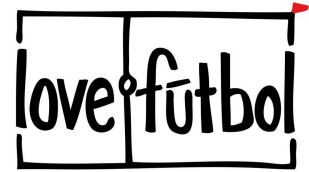


LF Code of Conduct



1. Purpose

At love.fútbol, how we work is as important as what we do. This Code of Conduct defines the principles, behaviors, and standards expected from all individuals representing the organization. It exists to:

- Protect the dignity, safety, and well-being of all people involved in our work
- Ensure ethical, transparent, and responsible conduct
- Strengthen a culture of trust, respect, and accountability
- Safeguard the mission, reputation, and long-term sustainability of love.fútbol

This Code is part of the broader governance ecosystem of the organization and aligns with our governance principles of mission-first, trust and accountability, and long-term stewardship .

2. Scope and Application

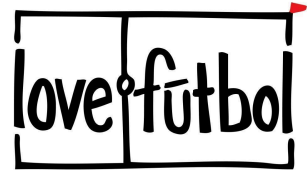
This Code applies to all individuals engaged with love.fútbol, including:

- Board Members
- Executive Leadership (CEO, COO, Directors)
- Employees (Managers, Coordinators, and Staff)
- Project and Program Teams
- Educators and Young Leaders
- Contractors and Service Providers
- Partner Organizations and Community Stakeholders

All individuals are expected to understand, uphold, and actively apply this Code in their daily actions and decisions.

3. Our Foundation: Values and Culture

This Code is grounded in love.fútbol's organizational culture, which prioritizes:



Values

- Passion and Purpose
- Trust and Transparency
- Collaboration and Teamwork
- Empathy and Respect
- Protagonism and Commitment
- Innovation
- Global Connection
- Commitment to Social Justice
- Authenticity and Simplicity
- Sustainability
- Well-being and Growth

4. Core Principles of Conduct

4.1 Acting in the Best Interest of the Organization

All decisions and actions must align with the mission, values, and long-term sustainability of love.fútbol.

This includes:

- Acting with integrity and responsibility
- Protecting organizational resources
- Avoiding actions that may harm the organization's credibility or relationships

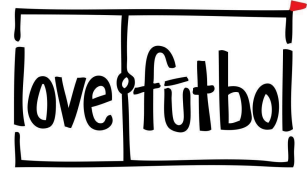
4.2 Conflicts of Interest

Individuals must avoid situations where personal interests conflict—or appear to conflict—with the interests of love.fútbol. Examples include:

- Financial or personal relationships with suppliers or partners
- Receiving personal benefits linked to organizational decisions
- Undisclosed affiliations that influence impartiality

All conflicts must be:

- Disclosed transparently
- Managed responsibly
- Recused when necessary



4.3 Gifts, Meals, and Hospitality

Only modest and appropriate gestures are permitted. Not allowed:

- Cash or cash equivalents
- Expensive gifts, travel, or repeated hospitality that may influence decisions

When in doubt: **decline or disclose.**

4.4 Anti-Corruption and Bribery

love.fútbol maintains a strict zero-tolerance policy toward corruption. No individual may:

- Offer or accept bribes
- Provide benefits to influence decisions
- Engage in unethical financial practices

All partners must comply with applicable laws and maintain transparent records.

4.5 Financial Integrity and Fraud Prevention

All individuals must:

- Act in compliance with applicable laws and regulations
- Ensure accurate reporting and responsible use of funds
- Immediately report suspected fraud or misconduct

Reports will be:

- Investigated promptly
- Handled confidentially
- Protected against retaliation

4.6 Information Security and Confidentiality

Confidential information must be protected at all times.

This includes:

- Organizational data
- Partner and donor information
- Community and participant data

No information may be shared without proper authorization.

All individuals must comply with applicable data protection laws (e.g., LGPD or equivalent).



4.7 Political Neutrality

love.fútbol is a non-partisan organization.

Therefore:

- No political activity during work hours
- No use of the organization's name, brand, or platforms for political purposes
- No representation of love.fútbol in political contexts

5. Respect, Inclusion, and Belonging (Core Institutional Priority)

At love.fútbol, inclusion is not a secondary commitment. It is a core part of who we are, how we lead, and how we work together.

We are committed to creating safe, welcoming, and inclusive environments for all people, free from racism, transphobia, sexism, ableism, classism, xenophobia, or any form of discrimination, exclusion, or violence.

We believe that how we relate to one another is more important than what we do. The diversity of identities, experiences, and perspectives across our team and communities is a strength that must be honored and protected.

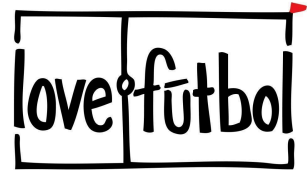
Inclusion at love.fútbol is both a cultural expectation and a practical responsibility. Every individual is expected to contribute to an environment where people feel respected, heard, safe, and able to participate fully.

Expected Inclusive Behaviors

Intentional curiosity and respect

- Ask before assuming
- Use names and pronouns correctly
- Respect personal boundaries
- Recognize different lived experiences

Solution-oriented and respectful communication



- Assume good intentions, but do not ignore impact
- Address harm with care and openness
- Focus on behavior and solutions, not blame
- Prioritize listening, especially in sensitive contexts

Continuous learning and responsibility

- Be open to learning and unlearning
- Take responsibility for impact
- Reflect on how your actions affect others
- Support a culture of growth and belonging

Institutional Commitment

Inclusion must also be reflected in how we design spaces, build teams, and engage communities.

