

Code of Conduct

BUTTERFLY WORKS

co-creating social change

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1. Butterfly Works

1.1 Our work

Butterfly Works is a social design studio working in international development. We're here to create a world in which people have a say in the future they want. With a co-creation and design approach, and building on 15 years of experience, we create education and communication solutions with social impact. We act as the innovation, research, technical and human-centred design partner. By co-creating with stakeholders, every solution is based on shared values and people's needs. It means that all our work is tailor-made; never copy-paste, always human-centred.

1.2 Our name

Butterflies are everywhere, in different sizes and different colours. They are loved for their beauty and admired for their ability to change. They are characterised by transformation; in metamorphosis from larva to butterfly, and in adapting to different climates and places. A butterfly's world is one without boundaries. They discover, mark their own paths, graceful, curious, relentless. Spreading seeds across long distances they pollinate and connect the places they visit. In a way we are all butterflies; leading different lives, yet connected by the ability to spread seeds of change. It is our belief that a small action by anyone can make a big difference everywhere. Some call it the Chaos Theory, others call it the Butterfly Effect, we call it Butterfly Works.

1.3 Where we come from

Butterfly Works was founded in 1999 by Emer Beamer, Hester Ezra and Ineke Aquarius. Inspired by developments digital developments they figured that ICT could be used for social change for young people living in disadvantaged communities. With 20 young people in the slums of Nairobi they started a digital design training. Youth who had never seen a computer or touched a mouse were now using software applications such as Adobe Photoshop, Dreamweaver, Microsoft Word, GIF Builder and Netscape. The works were exhibited in the National Museum of Kenya and generated lots of attention.

In 1999 few believed that people on the African continent were able to use computers and the internet. Few thought

that ICT could be of any relevance in social change. Emer, Hester and Ineke have proven to be pioneers when it comes to believing in the power of people to create their own futures. What started as an art project in the Nairobi slums soon became a full-fledged social design studio ready to turn the international development field on its head.

In the years that followed we developed our approach to international development into a method based on design thinking and co-creation. We started working commission-based and narrowed our focus to education and communication designs. We have had the opportunity to work with many great clients, learnt from knowledgeable experts and have been inspired by people everywhere. We can't wait to see what's lying ahead.

1.4 What drives us

International development is all about social change. but often people are being told what kind of change they (should) want. We want a world in which people co-create social solutions that affect them. The world might not be perfect, but look around and you will be overwhelmed by people's imagination, beauty and courage. It's these small treasures that are the seeds of change, and it is the thrill of their discovery that keeps us ticking.

1.5 Our approach

We have been pioneering the use of co-creation and design thinking in international development. Design methods encourage fresh ideas and allow thinking through making. Co-creation relies on the idea that none of us is as smart as all of us and that problems are best solved by those who experience it. That's why we co-create with stakeholders, users and partners. It's more than a simple collaboration. It is about truly honouring the different insights of all relevant stakeholders throughout the design process. It ensures a strong sense of ownership and workable, practical solutions, which support long-term sustainability. Over the years we have developed tools and techniques that can be adjusted to the context and used to tackle almost any social issue. As a facilitator of this process we push to innovate, integrate the needs of people, the possibilities of technology and the requirements for business success.

2. Introduction

2.1 for whom

Initially, the Code of Conduct has been written for our employees. In addition, the Code of Conduct provides an insight for our freelancers, project partners, governments, fundraisers and other interested parties. When a situation described in this policy is applicable to any third party, we expect them to follow our rules and regulations. It is of utmost importance that our employees are in a comfortable and safe working culture and act in accordance to the Code of Conduct. We therefore emphasize the importance of the involvement of every employee in the (ongoing) development of the Code of Conduct. The Executive Board assumes that its employees agree with the Code of Conduct and read all parts carefully. Firstly, the employees themselves are responsible for the proper adherence to the Code of Conduct. The Executive Board encourages the team of employees to update the Code of Conduct along the way through learnings. Obviously, the Code of Conduct cannot take the place of common sense.

2.2 Violation of CoC

Any violation of the Code of Conduct or related law will result in disciplinary action. Employees are expected to report themselves or anyone else who might be in violation of the Code of Conduct. These disciplinary actions will be determined by the Executive Board; if necessary in collaboration with the specific officials. When in doubt, an Executive Board member should be notified. If the employee rather wishes to talk to a confidant, this is also possible.

