

CODE OF ETHICS OF THE ASSOCIATION



*This document was adopted by the Managing Board of the association
"Zdravo i Zeleno"*

I. GENERAL PROVISIONS

This Code of Ethics establishes the basic principles, values, and standards of conduct for members, associates, partners, and volunteers of the association "Zdravo i zeleno" in carrying out program activities, projects, and public advocacy.

The objectives of the Code are:

- Protection of the dignity of beneficiaries,
- Ensuring transparency of work,
- Strengthening public trust,
- Protection of the organization's integrity,
- Establishing high professional standards.

II. CORE VALUES

The association's work is based on the following values:

1. **Respect for human dignity** - Every person, regardless of gender, age, social status, health condition, national or religious affiliation, has the right to respect and equal treatment.
2. **Best interests of the child** - In all activities involving children, priority is given to protecting their health, safety, development, and wellbeing.
3. **Responsibility toward public health and the environment** - The organization operates in accordance with the principles of sustainable development and the protection of the public interest.
4. **Transparency and accountability** - Financial operations, project activities, and management decisions must be clear, verifiable, and compliant with applicable regulations.
5. **Expertise and professionalism** - Activities are carried out with the engagement of competent experts and partners.

III. STANDARDS OF PROFESSIONAL CONDUCT

1. Relationship with beneficiaries

- Any form of discrimination is prohibited.
- Special attention is given to protecting children and vulnerable groups.
- Data on beneficiaries is treated as confidential and used exclusively for the purpose of implementing project activities.

2. Data protection and privacy

- Personal data is collected and processed in accordance with applicable legislation.
- Photographs and media content involving children are used only with the consent of parents/guardians.

3. Integrity and conflict of interest

- Members and associates are required to report any potential conflict of interest.
- Using one's position within the organization for personal gain is prohibited.
- Donations and sponsorships must not affect the independence of the association's work.

4. Financial accountability

- Funds are used for their intended purpose and in accordance with the project budget.
- Financial documentation must be accurate and available for review by relevant authorities and donors.

IV. WORK WITH CHILDREN AND EDUCATIONAL INSTITUTIONS

In projects involving schools and preschool institutions:

- Activities are carried out in cooperation with the relevant institutions.
- Pedagogical and safety standards are respected.
- There is no political or commercial misuse of the educational space.
- Educational content is based on scientifically sound information.

V. PUBLIC COMMUNICATION

The organization communicates accurately, clearly, and responsibly.

Unverified information is not disseminated.

The principles of responsible public advocacy are respected.

Hate speech and polarization are avoided in communication.

VI. PARTNERSHIPS

Cooperation is based on mutual trust, clearly defined obligations, and respect.

Partners are selected in accordance with the organization's mission and values.

Cross-sectoral cooperation is encouraged in projects (schools, health institutions, local self-government, experts).

VII. IMPLEMENTATION AND MONITORING

- All members and associates are familiarized with the Code of Ethics.
- Violations of the provisions may result in a warning, exclusion from a project, or termination of cooperation.
- The Code is periodically revised in line with the organization's development and applicable regulations.

VIII. FINAL PROVISIONS

This Code of Ethics enters into force on the date of its adoption by the association's Managing Board and applies to all project and program activities.