

Code of Conduct

Version	: 1.0
Regarding	: Code of Business Conduct and Ethics
Reference	: COC_1.0
Datum	: November 13, 2023
Due date	:

A Message from Kirsten Heukels, Founder & CEO

At 1for2 Social Innovation, we believe that **attention is a craft, our Craft**. We provide high-quality **coaching, training, international mediation, profiling, crisis management, and confidential support services** that foster respect, understanding, and inclusivity in the workplace. The work we do impacts people's lives and careers, so it's essential that we uphold the highest ethical standards in everything we do. Thank you for contributing to a better, more supportive world through your commitment to these values.

Purpose

This **Code of Business Conduct and Ethics** outlines the guiding principles by which **1for2 Social Innovation** and its **three work entities** operate. These principles are upheld by our **holding company**, which ensures that all entities under its umbrella abide by the same high standards of **integrity, confidentiality, and ethical behavior**. Additionally, we bring these values to every collaboration and partnership, actively defending and promoting them whenever necessary. Our core services—ranging from **Executive Coaching, Group Coaching, Team Training, to Crisis and Hostage Negotiation**—are built on a foundation of ethical conduct and trust.

Who Must Follow this Code?

This Code applies to all employees, contractors, and collaborators within **1for2 Social Innovation**, including the **three work entities** managed by our holding company. Each individual and entity must adhere to the highest ethical standards and comply with applicable laws. Furthermore, we actively champion these principles in all business ventures, ensuring that our commitment to integrity is maintained and defended wherever we operate.

Good Faith Reporting and Non-Retaliation

We encourage open communication. If any concern or violation of this Code arises, report it promptly. We guarantee non-retaliation for any good-faith reports.



Our Core Principles

1. Confidentiality and Trust

We deliver **confidential counseling, training and (executive) coaching, profiling, international mediation, and crisis and hostage negotiation services** through the unified commitment of our holding company and its three work entities. Confidentiality and trust are paramount in all our services, especially when handling sensitive issues such as ethical breaches or transgressive behavior. We ensure that these principles are not only upheld but also actively defended whenever challenged, maintaining the highest level of discretion and integrity.

2. Ethical Leadership and Coaching

We set the standard for ethical decision-making and personal integrity. Whether coaching executives or facilitating group sessions, our work is based on leading by example and fostering ethical leadership in others.

3. Respect and Inclusivity

We are committed to creating inclusive, diverse environments that respect the unique backgrounds of everyone we work with. This approach ensures equal opportunity and encourages a culture of belonging.

4. Collaboration and Quality Control

We ensure that our **holding company's values** extend to all collaborations. When we engage with external contractors or partners, they are required to meet the same high standards of ethical conduct, confidentiality, and professionalism. Our **vetting process** includes client satisfaction (CSAT) ratings, professional development, and accreditations to guarantee quality in all aspects of our work.

Gifts, Entertainment, and Conflicts of Interest

We avoid conflicts of interest by ensuring that our relationships with clients, partners, and suppliers are free of undue influence. We do not accept or give gifts that could compromise our objectivity or integrity.

Health, Safety, and Well-Being

Creating safe, healthy environments is at the heart of our services, from leadership coaching to stress management. We aim to foster workplaces that prioritize well-being, mental health, and mutual respect.

Commitment to Continuous Improvement

Our ethical standards evolve to meet the needs of our clients and society. We regularly review and update this Code to ensure it aligns with the latest ethical principles and legal requirements.

Revision Control

Version: 1.0

Revision Date: October 2024

Approved by: Kirsten Heukels

Memo: Initial version created and finalized

