

## Guideline No.1

Principles, responsibilities,  
conditions of service and entitlements of  
PeaceStartup Ambassadors

## **PRINCIPLES, RESPONSIBILITIES, CONDITIONS OF SERVICE AND ENTITLEMENTS OF PEACESTARTUP AMBASSADORS**

Being a PeaceStartup Ambassador is an extraordinary experience. In addition to the many benefits and rewards that come with working in development, peacebuilding and human rights, the Programme offers the opportunity to be part of a wide network of PeaceStartup drivers throughout the world.

PeaceStartup Ambassadors have access to high profile events, in-depth research and data as well as dedicated support from the PeaceStartup Global team. This role is a great opportunity for anyone wanting to become more engaged in international development, peacebuilding and entrepreneurship through the application of innovative Information and Technology (IT) solutions. As an Ambassador you will have the opportunity to bring the PeaceStartup experience to your community, country or region to create and foster a multi-actor ecosystem of peace entrepreneurs that will make a change through a combination of research, collaborative thinking and innovative business solutions.

### **PRINCIPLES**

The principles that guide the PeaceStartup and therefore the PeaceStartup Ambassador Programme are ethic and integrity, performance efficacy, accountability and transparency, collaboration, diversity, equality and inclusion, and innovation.

*Ethic and Integrity:* Ethic and Integrity are embedded in the PeaceStartup values and operations. Maintaining a culture with strong ethics and integrity is part of the governance framework and is fundamental to good organizational performance. The PeaceStartup Ambassador must operate with integrity and uphold high standards of ethical conduct to maintain sound decision making processes and ensure confidence and trust in the PeaceStartup model.

*Performance efficacy, accountability and transparency:* In order to ensure efficacy of operations, it is important to have established systems for managing partnerships and relationships with stakeholders. This encompasses fair, transparent and equal treatment of individuals and partners, as well as comprehensive strategies to motivate and lead them. Open, accurate and responsive communication is essential to ensuring PeaceStartup's accountability.

*Collaboration:* Focused on the power of ideas and synergies to change attitudes, lives and ultimately, the world, PeaceStartup fosters a multi-actor response and collaboration to sustainable development challenges in conflict, post conflict and divided environments. This is a critical ingredient to a trusted development partnership.

*Diversity, equality and inclusion:* Diversity, equality and inclusion are essential to the PeaceStartup success. Different backgrounds, experiences and perspectives of individuals and organizations enable a rich understanding of the context of operation

and provide a more comprehensive overview to overcome challenges and achieve development and peacebuilding goals. Support for a collaborative environment that values open participation from individuals and organizations with different ideas and perspectives has a positive impact on peacebuilding, human rights and sustainable development.

*Innovation:* As part of the PeaceStartup DNA, innovation becomes a driver for change. Nonetheless, innovation is also based on the following guiding principles: user experience, an understanding of the existing ecosystem, scalability, developed for sustainability, data driven, reuse and improve, encourage open innovation, do no harm and be collaborative. This takes copious amounts creativity and work.

## RESPONSIBILITIES

Being a PeaceStartup Ambassador is not only an extraordinary experience, but a role that requires responsibility. It is a strong commitment that requires embodying the PeaceStartup principles. If you are thinking about becoming a PeaceStartup Ambassador, below is a list of responsibilities to be fulfilled. PeaceStartup Ambassadors will perform these tasks in connection with the PeaceStartup Global team.

- Ensure the vision of PeaceStartup is articulated, protected and boldly celebrated.
- Generate opportunities and engage with private and public organizations and individuals to collaborate in the implementation of a PeaceStartup experience through various channels. These organizations and individuals must be aligned with the spirit of PeaceStartup principles and vision.
- Engage with private and public organizations as well as individuals to collaborate in the dissemination of the PeaceStartup experience and values (media and communication platforms).
- Represent PeaceStartup in events and meetings.
- If involved in operational work, follow the guidelines provided by PeaceStartup Global, in particular Guideline No. 3: *Guideline for the PeaceStartup operational and financial management and accountability* and Guideline No. 4: *Guideline for the organization of PeaceStartup events*
- Identify particular risk exposure to ensure that the PeaceStartup model can operate effectively and efficiently to achieve its goals.
- Participate in debates and dialogues that aim to build the evolution of the PeaceStartup model based on different perspectives, best practices and lessons learnt.
- Engage with PeaceStartup web and social channels, including but not limited to Twitter, Facebook, Google +.
- Use the PeaceStartup Ambassador logo in each communication with third parties.



