

Global Ethical Standards & Policy
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Overview

WaterAid's Global Ethical Standards and Policy govern all WaterAid's relationships with individuals or organisations who provide support for our work through partnerships or financial relationships and transactions. WaterAid also has a global Code of Conduct that covers the expected ethical standards of behaviour of staff, volunteers and consultants. Trustees also have their own Code of Conduct.

The board of WAI is responsible for approving our global ethical standards. WaterAid member boards are responsible for ensuring that the ethical standards and policy are being effectively applied by each member. In doing so, the boards seek to optimise support for our work and the delivery of WaterAid's Global Strategy while protecting the organisation's reputation. WaterAid's values as outlined in our Global Strategy are not negotiable.

Ethical Standards

WaterAid has adopted two non-negotiable ethical standards:

Ethical Standard 1: WaterAid will not accept funds from an individual or organisation whose work or activities undermine the achievement of our mission, i.e. undermines or contravenes the rights of poor communities to gain access to safe water, sanitation and hygiene.

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

We apply a risk management approach to our decision-making using these standards.

The Ethical Standards above apply to WaterAid globally wherever we work in all our interactions and relationships.

Ethical Policy

1. WaterAid member boards are responsible for ensuring that members uphold the Ethical Standards and for ensuring that there is a consistent approach applied to decision-making across WaterAid globally.
2. WaterAid's Ethical Standards are an integral part of our decision-making process across all of WaterAid countries, regions and members. When considering partnerships, financial relationships and transactions with individuals or organisations, the Ethical Standards are used.
3. Ethical checks should be carried out before engagement with the corporate sector or where doubt exists about an organisation or individual's compliance with the Ethical Standards. A formal ethical check is conducted and reviewed using the Ethical Investment Research Information Service (EIRIS www.eiris.org) and through reputable data sources.

Fundraising and Marketing

4. 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.
5. Donations are only accepted if the receipt is consistent with WaterAid's Ethical Standards, our plans and our approach and are welcomed by our partners and country or regional programmes delivering our work.
6. WaterAid does not accept donations from supporters who wish to dictate working practices that are inconsistent with our values, our approach or our policies as this poses a threat to our reputation (Ethical Standard 2).
7. Donations are refused if acceptance would contravene Ethical Standard 1 or Ethical Standard 2.
8. WAI expects all WaterAid members and the regions and countries they are accountable for to consider the merits of financial engagement on a case by case basis and for the Chief Executives to manage this using the Ethical Standards and Policy to ensure a globally consistent approach.

Anonymous Donations

9. On occasions, WaterAid receives funds anonymously. In these cases, reasonable steps need to be taken to ensure that the donations comply with WaterAid's Global Ethical Standards and Policy¹.

¹ 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.

Influencing and Advocacy

10. WaterAid seeks to influence change towards our vision of a world where everyone has access to safe water, sanitation and hygiene by influencing the policy and practice of others and by harnessing the power of others to influence change. We work with others to achieve this and support partners and communities in their influencing work.
11. WaterAid may determine that it is appropriate to work with organisations or individuals (without receiving funds) that would 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 assess the risk against Ethical Standard 2 and a position agreed to allow this to be communicated clearly.
12. 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 analysis to ensure a globally consistent approach. In the case of a dispute, the CE of WAI will seek advice from the WAI Board.

Use of Supporter Logos

13. In the interests of community ownership and sustainability, WaterAid discourages the use of funder logos, names or other identifying marks on community-owned infrastructure (e.g. tap stands that have been funded by donations) unless the community concerned has specifically given its approval.
14. However, WaterAid welcomes supporters using their connection with WaterAid in their own communications provided WaterAid has given prior approval.

WaterAid's Logo and Name

15. Where funders seek a public association with WaterAid to enhance their own brand or reputation, WaterAid will enter into a partnership if its value brings significant net gain to WaterAid in achieving our mission and does not contravene the Ethical Standards.
16. The Global Standard on the use of WaterAid's marks applies to this.
17. A consistent approach is applied to the use of our name and logo across WaterAid globally.

Images

18. WaterAid will follow best practice when gathering and using media images to ensure that the dignity of individuals is maintained. Detailed guidance is provided in WaterAid's Ethical Image Policy.

WaterAid Procurement and Investment

19. The Ethical Standards Policy will apply to investment of WaterAid's money and to procurement of goods or services for our work. The Ethical Standards will also apply

if goods and services are offered as a gift.

20. If there are concerns or doubts about compliance with the Global Ethical Standards and Policy, checks will be made using EIRIS and other reputable data sources.

Procedure for implementing this Policy

21. WAI expects WaterAid members and the staff that report to the CEs to apply the Ethical Standards and Policy consistently through effective co-ordination across WaterAid.
22. A register of ethical searches and the names of organisations with sub-license agreements allowing the use of WaterAid's name and/or logo are held in London.
23. In the case of global or multinational partnerships, the ethical check process will be managed by the WaterAid UK team operating on behalf of all members. The process will gather inputs from members and the final decision will be made by the WAI CE in consultation with the CEs.
24. When the WAI CE believes that a potential relationship may carry significant risk for WaterAid but wishes to proceed, approval of the Board of WAI is required.
25. The Global Ethical Standards and Policy will be reviewed as and when required and at least every 3 years.

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