



BRINGING
OUR WORLD
BACK TO LIFE

WWF-UK SAFEGUARDING CODE OF CONDUCT

November 2024

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WWF is a global conservation charity with hundreds of projects around the world and millions of supporters. Our mission is to create a world where people and wildlife can thrive together. Our ability to make the changes we want to see in the world is only possible if we are trusted by those for whom we work. Maintaining high standards of behaviour by everyone involved in delivering our work is critical to achieving our mission.

WWF-UK believes anyone connected with us or who is involved in our work, especially children (anyone aged under 18) and vulnerable adults, should be safe from harm. Our first priority will always be to safeguard anyone at risk of harm or abuse. WWF-UK will proactively create and maintain a culture and environment that aims to prevent harm and abuse.

This WWF-UK Safeguarding code of conduct sits alongside WWF's Code of Conduct. The Safeguarding Code of Conduct describes the behaviours expected of WWF-UK representatives in line with **WWF-UK's Safeguarding Policy**.

The Safeguarding Code of Conduct applies to anyone representing WWF-UK, in all countries in which we work. This includes employees, volunteers, trustees, consultants, suppliers, grant recipients and delivery partners.

They must all follow this Safeguarding Code of Conduct at all times. Breaches of this Safeguarding Code of Conduct or the WWF-UK Safeguarding Policy will not be tolerated and will be investigated. This may result in termination of contract or disciplinary action being taken which could result in dismissal.

Without exception, the safeguarding of anyone at risk of harm takes precedence over any other consideration. No one in WWF-UK may authorise any breach of this code.

Remember that it is your duty to report any concern, you must not investigate, and you must report it as soon as possible. If in doubt, it is your duty to act, even if told in confidence.

SAFEGUARDING PROCESSES

Staff and volunteers must:

- Disclose any criminal record, caution, reprimand or warning whether received prior to or during the course of your work or volunteering for WWF.

If a child or adult tells you about a safeguarding-related concern or abuse you must:

- Allow them to speak without interruption, accept what you are told; respect and honour what is being said
- If required, ask further, non-leading questions e.g. Can you tell me more? Who is supporting you?
- Be reassuring without making any promises or giving your opinion
- Make sure that any WWF-UK activity is safe, if necessary, by informing the person in charge of any risk
- Make careful notes of the concerns, including dates, times, what was said and who was involved
- Report the matter to a Designated Safeguarding Lead via safeguarding@wwf.org.uk

If you are concerned about the welfare of a child or anyone at risk of harm, including suspicions of abuse you must:

- Make careful notes of the concerns, including dates, times, what was said and who was involved
- Do not ask leading questions
- Make sure WWF UK is not causing further risk to their welfare
- Report the matter to the Designated Safeguarding Lead via safeguarding@wwf.org.uk or via our whistleblowing process Whistle B

If anyone is at immediate risk of harm you must:

- Call the police using 999
- Make careful notes of the concerns, including dates, times and who was involved
- Report the matter to a Designated Safeguarding Lead (see below and email safeguarding@wwf.org.uk)
- If out of hours, contact your Director who will be able to contact the EG member on duty



SAFEGUARDING DOS AND DON'TS



- Do be respectful and act with integrity, in line with WWF-UK values
- Do treat everyone fairly, without favouritism and respect lived experiences
- Do stay in sight and hearing of others when with children
- Do report any concern of abuse or neglect immediately. This includes a requirement under the Prevent duty to report if you suspect that a child or adult at risk may be under the influence of radicalisation or extremism
- Do respect people's their right to privacy and protect their data
- Do remember your position within WWF-UK brings with it power that must not be misused
- Do be aware that your online and offline actions could be misinterpreted
- Do consider safeguarding and safety during planning and delivery of all activities
- Do make those you work or volunteer with, and where appropriate their parents, guardians or carers, aware of this code
- Do create an environment where children and adults at risk feel safe and able to express their opinions

SAFEGUARDING DOS AND DON'TS

DO NOT



- Do not exploit your position of power or any position of trust
- Do not engage in any form of sexual activity with other staff, volunteers, trustees, partners, supplier, grant recipients and participants where there is a power imbalance
- Do not possess indecent images of children
- Do not share accommodation with children during WWF-UK activities
- Do not plan to be alone with a child – including virtually - you have met whilst working or volunteering for WWF-UK or a partner
- Do not be drunk or be under the influence of alcohol or take drugs or use solvents when you are directly responsible for young people or adults at risk

Do not use your work or volunteering to contact children, or adults at risk, outside of their WWF-UK duties either online or in person

- Do not use any personal device or facility to contact children or adults at risk you meet through WWF-UK
- Do not make suggestive comments or remarks verbally or in writing
- Do not use any form of abusive, coercive, discriminating, threatening, or inappropriate language, behaviour, images or content
- Do not trivialise or tolerate any form of abuse, bullying, discrimination or harassment
- Do not rely on your position or reputation to protect you