

## **ADV Romania & UtilDeco Ethics and Integrity Guidelines**

### **1. General framework**

The hereby guidelines detail the integrity and ethics principles governing the activity of "Alături de Voi" Romania Foundation, a Romanian organization established in 2002, having the national headquarters in Iasi and developing activities in Constanta and Tg. Mures.

ADV Romania is a Romanian foundation, registered according to on-going legislation, being independent from governmental authorities, does not condition its support and actions through belonging to certain ideologies, doctrines or religions.

Our mission statement is "the inclusion of HIV-positive people and from other groups at risk", and in order to reach this mission the foundation offers a wide range of services:

- **The Youth Club** where periodically come around 150 young people and children from poor families, with parents gone to work abroad, with disabilities, of Roma origin or from placement centers. Here, they benefit of an integrated package of social, psychological and educational services which help them throughout their development process.

Within the **programme of social assistance** each child / young person goes through an evaluation process (family status, material status, educational / professional status, social status) following which needs are identified and an intervention plan is established. According to needs, the children and the young people receive different types of support: for educational and social integration / reintegration, for overcoming crisis situations, support in obtaining identification documents, for benefiting of certain rights, etc.

Within the programme of psychological assistance, children and young people benefit of counseling and support for:

- Personal growth (development of abilities of stress management, activities for self assessment, improving self-image and self esteem, of communication abilities, relating and conflict management, etc.)
- Overcoming difficult life moments (sadness, anxiety, trauma, etc.)
- Career orientation (according to questionnaires of interest and their personality profile, they benefit of support for establishing an educational road and for identifying the best educational and professional choices).

Within the **educational programmes**, children and young people benefit of a wide range of activities which aim at developing practical abilities, abilities for relating, for independent living, acquiring new information in various fields, etc. All the activities are adapted to the age and level of understanding of the beneficiaries.

The intervention continues in the community, through activities of information and prevention developed in schools and high-schools on different topics, such as: sexual education, alcohol and drug abuse, human trafficking, bullying, etc. Each year, over 10.000 children and young people benefit of these activities

Within the Youth Club also function 3 licensed services: The Day Center for Adults with Disabilities, The Day Center for counseling and information for other people in need; The Day Center for Developing Independent Life Skills. For more details, please access [www.clubtinerilor.eu](http://www.clubtinerilor.eu)

- ***Sheltered employment within the UtilDeco Work Integration Social Enterprise, authorized as a shelter unit.*** Since these are sheltered workplaces, UtilDeco ensures further services of social and professional integration, professional counseling and orientation, qualification at the workplace and continuous assistance for individual growth of each employee's potential, turning disability into ability. The Work Integration Social Enterprise has permanently employed at least 40% of employees people with disabilities. Details at [www.utildeco.ro](http://www.utildeco.ro)
- ***The Agency for Placement and Job Assistance.*** This innovative service ensures the integration of young people from groups at risk on the unconventional labor market through offering an integrated package of social and employment services: assessment and testing of abilities; professional counseling and orientation; job qualification; internship at UtilDeco; mediation and employment on the labor market; job coaching for maintaining the workplace for at least 6 months after the employment. This service is offered each year to over 30 young people and adults from the category "difficulty in employment". Details at [www.jobdirect.ro](http://www.jobdirect.ro)
- ***Other services, offered through European projects, bringing added value into the community through the investment made in people, in communities, in the educational, health, social and employment systems and in the NGO sector.*** The European funds are Romania's current opportunity for development, but in order to attract these funds, it is necessary to have cash co-financing which may vary between 2-40% of the project value and to have cash flow for implementation. ADV Romania has implemented over 75 European projects and attracted into the community over 17,5 mil. euro in non-reimbursable financing, offering free services in the community, investing in social innovation, creating

workplaces, making procurements from companies and directly contributing to the consolidated state budget through taxes paid every year.

