



# SAFEGUARDING POLICY

ADIDAS FOUNDATION



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# OBJECTIVE

This policy lays out what the adidas Foundation will do to protect the physical and emotional well-being and to respect human rights of individuals, especially those who are marginalized and/or vulnerable, to ensure they do not suffer harm or experience abuse, discrimination, and neglect as a result of our work or from the work of our partners around the world.





# SCOPE

## This policy applies to:

- individuals to whom the adidas Foundation has a duty of care, such as our own employees, and employees of our contractors and suppliers as well as other individual partners and
- individuals that the adidas Foundation does not have a direct duty of care to, but whom the organization will take steps to ensure are adequately protected by those who do, such as individuals and groups that our partners work with.

All individuals, regardless of their background or beliefs, deserve fair, equal, and respectful treatment and protection, however we acknowledge that additional care must be taken to ensure that those who are vulnerable (e.g. children, refugees, persecuted individuals) do not suffer harm or experience abuse, discrimination, and neglect as a result of our work or from the work of our partners around the world.

It is important to note that while the adidas Foundation will put measures into place to ensure we only work with and support partners that uphold a high-quality standard with regards to safeguarding, we do not control the operations of third parties and as such, cannot take responsibility for the day-to-day monitoring of implementation of their safeguarding practices. Yet, we aim to support the safeguarding practices of actors we are working with.

This policy is only applicable to stakeholders who have a formal relationship with the adidas Foundation gGmbH (e.g. staff, board members, contractors, volunteers, grantees, ambassadors, etc.). All stakeholders to whom this applies are expected to abide by this policy at all times as well as the adidas Foundation Code of Conduct.



# POLICY & COMMITMENTS

## Content of Policy

We will not tolerate any behaviors conducted in connection with the adidas Foundation which cause harm to another person or group. Harm includes negative effects to the health of another person or group, while we understand health as a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity<sup>1</sup>. This may manifest in the form of bullying, harassment, abuse, exploitation, discrimination, unequal treatment, coercion, or neglect. We believe everyone is entitled to all the rights and freedoms to live their lives, and especially to practice their sport, without enduring any of these harms. We follow a victim-centered trauma-informed approach and are convinced that everyone has the right to define for themselves the physical, verbal, and emotional closeness that they are comfortable to accept in interpersonal relations.

# Commitments

Guided in particular by the International Bill of Human Rights and our organizational values of integrity and taking responsibility, the following commitments will always remain at the core of our safeguarding approach.

- **We commit to respecting** the fundamental rights of individuals and groups.
- **Guided by the do no harm principle** to limit and prevent unintended negative consequences, we will prioritize risk assessment and stakeholder engagement to ensure we are not taking actions which inadvertently exacerbate existing risks to vulnerable individuals or create new ones.
- **Recognizing that achieving our mission** requires us to work in a variety of high risk and low resource settings to effectively reach some of sports most marginalized communities, we will put appropriate measures into place to reduce all risks which could cause significant harm and mitigate negative effects.
- **We will mainstream safeguarding** across all our activities from grant-making and advocacy to communications, monitoring and evaluation.
- **Recognizing the inherent power imbalance** that comes with being a donor and the unequal dynamic this creates which can enable exploitation, we will continuously create safe spaces for engagement with all stakeholders and ensure robust mechanisms are in place to monitor the impact of our work on their lives.
- **We are committed to responding to all safeguarding concerns** in a manner which is timely, appropriate, fair and effective, regardless of whether the concern is current or historical, and we will ensure that anyone who comes forward to raise concerns will be protected and supported.
- **We commit to respecting local cultures and values** while balancing them to the fundamental rights of every individual.
- **Acknowledging the platform our brand inherently provides** us to set a good example and influence others within our sector to follow, we will strive to continuously improve, share and promote our safeguarding practices transparently.



# ROLES & RESPONSIBILITIES

Safeguarding is a collective responsibility across the adidas Foundation. While all teams and individuals are expected to ensure they are compliant with this policy and the associated procedures and practices at all times, ultimate accountability for safeguarding rests with the leadership of the organization and any bodies they appoint to oversee technical and operational matters related to it on their behalf.



## **Board of Directors of the adidas Stiftung**

As sole shareholder of the adidas Foundation gGmbH, the adidas Stiftung represented by the Board of Directors (BoD), has the ultimate responsibility of ensuring that a robust safeguarding policy is in place and that clear measures are being taken to ensure proper implementation of it.

## **Managing Board of the adidas Foundation**

As sole legal representative(s) of the adidas Foundation gGmbH, the Managing Board of the adidas Foundation, i.e. Managing Director(s), have the ultimate responsibility of ensuring that this safeguarding policy is being implemented across the organization. Individuals across the organization will be delegated responsibility for various aspects of policy implementation at the discretion of the Managing Board.

