges we face through the power of collective action and innovation.</i></p>	<ul style="list-style-type: none"> • Adds value by developing and sharing knowledge and being open to new ideas. • Is approachable, responsive and communicates availability. • Sets clear expectations and enthusiastically pursues agreed objectives within agreed timelines. • Facilitates meaningful participation of relevant stakeholders that are involved in or affected by WWF's work. • Builds rapport, engages openly and fosters cooperative relationships.
<p>Courage</p> <p><i>We demonstrate courage through our actions, we work</i></p>	<ul style="list-style-type: none"> • Displays positivity, optimism and confidence at work. • Displays resilience in times of pressure. • Demonstrates perseverance and commitment to WWF's work.

¹ WWF-Australia's Values were updated in 2021.



<p><i>for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home.</i></p>	<ul style="list-style-type: none"> • Innovates to solve problems and overcomes challenges to achieve desired results. • Shares learnings from successes and failures. • Speaks up honestly and tactfully when values are not being upheld.
<p>Respect</p> <p><i>We honour the voices and knowledge of the people and communities that we serve, and we work to secure their rights to a sustainable future.</i></p>	<ul style="list-style-type: none"> • Is supportive and encouraging of the efforts of colleagues. • Promotes diversity and inclusion: Understands and respects individual, social, and cultural differences and treats others fairly. • Listens deeply, asks and answers questions and shows understanding. • Displays humility, recognizes the needs of others, and acknowledges alternative points of view.

3. ETHICAL STANDARDS

- 3.1. WWF-Australia Board members, staff, interns and volunteers, are expected to commit to and maintain a high standard of ethical conduct at all times. This is particularly important because of the nature of WWF's work and the trust and support WWF enjoys with its stakeholders and the community at large.
- 3.2. Ethical decision making requires us to exercise judgement in canvassing both the potential positive or negative impacts of any decision on a range of stakeholders affected and to exercise *a duty of care* in making all decisions so that potential harm is minimised.
- 3.3. Decision-making should be guided by:
 - ✓ Respect for internationally recognised human rights and the essential dignity of every person;
 - ✓ An active concern for the wellbeing of all people, their communities and the environments in which they live; and
 - ✓ WWF's commitment to the provision of a challenging and safe workplace in which people can flourish.
- 3.4. When faced with an ethical situation, an ethical decision-making model, as outlined below, will be applied to guide individual decision-making, and ensure that sufficient attention and consideration is given to WWF's values and ethical standards.

WWF-Australia

ETHICAL DECISION-MAKING MODEL

Step 1: Define the problem – why is this situation difficult?

Step 2: Identify and consider different stakeholder's perspectives – how will my actions be interpreted by our critical stakeholders?

Step 3: Identify relevant WWF principles, values and policies – what actions will be in accordance with WWF's values?

Step 4: Specify and evaluate alternatives – what are the multiple ways this issue can be resolved?

Step 5: Get another opinion from a person who understands WWF's values such as your manager, a member of the Executive Team or People & Culture – is what I think is acceptable, acceptable to others?

Step 6: Make a decision and act – how can I defend the decision I have made if it appears in the media tomorrow?



4. GUIDING PRINCIPLES

4.1. WWF-Australia works in accordance with the following principles:

- Be global, independent, multicultural and non-party political.
- Use the best available scientific information to address issues and critically evaluate all its endeavours.
- Seek dialogue and avoid confrontation.
- Build concrete conservation solutions through a combination of field-based projects, policy initiatives, capacity building and education.
- Involve local communities and indigenous peoples in the planning and execution of its field programs, respecting their cultural as well as economic needs.
- Maximise our effectiveness by building partnerships with other organisations, governments, businesses and local communities.
- Run its operations in a responsible and cost-effective manner, and apply donors' funds according to the highest standards of accountability and transparency.
- Understand the social, cultural and political contexts in which we work and apply that knowledge in a way best calculated to avoid the risk of harm to people.

5. ETHICS IN FUNDRAISING

- 5.1. WWF-Australia conforms to the Fundraising Institute of Australia Code in undertaking its fundraising activities (<https://fia.org.au/fiacode/>).
- 5.2. WWF-Australia is a signatory to the Australian Council for International Development (ACFID) Code of Conduct which is the coordinating body for Australian non-government overseas aid and international development organisations (<http://www.acfid.asn.au/code-of-conduct>).

