



Ugandan Crafts
From the Pearl of Africa

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THE REPUBLIC OF UGANDA



Enhanced Integrated Framework

Trade for LDC development

Ministry of Tourism, Wildlife and Antiquities



**CODE OF CONDUCT FOR STAKEHOLDERS IN
THE UGANDAN HANDICRAFTS AND SOUVENIR INDUSTRY**

2020

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FOREWORD

I am pleased to present to our valued stakeholders, this Code of Conduct for Uganda's Handicraft and Souvenir industry, developed by the Ministry of Tourism, Wildlife and Antiquities in partnership with the Ministry of Trade, Industry and Cooperatives.

Effective implementation of this Code of Conduct will be key in promoting and strengthening market linkages between the production and consumption side of the Handicraft and Souvenir industry.

Souvenirs are an important part of travel and tourism around the world. The industry integrates the local people in the tourism value chain. This has thus enabled the handicraft market to thrive across the world. The Uganda Handicraft Export Strategy recognizes the potential of the Handicraft and Souvenir industry to drive expansion and diversification of the national export base, particularly the non-traditional exports.

The development of the Code of Conduct is a good opportunity to enhance professionalism, ensure quality products and services and facilitate sustainable operations in the Handicraft and Souvenir industry.

The Code of Conduct is expected to improve quality and standards of handicrafts and souvenirs, address outstanding issues including misconduct, exploitation of producers, environmental degradation, branding, unfair business and trade practices and unfair regulatory practices.

I implore all stakeholders to play their vital role in the quest for effective implementation of this Code of Conduct. This way, the Handicraft and Souvenir industry will thrive.



Tom R. Butime, MP

MINISTER FOR TOURISM, WILDLIFE AND ANTIQUITIES

ACKNOWLEDGEMENT

The Handicraft and Souvenir Baseline Survey report (2019) by the Ministry of Tourism, Wildlife and Antiquities acknowledges the potential of the Handicraft and Souvenir industry to economically transform the livelihoods of the rural communities, especially via tourism and trade. The report recognizes the sector's ability and potential to support and supplement household incomes especially for women and the youth.

The local handicrafts constitute the souvenirs of a destination country which are bought mostly by tourists. Handicrafts represent, among other things, local culture and heritage. The ability of the Handicraft and souvenir industry to fuse culture, heritage and tourism presents a huge potential for tourism product diversification. Souvenirs are a major component of the tourism retailing system, relating to production, distribution, sales and economy in tourism destinations.

The need to mainstream the Uganda Handicraft and Souvenir industry along the tourism value chain calls for a policy and regulatory framework that rationalizes the Handicraft and Souvenir industry along the entire value chain.

In this regard, the Ministry of Tourism, Wildlife and Antiquities is pleased to publish the Code of Conduct for stakeholders in the Ugandan Handicraft and Souvenir industry. This Code of Conduct stipulates the standards and guidelines on ethical and responsible behavior expected of all stakeholders involved in the Handicraft and Souvenir industry in Uganda.

The overall objective of the Code of Conduct is to integrate sustainable practices along the entire value chain of Uganda's Handicraft and Souvenir industry. This is expected to support sustainability of the industry, facilitate tourism product diversification, ensure value for money for the consumers, facilitate sustainable utilization of the environment and ultimately contribute to improved livelihoods for communities involved in the Handicraft and Souvenir industry in Uganda.

I call upon all stakeholders in the Handicraft and Souvenir industry to embrace and adhere to this Code of Conduct and regard it as an essential and integral aspect in guiding their day to day operations in the sector.

I would like to thank all the stakeholders that participated in the development of the Code of Conduct and in a special way thank the Enhanced Integrated Framework for providing the funding through the Handicraft and Souvenir Development Project



Doreen S. Katusiime (Mrs)

PERMANENT SECRETARY

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1 INTRODUCTION

The Code of Conduct for stakeholders in the Ugandan handicrafts and souvenir industry stipulates the standards and guidelines of ethical and responsible behavior which must be met by all stakeholders involved in the Handicrafts and souvenir industry in Uganda. All stakeholders shall be expected to be conversant with this Code of Conduct and hence to ensure compliance.

Adherence with the principles, values and provisions set forth in the Code of Conduct must be considered an essential and integral aspect of players in the Handicrafts and Souvenir industry of Uganda.

Violation and non-compliance with the provisions of the Code of Conduct may constitute breach of stakeholders' obligations and responsibilities and may attract a penalty under the guidelines of this Code of Conduct.



All players along the handicrafts and souvenir value chain (from production to consumption shall be expected to adhere to this Code of Conduct.

