

THE CODE OF ETHICS

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M  **tionDigital**



THE CODE OF ETHICS SETS OUT HOW EVERYONE WHO IS PART OF SEMWELL AND MOTION DIGITAL S.R.O. SHOULD BEHAVE.

THE AIM OF THE CODE OF ETHICS IS TO DESCRIBE THE BASIC FORMS OF CONDUCT, BEHAVIOUR AND RESPONSIBILITIES OF THE INDIVIDUAL SUBJECTS OF THE COMPANY AND THUS SET CLEAR PRINCIPLES.

CONTENT

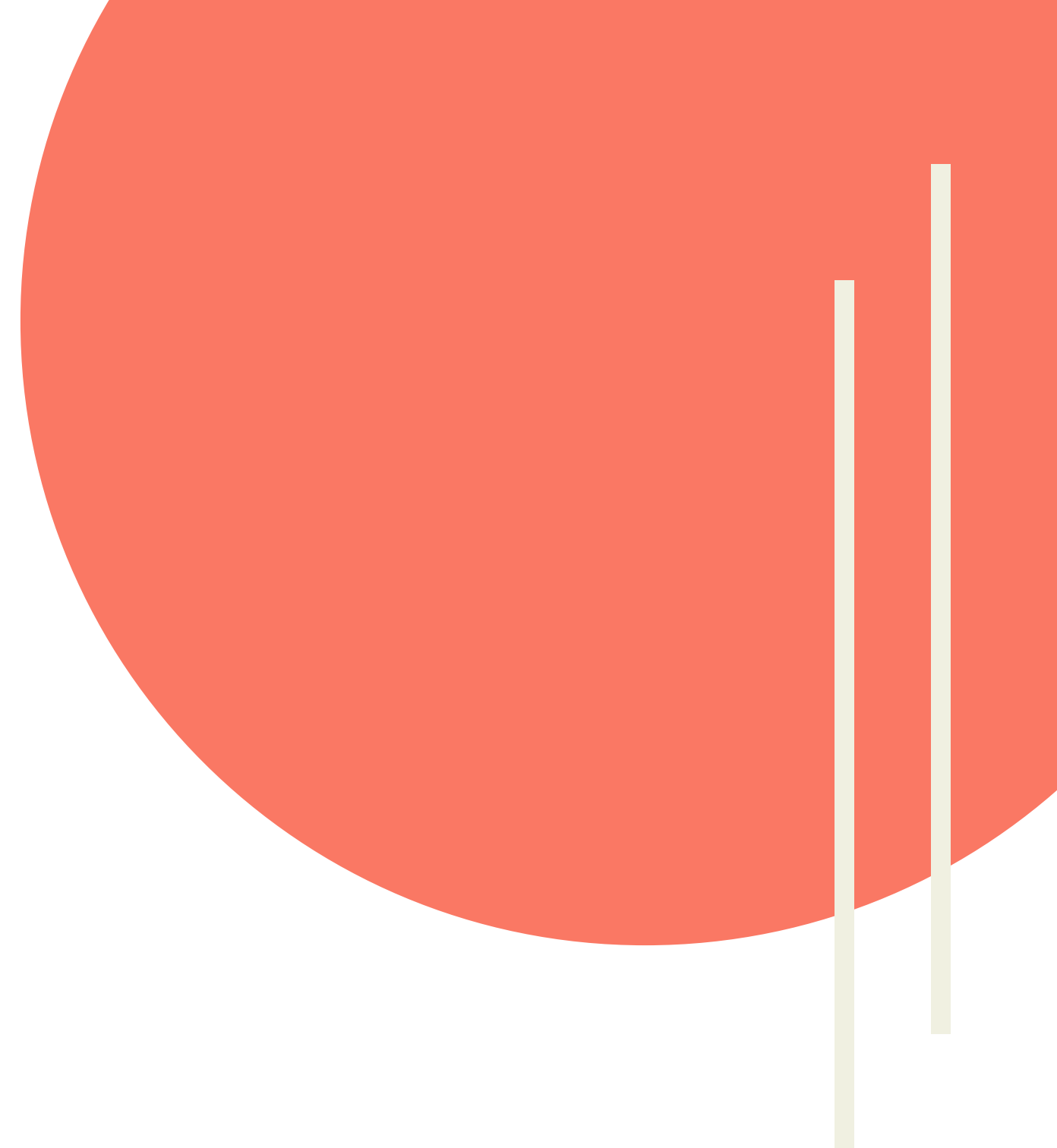
SEMWELL A MOTIONDIGITAL MISSION

Our position in the society

THE CODE OF ETHICS

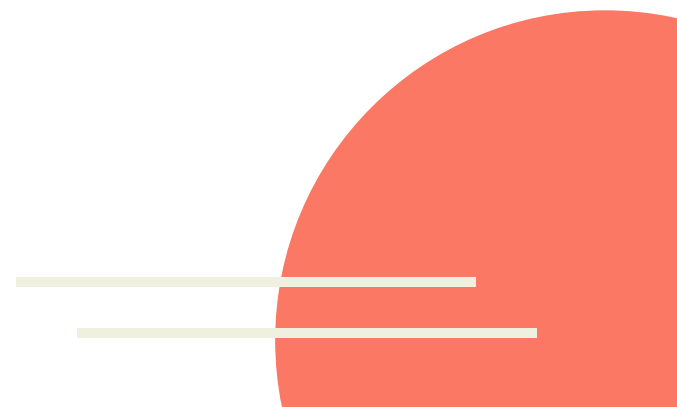
General principles

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SEMWELL & MOTIONDIGITAL MISSION

To support children, youth and adults to care for their individual and community wellbeing in an inclusive, respectful and caring way and to inspire them to engage in meaningful ways to build wellbeing for the world.



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1. GENERAL PRINCIPLES

We adhere to ethical principles and legal standards in our business and treat our partner organisations with respect.

We follow internal management documentation based on the valid and effective legislation, relevant standards of the European Union and the United Nations, as well as the Ethical Conduct Policy of SEMwell and MotionDigital s.r.o.

We respect the ethical rules and internal documentation of other companies (when publicly available, provided that they do not contradict legal regulations and the SEMwell and MotionDigital s.r.o. Ethical Conduct Policy), and we expect the same behaviour from our business partners and clients.

We do not encourage or tolerate fraud, corruption, non-competition, discrimination or harassment in any form.

We provide timely, reliable and accurate information to our employees, clients, public authorities and the public.

We respect competition and competition law in our business activities with the belief that only fair competition and a transparent market can freely develop society as a whole.

We behave in an apolitical and party-neutral manner and do not support any action or initiative with an exclusively or predominantly political objective.

2.SAFETY, HEALTH AND ENVIRONMENTAL PROTECTION

Protecting the environment and health is one of our business priorities. Each of us is responsible for safety and compliance with all regulations.

We put the protection of human life and health above other interests. To meet these priorities, we respect applicable and effective legislation, relevant European Union standards, and internal management documentation.

We guide our employees, partner organisations, clients and business partners to promote personal and group wellbeing.

We respect international environmental conventions.

We comply with all legislation relating to operational safety, environmental care, health and safety (H&S) and the current internal management documentation of SEMwell and MotionDigital.

