

IO 1\_Result 2

## **Policy Paper and recommendations: „Values, attitudes and working principles in the digital world“**

Definitions, classification and examples

## 1. Introduction

In order to be prepared for the digital future, organisations need to think about how they perceive and implement their digital responsibility.

This responsibility means thinking about values and how to implement them in everyday life - not only digital.

This paper supports the translation of values, through the definition of attitudes, into principles.

## 2. Definitions

In order to be able to discuss the manifestations of values, attitudes and principles, there needs to be a common understanding of what is meant by them.

For this purpose, the framework was established through a common definition.

### **VALUES (In what do you believe?):**

Values are those ideas that are generally recognised as desirable in a society and give people orientation. A distinction is made between:

- moral (honesty, justice, loyalty),
- religious (fear of God, love of one's neighbour),
- political (tolerance, freedom, equality),
- aesthetic (art, beauty) and
- material values (wealth),
- family values and corporate values.

### **ATTITUDES (How you are? How you act):**

Attitude describes the (inner) attitude of a person or the manner in which a person expresses (often consciously) his or her attitude, status, etc.

- settings
- how to treat people?
- ethics

### **PRINCIPLES (How you do it? How you write it down?)**

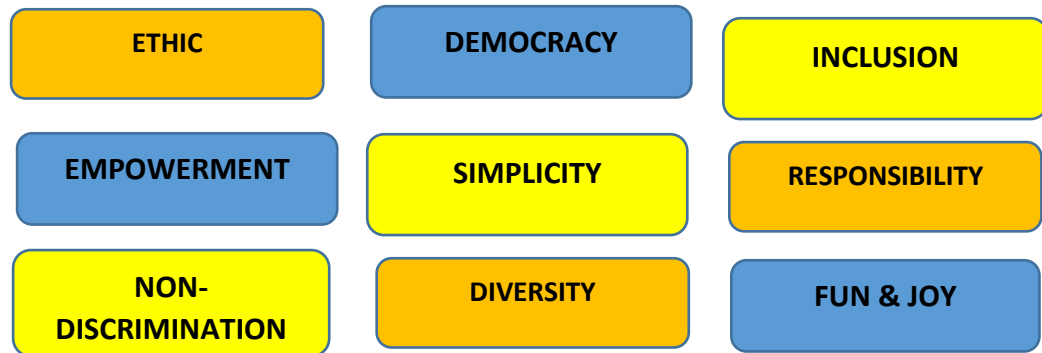
A Principle is a standard of action that guides a person. A fundamental idea on which an institution, organisation, project, object is based.<sup>1</sup>

- Implementation- bring values into the real world;
- behavior

### 3. Values that are relevant to volunteering

In a multi-stage process, experts for volunteering have compiled decisive values that are relevant in the area of impact and that are also important in the digitalisation of work in volunteering or its services. Classification and Responsibilities.

Following VALUES we identified:



### 3. Values, attitudes and principles in volunteer work

#### 3.1. ETHIC

**Term:**

Ethics is the science of the morals practiced or the basic social values of a society. In other words, what is perceived as morally right or wrong in a society.



**Attitudes:**

- philosophical ethics
- media ethics
- Individual ethics
- Legal ethics
- Business ethics, Bioethics, political ethics, Professional ethics



**Principles: How to apply?**

- Charta
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## 3.2. PARTICIPATION

### PARTICIPATION

Be part of something or becoming involved in something

#### Attitudes:

- involvement
- Inclusion
- Accessibility
- Fairness
- Teamwork
- Equality

#### Principles: How to apply in the digital world?

- flat hierarchies
- Co-design and involvement in projects
- Ask questions, involve and perceive needs
- Involve people in designing settings
- Actively addressing people at meetings or events
- Asking people for their opinion
- Choose tools that everyone can use
- Use different methods to enable participation with different resources.
- have an accessible and inclusive webpage
- groups of no more than 20 in online seminars and meetings to ensure participation
- don't give monologues but let your team members speak and participate in meetings/ seminars
- give equal tasks to every team member
- ensure the possibility of a mutual exchange

## 3.2. FAIRNESS

### FAIRNESS

The quality of treating people equally or in a way that is right or reasonable:

#### Attitudes:

- justice
- empathy
- honesty
- transparency
- respect

#### Principles: How to apply in the digital world?

- Social media post according to the attitudes (Implementation)
- Communication (power of language)
- Ensure equal participation
- No judging of people
- Pay attention to balanced speaking times

### 3.3. INCLUSION

#### INCLUSION

The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized



#### Attitudes:

- compassion
- empathy
- cooperativeness
- openness
- warmth in communication
- tolerance for ambiguity