2 DEFINITIONS AND INTERPRETATIONS OF KEY TERMS

Code of Conduct - Refers to the accepted morals, values and principles of right conduct for a profession or area of service. This Code of Conduct is a set of rules or behavior expected of handicrafts and souvenir stakeholders in Uganda.

Souvenir—a small, decorative objects treasured for novelty or curiosity value given, kept, or purchased as a reminder of a place visited, an occasion or a memory.

Handicrafts - are unique expressions of a particular culture or community through local craftsmanship and materials usually made using hands or basic tools. The items are usually decorative, of a particular use and often have cultural or religious value.

Regulator – Regulator(s) refer to individuals or organizations responsible for developing and enforcing laws, policies, standards and regulations for the handicrafts sector.

Distributors- Distributors refer to individuals/organizations/companies/agents involved in the supply of handicrafts and handicrafts products.

Local community – Local community refers to a group(s) of people living in locations where handicrafts and souvenirs are produced, distributed and consumed.

3 BACKGROUND TO THE CODE OF CONDUCT

Local handicrafts constitute the souvenirs of a destination country bought mostly by tourists/visitors. Handicrafts represent, among other things, local culture and heritage. The possession of hand-made item, therefore, symbolizes attachment to the host society. Tourists are always on the lookout for an authentic item to buy as souvenir. The purchase of mementoes and souvenirs is an established behavior associated with many activities. Souvenirs play a vital role in creating the overall image of the destination in the mind of the residents as well as the other people directly or indirectly associated to the destination.

Souvenirs are also a major component of the tourism retailing system, relating to production, distribution, sales and economy in tourism places. A wide range of products bought by tourists are for utilitarian purposes and gifts, therefore, souvenirs reap economic benefits for the hosts in the fields of design, production and sales.

Souvenirs are part of global and local travel and tourism in all corners of the world. Over the years, the global handicrafts market has experienced a shift from traditional designs to contemporary patterns coupled with the increasing adoption of handicrafts by the elite society.

One of the primary factors catalyzing the growth of the market is a strong demand from offices, hospitals and hotels. The markets of souvenirs are influenced by a rise in travel and tourism as tourists often collect souvenirs, particularly handicrafts, from the places they have visited. Furthermore, due to the low capital investment involved, the handicraft market is thriving across the world.

In Uganda, a wide array of handicraft and souvenir products can be found on the market ranging from locally produced to imported products. Some of these products include; basketry, mats, ceramics, beads, pottery, textiles and woven products, toys, jewelry and fashion accessories, bags, leather products, batiks, musical instruments, recycled paper products and wood products, among others. These form part of the core product of the Uganda crafts and souvenir industry.

The Uganda handicraft export strategy points out that in Uganda, the sector has been recognized as important in the drive for expansion and diversification of the national export base particularly the non-traditional exports. Both in the rural and peri-urban economy of Uganda, the sector is a vital source of livelihood for the women, youth, people with disabilities and the refugees. It has been acknowledged that having this sector developed for export can mainstream these groups into the

economy, contribute towards generation of employment, enhance rural entrepreneurship and above all impact positively on rural poverty reduction.

The Uganda crafts and souvenir industry can be described as a multi-sectoral arena due to the dynamics of its composition, scope and linkages. The industry is characterized by a multitude of players and stakeholders along the value chain. These can be identified at various levels of production and exploration of raw materials, production of handicrafts, trade and distribution of raw materials and finished products, importation and exportation of both raw materials and finished products, among others. The industry is also known for its inter and intra network system which brings together players and stakeholders across the globe i.e., national, regional and international. It also cuts across a number of sectors including agriculture, trade, tourism, forestry, marine/fisheries among others. The art and craft sector in Uganda is perceived in the context of preservation of the national and cultural heritage.

As Uganda's crafts and souvenir industry grows, so is the requirement to streamline and ensure professionalism and quality products and services in the industry.

This document presents the Code of Conduct for the Uganda Handicrafts and souvenir industry. It stipulates the rules, regulations and standards to be followed by all the players/actors and stakeholders in the industry.

4 OVERALL PURPOSE AND OBJECTIVE OF THE CODE OF CONDUCT

The overall purpose and objective of the Code of Conduct is to integrate sustainable practices along the entire value chain of Uganda's crafts and souvenir industry.

The elements of sustainability in this context involve practices that recognize the need to;

- i. Respect and conserve the environment
- ii. Respect human rights
- iii. Preserve culture and heritage
- iv. Integrate locals into the economic and social fabric
- v. Respect rights of workers and entrepreneurs
- vi. Promote tolerance and gender equality
- vii. Encourage and promote knowledge and innovation

This Code of Conduct is expected to streamline the Handicrafts sector along the entire value chain, from production to consumption. This will lead to sustainability of the sector by way of supporting production of functional items which are in demand to both the local and the international markets; tourism product diversification; ensuring value for money for the consumers; sustainable utilization of the environment through ensuring responsible resources usage and ultimately contribute to improved livelihoods for communities involved in the handicrafts sector in Uganda.