3. COMPANY VALUES

How we express, communicate and act towards ourselves, our colleagues, clients and the public.

Our main values are:

KINDNESS & RESPECT

HONESTY & INTEGRITY

GROWTH MINDSET

RESPONSIBILITY &
SUSTAINABILITY

DIVERSITY & INCLUSION

We consider all values to be mutually worthy and equally important.

Based on these values, we work together as a team and only engage in projects and partnerships that align with our values.

4. EMPLOYEES

We create a positive working environment for our employees, where they can develop their potential and grow professionally. We do not accept any form of discrimination and harassment.

We strive for a strong and solid relationship with our employees based on mutual respect and trust. We advocate for a fair approach to everyone, without distinction.

We require the conduct in accordance with ethical standards and values from female employees, regardless of their job classification.

We respect relevant European Union standards in the area of employee relations. We respect the conventions of the International Labour Organisation and the United Nations.

We do not tolerate discrimination, direct or indirect, harassment in any form, child labour or forced labour.

We respect freedom of gathering, privacy, collective negotiation.

We offer our employees adequate opportunities for professional and personal development and encourage them to take advantage of these opportunities to enhance their skills and abilities.

We support employees who contribute to the continued success of the organisation with their professional knowledge and skills.

We respect each other, providing timely, reliable and accurate information.

We do not use the information we receive for personal gain or for any activity that would be contrary to the law of the country or the rules and values of the organization.

5. CLIENTS

We are always transparent and honest with all our clients.

We provide our services in a qualified, professional manner.

We look for solutions that meet the needs of our clients to the greatest extent possible as well as consumer protection requirements.

In accordance with the best available knowledge, we provide clear, unbiased, complete, up-to-date and non-misleading information.

6. SERVICES

We are committed to a high standard of quality in our services and the competence of our teachers and trainers.

The high standard of facilitation of our workshops and courses includes knowledge of the context and training in a trauma informed care approach.

Our trainers have relevant qualifications and knowledge in the topic being delivered and are fully aware of their professional competencies.

We always impart knowledge, skills and approaches that are scientifically validated and supported by relevant data.

We make sure to monitor the quality of our services through feedback tools and continuous professional education in line with current trends and research.