2.3 Confidant

For all instances where Butterfly Works is not an interested party, Butterfly Works' trusted person can provide a solution. This trust person knows our organisation well, but has a neutral position regarding employees and a third party. Confidentiality and discretion is guaranteed.

Contact details confidant

Guusje van de Ven
guusjevandeven@planet.nl
+31(0)6 107 900 40

3. Values

The Butterfly Works values explain who we are and what we stand for in the professional execution of our projects. These values derive from the Butterfly Works philosophy and working methods. Our values and procedures are applicable in the performance of our work in the Netherlands and abroad.

3.1 Our values

Equality

We are no different from the people we work with. Or we are all different in that way we all contribute equally. We are indifferent to (those in) power.

Curious and open minded

We can explore and get inspired, we actively explore different viewpoints (empathy), and look at new contexts with an open mind. Non-judgemental and positive.

Down to earth, no-nonsense and honest

The new normal, we are humble and we are loyal.

Connected

Belonging, we collaborate and are inclusive. We are a team player, we like diversity in people, ideas, we are friendly and fit right in, we like to support others so they can blossom.

Useful and practical

We want to contribute to make things better, we are committed to deliver quality. We make conscious decisions.



Setting the Scene



Research



Ideation



Create & Test Loop



Handover

3.2 Compliance

We comply our values through the Butterfly Works method. Employees are expected to share and act according to our philosophy by understanding and applying the Butterfly Works method in the work we do, the way we structure our work and behave. Our method is founded in design thinking and co-creation. The process consists of 5 steps. Depending on the project's phase certain elements are more relevant than others.

Design thinking

We are a social design studio; playful and creative. We are an expert on the process of developing and implementing unique, innovative and contextualised solutions that make the most of what is already there. Using relevant technology, design and entrepreneurial thinking, we spark untapped potential and empower people.

Design thinking is more than a specific process or a set of tools. It also involves a distinct mindset, which everyone in the co-created design process will embrace.

Empathise: relate to the target group and other stakeholders who are involved in the solution.

Question the question: go beyond questions and answers and bring out assumptions

Inspire and be inspired: trigger imagination and allow yourself to be surprised

Build on what's there: everything has already been solved, you just need to know where to look.

Trust the process: there will always be outcomes – trust that they are the right ones.

Embrace ambiguity: enjoy not-knowing.

Be optimistic: but not blue sky thinking. We can solve difficult challenges and we must try. Not by looking at all the barriers but by looking at opportunities.

Zoom in and zoom out: move back and forth between broad lines and specific details, allow for chaos and know how to bring focus.

Learn from failure: try out ideas quickly to encounter failures early on, they help to create good solutions.

Co-creation

Our method is based on the idea of co-creation. Co-creation expresses the idea that “none of us is as smart as all of us”, that a solution or product will be dramatically improved by involving makers, thinkers, authors and end-users in its design. During each project we provide the resources and expertise and help connect the dots, but the community will eventually carry out the project and progress after our initial involvement. These communities range from urban slum dwellers, high school or art school teachers, artists, designers and artisans, to NGOs, Ministry representatives, bloggers, activists and students and their parents. This approach makes the solution truly sustainable.

Holacracy structure

Butterfly Works uses Holacracy to structure organisational processes. Holacracy is a complete system for self-organisation. Its goal is to work through an agile organisational structure, have efficient meeting formats, create more autonomy to teams and individuals apply a unique decision-making process. There rules of Holacracy are not mandatory but are a reference to use. All circles, meetings and roles its accountabilities are described in Glassfrog.

Employees are expected to continue to progress on implementing and improving their roles. As a team, we are responsible for communicating any tension (spark) that arise throughout our daily work or improving our organisation structure on governance level. If any issue arises that needs to be communicated to our Supervisory Board we have a representative that will take our message along to the quarterly Supervisory Board meetings.

We are Butterflies

A butterfly's world is one without boundaries. They discover, mark their own paths, graceful, curious, relentless. Spreading seeds across long distances they connect the places they visit. It shows that a small action by anyone can make a big difference everywhere. Some call this the Butterfly Effect, we call it Butterfly Works. We're here to create a world in which people have a say in the future they want. The world might not be perfect, but look around and you will be overwhelmed by people's imagination, beauty and courage. It's these small treasures that are the seeds of change, and it is the thrill of their discovery that keeps us ticking.

