



Rypple: Ethical Code and Partnership Standards

Effective from 1st September 2024, for FY24–FY26

Introduction

Rypple Stichting is committed to advancing global health through preventive measures and addressing the root causes of health disparities. Our mission focuses on promoting wellness, enhancing healthcare access, and fostering inclusivity. This document outlines our Ethical Code and Partnership Standards, which guide our partnerships, donor relationships, and fundraising activities. We are dedicated to upholding the highest standards of integrity, transparency, and accountability in all our endeavors.

Core Principles

The foundation of Rypple Stichting's Ethical Code and Partnership Standards is built upon the following core principles:

- 1. Commitment to Health Promotion**
Our primary focus is on preventive healthcare and addressing the underlying factors contributing to health disparities. We strive to enhance overall wellness and improve healthcare access through our initiatives.
- 2. Independence and Integrity**
Rypple Stichting operates with full autonomy in its decision-making processes, ensuring that external influences do not compromise our integrity. Our operations are guided by principles of independence and ethical conduct.
- 3. Inclusivity and Equity**
Our programs and initiatives are designed to be inclusive and equitable, particularly for underserved and marginalized communities. We are committed to ensuring that our health promotion efforts are accessible to all individuals, regardless of their socio-economic background.
- 4. Transparency and Accountability**
We uphold the highest standards of transparency and accountability in our financial dealings and operational practices. Regular reporting and open communication with stakeholders are integral to our approach.



Partner Selection Criteria

Selecting the right partners is crucial for achieving Rypple Stichting's mission. We evaluate potential partners based on the following criteria:

1. **Alignment with Mission**

Partners must demonstrate alignment with Rypple's mission to advance preventive healthcare and address health disparities. Their activities should complement our efforts to promote wellness and improve access to healthcare.

2. **Ethical Standards**

Partners are expected to adhere to high ethical standards, including respect for human rights, fair labor practices, and environmental sustainability. We prioritize organizations that exhibit strong corporate social responsibility and ethical practices.

3. **Exclusion of Conflicting Industries**

Rypple Stichting does not engage with industries whose core activities are contrary to our mission. This includes:

- Tobacco and e-cigarette companies
- Companies promoting ultra-processed or unhealthy food products
- Alcohol industries

4. **Commitment to Inclusivity**

Partners must demonstrate a commitment to reducing health inequities and ensuring that their initiatives are accessible to diverse social and economic groups.

5. **Capacity for Long-Term Engagement**

We seek partners with a proven track record of long-term commitment and sustainable practices, given the systemic nature of our health promotion initiatives.

6. **Focus on Health Promotion**

Partners must actively promote public health, preventive care, and wellness. This includes initiatives in areas such as:

- Preventive healthcare, including vaccinations and health screenings.
- Promotion of healthy lifestyles, with an emphasis on nutrition and physical activity.
- Support for mental health initiatives and reducing stigma around mental health care.

7. **Sustainable Health Innovations**

We prioritize partners leading in innovative, scalable, and sustainable health solutions. This includes technology-driven health interventions, affordable healthcare access, and community-focused solutions that empower local health workers and resources.

8. **Evidence-Based Approaches**

Partners must implement evidence-based health interventions, adhering to international health guidelines, and be committed to ongoing monitoring and evaluation to track health outcomes and impact.

9. **Environmental Health and Sustainability**

Rypple Stichting seeks partners that understand the link between environmental



sustainability and human health. Partners should actively engage in efforts to ensure clean air, water, and sanitation, and contribute to climate change mitigation as it relates to health outcomes.

10. **Ethical Marketing Practices**

Partners should engage in responsible and ethical marketing, ensuring their communications and promotions support public health and avoid contributing to unhealthy behaviors.

Donor and Sponsor Selection Criteria

To ensure that all donations and sponsorships align with our values and mission, Rypple Stichting applies the following rigorous standards:

1. **Alignment with Mission**

Donations and sponsorships must support Rypple’s mission of preventive healthcare and addressing health disparities. Contributions should advance our health promotion goals and align with our long-term objectives.

2. **Transparency and Ethical Practices**

All funding sources must be legal, ethical, and socially responsible. We conduct comprehensive due diligence to ensure compliance with our ethical standards, avoiding funding from industries that pose health risks.

3. **Strict Exclusion Criteria**

We will not accept funding from:

- Tobacco and alcohol companies, except where related to harm reduction efforts
- Companies promoting products that contribute to non-communicable diseases
- Pharmaceutical companies focused solely on treatment without an emphasis on preventive measures

4. **Conflict of Interest Management**

We proactively manage and mitigate conflicts of interest to ensure that donor contributions do not influence our strategic direction or decision-making processes.

5. **Social Responsibility and Sustainability**

We prioritize donors and sponsors who demonstrate a strong commitment to social responsibility, sustainability, and health equity. Contributions should reflect a genuine dedication to positive social impact.

6. **Commitment to Impact and Accountability**

Donors and sponsors are expected to support a data-driven approach to evaluating the success of our initiatives. We maintain rigorous accountability and transparency regarding the allocation and use of funds.

7. **Long-Term Support**

We prefer to establish long-term relationships with donors and sponsors who provide ongoing, sustainable support. Such relationships are crucial for the sustained success and expansion of our health promotion initiatives.



Fundraising and Sponsorship Guidelines

Our guidelines for fundraising and sponsorship ensure that all activities are conducted with the utmost integrity and professionalism:

- 1. Transparency in Agreements**
All sponsorship agreements will be formalized in writing, clearly detailing the terms of the relationship and the allocation of funds. These agreements will be publicly accessible through our annual reports and relevant communications.
- 2. Independence in Operations**
Rypple Stichting retains full control over its operations and decision-making processes.
- 3. Proportional Sponsorship Arrangements**
Sponsorships will be structured to ensure that financial contributions are proportionate to the benefits received. Public acknowledgments of sponsors will be managed according to our ethical guidelines.
- 4. Compliance with Legal Standards**
All fundraising and sponsorship activities must comply with applicable laws and regulations, including those specific to regulated industries.
- 5. Sponsorship in Kind**
We accept in-kind sponsorships (e.g., products or services) if they align with our health promotion objectives and adhere to relevant legal and ethical standards.
- 6. Dispute Resolution**
In the event of disputes with donors or sponsors, we will seek to resolve issues through constructive dialogue and mutual consultation. All agreements will include procedures for addressing conflicts transparently and fairly.

Ethical Code Enforcement

To uphold the integrity of our Ethical Code and Partnership Standards, Rypple Stichting implements the following measures:

- 1. Regular Audits and Evaluations**
We conduct regular audits and evaluations of our partners, donors, and sponsors to ensure continued adherence to our ethical standards. These reviews will include assessments of financial contributions, partner practices, and the impact of collaborations.
- 2. Termination of Relationships**
Rypple Stichting reserves the right to terminate relationships with partners or donors whose actions conflict with our ethical standards or compromise public health. Termination will be pursued if partners or donors fail to meet our criteria or engage in unethical practices.
- 3. Stakeholder Transparency**
We are committed to transparency with all stakeholders. Rypple Stichting will publish



annual reports detailing our funding sources, expenditures, and the impact of our initiatives, ensuring clear and open communication.

Conclusion

The Rypple Stichting Ethical Code and Partnership Standards establish a comprehensive framework for ensuring that our partnerships, donations, and sponsorships align with our mission to promote health and well-being. By adhering to these standards, we maintain the highest levels of integrity, transparency, and accountability, while fostering collaborations that support the sustainable growth of our health promotion efforts.