7. SUPPLIERS

We always treat our suppliers with respect and honesty.

We require them to adhere to our ethical standards and rules.

We deal with suppliers on the basis of mutual respect and honesty.

In addition to our contractual obligations, we expect our business partnerships to comply with all legal and ethical rules, including environmental protection and anti-corruption.

We only do business with partners who are reputable, who only engage in lawful activities and whose funds are derived from legitimate sources.

We comply with the rules of international trade.

8. PUBLIC ADMINISTRATION AND OTHER INSTITUTIONS

We are apolitical in our business and we treat the state authorities with respect and mutual deference.

We cooperate fully with state authorities and public administration institutions.

We base our relations on the principle of fairness, transparency and full respect for the roles of both parties.

9. *EQUAL OPPORTUNITIES, INCLUSION AND DIVERSITY*

We co-create and develop a supportive, collaborative and respectful environment.

We strive to create a fair workplace where everyone can be themselves and where people respect each other.

We accept and value differences in ethnicity, gender, age, religion, disability and sexual orientation. We also embrace differences in education, personalities, skill sets, experience and knowledge.

We are proud members of Pride Business Forum and are guided by their Memorandum.

We focus on creating an atmosphere that allows people to openly share ideas, problems and solutions.

We operate a transparent performance appraisal method within the organisation to ensure fair treatment and reward.

We use inclusive language in our communication, based on the basic principles of gender sensitive language as recommended by PraguePride.

10. MEDIA

Information provided to the public must always be objective and truthful.

We provide up-to-date, complete and content-correct communications through authorised persons.

The content of our advertising must always be truthful and in accordance with the basic ethical values of civil society.

We use social networks exclusively to promote our business and business model.

We protect internal information and prevent its leakage or misuse to gain undue advantage.

11. CHARITABLE DONATIONS, SPONSORSHIP

We selflessly support charitable, scientific, research, educational, cultural and other projects, but never in the case of conflict of interest or political activities.

We do not make any donations to political parties or movements, nor organizations, foundations, societies or other legal entities or individuals who are in close relationship with any politically exposed person.

We financially and materially sponsor science, education, art, culture, sports and charitable, social or humanitarian projects. We never undertake these activities for the purpose of gaining undue advantage.

We do not make any donations to branch associations or organisations promoting branch interests.

We do not make financial contributions to organizations or individuals where there is a risk of conflict of interest.

12. COMPLIANCE

The Code of Conduct includes "Rules for Compliance with the Code of Conduct" to facilitate its proper understanding, meaning and adherence to the principles in the following key areas:

- CARE FOR PERSONAL AND GROUP WELL-BEING
- EMPLOYEE RELATIONS
- EXTERNAL RELATIONS AND THE MARKET
- SAFETY AND ENVIRONMENT
- PROTECTION

This Code of Conduct has been approved by the management of SEMwell and Motion Digital s.r.o. as binding on the employees and members of the statutory bodies of SEMwell and Motion Digital s.r.o.

The rules contained herein may be further elaborated in the internal management documentation of SEMwell and Motion Digital s.r.o. or in the internal management documentation of individual companies and may take into account both industry and national specificities.

Everyone must bear in mind that he or she is a representative of SEMwell and Motion Digital s.r.o. and is therefore responsible not only for compliance with the Code of Conduct, but must not condone its violation.

Those of us who are proven to be in violation of applicable and effective laws, internal regulations, the Code of Ethics, will face not only sanctions enforced by law, but also internal remedial measures.

13. PROTECTION OF REPUTATION

The Code of Ethics of SEMwell and Motion Digital s.r.o. is based on the legal system of the Czech Republic and the European Union, fully respects the relevant standards, international agreements on human rights, anti-corruption and environmental protection.

The Code of Ethics applies equally to all of us who are part of SEMwell and Motion Digital s.r.o. Compliance with it is taken for granted in the company's business activities and in the actions of all persons involved, regardless of their job title or position.

The reputation of SEMwell and Motion Digital s.r.o. is largely influenced by what we do and how we behave. Illegal or otherwise inappropriate behaviour, even by just one of us, can damage the Company. Therefore, each of us should take care to preserve the reputation of SEMwell and Motion Digital s.r.o. by our conduct.

The principles set out in the Code of Conduct are a summary statement of our values, set the ethical framework and contain the basic principles and rules of ethical conduct required both within the company and towards external partners and the public.

CONTACT

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The logo for SEMwell, featuring the word "SEM" in a bold, teal, sans-serif font, followed by "well" in a teal, cursive script font. A teal arrow points upwards and to the right from the end of the word "well".

SEMwell

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The logo for MotionDigital, featuring a teal circle with a white arrow pointing to the right, followed by the word "tionDigital" in a teal, sans-serif font.

MotionDigital