Financing for the services is achieved through a combination of funds:

- 100% reinvestment of the profit obtained from economic activities developed in the Util Deco Work Integration Social Enterprise. Details at [www.utildeco.ro](http://www.utildeco.ro)
- Development of paid courses. Detail at <http://cursuri.alaturidevoi.ro/>
- Directing 2% of the tax on income and of 20% of the tax on profit obtained. Details at <http://alaturidevoi.ro/donatii/>
- European projects. Details at <http://alaturidevoi.ro/proiecte/>

“Alaturi de Voi” Romania is an organization which has managed to draw and consolidate an organizational culture based on fundamental values, such as:

- Insertion and support
- Responsibility
- Devotion

To these we may also add a set of principles acknowledged and respected by the organization with respect to: ethics, integrity, transparency, conformity, pro-activity and respect for fundamental human rights and values, some of which will be detailed in this document.

These principles are applied through specific stipulations in all the fields in which the organization is developing activities:

- Economic activities developed through the UtilDeco work integration social enterprise;
- Social assistance and employment services,
- Managing European funds
- Employment,
- Environmental protection,
- Active management,
- Social responsibility.

ADV Romania promotes integrity, ethic culture and good reputation as a method through which NGOs can become visible as an important and credible actor, activating exclusively to the benefit of the community and for correct social relations.

## ***2. Basic values and principles respected by ADV Romania:***

## **2.1. Inclusion**

Through the mission statement assumed, the organization militates for and achieves the integration of people with disabilities, offering an integrated package of social and employment services in our own UtilDeco Work Integration Social Enterprise and on the unconventional labor market through the Agency for Placement and Assistance at the Workplace.

The principle of integration is found in all organizational levels through the involvement of people with disabilities in the Board of Directors and through the fact that at least 40% of the total number of employees are with disabilities. People with disabilities are also included in the internship and voluntarism programmes developed by the foundation.

UtilDeco is an adapted workplace, in which the employee with disability is treated with respect, being offered work conditions proper for the activity developed and their work capacity. Work relations are legal and correct; there is a career plan and a salary package motivating performance.

In over 15 years of activities, the Close to You Romania Foundation & the UtilDeco Work Integration Social Enterprise have been awarded over 33 awards as recognition and appreciation for the activity developed.

One of the most recent recognitions has been the award "Social Entrepreneur Of The Year" given to Angela Achitei for the development of the UtilDeco Work Integration Social Enterprise within the programme EY Entrepreneur Of The Year, the only global entrepreneurial competition being developed in more than 145 cities for 60 countries, covering over 94% of the global economy.

## **2.2. Integrity**

All activities developed by the organization are ethical, with high attention being paid to respecting professional standards, communication and visual identity guidelines, as well as to correctly administrating all organization resources.

ADV Romania & UtilDeco approaches in an ethical and professional manner the assistance for people with other types of disabilities. The relations with all kinds of beneficiaries are based on confidentiality, trust, support, anticipating needs and taking action.

ADV Romania & UtilDeco will not initiate or take part in actions which may stain the reputation of beneficiaries or of the organization.

Having as value partnership, ADV Romania treats collaborators and partners honestly, correctly and with professionalism.

ADV Romania agrees only with financing agreements or donations / sponsorships with respect the organization's autonomy and clearly and correctly stipulate the rights and obligations of both parties involved.

Any wrong practice, which imply payments made to organization staff – employees or the management team – on behalf of or to third parties are not accepted and do not represent a general practice of ADV & UtilDeco.

ADV Romania shows ethics in business as well, being a fair partner, respecting standards certified in 2013. Our organization is implementing the ISO 9001 standards – quality management, ISO 14001 – environment management, SR OHSAS – standard regarding the system of health management and occupational safety and SR ISO/CEI 27001 – management system of information safety.

Any situation of conflict of interests or incompatibility of an individual employed within ADV Romania & UtilDeco will be discussed with the management team and proper measures to eliminate the incompatibility will be taken.

### **2.3. Reciprocity**

ADV Romania & UtilDeco demands its partners to respect the same ethical norms and will not collaborate with entities of which we are not certain they respect the same values or of which there is evidence of law-breaking.

