

Shell Foundation | 

BUSINESS PRINCIPLES





# INTRODUCTION

Shell Foundation was established by the Shell Group\* in June 2000 as an independent charity operating with a global mandate.

Our mission is to develop, scale-up and promote enterprise-based solutions to challenges arising from the impact of energy and globalisation on poverty and the environment.

What makes us different is our application of what we call 'enterprise-based' approaches to developing these solutions. This involves applying market principles and 'Business-DNA' – business thinking, models and disciplines – to work out how to tackle global development challenges. Other ingredients in our model include working with partners, committing funds and, where appropriate, leveraging the value-creating resources – the knowledge, brand and infrastructure – of the Shell Group.

Our vision is to see global development challenges successfully tackled through the joint engagement of business and society and through the widespread application of business models and business thinking.

These Business Principles govern how Shell Foundation conducts its activities. We promote these Business Principles to our partners. Our Board of Trustees has approved these Business Principles.



Chairman of the Shell Foundation Board of Trustees  
2009

\*Royal Dutch Shell plc and the companies in which it directly or indirectly owns investments are separate and distinct entities. But in this publication, the collective expressions 'Shell' and 'the Shell Group' may be used for convenience where reference is made in general to those companies or where no useful purpose is served by identifying any particular company or companies. The views and opinions set out in this publication are those of Shell Foundation and not of any other person including the Shell Group.

# OUR VALUES

Shell Foundation staff share a set of core values – honesty, integrity and respect for people. We also firmly believe in the fundamental importance of trust, openness, teamwork, professionalism and pride in what we do.



# OUR PRINCIPLES

- **Maximise Benefits to Society**

We aim to maximise our charitable returns in relation to the pursuit of our mission and vision.

- **Independence**

Our activities will always be consistent with achieving the Shell Foundation mission and cannot promote the commercial interests of the Shell Group. Any benefit that may accrue to the Shell Group from our activities will be incidental and outweighed by the contribution to our charitable objectives. We operate an assurance system to identify, measure and validate this. This means we – not Shell – decide what we want to do, where we operate and who our partners will be.

- **Leveraging Shell Group resources to deliver maximum social value**

We believe the skills and knowledge of business, appropriately deployed to solve social problems, offer far greater value to society than simply providing traditional charitable funding to good causes. Thus, wherever appropriate, we leverage the power of Shell's brand, knowledge and infrastructure to help us and our partners tackle global poverty and environmental challenges.

- **Compliance**

We will comply with all laws and regulations applicable to us as a registered charity.

- **Sustainable Development**

We commit to contribute to sustainable development and to do this primarily through our main programmes and activities, which all directly tackle major sustainable development issues facing the world today.

- **Integrity**

We insist on honesty, integrity and fairness in all aspects of our activities and expect the same in our relationships with all those with whom we work. The direct or indirect offer, payment, soliciting and acceptance of bribes in any form is unacceptable. Staff must avoid conflicts of interest between their private financial activities and their part in the conduct of Shell Foundation activities. Staff must also declare to Shell Foundation any potential conflicts of interest. All of Shell Foundation's financial transactions must be reflected accurately and fairly in the Shell Foundation accounts in accordance with established procedures and are subject to audit and disclosure.

- **Health, Safety and the Environment**

We will not support any activity by any partner that cannot demonstrate, as a minimum, compliance with relevant national Health, Safety and Environmental (HSE) regulations and standards. All partners are required to demonstrate at the outset that they have a comprehensive understanding of relevant HSE issues and can document how they will implement their HSE controls and procedures. Where appropriate, Shell Foundation helps partners to ensure continuous improvement with respect to HSE.

- **Political Activity**

We act in a socially responsible manner within the laws of countries in which we operate in pursuit of our charitable objectives. We do not make payments to political parties, organisations or their representatives. We do not take part in party politics.

When dealing with governments and opposition parties we do have the right and responsibility to make our position known on any matters which affect our charitable objectives, our staff or the people impacted by our and our partners' work, in a manner which is in accordance with our values and these Business Principles.

Where staff wish to engage in activities in the community, including standing for election to public office, they will be given the opportunity to do so where this is appropriate in the light of local circumstances.

- **Communication, Engagement and Assurance**

We recognise regular dialogue and engagement with our stakeholders is essential to the development, implementation and ultimate success of our activities. We also have an obligation to spread information and good practice and to provide assurance to our stakeholders that we are achieving Shell Foundation's mission in a legitimate manner. To support these aims, Shell Foundation is committed to monitoring and reporting its activities and performance.

Where our partners have an approach that conflicts with these Business Principles, we will narrow the gap, specifically in their approach to our partnership activities, to an acceptable level or else terminate the partnership.



# WHO WE ARE RESPONSIBLE TO

- **To the people we aim to help** – we undertake to respect their rights, to listen to their wishes and to remember at all times that we exist to help and serve them
- **To our partners** – we undertake to work together to achieve mutually agreed outcomes that benefit society
- **To our staff** – we undertake to respect the human rights of our staff; to promote the best use of their talents; to create an inclusive work environment where every staff member has an equal opportunity to develop his or her skills and talents; to encourage the involvement of staff in the planning and direction of their work; and to provide them with channels to report concerns. We recognise that Shell Foundation's success depends on the full commitment of all staff
- **To our funders** – we undertake to responsibly invest and deploy all charitable funding and all other resources made available to us in pursuit of our mission and vision
- **To the Shell Group** – we aim to respect and uphold the reputation we share through our common name and brand
- **To society** – we undertake to conduct our affairs as responsible members of society, to comply with applicable laws and regulations, to support fundamental human rights, and to give proper regard to health, safety and the environment

Shell Foundation is a UK registered charity, number 1080999 and also has charity registration with the tax authorities in The Netherlands (as an *algemeen nut beogende instelling*).

Registered Address:

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For more information: [www.shellfoundation.org](http://www.shellfoundation.org)



