



code of ethics

Move's Code of Ethics for Consulting and Research
in Evaluation and Strategic Planning





This document presents the ethical standards that govern all of Move's consulting activities. This Code of Ethics, in its second edition, is based on the Guiding Principles for Evaluators of the American Evaluation Association, on the Guidelines for Evaluation for Latin America and the Caribbean, under Resolution 510/2016 of the National Healthcare Council and on Move's Theory of Change. It reflects the commitments from all the staff at Move.

what is it?

1 General Provisions

Paragraph 1 – Move values and promotes ethical relations and practices in its consultancy activities, promoting human dignity, rights and respect for differences.

Paragraph 2 – Consultancies should bring benefits to people, to the community and/or society at large, ensuring the greatest positive social impact through respect for civil, social, cultural rights and a sustainable environment.

Paragraph 3 – The Code herein is founded on three pillars: I. Diversity of actors and plurality of the perceptions of reality. II. Transparency in the information offered to all involved. III. Respect for cultural, ethnic, religious, gender and age diversity of all persons involved. IV. Strict confidentiality of all information obtained and shared. V. Clear and accessible communication to all persons involved.

Paragraph 4 – The standards set forth in this document will be followed by all professionals working at Move and for Move, including when the company works in alliances or partnerships with other public or private organizations.

Paragraph 5 – Any and all consulting activities, including pro-bono work, must be guided by the rules expressed herein.

Paragraph 6 – Standards must be respected at all stages of consulting work, including: I. Negotiation and creation of the proposal. II. Execution of consultancy. III. Reporting of results.

2 Negotiation And Creation Of Consulting Proposal

Paragraph 7 – Consulting processes should ensure relationships based on honesty, transparency and integrity from the people involved, in order to: I. Negotiate the costs, activities, methodological limitations and scope of results with clients. II. Point out and clarify to clients any possible conflicts of interest that may arise or become visible as a result of the consultancy. III. Decline to consult if the process does not advance the organization or if the requested intervention is deemed unnecessary. IV. Communicate clearly and intelligibly on the progress of the consultancy, as well as on the necessary details for the understanding, interpretation and criticism of the consultancy work.

Paragraph 8 – Information from customers and organizations will be kept confidential and no information that could potentially harm them will be disclosed.

Paragraph 9 – Consulting proposals shall be created with attention to gender, ethnic and racial issues, which will influence the information collection and analysis, communication and decision-making processes.



Paragraph 10 – Consultancy proposals should respect the different actors involved in order to seek interventions that balance technical diligence and political sensitivity.

3 Execution of the Consultancy

Paragraph 11 – The execution of the consultancy must ensure the safety and dignity of all people involved in the processes.

Paragraph 12 – Data and information collection should comply with the following guidelines: I. Ensure that people who represent different groups, points of view, hierarchical positions and interests are heard, so as to provide elements for the consultancy to triangulate information and avoid unilateral analysis. II. Ensure quantitative and qualitative instruments and methods of analysis that observe and respect cultural, physical and subjective differences such as gender, gender identity, physical and mental disability, age, sexual orientation, religion, social standing, color, race and ethnicity of participants. III. Ensure that persons participating in data collection activities - such as individual and group interviews, printed or digital questionnaires, or observation of activities - do so with informed consent and awareness, with proper understanding of the nature and objectives of the consultancy, the contracting organizations, and that they are involved and interested in the results and the confidential treatment of the information. IV. Search for the most appropriate ways to communicate the results of the evaluation, diagnosis and studies to the information collecting public, always with the intention of expanding access to information and empowering the actors and organizations involved.

Paragraph 13 – Participation in information gathering activities, whether images, questionnaires, interviews, will always be voluntary at any stage of the consultancy and should only occur after the free and informed consent of the people or groups involved, respecting the following guidelines: I. Information about the consultancy, its objectives, its stages, its products and its contractors must be transmitted in an accessible and transparent manner so that the participant understands it and can deliberately and freely express their willingness to participate, or even refuse participation. II. The right to free participation should also include minors under the age of 18 (consent), insofar as they have full understanding and provided their singularities are respected, ensuring the right of young children not to participate in the proposed activities. III. Any collection of data, information and images of individuals under the age of 18 must be expressly authorized by the legal guardian(s). In these cases, assent does not supersede the need for consent from the responsible guardian. IV. Research conducted within schools, healthcare facilities, social service agencies, public safety institutions and private and public spaces with limited access must be previously authorized by the director/coordinator of these institutions. V. In communities with cultures that recognizes the authority of a lead person or a collective body, such as traditional, indigenous or religious communities, for example, getting authorization for the survey must respect this particularity, without prejudice to individual consent. VI. Commitment from the people involved in the research not to create, maintain or amplify risk or vulnerability situations for individuals and communities, or to harm participants, nor accentuate stigma, prejudice or discrimination.

Paragraph 14 – The Informed Consent Terms and the instruments for data collection, in



physical or digital format shall specify: I. Name of the program, project, policy and contracting client. II. Justification, goals and procedures of the survey. III. Data and information collection period. IV. Name and contact information of the people responsible for the consultancy. V. Potential risks and harm to participants VI. In the case of non-literate participants, other forms of approval shall be used, such as fingerprints or oral recordings stating their agreement to participate. VII. When participants have visual, hearing or physical disabilities, adaptations should be made to allow for their participation without compromising access to information, and there should be assurance of appropriate access to locations where the activities will be performed. VIII. The confidentiality and privacy of the participants regarding their confidential data, ensuring that their name will not be disclosed or linked to any information, other than as stated in the Informed Consent Form. IX. Possible forms of reimbursement of expenses arising from participation in the research.

Paragraph 15 – The storage of materials and documents, such as questionnaires, interviews, focus groups, etc., should observe a minimum period according to their type and importance as per the following criteria: I. Printed materials must remain archived for up to 2 years after the consultancy is considered closed. II. Digital materials such as audios, photographs, transcripts, and field reports must be archived for up to 10 years after the consultancy is considered closed. III. Final reports and infographics in digital format should be archived indefinitely and considered as part of Move's library.

4 Communication and Publication of Results

Paragraph 16 – In order to strengthen practices and solutions for positive social impact in Brazil, Move reaffirms its commitment to the dissemination of knowledge through articles, seminars and interviews resulting from its consultancy work.

Paragraph 17 – Client organizations should be consulted regarding the use of consulting content and logos to produce articles, interviews, papers, magazine and book chapters, external and internal reports, posters and other communication materials

Paragraph 18 – To strengthen civil society organizations, Move will encourage its clients to share knowledge resulting from consultancies, in a format that is accessible to the group or population that was surveyed.

Paragraph 19 – When the methodological contents and results of the consultancies are disclosed in knowledge sharing spaces, Move is exempt from paying any disclosure fees, patents or royalties and is solely required to obtain the client's authorization for this purpose.

This second edition of the Code of Ethics will be in effect as of Apr/04/2017



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