The Code of Conduct is intended to mitigate, eliminate or minimize some of the pressing challenges faced by the sector players such as; individual and company misconduct, exploitation of workers, environmental degradation, inconsistent product standardization, low quality products,

poor packaging and insufficient branding resulting in reduced visibility and image of Ugandan handicrafts, unfair business and trade practices and unfair regulatory practices among others.

5 TARGET USERS AND BENEFICIARIES OF THE CODE OF CONDUCT

The Code of Conduct applies to the following target users and beneficiaries: -

- i. Organizations/individuals involved in production of raw materials for handicrafts and souvenirs
- ii. Organizations/individuals involved in exploration of raw materials for handicrafts and industries
- iii. Organizations/individuals involved in production/manufacture of handicrafts and souvenirs
- iv. Organizations/individuals involved in trade and or distribution of handicrafts and souvenirs i.e. importation, exportation, retail (local and international)
- v. Organizations/individuals involved in consumption of both raw materials for handicrafts and souvenirs and as well as finished products which include organizations in the tourism sector.
- vi. Organizations/individuals involved in regulation of handicrafts and souvenir activities
- vii. Organizations/individuals involved in handicrafts and souvenir training and capacity building services
- viii. Entrepreneurs in the area of handicrafts and souvenirs
- ix. Organizations/individuals involved in technology (equipment, systems and software) for handicrafts and souvenirs
- x. Organizations/individuals involved in research on handicrafts and souvenirs
- xi. Associations in the handicrafts and souvenir industry
- xii. Organizations/individuals involved in coverage and publication (print and electronic) on handicrafts and souvenirs

6 UNDERLYING ETHICAL PRINCIPLES AND VALUES

This Code of Conduct stipulates a set of principles and values that regulate the players, activities and operations in the handicrafts and souvenir sector. The principles apply to all the players, sectors and subsectors in the Uganda crafts and souvenir industry.

To facilitate cordial relations and engagements among stakeholders in the handicrafts and souvenir sector, all players, activities/operations, sectors and subsectors in the Uganda handicrafts and souvenir industry shall abide by/comply with the following set of principles and values when engaging in any form of business or operation in the sector: -

Integrity –Means the quality and practice of being honest and showing/having a consistent and uncompromising adherence to strong moral and ethical principles and values. All players shall conduct themselves with utmost integrity. They shall carry out their activities in an honest, upright, transparent and accountable manner as a preventive measure against any form of corruption, bribe and extortion. They shall be expected to be personally accountable and responsible for own actions and omissions in practice. All players shall also endeavor to avoid conflict of interest in their operations and transactions.

Respect – Players shall treat one another in a manner that values their worth and dignity. All players shall conduct themselves with utmost professionalism. Use of strong and abusive language shall not be tolerated at all.

Environmental responsibility and sustainability- In view of the significance of the environment to the crafts sector, all players shall respect the environment and ensure that all activities/operations in the industry do not compromise but are rather conducted in a manner that promotes sustainable utilization of the environment.

Diversity and inclusion –All players shall uphold the value of diversity and inclusion by respecting one another irrespective of individual differences in values and beliefs, culture, language, ability, experiences and social economic status. Any form of discrimination and favoritism on grounds of religion, race, tribe, culture and political inclination shall not be accepted.

Respect for human rights –All players shall uphold all national and international laws regarding human rights and equality. All activities and operations in the sector shall be conducted with utmost respect to human rights.

Cultural and gender sensitivity - Culture refers to the beliefs and practices common to any particular group of people. Gender refers to the culturally determined social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys. Actors should ensure that services and products provided are culturally appropriate and acceptable to colleagues or clients. All players shall also employ approaches and methods that promote access to products and services by men, women, male and female, youth and as well as the various ethnic categories of colleagues or clients.

Respect and adherence to existing laws and regulations– All players in the crafts sector shall respect and adhere to both the national and international laws, policies, standards and regulations that apply to Uganda and at the various levels of the value chain. Some of the existing applicable international laws, policies, standards and regulations include; the World Fair Trade standards and regulations; the UNWTO global code of conduct; Some of the national Legal and policy tools in place which have provisions on crafts include; the Uganda Tourism Policy, the Constitution of Uganda, the Historical Monuments Act, the Local Government Act and the AGOA Act, the Uganda Handicrafts Export strategy.

