



## Code of Conduct

### Background: purpose of the EEM

The Energy Efficiency Movement (**EEM**) is a diverse and global network of professionals, organizations and stakeholders who share a common vision of advancing energy efficiency and sustainability. Our members work in various sectors, regions, and cultures, and bring a wealth of expertise and experience to our activities. We value our diversity as a source of strength and innovation, and we uphold a high standard of personal integrity in our interactions and collaborations.

Our Code of Conduct is the cornerstone of our collective and individual commitment to integrity and provides practical guidance to our members and partners on how we serve our purpose and conduct our projects worldwide. We operate in a dynamic and complex environment, where technology and global trends constantly shape our opportunities and challenges. We comply with the laws and regulations that apply to our activities, and we strive to meet the expectations and needs of our beneficiaries, members, and partners. To achieve our mission and vision, we must adhere to the highest standards of integrity, accountability, sustainability, and transparency. These principles are reflected in our Code of Conduct.

This Code of Conduct serves as a complementary guideline to the existing codes of conduct adhered to by our members, partners and other related parties in their respective organization. This Code is designed to reinforce our shared values and principles, enhancing the way we collaborate and conduct ourselves within EEM. It is important to note that this Code of Conduct is intended to serve as a reference and a standard for best practices among our members and partners. It does not impose any binding obligations. Members, partners and any third parties are encouraged to consider these guidelines within the context of their own professional and ethical commitments.

EEM's Code of Conduct applies globally to all EEM's members, employees, consultants, contractors and volunteers. We expect our partners, funders, and service providers to adhere to ethical standards in line with our Code of Conduct and to comply with all applicable laws and regulations.

### Principles

#### 1. Integrity

EEM's Code of Conduct is based on three integrity principles:

- **Planet:** Promoting energy-efficient solutions and technologies to save energy and to reduce costs and CO<sub>2</sub> emissions.
- **Collaboration:** Building a network to leverage the industry's collective resources, voice, and expertise.
- **Trust:** Conducting business in an energy-efficient, sustainable and ethical way, complying with applicable laws and regulations.

## **2. Compliance**

We comply with the environmental laws and regulations and promote energy efficiency, sustainability, development of energy-efficient solutions and environmental stewardship. We are dedicated to continuous improvement in these areas and seek to reduce CO<sub>2</sub> emissions and waste, decrease the use of hazardous substances, and conserve water and energy in the effort to tackle climate change.

### **Keep in mind**

- EEM seeks to promote the use of energy-efficient solutions and technologies to save energy, to reduce costs and CO<sub>2</sub> emissions and to accelerate the transition to energy efficient economies.
- EEM strives to drive the energy efficiency awareness, the sharing of energy efficiency solutions, knowledge, experience and to implement the energy efficiency "first fuel" principle.

### **Important**

- Be mindful of energy efficiency, environmental considerations and compliance requirements.
- Be committed to EEM's purpose and share energy efficiency solutions, knowledge and experience with beneficiaries, members and partners.
- Implement the shared knowledge and experience and the energy efficiency solutions into your business conduct.
- Promote awareness of EEM's engagement on energy efficiency.

## **3. Fair Competition and Antitrust**

We comply with applicable antitrust laws and regulations.

### **Keep in mind**

- Violating antitrust laws can have serious consequences for EEM and for individuals involved, such as fines, damages, injunctions, or even criminal sanctions.
- To respect the confidentiality and intellectual property rights of competitors. Do not obtain or use their information in an improper or illegal way.

## **4. Ethical Conduct, Anti-Bribery, and Anti-Corruption**

Ethical conduct, anti-bribery, and anti-corruption are essential values for any organization that wants to maintain its reputation, integrity, and trustworthiness. They also help to comply with the laws and regulations that apply to the organization's activities and prevent legal, financial, and reputational risks. We do not tolerate any form of bribery or abuse of power and we adhere to the highest standards of ethical conduct, anti-bribery, and anti-corruption in our work and interactions with others.