## **Safeguarding Committee**

The Safeguarding Committee is jointly commissioned by the adidas Stiftung Board of Directors and adidas Foundation Managing Board, which reports directly to them, and is responsible for oversight of safeguarding implementation, such as providing expert guidance and support for strategic safeguarding topics, development and implementation of the adidas Foundation safeguarding policy, and handling of complex or highly sensitive cases.



# RISKS, MITIGATION AND GRIEVANCE HANDLING

## Scope of Risks and Mitigation Activities

Working in highly precarious environments and with vulnerable groups, we expect main risk areas regarding safeguarding to derive from a lack of qualified personnel and organization capacity, insufficient structural procedures and inadequate facilities and transport, as well as external communication.



**Risk analysis and risk mitigation activities specific to countries, activities or projects will be developed and tracked separately in a risk register. Besides this, we will:**

- Conduct a review of safeguarding policy, practices and procedures by the Safeguarding Committee annually to ensure they are fit for purpose and being used properly.
- Ensure policy and appropriate supporting documents are publicly available to enhance accountability and demonstrate transparency.
- Proactively communicate about major incidents.
- Conduct a regular review of legal requirements related to safeguarding, duty of care and human rights to ensure alignment with this policy and its associated procedures.
- Develop mandatory training for all staff, partners, board members and others directly associated with the adidas Foundation and detailed procedures and guidance as needed for specific subject areas associated with the highest safeguarding risk.



# Preventive Measures

To prevent harm from happening to any individual or group for whom we have a duty of care, we will ensure adequate preventive measures are put into place across our operations which include:

- Robust due diligence for all grantees or partners we collaborate with, including specific risk assessment and reviews of their safeguarding policies, practices and procedures
- Background checks for any staff or volunteers who will visit or work directly with vulnerable persons or groups
- Training and capacity building in safeguarding theory and applied practice for all staff and partners
- Provision of budget and support to partners for strengthening and implementing their own safeguarding practices
- Awareness raising amongst staff and partners on safeguarding and how to raise a concern
- Development of guidelines and standard operating procedures (SOPs) for high-risk activities and events
- Regular review and maintenance of the adidas Foundation Code of Conduct which all key stakeholders must sign on to
- Integrating safeguarding into pre-travel safety and security briefings

**We expect our partners to implement such preventive measures respectively for their operations.**

# Consequence Management

All reported or observed breaches of this policy will be reviewed by the senior leadership team of the adidas Foundation excluding cases which could present a conflict of interest. Severe or recurring breaches, or any breaches related to any members of the senior leadership team or their direct reports, will be escalated to the Safeguarding Committee for support with case management. At the Committee's discretion a third-party investigator may be appointed by them to manage the case.

**Every case must be investigated and accounted for within a safeguarding log, with expected outcomes of every case being either**

- no action required due to evidence of breach not being found upon investigation

**OR any combination of:**

- mandatory training and capacity building
- termination of the contractual relationship with the offending party
- legal action directly by the foundation and/or via escalation to the appropriate responsible authorities

In case of a breach of this policy, access to assistance and support will be made available to victims and people affected directly by the breach when the person is someone directly taking part in programs or activities of the adidas Foundation. In case of violations committed within the competence and responsibility of partner organizations, we expect these partners to provide such assistance and support. We will use all legally provided measures to ensure this.

# Grievance Handling

**To ensure all potential breaches of this policy are handled safely, fairly, and effectively, we will maintain a case management procedure which includes:**

- Mandatory reporting for individuals carrying out official duties for the adidas Foundation regarding all real or perceived breaches of this policy or the Code of Conduct
- A confidential and accessible grievance mechanism for concerns to be raised, which helps victims and/or whistleblowers to feel safe and confident to come forward
- Case handling in a sensitive manner including data protection on a need-to-know-basis in order to protect the privacy and rights of all involved individuals, especially victims, whistleblowers, witnesses, and alleged perpetrators
- A victim-centered and trauma-informed approach which respects the feelings and wishes of the victim to the extent that is possible under the law including provision of immediate assistance and potential remedial support
- Fair and equal treatment for all individuals involved regardless of sexual orientation, race, ethnicity, age, or any other factor
- Protection against retaliation for whistleblowers, provided they did not willfully provide false information or make claims they knew not to be true
- Consultation and expert guidance from independent third parties as needed
- Filing a report for each case which includes conclusions and recommended actions for improvement





# REFERENCED POLICIES

The following policies could be relevant or should be read in conjunction with respective policy:  
**adidas Foundation Code of Conduct**

# CONTACT & ANNEX

A large, light blue brushstroke graphic that starts from the left edge of the page and curves downwards and to the right, ending near the bottom center. It has a textured, hand-painted appearance.

For any questions or concerns about Safeguarding at the adidas Foundation or any partners, projects or activities that we support, please contact: [fairplay@adidasfoundation.org](mailto:fairplay@adidasfoundation.org). Reports on safeguarding violations can also be presented via phone through these numbers: [Telephone Numbers - Safecall Ltd.](#)

**Annex**  
Safeguarding Committee ToR



