



INNOVATION, IMPACT AND SUSTAINABILITY

# CODE OF ETHICS

Transformative training focused on the Person, on awakening potential in Leaders and Teams with an ESG Vision

**HUMANIZE**  
**your resources**

- Reason
- Pillars
- Values
- Principles
- Partnerships
- Efficiency
- Commitment



# WAY

**by THF** was born in 2021 as a social company, the first in Portugal, with an innovative, sustainable business model with a high social impact.

We provide premium **Training, Consulting** and **Team Building** services through our own methodology and based on the Transforming Leadership model.

We also ensure that our partners and their companies play an active role in the sustainable resolution of identified social problems, directly contributing to sustainable development within the scope of Corporate Social Responsibility (**CSR**) and the **ESG** framework.

All of the company's net income will be used in programs under the **TEACH How to Fish** social impact model and with third sector partners who have a vision for a future in autonomy and sustainability.



# REASON

## Objectives for creating the code of ethics

- a) Share the principles that guide the activity of the social enterprise **by THF** and the rules of an ethical and deontological nature that should guide the behavior of the entire team and promote the adoption of these same principles and rules by our Partners, Suppliers and Customers;
- b) Promote and encourage the adoption of the principles of action and behavioral rules defined in this code, namely the values in the team's relationships but also with Partners, Suppliers and Customers;
- c) Consolidate the institutional image of **by THF** as a social enterprise, created based on principles of humanism, integrity, quality, sense of commitment and work focused on operational and sustainable efficiency with true social impact.



# PILLARS



## VISION

People who, through self-knowledge and self-confidence, value and recognize themselves as a fundamental and precious asset in their work and before their team and the community, and who actively cooperate in empathic and transforming behavior.



## GOAL

Follow and empower leaders by allowing them to acquire fundamental tools for human management in companies, decentralizing to their teams, and simultaneously raising awareness in each person of the potential impact that each one can have on the community.



## MISSION

Connecting all sectors in an innovation model focused on shared value, working in a new economy that promotes abundance and that restores dignity and power to each person.

# VALUES

**FRATERNITY**

**TRANSPARENCY**

**HUMILITY**

**INTEGRITY**

# PRINCIPLES

- **Humanism**
- **Integrity**
- **Quality**
- **sense of commitment**
- **Work focused on operational and sustainable efficiency with true social impact**

# CONCEPT

**by THF** was born from the desire to give sustainability to the **TEACH How to Fish (THF)** social impact model with the added challenge of allowing, through the services available, to give a direct and innovative response to its primary objective. We believe in service by example, in leadership through coherence between what is said, what is asked and what is done. The **THF** model was therefore never transformed into any third sector solution because we wanted to research, study and debate existing solutions and undertake a solution that would allow the sustainability of all operations but also a way to recover the credibility of the social sector that would stimulate cooperation among all.

Our ambitious vision of transforming dependency on charity into self-sustenance required risking new concepts towards sustainability, as well as creating a business model with growth potential and which, in line with **ESG** (Environmental, Social and Governance) criteria, still represented a high incentive for the investment.

It would be easier to understand this concept as part of the "2 and a half sector", but we belong to the fourth social sector: a for-profit company that will guarantee a sustainable approach to the social economy.

With this company model, which is still single-person for the moment, we intend to unite all sectors of society in a cooperative work and focus our action on the social aspect of key areas for this transformation (such as training, mentoring, employability and encouraging entrepreneurship), areas on which the European Pillar of Social Rights is based, signed in Portugal in May 2021. Because we are fully aligned with the models described, and because there is no single legal form for social companies, we intend that registration as a private limited company and in line with our statutes and social purpose we are recognized as a for-profit company of social utility.



# PARTNERSHIPS

The 17th Goal of the **SDGs** concerns Partnerships for sustainable development that make it possible to achieve the other goals. We believe in multisectoral partnerships that mobilize and share knowledge, expertise, technology and resources to support the achievement of the Sustainable Development Goals (SDGs). 🇧🇷

It is through cooperation and the creation of synergies that we are able to transform lives and ensure sustainability.

We intend to encourage and promote partnerships with the first, second and third sectors in order to jointly respond to identified needs with greater efficiency and better management of human and financial resources, always from an ESG perspective.

We leave our deepest thanks to all the brands and companies that trust us and have allowed us to do more, through their work, support or highlighting and honoring our work.



# EFFICIENCY

We want to channel actions in order to generate a positive impact, with reference to the **Sustainable Development Goals (SDGs)** and the **ESG Framework**. We follow and respect the **Ten Principles of the UN Global Compact**:

## Human rights

- Companies must support and respect the protection of internationally recognized human rights
- Guarantee your non-participation in human rights violations

## Labor Practices

- Companies must support freedom of association and effective recognition of collective bargaining
- The abolition of all forms of forced and compulsory labor
- Effective abolition of child labor
- Elimination of discrimination in employment

## Environmental Protection

- Businesses should support a precautionary approach to environmental challenges
- Carry out initiatives to promote environmental responsibility
- Encourage the development and diffusion of environmentally friendly technologies

## Fight against corruption

- Businesses must fight corruption in all its forms, including extortion and bribery





# COMMITMENT

## ACTION

Actions based on active listening, research and meticulous work in recent years on the alternatives available to find a way to make the social sector sustainable and recovering its notoriety and credibility. Also with a meticulous business plan that gave rise to **by THF**, the first social enterprise in Portugal.

## FOLLOW

Permanent monitoring of all operations is essential and we have an informed team focused on a common vision, aware of the enormous importance of each moment and step taken to ensure that this code of ethics is followed and respected.

## MEASUREMENT

Act with humility measuring impact. Impact measurement is essential as it allows the Social Enterprise's greater purpose not to end in our limitations in the course of actions. That is, we monitor and value feedback from our partners and customers in order to estimate the real impact of each action.

## OPTIMIZATION

This code of ethics must be updated whenever this need is verified and potential improvements are identified to obtain impactful results with greater efficiency. On the other hand, and more objectively, we fine-tuned and improved our flexible model and methodology to meet not only the identified needs but also the results in measuring impact.

## APPLICATION

Apply solutions and improve the use of all resources at our disposal, whether human or financial. We work on our own but absolutely flexible methodology that allows us to adjust all solutions to the needs and wishes of our customers.



# CONTACT

## USEFUL LINKS

[www.bythf.org](http://www.bythf.org)

<https://www.linkedin.com/company/bythf/>

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