4. Behavior and Ethics

Butterfly Works focuses on projects that offer the opportunity to improve the quality of life in emerging economies. It is challenging to work in countries and with parties from countries where the political or social situation is unstable. In doing so, we can come into contact with non-everyday situations, which may also violate universal human rights. Practicing these non-everyday situations requires more than just being aware of theoretical knowledge. Butterfly Works assumes that an employee or freelancer is able to initially make a good estimate of adequate action in such situations. Sharing experiences makes you better prepared next time. We therefore discuss learnings and practical situations when possible.

4.1 Representation

During and off the job

Employees should keep in mind that they represent Butterfly Works at all times and are requested not to indulge in any situation where they might damage the image of the organisation. Employees should not use drugs or alcohol when this will compromise their own safety or that of other, their work ethic or the organisations image. It is expected of every employee that they maintain a professional attitude both in and outside of the work environment as a representative of Butterfly Works.

(Social) Media

Butterfly Works encourages the use of (social) media to promote and show the work/method of the organisation. At all times, an employee is expected to use personal/the organisation its (social) media accounts with care, keeping in mind their own representation and those of others that are subject matter.

4.2 How to deal with

Discrimination

Discrimination, as we see it, is the distinction, the unequal treatment and the disadvantage of people because of gender, colour, nationality, race, age, religion, disablement, sexual preference, chronic disease, or because of other personal characteristics. Neither the content of our projects, nor the method of working of our employees may be discriminating for others, no matter how. In case of discrimination, very often you will find the

solution by making it a subject of discussion. Principles one to four of Section 4.11 also offer good guidelines.

Child labour / safety

For Butterfly Works, child labour refers to situations in which children cannot have access to education, because of the kind of work they have to do, and the intensity of it. Child labour also means work that is both physically and mentally damaging to the child's health, and that interferes with his development. Children must have the opportunity to be children. The UN Convention on the Rights of the Child, and the treaty of the International Labour Organizations (ILO treaty 182), are used by Butterfly Works as guidelines and minimum standards.

To be able to control whether there is no child labour of child safety risks involved in the projects we initiated, it is of the utmost importance to Butterfly Works, to visit all our partners and manufacturers before entering into a cooperation. If a partner or manufacturer should act in a way contrary to the above-mentioned treaties and to Butterfly Works' definition of child labour, the cooperation is cancelled or postponed, until there are no longer traces of child labour. This is also applicable to situations in which people are forced to do certain work.

The personal attitude that is expected of our employees is described in our Security Protocol. This detailed protocol will be read and signed by every employee.

Corruption

Corruption arises in many ways and can vary widely. Our definition of corruption is every form of abuse of power entrusted to you for your own personal profit, e.g. bribery or blackmail. If you, as an employee of Butterfly Works, have to deal with corruption, you will have to ask yourself whether there are sufficient reasons to continue the project. If, by continuing the project, you will nourish a corrupt system, altruistic reasons will be less important. Keep in touch with your immediate superior, contact the local NGOs, and make sure that you stay well informed about the international political developments.

With regard to this item, Butterfly Works endorses the international regulations, including the UN Convention against Corruption, United Nations Convention against Transnational Organized Crime (UNTOC), and the European Union Convention on the Protection of the Communities' Financial Interests and the Fight against Corruption and Two Protocols, to prevent corrupt activities.

The following obligations are applicable:

- Abstain from offering, promising, giving or demanding bribes, directly or indirectly, or other advantages, in order to obtain or retain commissions or other illegitimate benefits;
- Refrain from situations in which the general interest of Butterfly Works may conflict with your private interests, or with your personal financial interests;
- Make sure you only accept or give a payment to an agent or another person, if it is considered a reasonable remuneration for the work done by the agent or by another person;
- Make sure that you do not comply with, or participate in corrupt activities;
- Do not give any illegitimate donations to people running for public offices, political parties, or other government-affiliated organisations. As a precautionary measure, Butterfly Works will always include an anti-corruption stipulation in their contracts with partner organisations.

In any case of doubt or hesitation either the Executive Board can be contacted immediately (or confidant is an employee prefers).