### **Keep in mind**

- Ethical conduct means acting honestly, fairly, respectfully, and responsibly in all situations, and avoiding any conflicts of interest, discrimination, harassment, or abuse of power.
- Anti-bribery means not offering, promising, giving, requesting, accepting, or authorizing any undue advantage or benefit to or from anyone, whether directly or indirectly, in order to influence or reward a decision or action that is contrary to the organization's interests or values, or to the law.
- Anti-corruption means not engaging in or facilitating any illegal, fraudulent, or dishonest acts that undermine the organization's objectives or resources, or that harm the public interest or the rights of others.
- EEM only enters into relationships with reputable members, partners and third parties that share its ethical standards.
- EEM demonstrates leadership and accountability by setting a positive example and encouraging others to follow the same standards of ethical conduct, anti-bribery, and anti-corruption

## **5. Communications**

Effective communication is essential for building trust, collaboration, and accountability in any organization. We communicate in a respectful, honest, transparent and professional manner. We protect EEM's confidential data, provide accurate information, and support open dialogue.

We do not tolerate any form of greenwashing, which is the practice of making false or misleading claims about an organization's environmental friendliness and efforts.

### **Keep in mind**

- Communication channels must be used responsibly and constructively.
- EEM communicates across time zones, languages and cultures and must be sensitive and respectful.
- EEM is committed to providing truthful, accurate and verifiable information about the environmental benefits and impacts of its activities, solutions, and technologies.
- EEM monitors and reviews its environmental claims and disclosures regularly and ensures that they are based on reliable and up-to-date evidence, data, and publicly accepted methodologies.

### **Important**

- Follow EEM's internal guidelines and regulations for [branding](#) and social media.
- Correct any errors in online or social media communication promptly and transparently.

- Report any risky or inappropriate content on internal or external channels to [info@energyefficiencymovement.com](mailto:info@energyefficiencymovement.com).
- Communicate respectfully and professionally with everyone you interact with. Use polite and courteous language, and address others by their preferred name and pronouns. Avoid interrupting, dominating, or dismissing others in conversations, and apologize if you make a mistake or cause offense.
- Communicate collaboratively and cooperatively. Share your ideas, insights, and feedback, and support the goals and decisions of EEM. Seek input and advice from others and offer help when appropriate.
- Do not make any false or misleading claims or statements that could deceive or confuse our beneficiaries, members, partners or the public about the environmental performance or attributes of our organization.
- Ensure that your claims are clear and specific and avoid vague and misleading language. For example, avoid vague terms such as "green" or "eco-friendly".
- Ensure that all environmental claims can be substantiated with valid and credible evidence. Provide the source and methodology of your data and calculations when appropriate.

## **6. Information Technology and Security**

We use information technology to advance the interests of EEM.

### **Keep in mind**

- EEM uses the information technology resources and devices of the organization in a responsible, ethical, and professional manner, and avoids any actions that could compromise their integrity, availability, or performance.
- EEM is aware of the risks and threats that could affect the information technology and security of the organization, and takes appropriate measures to prevent, detect, and respond to them.
- Social media and all other means of communication must be used responsibly. Inappropriate communications or unauthorized sharing of information (e.g., images, comments and links) could cause legal or reputational damage to you, EEM or others.
- EEM recognize that the use of IT, including software (e.g., email, messaging services and cloud applications), hardware (e.g., mobile phones and laptops), and networks or the internet might expose EEM to cyberattacks and other internal and external threats.
- Information produced and stored on EEM's information systems or in related applications is considered EEM information and an asset. EEM reserves the right to monitor the use of its information systems and related applications and to access, retrieve and disclose all such information except where limited by law or agreement.

### **Important**

- Do not use unauthorized or unlicensed software or applications on EEM's information systems.

- Report any incidents, breaches, or vulnerabilities that you encounter or observe as well as any possible cyberattack or malicious activity on EEM's systems or assets to [info@energyefficiencymovement.com](mailto:info@energyefficiencymovement.com) immediately.