This Code should be read alongside the [LF Inclusion Framework](#), which provides guidance on embedding inclusion and gender equity across our work.

Any conduct that undermines dignity, safety, or belonging is not aligned with love.fútbol values and may lead to action.

6. Safeguarding, Respect, and Safe Environments

Safeguarding is a non-negotiable responsibility. We are committed to ensuring that all individuals – especially children and people in vulnerable situations – are protected from harm, abuse, and any form of violence. This requires not only responding to risks, but actively creating safe, respectful, and inclusive environments in everything we do.

All individuals share responsibility for upholding these standards and acting when concerns arise. This section outlines key behavioral expectations, while the [LF Safeguarding & Child Protection Policy](#) provides detailed guidance on prevention, reporting, and response procedures.

6.1 Zero Tolerance for Harassment, Violence, and Abuse

love.fútbol does not tolerate:

- Harassment (moral, sexual, discriminatory)
- Bullying
- Violence or intimidation (physical, verbal, or digital)
- Any behavior that creates fear, harm, or exclusion



This commitment is aligned with our safeguarding responsibility to protect all individuals, especially children and vulnerable populations .

6.2 Psychological Safety and Respectful Work Environment

We are committed to a workplace where people feel safe to:

- Speak up
- Make mistakes
- Learn and grow
- Disagree respectfully

Psychological safety is a condition for impact.

6.3 Moral Harassment (Workplace Bullying)

Moral harassment is defined as repeated behavior that humiliates, intimidates, or harms a person's dignity or well-being.

Key principle:

The impact matters more than the intention.

Not considered harassment (when done respectfully):

- Constructive feedback
- Accountability for results
- Professional disagreements

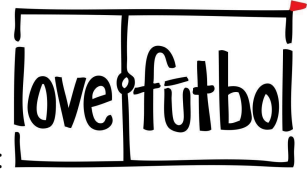
6.4 Expected Behaviors

We expect everyone to:

- Assume good intentions
- Listen with curiosity
- Give feedback privately and constructively
- Separate people from problems
- Reflect on the impact of their actions

Guiding question:

"Does this help people learn or just defend themselves?"



6.5 Inclusive and Non-Discriminatory Environment

We are committed to an environment free from discrimination based on:

- Race, ethnicity, or nationality
- Gender, identity, or sexual orientation
- Religion, age, or disability
- Socioeconomic background or appearance

We actively promote inclusion, belonging, and equity in all aspects of our work.

7. Communication and Culture in Practice

At love.fútbol, communication is a reflection of our culture and values in action. The way we speak, listen, give feedback, and relate to one another directly shapes the quality of our work, our relationships, and our impact. We are committed to fostering a communication culture rooted in trust, respect, empathy, and collaboration, where people feel safe to express ideas, ask questions, make mistakes, and grow.

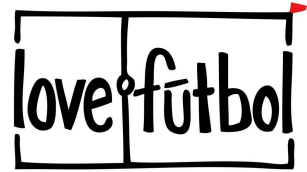
At love.fútbol:

- Public spaces are for recognition
- Feedback is private, respectful, and constructive
- Listening comes before judgment
- People are not the problem: processes and behaviors are

Leaders have a special responsibility to model these behaviors. These principles are further detailed in the [LF Organizational Culture](#) document and the [LF Internal Communication Flow](#), which provide guidance on how we translate our values into everyday behaviors, decision-making, and communication practices across teams and regions. Together, these frameworks help ensure that communication at love.fútbol remains consistent, human-centered, and aligned with our identity as a global movement. Leaders, in particular, carry an added responsibility to model these behaviors, create psychologically safe environments, and reinforce a culture where openness, accountability, and respect are actively practiced.

8. Privacy, Consent, and Recordings

- Recordings require prior, informed consent from all parties
- Exceptions apply only in cases of risk or protection
- All materials must be securely stored and used responsibly



Unauthorized recordings may result in disciplinary action.

9. Reporting and Accountability

9.1 Reporting Channels

Concerns can be reported through:

- HR
- Leadership
- Official reporting channels
 - Email: rh@lovefutbol.org / listening@lovefutbol.org
 - whatsapp: +55 81 9816-0111
 - Website Listening Page [HERE](#)

9.2 Protection Against Retaliation

No retaliation will be tolerated against individuals who:

- Report concerns
- Participate in investigations

9.3 Investigation Process

All reports will be:

- Taken seriously
- Investigated promptly and fairly
- Handled with confidentiality

Depending on complexity, cases may involve external experts (e.g., legal or HR specialists).

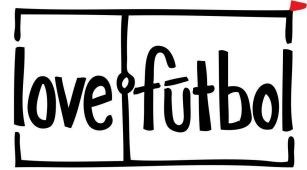
10. Disciplinary Measures

Failure to comply with this Code may result in:

- Educational or restorative actions
- Formal warnings
- Suspension or termination
- Termination of partnerships or contracts

Measures will consider:

- Severity
- Recurrence
- Impact on individuals and the organization



11. Collective Responsibility

Every person at love.fútbol is responsible for:

- Protecting a safe and respectful environment
- Interrupting harmful behaviors when possible
- Seeking support when needed
- Contributing to a culture of trust, belonging, and growth

Moral misconduct is a signal for collective reflection and action.

12. Final Commitment

By being part of love.fútbol, we commit to:

- Acting with integrity
- Caring for people
- Protecting our communities
- Strengthening our mission

Let's not forget: our credibility, impact, and future depend on how we show up every day.