



**Code of Conduct
&
Sustainability Commitment**

A Message from Our Co-Founders

At Women Planet Prosperity (WPP), we believe in a future where business and conscience are not just aligned but are one and the same. We envision a thriving world where economic prosperity uplifts everyone, protects our planet, and empowers women to lead the way.

This belief is the heart of everything we do.

Our mission is to turn this vision into reality, one story, one strategy and one woman at a time. We are here to partner with businesses and changemakers, providing the tools and narrative strategies to embed sustainability into their core - transforming values into tangible, impactful action.

Our own values are the compass that guides us:

- **Empowerment:** We are dedicated to elevating women's voices and leadership, both within our team and through our work.
- **Collaboration & Partnership:** We know that complex challenges require collective solutions. We achieve more, together.
- **Diversity:** We celebrate diverse perspectives and backgrounds as the essential fuel for innovation and true understanding.
- **Environmental Stewardship:** We are committed to protecting our planet, minimising our footprint, and championing ecological responsibility.
- **Innovation:** We constantly seek new and creative ways to solve problems and advance our mission.

This Code of Conduct and Sustainability Commitment is our promise to our partners, our community and our team. It outlines the ethical foundation upon which WPP is built and reaffirms our dedication to operating with integrity, transparency, and a deep-seated respect for people and the planet.

Thank you for joining us on this journey to build a more equitable and sustainable world.

With gratitude,

Caroline Bouisset & Marie Destombe, Women Planet Prosperity

Women Planet Prosperity (WPP)

For a Thriving World

1. Company Values and Mission: Our Foundation

- **Our Vision:** A future where business meets conscience, empowering women, promoting environmental responsibility, and supporting businesses to turn their sustainable values into actions.
- **Our Mission:** Supporting a sustainable future, one story, one strategy, and one woman at a time.
- **Our Core Values:** Empowerment, Collaboration & Partnership, Diversity, Environmental Stewardship, and Innovation.

This Code of Conduct is built upon this foundation and applies to all individuals representing WPP, including directors, team members and advisory board members.

2. Professional and Ethical Behaviour

We uphold the highest standards of ethics and professionalism.

- **Act with Integrity:** We are honest, trustworthy and transparent in all our actions and communications.
- **Act in Good Faith:** We prioritise the best interests of WPP's social and environmental mission in all decision-making.
- **Respect for All:** We treat everyone with dignity, fairness and respect, valuing diverse perspectives and backgrounds.

3. Anti-Discrimination and Harassment

WPP is committed to a safe, inclusive, and supportive environment, free from discrimination and harassment.

- **Zero Tolerance Policy:** We do not tolerate any form of discrimination or harassment based on race, colour, religion, gender, sexual orientation, national origin, disability or any other protected status.
- **Safe Reporting:** Any team member or partner who experiences or witnesses discrimination or harassment is encouraged to report it immediately through the confidential reporting procedure outlined in Section 8 of this Code. Retaliation against anyone who reports in good faith is strictly prohibited.

4. Conflicts of Interest

We expect individuals to avoid situations where their personal interests could conflict with their duty to WPP.

- **Disclosure:** Any actual or potential conflict of interest - including personal, financial or professional relationships that could influence judgment - must be disclosed in writing to the Board of Directors immediately.
- **Abstention:** Individuals with a conflict must abstain from influencing or participating in related discussions, decisions or votes.

5. Use of Company Assets

The property, technology, information, and intellectual assets of WPP are to be used responsibly to advance our social mission.

- **Primary Purpose:** Company assets (e.g., computers, software, funds, digital platforms) are to be used primarily for legitimate business purposes.
- **Protection and Stewardship:** All team members are responsible for protecting company assets from loss, damage, theft, misuse, or waste.

6. Confidentiality

We are entrusted with sensitive information from our partners, changemakers and our internal operations.

- **Safeguarding Information:** All confidential, proprietary and non-public information must be protected and not disclosed without proper authorisation. This obligation continues after an individual's relationship with WPP ends.
- **Data Privacy:** We comply with all applicable data privacy laws, including Hong Kong's *Personal Data (Privacy) Ordinance*, in the collection and handling of personal information.

7. Compliance and Legal Adherence

WPP is committed to full compliance with the laws and regulations of Hong Kong.

- **Legal Compliance:** All individuals must adhere to relevant laws, including but not limited to the *Companies Ordinance*, *Prevention of Bribery Ordinance* and anti-discrimination laws.
- **Anti-Bribery:** We strictly prohibit offering, giving, soliciting or receiving any form of bribe or inducement. Gifts or benefits that could influence impartiality must be declined.

8. Reporting Misconduct (Whistleblowing)

We rely on our community to help us uphold this Code.

- **Reporting Channel:** Suspected violations of this Code, or any illegal or unethical behaviour, should be reported confidentially to the Board of Directors at [governance@womenplanetprosperity.org].
- **Protection from Retaliation:** WPP prohibits any form of retaliation against individuals who, in good faith, report concerns or suspected violations.

9. Consequences of Violations

Adherence to this Code is a fundamental condition of one's association with WPP.

- **Investigation:** All reported violations will be investigated promptly and fairly.
- **Corrective Action:** Violations may result in corrective action, commensurate with the severity of the breach. This can range from a warning and mandatory training to immediate termination of employment or advisory role and, if necessary, legal action.

Our Sustainability Commitment: Our Impact on People & Planet

Our commitment to sustainability is not just a service we offer; it is the principle that guides our own operations.

A. Championing Gender Equality & Women's Empowerment

We champion diversity and women's empowerment within our team, through our services and by reinvesting profits into sustainable initiatives.

B. Fostering Environmental Stewardship

We strive to minimise our ecological footprint by prioritising digital workflows, reducing waste and conserving energy.

C. Reinvesting in Our Community

We publicly commit to reinvesting much of our net income into social and environmental impact initiatives in Hong Kong that align with our vision.