## **7. Intellectual Property and Confidential Information**

We promote the use of energy-efficient solutions and technology to save energy and to reduce costs and CO<sub>2</sub> emissions. Therefore, we are strongly invested in continuously sharing energy-efficient solutions and creating innovation and technologies that serve EEM's purpose. Intellectual property and confidential information are valuable assets that enable us to create innovative solutions, collaborate effectively, and maintain our reputation and credibility.

### **Keep in mind**

- Intellectual property includes patents, trademarks, copyrights, trade secrets, and other forms of creative or technical expression that are legally protected or owned by EEM or others.
- Confidential information includes any non-public or sensitive information that relates to EEM's activities, strategies, finances, operations, or personnel, or that of our members, partners, or beneficiaries, that is disclosed or entrusted to us in confidence or that we obtain or generate in the course of serving EEM's purpose.
- Misappropriation or unregulated use of the EEM brand and trademark could be detrimental not only to the achievement of EEM's purpose, but also to EEM brand dilution.

## **8. Privacy and Personal Data**

We acknowledge the need for protecting personal data against the background of the global expansion of the online environment and the transferring of vast amounts of data.

### **Keep in mind**

- Personal data means any information relating to an identified or identifiable natural person, such as a person's home or office address, email address, phone number, photo, date of birth, banking or payroll information, IP address, mobile device ID, government-issued identification or other similar information.
- EEM complies with all applicable laws and regulations and EEM's standards for safeguarding personal data ensure that EEM provides a high level of protection regardless of where the data is collected or processed.
- Email and internet communications made through EEM networks, devices and service providers may be treated as EEM information and so may be accessed, retrieved, monitored and disclosed by EEM, subject to applicable legislation and contractual agreements.

### **Important**

- Respect the privacy of the information and data that you access, process, store, or transmit as part of your work, and only use them for authorized and legitimate purposes.

- If you transfer personal data, be aware of applicable local regulations. Be careful not to transfer personal data between countries without first understanding the data privacy standards in those countries.
- Always be compliant with EEM's [Data Privacy Policy](#).

## **9. Human Rights**

Human rights are fundamental to EEM's values and operations. We respect and support the dignity, well-being, and rights of all people in line with the International Bill of Human Rights, the United Nations Guiding Principles on Business and Human Rights and the core International Labour Organization (ILO) Conventions and other applicable laws and principles.

### **Keep in mind**

- EEM conducts human rights due diligence to identify, prevent, mitigate, and account for any actual or potential adverse human rights impacts that may result from its activities or relationships.

## **10. Fair Employment, Inclusion, and Respect**

We are a global association that values competence, performance and potential. We respect and promote a culture of mutual respect, tolerance and collaboration among our employees, beneficiaries, members, and partners. We do not tolerate any form of harassment, intimidation or violence in our work environment or at any events related to our work. We encourage employees, beneficiaries, members, and partners to speak up and report any such conduct and to lead by example.

### **Keep in mind**

- Bullying and harassment, including sexual harassment, are never acceptable and can take many forms, both obvious and hidden, in person or online.

## **11. Conflicts of Interest**

We act in the best interests of EEM and avoid any situations that might compromise our judgment or loyalty. We disclose any personal or professional interests that might conflict with EEM's goals or activities.

### **Keep in mind**

- Conflicts of interest arise when there is a direct conflict between your existing personal interests and your current responsibilities to EEM.
- Conflicts of interest may also involve the use of EEM's property, information or resources for personal gain or advantage.

## **12. Record-Keeping and Prevention of Money Laundering**

We accurately record and report finances, transactions and assets, and comply with the applicable laws and regulations. We do not tolerate fraud, money laundering or misuse of property, assets and data. We protect EEM's property, assets and data from improper or unauthorized use and loss, theft or damage.

### **Keep in mind**

- Financial records must be prepared in a timely manner, must be fact-based and accurately reflect transactions.
- Money laundering is the practice of disguising the proceeds of criminal activity or using legitimate funds to support criminal activities, and EEM complies with laws against such practices.