



## World Land Trust Code of Conduct

### Introduction

World Land Trust expects the highest standard of professional and personal behaviour from its staff and all those who work on its behalf, whether in a paid or voluntary capacity, and strives to ensure that the different experiences, abilities and skills of everyone are valued by others. This Code of Conduct supports our mission and values, ensuring we work honestly, with integrity, professionalism and transparency whenever we are acting on behalf of, or in connection with, the charity in formal or informal situations, for example on social media.

This Code of Conduct applies to all staff. It sets out the standards of behaviour expected across all roles and relationships, helping us maintain a respectful, safe, and ethical environment. By following the Code, each individual contributes to the integrity and reputation of WLT and helps ensure we work together in a way that reflects our values.

### Our Values

We are committed to being:

- **Positive** : sharing our passion for our mission, demonstrating a positive perspective, working collaboratively, being open-minded, friendly and approachable, and continuously learning.
- **Honest** : clear communications demonstrating fairness and transparency in our decision making, acting ethically and with integrity to build and maintain trust, and being brave by confronting issues through honest and respectful conversation.
- **Supportive** : recognising we achieve more by working together, in an environment of trust in the actions and intentions of others, treating others with respect and demonstrating care for our staff, communities and environment; we value diversity of perspectives and are open to learning from others, believing that everyone has the right to be heard and that their views are valid.
- **Focused** : our operations are aligned with our mission, we are clear on how our roles help us to achieve our goals and make an impact, and we demonstrate commitment to excellence and authenticity through doing what's right rather than what's easy.

Please see our [WLT Values](#) graphic for examples of how we might build these into our ways of working.

### **Expected Standards of Behaviour**

All individuals representing World Land Trust are expected to support our mission and values, upholding the highest standards of personal and professional conduct (see Appendix 1). These standards apply in the workplace, during travel, in virtual settings, and in interactions with donors, partners, wider stakeholders and the public.

The same high standards are expected of staff working with or visiting conservation partners overseas, where particular care must be taken to observe the acceptable standards of behaviour in that country. Local laws and prevailing moral attitudes should be discussed with staff prior to any planned travel to highlight what might be considered unacceptable behaviour whilst overseas, and to identify any concerns they may have, particularly relating to social and cultural norms. Advice can be taken locally with the partner at senior level and organisationally by consulting with a member of the Senior Leadership Team. All concerns and mitigation for travel must be recorded as part of the risk assessment.

### **Roles and responsibilities**

Everyone has a role to play in maintaining a respectful, safe, and ethical working environment. It's important that all individuals understand and follow the standards set out in this Code of Conduct. Line Managers are expected to lead by example, ensuring their teams are aware of their responsibilities and feel supported in meeting them. If anyone witnesses behaviour that doesn't align with the Code—whether professional or personal—they are encouraged to speak up. We are committed to supporting those affected and fostering a culture where concerns can be raised safely and respectfully. If concerns arise, they will be taken seriously and addressed through fair and thorough investigation and process, with consideration for all individuals involved. For employees, this may include appropriate disciplinary steps in line with our process; for others working with World Land Trust, suitable actions will be taken to uphold our standards.

### **Conflict of Interest**

Everyone is expected to act in the best interests of WLT and avoid, or appropriately manage, situations where personal interests could conflict with professional responsibilities. A conflict of interest may arise when personal, financial, or other relationships influence—or appear to influence—decisions made in the course of work and should be declared. If you think a conflict might exist, it's important to speak up early. We encourage open conversations and will

work with you to find a fair and transparent solution. Declaring potential conflicts helps to protect individuals and the organisation and supports a culture of integrity and trust. Staff may also refer to our [Procedures for reporting Gifts in Kind](#) for further guidance.

### **Reporting Breaches of Conduct**

All employees have a responsibility to report any actual or suspected breaches of this Code, company policies, or legal requirements. To ensure these are raised and resolved promptly, concerns should be raised as soon as possible through the appropriate reporting channels:

- speaking to your line manager, Director, CEO or People Manager
- submitting your concern via the [Staff Feedback & Questions](#) form, which should contain sufficient detail to be investigated.
- Where the concerns relate to breaches of conduct by the CEO or a member of the Senior Leadership Team, these may alternatively be raised with the Chair of Trustees. If you have not received a response within 5 working days, please email the Chair of the People Committee. Contact details can be found [here](#).

These routes are likely to be suitable for the majority of concerns. However, there are some circumstances where an employee might feel that the concern is significant and that reporting would be in the public interest, which means it affects others, for example the general public (personal grievances should be reported under the Grievance procedure). Reporting a wrongdoing is also known as making a 'whistleblowing disclosure' and these disclosures provide protections for the discloser where they relate to certain complaints, i.e. a criminal offence, breach of a legal obligation, or a danger to the health and safety of an individual. Whistleblowing disclosures involve making a formal disclose to an external authority, for example to the Charity Commission or Health & Safety Executive. Please refer to the Employee Handbook for further details on the Public Interest Disclosure (Whistleblowing) policy.