7 PROVISIONS OF THE CODE OF CONDUCT

7.1 Regulators

The purpose of the Code of Conduct is to ensure orderly development of the handicraft and souvenir industry, through dedicated institutional support. This will help to streamline the industry so as to boost local handicraft production. This Code of Conduct therefore, stipulates that all individuals/ agencies/companies mandated with regulating the sector shall:

- i. Formalization/ registration of handicrafts and souvenir practitioners shall be done in a fair and equitable manner across the sector.

- ii. Enforcement of standards, regulations and guidelines in the industry shall be applied fairly and justifiably across all the actors in the sector/industry.
- iii. Government incentives meant for Handicraft enterprise development through measures to enhance entrepreneurial capacity, access to financing, fostering linkages and collaboration shall be distributed rationally, using a clear and justifiable criterion.
- iv. Regulators shall discharge their duties and obligations in a transparent and accountable manner by upholding the highest level of quality service consistent with their duties in order to win public trust.
- v. Regulators shall ensure that all players have equal access to public information related to the regulation of the sector.
- vi. Regulators shall desist from engaging in activities that are, or could appear to be, incompatible with their responsibilities and duties, or call into question their objectivity, integrity and impartiality.
- vii. Regulators shall conduct themselves in a professional manner and be respectful and courteous to stakeholders at all times.
- viii. Regulators shall treat all internal/external stakeholders and situations with objectivity and impartiality, and make decisions based on relevant legislation, standards, policies and procedures.
- ix. Regulators shall ensure that confidentiality of stakeholder information is respected.
- x. Regulators shall adhere to legislative requirements, policies and procedures to ensure that established legal and policy frameworks are adhered to.
- xi. Regulators shall ensure fair and equitable enforcement of government protective strategies meant for promotion of local enterprises such as copyright and other strategies in accordance to the various government programs, laws and policies.

7.2 Exploration/Extraction of raw materials

Responsible exploration of raw materials in the sector is crucial in ensuring sustainable supply for the industry. This may entail aspects such as controlled harvesting of the materials, environmentally friendly exploration practices and environmental conservation among others.

- i. The sourcing for raw materials shall be done with due regard to with human rights, environmental sustainability, good labour practice, fair trade practices as well as quality and safety requirements
- ii. Resource management plans shall be developed to guide the sustainable extraction of raw materials from public resources.
- iii. Extraction of scarce and sensitive raw materials from public resources shall be done in accordance to provisions in the resource management plans and bye laws.
- iv. Protected areas have a huge potential as a source of raw materials for making handicrafts and souvenirs. Extraction of raw materials from protected areas shall be in accordance with official guidelines issued by relevant authorities in regard to granting access to the protected areas.
- v. Domestication of scarce raw materials from protected areas shall be encouraged through initiatives such as capacity building, supply of seedlings etc.

- vi. Unethical treatment of competitors during harvesting of handicrafts and handicrafts products shall be avoided. Players shall avoid unfair attacks to their competitors.
- vii. Exploration of wildlife (animals, birds etc.) for purposes of handicrafts and souvenir shall be done in accordance with the provisions of the Uganda Wildlife Act 2019.



Extraction/harvesting of raw materials for making handicrafts shall be done in a responsible and sustainable manner.

7.3 Crafts Production Centers/Producers

In order to ensure production and supply of quality handicrafts which meet the market needs, all Handicraft production centers shall:

- i. Be registered and licensed
- ii. Be encouraged to be members of the registered Handicraft association that are representative of their interest in their locality where an appropriate database shall be maintained.
- iii. Have in place rules and regulations on occupational health and safety in order to ensure that the production processes do not in any way put the health of the workers at any sort of risk.
- iv. Ensure that workers are provided with appropriate wear and protective gear to enhance their safety at the work place.
- v. Conform to the construction standards and guidelines issued by the local authorities when constructing workshops and any other infrastructure for the centers. The facilities shall be conducive to human health and safety.
- vi. Have in place an environmental protection plan. This shall among others provide for sustainable exploration of raw materials, waste disposal and management, air quality management, noise pollution control, waste water management, Toxic and chemical substance disposal management, eco innovation etc.
- vii. Be encouraged to enhance their enterprise business capacity through embracing opportunities for enterprise development, financing, improved product and service quality, linkages and collaboration and ability to meet customer standards and specifications.

- viii. Ensure that the artisans are well trained, skilled and equipped with appropriate tools and technology in order to improve product finish, quality and delivery and supply capacity of quality products.
- ix. Encourage the production of Ugandan craft that depict a more conspicuous and recognizable cultural representation and identity.
- x. Be encouraged to exploit the tourism related opportunities such as the use of handicrafts as gifts, as décor in accommodation and restaurant facilities and potential for use in craftsmanship skills in fashion and design.
- xi. Ensure that the product pricing strategy offers customers/clients with value for money.
- xii. Discourage unethical treatment of competitors during production of handicrafts and handicrafts products. Producers should avoid unfair attacks on their competitors.
- xiii. All production centers shall be required to maintain proper records and data on their operations, transactions and activities for record keeping purposes.