## **CONDITIONS OF SERVICE AND ENTITLEMENTS**

The PeaceStartup Ambassador will serve for two years, renewable, from the date of signature of the Agreement by both the Representative of PeaceStartup Foundation and the PeaceStartup Ambassador. PeaceStartup Ambassadors are not PeaceStartup staff members. The PeaceStartup Ambassador will be part of a network of Ambassadors, for this reason the PeaceStartup Ambassador is not an exclusive agreement in any sense. PeaceStartup could involve other Ambassadors in the same region if necessary.

The PeaceStartup Ambassador will be expected to exercise good judgment and discretion in all matters relating to the performance of the functions as PeaceStartup Ambassador and will obtain guidance on specific activities from the PeaceStartup Global team.

PeaceStartup Ambassadors will not be paid a salary. You may be given a travel and daily stipend when travelling on behalf of PeaceStartup, upon previous approval by PeaceStartup Global. In such cases, you will be entitled to the reimbursement of expenses previously agreed and approved upon.

The designation as a PeaceStartup Ambassador shall be terminated if, in view of PeaceStartup Global, the PeaceStartup Ambassador is unable or unwilling to carry out the role envisaged, engages in any activity incompatible with the status or with the purpose and principles of PeaceStartup, or if the termination is in the interest of PeaceStartup.

The PeaceStartup Ambassador must perform the services in a timely, professional and workmanlike manner. You must agree beforehand with the PeaceStartup Global team, the partnerships, and communication strategy to follow.

Any confidential information that the PeaceStartup Ambassador has acquired during the service, or in consequence, must be regarded and retained as confidential. The PeaceStartup Ambassador will not divulge the information to any third party, or use for any unauthorized purposes (including Ambassador's own benefit), either during or after PeaceStartup Ambassador's engagement, without the written consent of an authorized representative of PeaceStartup Global. The PeaceStartup Ambassador must return to PeaceStartup Global all such documentation and any other confidential information upon termination of his / her engagement.

The PeaceStartup Ambassador grants to PeaceStartup Global the right and permission to film, videotape, photograph and/or otherwise record the PeaceStartup Ambassador and to reproduce, publish, distribute, display, broadcast, exhibit, and/or in any other way use the PeaceStartup Ambassador image, likeness, voice, photograph, name, statements, biographical information and/or any information or attribute identifying and/or otherwise associated with the PeaceStartup Ambassador royalty-free, for the purpose of advertising, publicity, promotion and/or other marketing for PeaceStartup, in all media now known or hereafter developed.

Likewise, PeaceStartup Foundation grants the PeaceStartup Ambassador the right and permission to use the PeaceStartup brand and image, likeness, photographs,

statements, biographical information and/or any information or attribute identifying and/or otherwise associated with PeaceStartup royalty-free, only for the purpose of advertising, publicity, promotion and/or other marketing for PeaceStartup, in all media now known or hereafter developed, following the Guideline No. 2: *Rules for the use of PeaceStartup brand*.

## **ABOUT PEACESTARTUP FOUNDATION**

PeaceStartup Foundation is a registered non-profit organization that aims to create a network of entrepreneurs that deliver technological solutions to achieve peace and the Sustainable Development Goals in conflict, post-conflict and divided contexts.

As of February 2017, the PeaceStartup Ambassador Programme is managed by the PeaceStartup Global team out of the Barcelona Hub to ensure broad geographical coverage.

*What can the PeaceStartup Global team do for you as PeaceStartup Ambassador?*

- Assist as a liaison with governmental and non-governmental sector partners (key messages, strategy, selection, PeaceStartup background information...)
- Assist with itinerary for trips and meetings (planning, presentations, talking points, follow-up...)
- Assist with recruitment: letters, terms of reference, contracts, procedures, etc.
- Assist with communication content and media coverage (messages, platforms and strategy)
- Assist with the planning of the work in the country, region or area of influence of the PeaceStartup Ambassador Programme.
- Share documents, presentations and brochures to assist the PeaceStartup Ambassador achieving the objectives.
- Include information regarding the PeaceStartup Ambassador in the web page of PeaceStartup Global.
- Create a web site for the area of influence of the PeaceStartup Ambassador which will be embedded in the PeaceStartup Global website.
- Connect with the global network of PeaceStartup Ambassadors.