ADV Romania & UtilDeco assume making all approaches necessary in case we observe the breaking of ethics, responsibility, integrity and transparency in the relation with its beneficiaries, clients, suppliers or in cases related to their field of activity.

From the wish to appreciate and build consumer loyalty, the UtilDeco Work Integration Social Enterprise developed a system of loyalty points given after the creation of a shopping account on the site UtilDeco Charity Cash & Carry accessible at the link <https://shop.utildeco.ro/> and which has been approved through an internal decision by the Foundation's Board of Directors.

### **2.4. Transparency**

ADV Romania & UtilDeco show full transparency in the relation with financiers / clients / suppliers, having made it a practice to publish the annual report on our official website, [www.alaturidevoi.ro](http://www.alaturidevoi.ro) and on the site of the UtilDeco Work Integration Social Enterprise [www.utildeco.ro](http://www.utildeco.ro) .

ADV Romania & UtilDeco periodically inform the community regarding the activities developed through all known media channels – websites and social networks, press releases and newsletters, etc.

ADV Romania & UtilDeco answer all questions of the mass media, with special attention given to respecting the confidentiality and the other rights of the beneficiaries, clients, suppliers, partners of the organization.

## **2.5. Responsibility**

ADV Romania & UtilDeco have a responsible behavior regarding direct and indirect beneficiaries and generally a responsible behavior in society.

ADV Romania promotes a responsible behavior of institutions and companies and is one of the first Romanian organizations to have encouraged the procurement of products and services from social enterprises as a CSR component. Through the UtilDeco social enterprise, ADV Romania supports through partnerships and sponsorships the development of different social events in the community, such as: the Ball at the Castle, organized by the Bethany Foundation for Social Services, the Swimathon, organized by the Communitarian Foundation, Iasi; the Disability Gala organized by the Star of Hope Foundation, the Campaign "Show that you care", organized by ANCAR Iasi, etc.

In all decisions made with respect to beneficiaries, ADV Romania consults the Youth Council – an informal group made of 5 young people, who ensure consultancy in situations directly regarding beneficiaries. Thus, the organization is careful to have feedback on approaches and decisions with direct impact on beneficiaries.

ADV Romania continuously adapts services so that they closely follow the needs of beneficiaries.

As employer, ADV Romania implemented in 2013 the standards ISO 14001 – environment management, SR OHSAS – standard regarding the system of health management and occupational safety in order to offer safe work conditions, to the highest standards and not endangering their health and the environment. The paper wastes are collected separately from other wastes and given to a paper recycling company. The textile wastes are 95% recycled through making cleaning cloths and other clothing accessories.

In October 2013, ADV Romania received an excellence award as best practice within the ENWHP initiative "Promoting health at the workplace for employees with chronic diseases – Public Health and Labor.

## **2.6. Conformity**

ADV Romania & UtilDeco strictly respect Romanian and European legislation for all the activities developed – as NGO, employer and company.

The internal rules and regulations also stipulate the obligation to respect Romanian and European legislation.

As far as administrating European funds, for instance, the correct implementation is proven by the high degree of allocated funds absorption – 95 – 99 % and the absence of financial corrections.

In the social assistance activities, the foundation has drawn a Procedures manual in accordance with the Deontological Rules of Social Workers.

The foundation respects training standards authorized by ANC, having accreditation for training in the following fields: manual book-binder (no. 1162 /29.10.2012), Common IT abilities (the decision 612/4.06.2014); Entrepreneur in social economy (no. 1000/11.09.2012), Manager of social enterprise (no. 911/18.09.2013), Project manager (the decision 613/4.06.2014), Clerk (nr. 1510/23.06.2015) and Archivist (nr.1639/24.08.2016).

The foundation is certified as supplier of social services by the Ministry of Labor and Social Justice (641/19.05.2014), as supplier of employment services by AJOFM Iasi (series IS / no. 25/00037 from 23.06.2014).