All crafts production centers and workshops shall have in place rules and regulations on occupational health and safety in order to ensure that the production processes do not in any way put the health of the workers at any sort of risk.

7.4 Distributors of crafts

- i. A register of crafts and souvenir distributors shall be maintained.
- ii. Distributors will conduct business in accordance with applicable environmental laws and sustainable practices.
- iii. Distributors shall conduct themselves with integrity with regard to honesty, transparency and responsibility and desist from engaging in any forms of unethical

- conduct and practices to obtain improper advantage through practices such as fraud, deceit, theft, bribery, use of abusive or offensive language etc.
- iv. Distributors who receive information on a confidential basis shall maintain that confidentiality and shall use the information only in the performance of their obligations.
 - v. Distributors shall respect the intellectual property rights of others and comply with their legal and contractual obligations with respect to the protection of all intellectual property provided to them by or on behalf a third party.
 - vi. All distributors shall have equal access to government incentives
 - vii. Crafts distributors shall ensure that the product pricing offers customers/clients with value for money.
 - viii. Unethical treatment of competitors during distribution of handicrafts and handicrafts products shall be avoided. Distributors shall avoid unfair attacks to their competitors.
 - ix. Distributors shall ensure that any form of communication that they make or pass out to the public is sensitive to cultural values and beliefs.
 - x. All distribution centers for handicrafts and souvenirs shall be kept clean and should be able to provide a safe and conducive shopping environment.
 - xi. All distributors shall be required to maintain proper records and data on their operations, transactions and activities for record keeping purposes.

7.5 Importation of Handicrafts products

- i. All importers of handicrafts and souvenirs shall be registered and licensed by the relevant authorities.
- ii. All handicrafts importers shall respect and adhere to the laws, policies, regulations and standards of the countries they are importing from.
- iii. All handicrafts importers shall respect and adhere to all national/domestic laws, policies, regulations and standards relating importation of goods and services.
- iv. All importers shall conduct themselves with integrity and desist from engaging in any forms of unethical conduct and practices such as fraud, deceit, theft, use of abusive or offensive language etc. Importers shall not engage in corruption, extortion, embezzlement or bribery to obtain improper advantage.
- v. Imported materials to be used in handicrafts and souvenir production shall, where possible, be certified by Uganda National Bureau of Standards (UNBS).
- vi. Importation of handicrafts and handicrafts raw materials shall be limited to raw materials and products that cannot be adequately produced locally.
- vii. All imported or locally produced products shall not be disguised as otherwise for financial gain or any other reason.
- viii. All importers shall be required to respect and adhere to their contractual obligations.
- ix. Unethical treatment of competitors during importation of handicrafts and handicrafts products shall be avoided. Importers shall avoid unfair attacks to their competitors.
- x. All importers shall be required to maintain proper records and data on their operations, transactions and activities for record keeping purposes.

7.6 Exporters of Crafts products

- i. All handicrafts exporters shall be registered and licensed by the relevant authorities.
- ii. All handicrafts exporters shall respect and adhere to the laws, policies, regulations and standards of the countries to which they are exporting goods/services.
- iii. Exporters shall be expected to conduct themselves with integrity and desist from engaging in any forms of unethical conduct and practices such as fraud, deceit, theft, use of abusive or offensive language etc. Exporters shall not engage in corruption, extortion, embezzlement or bribery to obtain improper advantage. Exporters shall be required to uphold values of honesty, transparency and responsibility all the time.
- iv. All handicrafts exporters shall respect and adhere to all national/domestic laws, policies, regulations and standards relating exportation of goods and services.
- v. All products to be exported shall meet the necessary standards for export as shall be stipulated by the relevant authority responsible for regulating export in Uganda.
- vi. All products to be exported shall be well packaged and branded for identification purposes.
- vii. All exporters shall be required to adhere to their contractual obligations.
- viii. All exporters shall ensure that the product pricing strategy offers customers/clients with value for money.
- ix. Unethical treatment of competitors during exportation of crafts and crafts products shall be avoided. Exporters shall avoid unfair attacks to their competitors.
- x. All exporters shall be required to maintain proper records and data on their operations, transactions and activities for record keeping purposes.

7.7 Consumers of Handicrafts and Souvenirs

- i. Consumers shall be expected to conduct themselves with integrity and desist from engaging in any forms of unethical conduct and practices such as fraud, deceit, theft, shop lifting, use of abusive or offensive language etc. Customers shall not engage in corruption, extortion, embezzlement or bribery to obtain improper advantage.
- ii. Consumers shall not engage in any form of harassment towards their clients/management or staff.
- iii. Consumers shall be expected to honour and live up to their contractual obligations.



