



Solidarity and development assistance, key objectives of the UEFA Foundation for Children, are based on respect for ethical principles. These principles govern the actions of the foundation and all members of its administrative bodies. They also inform the foundation's dealings with its partners.



### 01/ CHILDREN'S RIGHTS

The foundation helps to promote children's fundamental rights as recognised and expressed in international conventions relating to children, applying the principle that a child is a person in his or her own right, has rights of his or her own and is able to assert those rights.



### 02/ PARTICIPATION

When devising, organising and managing any activities, the foundation listens to and takes proper account of its projects' beneficiaries, notably as regards identifying their needs and devising solutions.



### 03/ INDEPENDENCE

The foundation ensures that its projects do not leave their beneficiaries in a state of dependence. Instead, it ensures that beneficiaries are given tools that enable them to take care of themselves



### 04/ SUSTAINABLE DEVELOPMENT

The foundation designs its projects and programmes to have an ongoing impact after completion, as well as protecting the environment and ensuring appropriate working conditions.



### 05/ PARTNERSHIP

Wherever possible, the foundation seeks synergies with local partners, including relevant authorities, companies, civil society organisations and local associations.



### 06/ SOLIDARITY AND SHARING

The foundation applies and promotes the principles of solidarity and sharing in a spirit of disinterested cooperation.



## 07/ RESPECT

The foundation respects, at all times, the beliefs, traditions and customs of the countries where it is active, and it does not discriminate in any way, including on the basis of gender, religious beliefs, political affiliation or social status.



## 09/ EFFECTIVENESS

In order to ensure the optimal allocation of its resources in support of the causes that it promotes, the foundation continually assesses the effectiveness of both its projects and its management, making improvements wherever possible.



## 11/ TRANSPARENCY

The foundation is fully accountable to its donors, sponsors and stakeholders, as well as the public. It ensures transparency regarding the origins of its funds and the ways in which those funds are used.



## 08/ GENDER EQUALITY

NGOs in the field of development cooperation indicate that men and women do not enjoy the same rights and opportunities. With this in mind, they use their programmes to actively promote and empower women.



## 10/ INDEPENDENCE AND PROBITY

The foundation acts in a fair and impartial manner. It ensures that its actions are entirely independent of politics and free of any conflicts of interest. It also refuses any donations from donors whose activities are inconsistent with its objectives and values, particularly its principles regarding child labour. It also rejects all forms of corruption.