

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

### **1. general guiding principles**

At Social Impact gGmbH, we promote an organisational culture in which all actions are guided by universal ethical values and principles. Of particular relevance are integrity, honesty, respect for human dignity, openness and non-discrimination.

We do not tolerate any form of discrimination and value social diversity. We expect all employees of Social Impact gGmbH, as well as freelance employees and mentors, to participate in the provision of services without discriminating against other people on the grounds of race or ethnic origin, gender, religion or belief, disability, age or sexual identity.

#### **a) Principles of our work with participants**

- Respectful, empathetic and patient interaction with all participants
- Verbal interaction should correspond to the professional role and mission
- No marginalisation based on origin, gender, religion or language
- No insulting, exploiting, punishing or neglecting participants
- Respectful representation of participants on film and photographic material

#### **b) Guidelines for working with children and vulnerable people**

As part of our work, special consideration must be given to the specific situation of vulnerable persons. Particularly vulnerable persons are those under the age of 18 and adults who are dependent on the help of another person due to disability, illness or socio-economic conditions. Working with people from migrant and refugee backgrounds is of particular importance to the work of Social Impact.

The following aspects are also relevant when dealing with vulnerable children and young people:

- The best interests of the child must be prioritised in all decisions affecting children and young people;
- The specific (protection) needs of children and young people must be taken into account;
- the existing rights of representation of parents or other authorised representatives must be respected
- Children and young people must be involved in decisions in accordance with their age and their concerns and wishes must be taken into account where possible and appropriate.

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

Our coaches, trainers and mentors see themselves as service providers. They support people in the context of vocational orientation and qualification programmes. The coaching process always begins with clear information about the resources, rights and conditions of the collaboration and a declaration of participation. In addition, information about roles, objectives, scope and this code of conduct must be provided. When supporting participants, the focus is on "helping them to help themselves".

#### Values

We do not discriminate and do not tolerate discrimination. Founders whose business idea is in any way related to the glorification of violence, sexism, discrimination against women, right-wing extremism and discrimination against people with disabilities cannot become participants in the programme. Mutual respect is a prerequisite for successful support. This is concretised in the following aspects: Honesty, the ability to deal with conflict and a willingness to self-criticise and be transparent. Our employees are required to advise their participants to visit a doctor, psychologist or, if necessary, the police if they suspect or see any signs of violence.

### Responsibility and ethos

We...

- ...respect the participants' right to self-determination and take into account their initial and environmental conditions.
- ...do not exploit the trust, ignorance, credulity, economic hardship or helplessness of the participants, nor do we make unreasonable promises regarding the coaching result.
  - ...only advise people to set up their own business if their skills, personality structure and social situation are such that they can be expected to become self-employed.
- ...are prepared to refuse to support a person in case of doubt in order to prevent a probable failure.
- ...tailor our support process to the individual needs and requirements of the participants. The focus is on the specific business project and the individual situation. The results must be the results of the participants.
- ...ensure an atmosphere of trust and constructive dialogue by approaching the participants in an empathetic and appreciative manner at all times and disclosing and making available their resources.
- ...maintain strict confidentiality of all participant information unless disclosure of certain information is required by law. Maintain, store and dispose of records in a manner that promotes confidentiality, security and privacy and complies with all applicable laws and agreements.
- ...avoid conflicts of interest, do not take credit for the work of others and do not exploit participants in any way (e.g. financially, sexually, etc.)

Those working in the field of entrepreneurship with a migration background must be able to take into account the socio-cultural prior experience of participants with a migration background. In addition to start-up-specific expertise, this requires a high degree of intercultural and social competence.

Our coaches...

- ...have a wide range of practical and theoretical coaching experience with various target groups and always act within the limits of their own professional expertise. They regularly attend further training courses on coaching skills and training.
- ...have specific expertise in communicating formal requirements for the regularity of a start-up.

- ...are able to assess the marketability and viability of a start-up idea thanks to their business management, industry and commercial knowledge (including the preparation of a business plan).
- ... know the financing and funding conditions for start-ups and can activate them.
- ...have pedagogical and/or psychological knowledge to recognise typical crisis scenarios/phenomena and react appropriately.
- ...do not make false or misleading statements (e.g. about qualifications, competences, results of the coaching or mentoring process, etc.), but are aware of their own competences, clarify this proactively with the founder and, if necessary, refer to other experts, support services and networks.
- ...are able to critically scrutinise themselves and their work within the support process and allow themselves to be scrutinised
- ...endeavour to create a suitable environment for the implementation of the coaching.
- ...have the necessary foreign language skills.

We see it as our task to do justice to this guideline in the context of employee management, staffing and training and to make it the subject of internal and external dialogue.

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