6. CODE OF ETHICAL CONDUCT PRINCIPLES

- 6.1. WWF-Australia's Code of Ethical Conduct requires all Board members, staff, interns and volunteers to commit to working with WWF in a way that:
- ✓ Safeguards society's ethical standards (including internationally recognised human rights standards) of honesty, integrity and personal accountability;
 - ✓ Safeguards children and vulnerable people from risks of harm, exploitation and abuse of any kind – *please refer to WWF-Australia's Child Protection Policy, Policy on Human Rights and Working with Marginalised Groups and Vulnerable People and Prevention of Sexual Exploitation and Abuse (PSEA) Policy;*
 - ✓ Promotes personal accountability and responsibility at work;
 - ✓ Ensures we work openly and collaboratively with each other and with our key stakeholders;
 - ✓ Anticipates the possible impacts on people of different decisions and courses of action in light of surrounding contexts; and
 - ✓ Respects internationally recognised human rights and the essential dignity of each and every person.
- 6.2. WWF-Australia's Code of Ethical Conduct requires that all Board members, staff, interns and volunteers must not engage in any form of abusive or exploitative conduct that may bring WWF-Australia into disrepute or hinder their or WWF-Australia's ability to carry out work. Such conduct, covered in WWF-Australia's Child Protection and PSEA Policy, includes:
- ✓ Exchanging WWF-Australia-affiliated money, employment, goods or services for sexual, humiliating, degrading or exploitative activities;
 - ✓ Engaging in sexual relationships with beneficiaries of assistance, since they are based on inherently unequal power dynamics;



- ✓ Engaging children or vulnerable adults in any form of sexual activity or acts, including paying for sexual services or acts. Mistaken belief of the age of the child is not a defence;
- ✓ Engaging in any commercially exploitative activities with children or vulnerable adults, including child labour or trafficking; and
- ✓ Physically assaulting a child or vulnerable adult; or emotionally or psychologically abuse a child or vulnerable adult.

6.3. WWF-Australia is committed to nurturing a workplace culture where our people know the right thing to do and are empowered to do this. To this end we accept ethical behaviour accountability at every level:

6.3.1. Leaders and Senior Managers

- Communicates WWF's Code of Ethical Conduct as the way decisions get made;
- Role models ethical behaviour and sets the ethical tone for the organisation;
- Takes immediate action against any violations of the Code of Ethical Conduct; and
- Promotes transparency by providing information about organisational matters on a timely basis.

6.3.2. Managers

- Communicates Code of Ethical Conduct as the standard for how all relationships should be managed;
- Represents a good example of ethical conduct and provides opportunities to employees to discuss the Code and its obligations; and
- Ensures that staff members perceive that staff at all levels are held accountable for any Code violations.

6.3.3. All volunteers and interns

- Familiarise themselves with the Code of Ethical Conduct and accept personal responsibility in this area;
- Ensure personal behaviour is consistent with the Code's principles; and
- Raise concerns if they witness inappropriate behaviour that might call the Code into question.

7. SCOPE AND RESPONSIBILITIES

7.1. This policy applies to all WWF Board members, staff members, interns and volunteers at all WWF-Australia workplaces.

7.2. Executive Management are responsible for:

- 7.2.1. Setting the ethical tone of the organisation and modelling behaviour consistent with WWF policies.
- 7.2.2. Ensuring that all WWF people step up to the agreed ethical standards that underpin WWF's success.

7.3. People & Culture are responsible for:

- 7.3.1. Ensuring that all WWF members understand the Code's standards and ethical principles.

7.4. People Managers are responsible for:

- 7.4.1. Behaving in ways consistent with agreed ethical standards.
- 7.4.2. Applying the organisation's values when making decisions on behalf of the organisation.

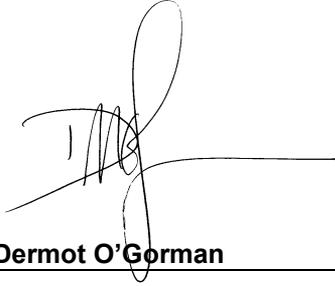
7.5. All employees, interns and volunteers are responsible for:

- 7.5.1. Behaving in ways consistent with agreed ethical standards.
- 7.5.2. Personal accountability to the agreed ethics principles and values.
- 7.5.3. Reporting any suspected violations of the organisation's Code of Conduct to an appropriate senior staff member.



8. APPROVAL

Name:



Dermot O'Gorman

Title:

Chief Executive Officer

Date of Issue:

11 May 2011

Revised:

15 August 2012

Revised:

1 July 2018

Revised:

21 March 2022