Baskets would be produced from raw materials that are environmentally friendly

7.8 Employers

- i. Employers shall comply with the employment laws, rules and regulations of Uganda.
- ii. Employers shall comply with Global Human Rights Standards, provide equal opportunities when recruiting workers and desist from engaging in acts of forced labour, under age employment and exploitation of workers (overworking and underpaying workers).
- iii. Employers will foster a favorable working environment to the workers that is free of harassment, bullying and discrimination.
- iv. Violence and abuse of any form at the work place is not acceptable.
- v. Employers shall guarantee health and safety of workers on the job, taking measures as are considered reasonable to maximize prevention of occupational risk.
- vi. Employers shall treat employees with dignity, respect and justice, taking into consideration their different cultural sensitivities and values and beliefs.
- vii. Discrimination against workers on grounds of race, religion, age, nationality, sex or any other personal or social condition different from the conditions of merit and capacity shall not be acceptable.
- viii. Employers shall adhere to all the statutory safety and security rules and regulations, and put in place safety and security measures to protect staff, visitors and the general public from any potential safety and security dangers.
- ix. Employers shall treat workers fairly and with respect.
- x. Employers shall endeavor to pay their workers on time and a value that is commensurate to the work done.

- xi. Employers shall respect the workers' rights of association, union membership and collective negotiation.
- xii. Employers shall endeavor to facilitate workers' capacity development through education, training, skills enhancement and capacity building so as enhance employee productivity.

7.9 Employees/Workers

- i. All employees/workers shall treat company property, whether material or intangible with in a responsible manner. The employees shall not misuse company equipment, which includes trademarks, copyright, information, reports etc. Employees shall also protect company facilities such as cars, offices etc. from damage and vandalism whenever possible.
- ii. All employees/workers shall conduct themselves with integrity and desist from engaging in any forms of unethical conduct and practices such as fraud, deceit, theft, use of abusive or offensive language etc. Employees shall not engage in corruption, extortion, embezzlement or bribery to obtain improper advantage.
- iii. All employees/workers shall fulfill their job duties with integrity and respect toward customers, stakeholders and community.
- iv. Employees/workers shall respect and fulfill their job duties and schedules. Employees should avoid any personal, financial or other interests that might hinder their capability or willingness to perform their job duties.
- v. Employees/workers shall be friendly and collaborative. They should not try to disrupt the workplace or present obstacles to their colleagues' work.
- vi. All employees/workers shall be open for communication with colleagues, supervisors or team members.
- vii. All employees/workers should read, respect and adhere to company policies and regulations.
- viii. Employees/workers will comply with all applicable laws, rules and regulations when performing your duties.
- ix. All Employees/workers shall be sensitive to protection of the environmental in the course of their work, and they shall comply with all statutory environmental requirements.

7.10 Local Communities

- i. Local communities shall respect, conserve and protect the environment from where raw materials for handicrafts can be extracted.
- ii. The local community members shall be supportive of other members to engage and participate in the handicrafts industry as producers, suppliers or employees for the benefit of their community members' livelihoods. The community members should not in any way disrupt legal handicrafts business entities and activities in the community.
- iii. Community members should be welcoming, respectful and where possible supportive to legitimate investors in the crafts industry in their communities.

- iv. Community members shall be respectful and welcoming to visitors in their communities because these also provide market for handicrafts and souvenirs in the communities.



The local community members shall be supportive of other members to engage and participate in the handicrafts industry as producers, suppliers or employees for the benefit of their community members' livelihoods.

7.11 Civil Society

Civil society bodies in the handicrafts sector shall;

- i. Respect human rights and institutions, and promote them wherever possible.
- ii. Respect and adhere to all existing statutory and community laws, policies and regulations
- iii. Maintain the principle of political neutrality, without interfering politically in those communities where they carry out their activities, also as a demonstration of respect for the different opinions and sensitivity of people in the sector.
- iv. Maintain licit and respectful relationships with local communities, public authorities and institutions.
- v. Respect Public entities and non-government entities and organizations.