The economic activity of the foundation is legal through UtilDeco having obtained the status of Work Integration Social Enterprise from AJOFM Iasi (series IS/A no. 0008/06.12.2016) and of authorized shelter unit from the National Authority for People with Disabilities (no. 1871/03.05.2017).

As employer, ADV Romania respects the highest standards, proof for this being the fact that in 2013 the foundation received European recognition - the European Commission published on their page, under the section "Employment, Social Affairs and Integration" the Util Deco model of sheltered employment as being representative for Romania for sheltered employment.

## **2.7. Pro-activity**

ADV Romania assumes the role of promoter of ethics and integrity principles and shares whenever possible its best practice, taking the role of moral leader in the field of social services and in social economy.

ADV Romania invests in the community, being one of the promoters of the concept of social economy and of the Law on Social Economy adopted in July 2015. In order to ensure sector development, the foundation periodically organizes trainings in entrepreneurship and manager in social economy, study visits, national fairs; through its specialists, the foundation also offers consultancy and coaching for the development of social enterprises.

ADV Romania is the initiator of the Federation of Non-governmental Organizations for Social Services – FONSS, established in August 2014, currently having 27 members from among NGOs authorized as suppliers of social services from the North-Eastern region of Romania. Our organization holds the Presidency of the first mandate of the federation through its legal representative, Angela Achitei.

ADV Romania also holds the vice-presidency of the NGO committee within the Council for Economic and Social Development of the Iasi county, through its Director of Communication and Development, Mihaela Munteanu, following the period between 2011 – 2014, our foundation coordinated the activity of the committee through its legal representative, Angela Achitei.

Starting with July 2015, ADV Romania is a member of the Committee for Monitoring the Regional Operational Programme 2015 – 2020 – ADR Nord Est and since April 2016, a member of the National Coalition against Poverty organized by the former Prime Minister of Romania, Dacian Ciolos.

ADV Romania is an active member of several national and international networks, among which the Federation of Non-governmental Organizations for Social Services – FONSS (founding member, ADV Romania holds the presidency of the federation), the Council for Economic and Social Development of the Iasi County (the foundation holds the vice-presidency of the committee), RISE Romania – the Romanian Network of Work Insertion Social Enterprises (founding member); founding member of FOND, founding member of the NGO Coalition for Structural Funds, the International Association in Social Economy, the North East Regional Pact for Employment and Inclusion, the Together Network, AIDS Action Europe, People Living with AIDS, CONCORD and the ECOSOC Integrity Pact.



ADV Romania is an organization fighting to support the NGO sector, the rights of all beneficiaries, for improving the functioning of the social and employment systems, the management of European funds, the public mechanisms meant for Social services in general. Our organization is, at the same time, careful and active when it comes to situations from the community.

## **2.8. Respect**

In all its approaches ADV Romania & UtilDeco show consideration and good will, does not discriminate and supports the principle of equal chances inside and outside the organization.

The organization's responsibility for the community is also shown through consolidating and developing the NGO sector, the involvement and bringing together the community in order to support the interests of beneficiaries, the active involvement in consultancy and public decision-making process, monitoring public decisions, establishing / joining similar structures in order to build capacity of the sector.

### **Conclusions:**

- ADV Romania is an organization assuming ethical and integer behavior, with special priority granted to respecting the mission statement assumed.
- The economic activities developed through the UtilDeco Work Integration Social Enterprise aim at creating workplaces for people with disabilities (at least 40% of the total number of employees) and at financing the social services offered through the Youth Club and the Agency for Placement and Job Assistance. This way, profit is reinvested 100% for reaching the mission statement assumed and for creating a better world!
- Through all the activities developed, ADV Romania & UtilDeco aim at developing a social business – a best practice for the real integration of young people from groups at risk and for the involvement of as many people as possible in order to support and develop the concept named by Muhammad Yunus "A new form of capitalism, meant to answer the most urgent needs of humanity".

***"What we do every day .... defines who we will be tomorrow!",  
Angela Achitei, President***