

Collaboration policy with the private sector

Corporate

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Introduction

The Fundación AYUDA EN ACCIÓN is an independent, secular, non-partisan and non-denominational organization with international presence that, from a global commitment, fights against poverty and inequality since its birth in 1981, in those territories and populations with greater vulnerability and less access to opportunities to exercise their rights with equality and equity, with special emphasis on children.

The Fundación AYUDA EN ACCIÓN, in its relationship with the private sector, seeks to contribute effectively to sustainable development and to harmonize the relationship and concurrence between actors, taking special care in the inclusion of actors from the south and the effects, both positive and negative, of the actions on the populations.

The Fundación AYUDA EN ACCIÓN believes that the development of partnerships for the inclusion of the private sector in cooperation, with universities, research centers, companies (especially micro, small and medium enterprises or those of social economy in partner countries), has positive effects in the fight against poverty and sustainable development.

Objectives

The purpose of this policy is to establish the general guidelines that should govern the collaboration between the Fundación AYUDA EN ACCIÓN and the private sector, in line with the standards of ethical business management and the principles of Corporate Social Responsibility accepted by the international community, and in coherence with the mission, principles and values of our organization as set out in the Code of Conduct.

The Fundación AYUDA EN ACCIÓN has developed this policy in order to: Ensure that the collaborating companies with which it relates are aligned with the criteria in terms of environmental and social responsibility and contribute to the objectives of development policies set by the European Union and the United Nations, thus

enhancing the positive impact that the private sector generates in society. To guide the decision-making process in the event of ethical dilemmas and/or potential risks for the Fundación AYUDA EN ACCIÓN in its relationship with the private sector, through the mechanisms implemented for this purpose in the "Private Sector Regulation". Comply with the standards set out in our own Code of Conduct and those external to which we are attached, such as the code of conduct of the NGDO coordinator, as well as expressing our commitment to the international framework of the Guiding Principles on Business and Human Rights.

Scope of application

The scope of application extends to all places where the Fundación AYUDA EN ACCIÓN operates, and where there are collaborations with the private sector. The exclusionary criteria, developed in this policy, are applicable to any type of collaboration, while the rest of the criteria will be applied following the regulations that develop this policy.

Principles

Consistency

Decisions on future collaborations with the private sector must be consistent with the ethical criteria, principles and values of the Fundación AYUDA EN ACCIÓN.

Organizational commitment

The Fundación AYUDA EN ACCIÓN will manage collaborations with private sector companies in accordance with internal policies, regulations and procedures, as well as those external to which we are attached.

Transparency

The Fundación AYUDA EN ACCIÓN undertakes to make available to all its stakeholders, through its institutional website, the present policy and the collaborations carried out with private sector companies.

The company as a development factor

Company models

According to the European Union: "Any entity, regardless of its legal form, engaged in an economic activity shall be considered an enterprise. In particular, entities engaged in a craft activity or other activities on an individual or family basis, partnerships and associations engaged in a regular economic activity shall be considered to be undertakings." (European Commission, 2003) Commission Recommendation 2003/361/EC of 6 May 2003 concerning the definition of small and medium-sized enterprises, OJ L 1124, 20.5.2003, p. 36.

From this definition we can extract that there is a great variety of company models and different forms of contribution to development. To be able to assess the contribution of a company to society and develop an effective strategy of relationship with the private sector.

Company contribution models to society:

In the first place, there would be the contributions derived from the mere business presence: payment of taxes, job creation, investment in infrastructure, creation of human capital, investment in R&D, technology transfer, among others. A second area is related to business operations. The company's contribution to the achievement of sustainable development would depend, in essence, on the policies and management systems of each company. We understand that the more companies implement a responsible management system, the greater their contribution to society will be. This second sphere is the most important, since it is the responsible management of business activity that can guarantee the long-term sustainable development of peoples. The third sphere corresponds to corporate philanthropy or corporate social action. This is a discretionary, non-enforceable activity. Finally, a fourth sphere can be identified: outreach, lobbying and participation in public policy. The company can position itself with global challenges such as the SDGs, climate change, education, among others, and support public and private initiatives aimed at their dissemination and compliance.

Our purpose with the companies

The Fundación AYUDA EN ACCIÓN believes that in order to eradicate poverty, action must be taken on the causes that generate vulnerability in people, promoting access to food, drinking water, education, health, decent work, food sovereignty, infrastructure and balanced and fair trade that contributes to a correct redistribution of wealth.

Business activity is in itself one of the engines of growth, development and economic well-being. However, when there is no adequate regulatory framework in relation to, among other aspects, corruption, competition or redistributive tax systems, the impact of those companies that take advantage of these imbalances for their own benefit can have negative connotations on the rights of people and the environment.

Management models that integrate Corporate Social Responsibility in a cross-cutting manner throughout their strategy and internal management have been identified as one of the ways to achieve a fairer and more equitable globalization. At the Fundación AYUDA EN ACCIÓN, we wish to collaborate with companies that make the promotion and protection of human and labor rights their own, that promote environmental sustainability, the dignity of people, democratic governance and the construction of peace in the world.