### **Related Policies**

This Code should be read together with our Diversity, Equity and Inclusion policy, Bullying, Harassment & Sexual Harassment policy, Grievance policy, and Whistleblowing policy, Safeguarding policy, International Safeguarding policy, Conflicts of Interest policy and Social Media policy which can be found in the Employee Handbook.

**Review and Updates**

This Code will be reviewed every three years by the People Committee for Trustee approval or sooner where appropriate. Updates will be communicated to all staff and those representing or working with World Land Trust.

|                     |                          |
|---------------------|--------------------------|
| <b>Policy Owner</b> | <b>People Committee</b>  |
| <b>Policy Lead</b>  | <b>People Manager</b>    |
| <b>Adopted By</b>   | <b>Board of Trustees</b> |
| <b>Date</b>         | <b>December 2025</b>     |
| <b>Next Review</b>  | <b>December 2028</b>     |

**Alteration Sheet**

| <b>Issue Number</b> | <b>Detail</b>                                                                                                                                                        | <b>Reason for update</b>                   | <b>Date</b> |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------|
| <b>01</b>           | First review                                                                                                                                                         |                                            | Sep 2020    |
| <b>02</b>           | Addition of gender reassignment                                                                                                                                      | Policy review                              | Nov 2021    |
| <b>03</b>           | Policy review and amendment to reflect enhanced requirements for employers to protect employees and workers against sexual harassment, including from third parties. | To reflect change in employer requirements | Apr 2025    |
| <b>04</b>           | Removal of bullying and harassment sections to form separate internal policy; general update of Code of Conduct                                                      | To separate policies                       | Dec 2025    |

## Appendix 1

### **Standards of Behaviour**

#### **Professionalism**

- Act in a manner that reflects positively on WLT at all times.
- Be punctual, reliable, and prepared for meetings, events, and commitments.
- Maintain appropriate professional boundaries with colleagues, donors, contractors, suppliers, partners and wider stakeholders.

#### **Respect and Dignity**

- Treat everyone with courtesy, kindness, and respect, regardless of background, role, or status.
- Listen actively and communicate clearly and respectfully.
- Avoid gossip, exclusionary behaviour, or any form of disrespect.

#### **Integrity and Honesty**

- Be truthful in all communications and dealings.
- Declare any conflicts of interest and avoid situations where personal interests could influence professional decisions.
- Refer to our [Procedures for reporting Gifts in Kind](#) and do not accept gifts or hospitality that could be perceived as compromising integrity.

#### **Accountability**

- Take responsibility for your actions and decisions.
- Follow through on commitments and communicate proactively if circumstances change.

#### **Confidentiality and Data Protection**

- Protect sensitive information relating to donors, staff, partners, and the charity's operations.
- Comply with data protection laws and internal policies.
- Do not disclose confidential information without proper authorisation.

#### **Use of Charity Resources**

- Use charity funds, equipment, and materials responsibly and only for authorised purposes.
- Make sustainable choices in line with our procurement procedures.
- Seek to use resources efficiently and avoid waste.
- Report any misuse, damage or loss of charity property promptly.

#### **Safeguarding**

- Follow safeguarding procedures and complete any training required for your role.
- Report any concerns immediately, even if they seem minor.

#### **Inclusivity and Belonging**

- Promote a culture of inclusion and respect for diversity.
- Challenge discriminatory or inappropriate language or behaviour.

- Zero tolerance approach to bullying, harassment and sexual harassment.
- Ensure that all individuals feel valued and heard.

#### **Substance Use and Impairment**

- Do not work under the influence of alcohol, drugs, or any substance that impairs judgment, performance and/or behaviour.
- Report any concerns about substance misuse to your Director or the People Manager.
- If you are concerned about the effects of any medication, prescribed or otherwise, that might impact on your judgement, performance or behaviour, please speak to your manager, Director or the People Manager.

#### **Compliance with Laws and Policies**

- Abide by all relevant laws, regulations, and charity policies.
- Stay informed about updates to policies and procedures.
- Seek guidance when unsure about legal or ethical obligations.
- Follow health and safety policies and procedures.

#### **Working with NGOs and Partners Overseas**

When travelling or working with partner organisations:

- Represent the charity professionally.
- Respect local laws and customs.
- Uphold safeguarding standards.
- Collaborate ethically and transparently.
- Report any concerns or incidents promptly.

#### **Reputation**

- Seek to uphold WLT's reputation and maintain positive relationships with our stakeholders.
- Use social media responsibly in line with guidance provided.
- Protect confidential and sensitive information.