Receiving and offering gifts

Butterfly Works is a non-profit organisation; we are dependent on subsidies and funds, and quite often, we receive donations. There is a big difference between donations a project benefits from, and personal donations that may lead to a dependent position of employees personally. To deal with donations in a responsible way, donations to a project, must always be laid down in a written donation agreement. There are different guidelines in relation to personal donations. Every culture has a different way of dealing with donations; indeed, in some countries it is rude not to offer small personal donations (tips) yourself. Every individual employee or freelancer must assess whether there is a reasonable balance between the donation and the working relationship. In the event of any doubt, it is crucial to consider whether accepting or offering a donation will put you in a position of dependence; it is wise to discuss the matter with your immediate superior. Butterfly Works advises employees who receive or offer a gift of € 20 or more, to consider carefully if it is wise to receive or to offer this gift.

5. Operations

Butterfly Works assumes that, initially, every employee is capable of making the right assessment of how to deal with these situations. Sharing experiences makes it easier to be prepared for these situations. In this chapter, we throw a light on the following subjects: Law and regulations, confidentiality and non-disclosure, work environment and complaint procedure.

5.1 Law and regulations

Butterfly Works' policy is to comply with all the laws and regulations that apply to all our activities. During the execution of projects and general activities, Butterfly Works meets with all kinds of legal issues. Butterfly Works seeks to inform its partners and employees in advance as extensively as possible about the appropriate laws and regulations. If you have any questions, contact the Executive Board contact straight away. A confidant contact can also be approached.

Fraud

According to Butterfly Works, fraud is the deliberate embezzlement, falsification, omission, or removal of data, money, and / or goods. Another example of fraud is deceit. Deceit means a deliberate supply of incorrect, incomplete or non-transparent data, as a result of which financial information or decision-making is influenced in an incorrect way.

If an employee should have any suspicion about or directly hit upon a situation of fraud, deceit, or any other unlawful behaviour, the Executive Board (or confidant contact) should be contacted straight away to discuss the necessary measures to be taken. Depending on the gravity of the matter, we may decide to end the co-operation with the person or project partner(s) involved.

5.2 Confidentiality and non-disclosure

Accounting

Transparency is of the utmost importance within the development co-operation. That is why Butterfly Works pursues a transparent and lucid financial policy. All financial transactions are registered carefully and completely. On request, Butterfly Works is able to provide needed financial reports that are available.

Confidentiality and secrecy

Butterfly Works acknowledges the importance of the protection of personal data, and the protection of confidential information. By personal data, we mean all information related to Butterfly Works' employees and freelancers, such as work agreement, medical report, finances, education and courses.

Butterfly Works will see to it that all confidential personal data will be treated as such. Processing and spreading of these data can only take place in consultation with the person concerned or with the company. In the case of business partnerships that are still at an initiating phase, Butterfly Works will sign an agreement of secrecy to guarantee the confidentiality of the corporate confidential information of both parties.

Creative Commons

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5.3 Work environment

Butterfly Works seeks to create optimal working conditions that guarantee the employee's maximum safety and health, and a work atmosphere of mutual inspiration and stimulation. Good working conditions provide employees with a pleasant and efficient environment in which they can execute the activities. Butterfly Works acts according to the Occupational Health and Safety Act. Among other things, this means: the adaptation of the workspace to the personal characteristics of the employee, timely breaks and informing the employees about possible risks that may result from the job.

Stimulating and developing talent

Butterfly Works seeks to create an open working atmosphere. Stimulating a working atmosphere in which everybody feels appreciated and involved, contributes to the success of our organisation. The personal talents of each individual are used and stimulated in the best possible way. To realise this, Butterfly Works applies

Holacracy and evaluates personal progress through 360 evaluations. Every six months, or halfway through the contract period, a performance evaluation conversation with each employee will be held. The aim of this conversation is to map out the competences, the personal development wishes and potentials of the employees. Based on the results of the evaluation conversation, a progress recap and next actions are drawn up by the employee.

5.4 Complaint procedure

Butterfly Works is doing its utmost to avoid complaints. Not only for our employees but also freelancers, project partners, authorities, benefactors and other interested parties. Acting according to our values contributes to realising this. If, despite our efforts to avoid complaints, a situation of conflict should arise Butterfly Works will always take these complaints seriously and share with appropriate parties. The basic aim is to reach an amicable settlement. Our confidant contact will do its utmost to find a solution for the complaint in a careful way. The confidant contact is very familiar with our organisation, without being directly linked to Butterfly Works. Reliability and discretion are warranted.

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Thank You!

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