#### Principles: How to apply in the digital world?

- Inclusive application forms that contain more options for possibly sensitive questions (gender, origin) and including open answer/other/prefer not to say
- Using inclusive language in email communication in order to avoid discrimination & to promote equality (dear applicant/participant)
- Holding a brief tutorial on how to use the online platform. (Zoom, Teams, etc), in case not everyone is familiar with it
- Mentioning behaviour/language use „rules“ in order to avoid verbal offences (no cyberbullying/no harassment online) – acting responsibly to maintain a safe space online; giving space to everyone to express opinions
- Openness to offer individualized support to people who face difficulties (for example - difficulties in using technology, or difficulties in understanding or expressing themselves during an online course)

## 3.5. ACCESSIBILITY

### ACCESSIBILITY

The fact of being able to be reached, participate or obtained easily



#### Attitudes:

- Simplicity
- Overcoming language barriers
- Creativity
- Quality
- Structure



#### Principles: How to apply in the digital world?

- have an easily accessible webpage in simple language
- don't use the most complicated terms if there are also simpler words to use
- use different methods and tools, but stick to just a few and don't use an abundance
- have a well-structured web page that is easy to navigate
- have meetings/ seminars that are easy to follow along
- Be connectable to the target group in reaching the target group, in the design of activities, in the implementation of events.



## 3.6. RESPONSIBILITY

### RESPONSIBILITY

The duty to act correctly in relation to the established role or what was agreed/assumed.



#### Attitudes:

- correctness
- respect for others and for work
- maturity
- honesty
- rightness
- balance
- accountability



#### Principles: How to apply in the digital world?

- Respecting privacy / GDPR,
- Asking for permission for photo/video,
- Mentioning the purpose of certain data collection (for statistical reasons, for communication in the project, etc)
- Dissemination/promotion of events/actions on dedicated platforms to reach a wider audience (this also works on being inclusive)
- Mentioning behaviour/language use „rules“ in order to avoid verbal offences (no cyberbullying/no harassment online) – acting responsibly to maintain a safe space online; giving space to everyone to express opinions



### 3.7. NON DISCRIMINATION

#### NON DISCRIMINATION

EU Charter of Fundamental Rights, Title III Equality, Article 21 Non-discrimination

1. Any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.
2. Within the scope of application of the Treaties and without prejudice to any of their specific provisions, any discrimination on grounds of nationality shall be prohibited.



#### Attitudes:

- equality of people
- enforcement of basic human rights
- protection of human rights and fundamental freedoms



#### Principles: How to apply in the digital world?

- All EU citizens have the right to receive information about digital volunteering offers
- All EU citizens have the right to request or refuse volunteer services and products
- Different treatment of different groups on the basis of sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation is prohibited
- We treat all those interested in volunteering equally
- The chosen tools in the digital world should be appropriate, accessible, variable and motivating for all groups

## 3.8. DIVERSITY

### DIVERSITY

The practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different ages, religion, genders, sexual orientations, able bodies and disabled.



#### Attitudes:

- Tolerance
- Openness
- The desire to know more
- Open-minded
- Acceptance
- Positivity
- Participation
- Inclusion



#### Principles: How to apply in the digital world?

- Depicting diversity in (promotional) visual materials – if using images with people, to show a variety of genders, skin colour, etc
- Using bi-lingual or appropriate languages for target groups
- In calls for action, courses, etc., openness to diversity should be directly specified
- Online materials and websites should be created in a manner that denotes diversity
- hire/ have a diverse team/ group of volunteers and also have diverse partners/ collaborators and show them on your web site and on your social media
- stand up against discriminatory and hateful posts on your social media
- listen to your team members and learn from them

### 3.9. EASE

#### EASE

Ease means effortless and carefreeness



#### Attitudes:

- easiness
- mildness
- effortless
- open Mind
- flexibility



#### Principles: How to apply in the digital world?

- Digital Coffee Breaks
- Promote digital community
- Pay attention to language in direct and indirect communication
- Use simple tools that everyone can use
- use a language that is understood by others
- do not overload meetings with presentations

### 3.10. KINDNESS

#### KINDNESS

Kindness is an appreciative and kind behavior of a person.



#### Attitudes:

- charity
- friendliness
- politeness



#### Principles: How to apply in the digital world?

- Always answer or reply to messages
- self-reflection
- Pay attention to gestures and facial expressions
- greeting at the beginning of events
- Asking if there are any outstanding questions or needs
- Addressing people directly by name
- Ensure a pleasant atmosphere
- Giving an overview of the status or what is expected or planned

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