7.12 Associations involved in Handicrafts and Souvenirs

- i. All Handicraft associations shall be legal, registered and licensed entities. No member from the handicrafts fraternity or sector shall engage with an association that has not been licensed or whose recognition has been suspended.
- ii. A register of all recognized and licensed associations and their members shall be kept by the relevant authority
- iii. All Handicrafts Associations shall only operate within the scope of activities or areas of specialization for which they are licensed.
- iv. All Associations shall have in place proper administrative structures and facilities such as an office, a constitution etc.
- v. Freedom of association in the sector – All players shall have freedom to create and join any association of their choice provided they meet the requirements and respective guidelines. Subscription/membership to an association shall be at will and not by force. Motivation to join an association shall be driven by the benefits that accrue rather than coercion.
- vi. No Handicraft Association shall be allowed to enlist as a member a person who has been suspended or expelled by another licensed crafts association in the same line of operation unless such a person has cleared the issues or charges that occasioned suspension or expulsion.
- vii. No handicraft Association shall be recognized under a name identical to that of any other existing association or under any name likely, in the opinion of the licensing Authority, to mislead the members of the public as to its identity.
- viii. Where the licensing Authority is in receipt of two Handicrafts Sector Associations with the same name, the older one by recognition date of receipt shall be granted use of the name and the new entity shall be declined or asked to get a new name.
- ix. The Licensing authority shall not recognize an association if it fails to meet the requirements to qualify for a license that shall be specified in the guidelines that will be issued by the licensing authority.
- x. The Licensing Authority may cancel registration where a Handicraft Association if it-
 - a. Has been convicted of an offence under the guidelines issued by the licensing authority;
 - b. Ceases to be qualified for the issue of registration under licensing guidelines;
 - c. Has engaged in any criminal activity.
- xi. All Handicraft Associations shall encourage members to be mindful of environmental protection and sustainably in the course of their work.
- xii. All Associations shall encourage and support members in their professional development. This is intended to facilitate capacity building, enhance professionalism and facilitate quality products and services in the sector.
- xiii. Associations shall operate along structures, values and principles that promote respect. Discrimination based on age, race, colour, gender, political and religious beliefs etc. shall not be acceptable.
- xiv. All associations shall endeavor to create spirit of collaboration among members within the same association.

7.13 Rewards, Sanctions and Conflict Resolution

7.13.1 Rewards

Good ethical conduct shall be rewarded appropriately. The rewards shall include; but not be limited to;

- a) Word of recognition of good conduct
- b) Open praise
- c) Letters of recommendation
- d) Presents
- e) Certificate of merit
- f) Award of medals

7.13.2 Sanctions

Violation of this Code of Conduct shall constitute professional misconduct leading to either warning or withdrawal of Trading license or certificate of practice. This shall be done by the Local government upon instruction from the Rewards and Sanctions Committee.

Co-regulation - The sanctions shall also be implemented through an approach of co-regulation. This shall entail a collaborative approach among the existing regulatory bodies with consideration to the various existing laws and provisions on breach of laws and ethical conduct. Some of the applicable regulatory tools to which this Code of Conduct is aligned include; the Uganda Wildlife Act, the Uganda Police Act (penalties), Uganda Wildlife Act, 2019, the Uganda Environment Act 2019.

7.13.3 Conflict Resolution

Any dispute arising out of the violation of the Code of Conduct, which cannot be amicably settled or corrected by the concerned, shall be referred to adjudication/arbitration in accordance with the laws of Uganda.

8 APPENDIX: IMPLEMENTATION FRAMEWORK FOR THE CRAFTS AND SOUVENIR CODE OF CONDUCT

Development of the Code of Conduct

The Ministry of Tourism, Wildlife in consultation with stakeholders in the handicrafts and souvenir sector shall take the lead responsibility for developing and enforcing the Code of Conduct for the handicrafts and souvenir sector of Uganda.

Overall Purpose and objective of the code of conduct

The overall purpose and objective of the Code of Conduct is to integrate sustainable practices along the entire value chain of Uganda's handicrafts and souvenir industry.

The elements of sustainability in this context involve practices that;

- Respect and conserve the environment
- Respect human rights
- Preserve culture and heritage
- Integrate locals into the economic and social fabric
- Respect rights of workers and entrepreneurs
- Promote tolerance and gender equality
- Encourage and promote knowledge and innovation

Target Users and beneficiaries of the Code of Conduct

This Code of Conduct is intended to streamline the souvenirs sector along the entire value chain from production to consumption. The Code of Conduct applies to the following target users and beneficiaries: -

- Organizations/individuals involved in production of raw materials for handicrafts and souvenirs
- Organizations/individuals involved in exploration of raw materials for handicrafts and industries
- Organizations/individuals involved in production/manufacture of handicrafts and souvenirs
- Organizations/individuals involved in trade and or distribution of handicrafts and souvenirs i.e. importation, exportation, retail (local and international)
- Organizations/individuals involved in consumption of both raw materials for handicrafts and souvenirs and as well as finished products
- Organizations/individuals involved in regulation of handicrafts and souvenir activities
- Organizations/individuals involved in handicrafts and souvenir training and capacity building services
- Entrepreneurs in the area of handicrafts and souvenirs
- Organizations/individuals involved in technology (equipment, systems and software) for handicrafts and souvenirs
- Organizations/individuals involved in research on handicrafts and souvenirs
- Associations in the handicrafts and souvenir industry
- Organizations/individuals involved in coverage and publication (print and electronic) on handicrafts and souvenirs

Enforcement

The Code of Conduct shall be enforced through the existing government structures and Handicrafts associations. Enforcement and implementing of the Code of Conduct shall be a primary responsibility of the Ministry of Tourism, Wildlife and Antiquities in partnership

with other government agencies such as Ministry of Trade and Cooperatives and the Ministry of Local Government among others.

