

## **Guiding Principles Non-discriminatory Support for our Participants**

- Simple language -

### **1) general guiding principles**

#### **Our values and principles**

At Social Impact gGmbH, we act according to certain rules. These rules are important because they help us to be fair and respectful. We do not accept discrimination and we value diversity in society.

Here are some important rules:

- Integrity: We are honest and trustworthy.
- Integrity: We only do good and respect the law.
- Respect for human dignity: Every person is important and deserves respect.
- Openness: We are honest and share information.
- Non-discrimination: We treat all people equally, without distinction.

#### **a) How we work with participants**

When we work with people, we pay attention to

- Respect: We treat all participants kindly and politely.
- Professional communication: Our words are polite and appropriate to our work.
- No exclusion: We do not exclude anyone, regardless of where they come from, what gender they are, what religion they are or what language they speak.
- No offence or exploitation: We do not intentionally hurt or exploit anyone.
- Respectful portrayal: When we take photos or videos, we make sure that the participants are portrayed respectfully.

#### **b) Special rules for working with children and people who need extra protection**

Some people need special protection. These include children under the age of 18 and adults who need help because they are ill, have a disability or need support for other reasons. For Social Impact, working with people who have fled or migrated from another country is particularly important.

When it comes to children and young people, we have to be particularly careful:

- The most important thing is always what is best for the children.
- We pay attention to what the children and young people need and protect them.
- We respect the fact that parents or other adults can speak for the children.
- We listen to the children and young people, involve them in decisions and pay attention to what they want, if this is possible and sensible.

## 2. code of conduct for the support of participants

Our coaches, trainers and mentors see themselves as service providers. They support people as part of vocational orientation and qualification programmes.

We always provide clear information at the beginning. This means we say what support we offer, what rights the participants have and how we work together. We write this information down in an agreement. We also explain what roles we have, what we want to achieve and what this code of conduct means. When supporting participants, the focus is on "helping them to help themselves".

### Values

We do not discriminate and do not accept discrimination. Founders whose business idea is in any way related to violence, sexism, right-wing extremism and discrimination cannot participate in the programme.

Mutual respect is the basis for successful mentoring. This is reflected in honesty, the ability to deal with conflict and a willingness to self-criticise and be transparent.

Our staff are encouraged to recommend a visit to a doctor, psychologist or, if necessary, the police if they suspect violence or any signs of a need for help.

### Responsibility and ethos

- We respect that participants can make their own decisions and take their personal situation and environment into account.
- We never take advantage of the participant's trust or distress and do not make false promises about the results of the coaching.
- We only recommend self-employment if we believe that a person has the necessary skills, the right personality and the right social situation for it.
- Sometimes we decide not to help someone to prevent them from failing.
- We tailor our help to what the participants really need. Their business project and their personal situation take centre stage. The results should be their own.
- We ensure a trusting and positive dialogue. We are always empathetic and appreciative and share our knowledge and resources.
- We keep information about participants confidential unless the law requires us to disclose something. We take good care of records to protect privacy and follow all laws.
- We avoid conflicts of interest, do not accept thanks for the work of others and do not take advantage of anyone, financially or otherwise.

### Expertise and presentation

Our coaches, who support founders with a migration background, understand the particular experiences and culture of the participants. They not only have knowledge about the start-up, but also a great deal of intercultural and social competence.

Our coaches have a lot of experience in coaching, both in practice and in theory. They know what they can do and are constantly learning in order to become even better at coaching.

- They know exactly what needs to be considered in order for a start-up to be officially recognised.

- They have knowledge of business management, industries and how to draw up a business plan. You can assess whether an idea can be successful on the market.
- They are familiar with financing and funding for start-ups and can help to obtain it.
- They also understand pedagogy and psychology in order to help in difficult situations.
- They don't say the wrong things about their abilities or what comes out of coaching. They know their limits, talk openly about them and refer you to other experts if necessary.
- They are self-critical and open to feedback on their work.
- They provide a good environment for coaching.
- They have the necessary foreign language skills.

We (Social Impact) see it as our task to ensure that our coaches can work according to these rules. We select our employees carefully, offer further training and talk both internally and with others about how important these rules are.

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