



Jane Goodall Instituut Nederland

Code of Conduct, Values and Principles

“When you live in the forest, it’s easy to see that everything’s connected.”

DR. JANE GOODALL

General

The Jane Goodall Institute supports the conservation of wildlife, in particular primates, by putting local communities at the heart of conservation. JGI improves the lives of people, animals and the environment. JGI advances Dr. Goodall’s holistic approach through a tapestry of a variety of programs that build on each other and bring the power of community-centered conservation to life.

The Jane Goodall institute aims at realising a healthy ecosystem in which humans, animals and environment exist in sustainable harmony. By protecting primates and their habitats in close cooperation with local communities, we also improve their living environment and make people of all ages conscious about the importance of nature conservation.

JGI is committed to not only lower the threats to nature but also to identify the reasons for those threats and to modify the existing interests in order to support conservation. By opening a dialogue and providing other means of existence, such interests may be accepted by local communities.

The following principles are intended to improve our impact on conservation results and strengthen the communities with which we work to come to a truly holistic approach. They provide lasting solutions and a sustainable future for our projects. The Jane Goodall Institute will:

1. Respect community habits which are culturally, economically, family, organizationally, governmentally grown as the expression of local community life.
2. Respect people’s rights in accordance with customary, national and international human rights laws.
3. Provide possible alternatives within our projects, programmes and policies for activities that are damaging to nature and wildlife, which are perceived by communities as improvements, thus adding wealth and health to those communities.
4. Promote successful solutions at national and global levels in policy fora/advocacy work.
5. Protect communities, in particular poor and vulnerable groups, by helping to enhance economic growth and self-reliance based on their potential and natural assets.
6. Address corruption, weak governance, and lack of enforcement within the context of the community by education, improvement of income security, decision-making procedures, environmental management and empowerment.
7. Point out to governments, businesses and interest groups at any level that inequality of distribution of environmental costs and benefits and unsustainable production and consumption patterns are harmful, not only to nature and wildlife, but also to the community at large.



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8. Refrain from expressing any political or ideological preference and comply with national and regulatory requirements in the countries that we operate in.
9. Provide safe and healthy working conditions for our staff in the field and in the national offices.
10. Protect privacy of and provide sound and fair workers contracts to our staff, in all countries in which JGI is active.

Strategic Partnerships

JGI wants to cooperate with companies that prove to have an ambition to support nature conservation as part of their sustainability agenda. Business partners that are leading their industry on measurable sustainable achievements are welcomed when a mutual benefit can be identified. For example, JGI can help a company that is compensating its climate footprint by planting trees, to do this smarter and use their means to improve nature reservation and community wealth at the same time.

The following principles are guiding when entering a collaboration with strategic partners:

1. The cooperation should be beneficial to both organisations in terms of achieving their mission.
2. Cooperation is aiming to exist for a number of years.
3. Cooperation can never be exclusive to one partner, not allowing others operating in the same or different areas to enter a partnership. Possible conflicts of interest are discussed with existing and new partners and solutions are sought.
4. Any communication referring to a partnership needs mandatory to be agreed to by both partners.
5. JGI has the prerogative to decline a possible partnership based on its mission and vision, when found contraire to activities of the partner.
6. JGI will provide means to execute a partnership as laid down in a mutually signed agreement between partners stating the level of services and key success factors.
7. Any information from a strategic partner which is deemed private, confidential, intellectual property or could otherwise be harmful to the strategic partner will be treated by JGI as such, unless it would be unethical or unlawful to retain this information.
8. JGI expects its partner not only to commit to its agreed obligations but to promote the mission and vision of JGI in its communication with business partners, governments, and industry, so as to improve JGI's impact.
9. JGI will provide its partners with transparent insight in the use of means, both material and financial and keep records for this purpose, so as to support its claim to have fulfilled obligations under the contract.
10. If for any reason a partner wishes to remain in the background or even invisible, JGI will acknowledge such wish and act accordingly.