For this reason, we encourage collaboration with those companies that promote:

- ✓ The enjoyment of the highest degree of health and well-being that can be achieved; which affects not only the prevention of occupational hazards for employees, but also the promotion of the health, well-being and personal development of those who use their products or services.
- ✓ The guarantee of conservation of natural environments and a dignified quality of life in post-industrial societies; which is materialized in a true commitment to environmental sustainability, through the search for alternatives and solutions that minimize the negative impact of its operations and products without indiscriminately harming the environment.
- ✓ The development of a social fabric that guarantees an inclusive, peaceful and violence-free coexistence, thanks to a clear commitment to the suppression of arms trafficking and the consolidation of democratic processes wherever they operate. In this sense, the Fundación AYUDA EN ACCIÓN will ensure that all its relations with the private sector are based on the international framework of the

Guiding Principles on Business and Human Rights and seek to pursue the goals contained in the Sustainable Development Goals.

In no case does this policy intend to cover all possible situations that may arise regarding business collaboration, but rather to establish minimum criteria that should guide the Fundación AYUDA EN ACCIÓN in its relationship with the private sector.

We understand that the first premise for a collaboration to be carried out is to share an ethical vision and conduct. Therefore, the conformity of private sector companies with our Code of Conduct, in the terms contained therein, as well as compliance with the criteria that guide the relationship of collaboration with the private sector, contained both in this document and in the regulations that develop it, and in those other external documents to which we are attached, are an essential pillar for the collaboration of the Fundación AYUDA EN ACCIÓN with the private sector.

Business relationship strategy that contemplates

Promoting development through partnerships

Ayuda en Acción will promote partnerships with companies understood as "a voluntary relationship between several parties in which all participants ("partners") agree to work together to achieve a common purpose or undertake a specific task and share risks, responsibilities, resources, competencies.

The objectives of these partnerships will be in any case:

- ✓ To promote economic development through the construction of a local productive fabric.
- ✓ To improve the legal/regulatory framework and systems to promote respect for human rights, foster development and improve fiscal and organizational systems, fight corruption and promote transparency.
- ✓ To strengthen local institutional structures.
- ✓ To promote sustainable development in the region.

Strengthen support for micro, small and medium-sized enterprises, especially those owned by women.

Promoting responsible corporate behavior

To approach the relationship with the company from a strategic dimension. Trying to go beyond social action or philanthropy, promoting development in its fields of action, fostering a true dialogue with stakeholders and asking for a broader change of value for its actions, beyond the economic ones.

Advocacy in public, national and international processes.

To address issues related to greater corporate responsibility in the implementation of good practices, Ayuda en Acción will carry out this advocacy work mainly through specialized platforms at the national and international levels. It will rely especially on the CSR Observatory and the international platforms with which it is currently linked: The European Coalition for Corporate Justice, ODCE Watch.

Models of collaboration with the company

Financial Contribution

A private institution (company, foundation, cooperative...) makes a donation, without any type of consideration.

Donations can be:

- ✓ General financial contributions to the activity of Fundación AYUDA EN ACCIÓN.
- ✓ Finalist financial contributions directly linked to a specific project.

Contribution of Goods and Services

Donation by a company, whether it is a tangible or intangible asset or its work, to the Fundación AYUDA EN ACCIÓN for the fulfillment of its purposes.

This type of donations can be made through the transfer of products from the activity of a company and the transfer of surplus products (office supplies, products of the company itself, etc.). And those of the work through a specific service that will have to be valued.

Collaboration Agreement

In accordance with Law 30/94 of November 24, 1994 on FOUNDATIONS AND TAX INCENTIVES FOR PRIVATE PARTICIPATION IN ACTIVITIES OF GENERAL INTEREST, "... a collaboration agreement of general interest shall be understood as ... the one by which the entities referred to ... in exchange for financial assistance for the performance of activities carried out in compliance with the purposes of the agreement ... agree in writing to publicize the participation of the collaborator in said activity, but in no case may said commitment consist in the delivery of percentages of participation in sales or profits".

Sponsorship

The image of Fundación AYUDA EN ACCIÓN is linked to that of a specific brand, product or service marketed by a company. In return, Fundación AYUDA EN ACCIÓN receives a pre-fixed amount or percentage of the company's sales, turnover or profits, which the company will deliver through a donation, such as Marketing with a Cause: Promotions of products and services associated with a charitable cause.

Private Calls

Private calls for proposals issued by (companies, foundations, cooperatives), as part of their social action policies, in order to finance projects normally related to the activity or interests of the private entity.

Partnerships

This is understood as "a voluntary relationship between several parties in which all participants ("partners") agree to work together to achieve a common purpose, develop a project, program, studies, training, among others.

Other forms of collaboration

Within this section we leave out other forms of company / NGO collaboration, we refer to all collaborations with distributors and suppliers, purchase of goods and services that Ayuda en Acción has developed over time. This is followed in other internal rules of Ayuda en Acción.

Risk approach

At the Fundación Ayuda en Acción, we use a risk-based approach to determine which actions may expose the FOUNDATION to situations that could put it at risk. Actions with the private sector are not exempt from this approach, which is why the Management Regulations with the private sector detail the risk criteria that companies considering collaborating with the Foundation must meet.