The legislative enforcement of the Code of Conduct shall be enforced through an approach of co-regulation. This shall entail a collaborative approach among the existing regulatory bodies with consideration to the various existing laws and provisions on breach of laws and ethical conduct.

Some of the applicable regulatory tools to which this Code of Conduct is aligned include; the Uganda Wildlife Act, the Uganda Police Act (penalties), Uganda Wildlife Act, 2019, the Uganda Environment Act 2019 and the Local Government Act i.e. the Trading License.

Compliance to this Code of Conduct shall constitute part of the criteria for awarding a Trading License by the Ministry of Local Government. Violation of the Code of Conduct may attract withdrawal of the Trading license by the Ministry of Local Government.

Rewards, Sanctions and Conflict Resolution

Ardent compliance to this Code of Conduct shall attract recognition and reward from the Ministry of Tourism, Wildlife and Antiquities.

The rewards and sanctions committee shall be established by the Ministry of Tourism, Wildlife and Antiquities.

The committee shall be responsible for rewarding compliance to the Code of Conduct and issuing sanctions for non-compliance.

The committee shall be composed of representation from;

- a) The Ministry of Tourism, Wildlife and Antiquities
- b) The Ministry of Trade, Industry and Cooperatives
- c) The Ministry of Local Government
- d) Ministry Gender, Labour and Social Development
- e) Umbrella Association for Crafts and souvenirs

The administrative framework of the committee shall be developed by the Ministry of Tourism, Wildlife and Antiquities.

Rewards

Good ethical conduct shall be rewarded appropriately. The rewards shall include but not limited to;

- g) Word of recognition of good conduct
- h) Open praise
- i) Letters of recommendation
- j) Presents
- k) Certificate of merit
- l) Award of medals

Sanctions

Violation of this Code of Conduct shall constitute professional misconduct leading to either warning or withdrawal of Trading license by the Ministry of Local Government. This shall be done upon advice/instruction from the Rewards and Sanctions Committee.

Co-regulation - The sanctions shall also be done through an approach of co-regulation. This shall entail a collaborative approach among the existing regulatory bodies with consideration to the various existing laws and provisions on breach of laws and ethical conduct. Some of the applicable regulatory tools to which this Code of Conduct is aligned include; the Uganda Wildlife Act, the Uganda Police Act (penalties), Uganda Wildlife Act, 2019, the Uganda Environment Act 2019.

Conflict Resolution

Any dispute arising out of the violation of the Code of Conduct, which cannot be amicably settled or corrected by the concerned parties, shall be referred to adjudication/arbitration in accordance with the laws of Uganda.

Stakeholder roles and responsibilities in implementing the Code of Conduct for Handicrafts and Souvenirs

Stakeholder	Roles and Responsibilities
Ministry of Tourism, Wildlife and Antiquities	<ul style="list-style-type: none">○ Develop and enforce the Code of Conduct in partnership with the Ministry of Local Government.○ Review and amend the Code of Conduct in consultation with stakeholders.○ Develop and implement regulations, standards and guidelines to enforce the Code of Conduct.○ Sensitize stakeholders on the Code of Conduct.○ Reproduce and disseminate hard and soft copies of the Code of Conduct in the sector.○ Facilitate stakeholder participation in the implementation of the Code of Conduct.○ Support strengthening and reorganization of the private sector into a strong self-

	<ul style="list-style-type: none"> regulating body by supporting the creation of handicrafts associations. ○ Undertake lobbying and advocacy activities at the highest political level in the country to streamline the handicrafts sector. ○ Provide an enabling environment for the production and trade in handicrafts and souvenirs. ○ Development and commercialization of cultural industries and products. ○ Interlinkage of tourism with handicraft sector development. ○ Handicraft sector programme and budget support. ○ Re-organization of Handicrafts Association(s) for effective implementation of the Code of Conduct through self-regulation. ○ Undertake monitoring and evaluation for the implementation of the Code of Conduct.
Ministry of Trade, Industry and Cooperatives	<ul style="list-style-type: none"> ○ Sensitize stakeholders on the Code of Conduct. ○ Facilitate stakeholder participation in the implementation of the Code of Conduct. ○ Support strengthening and reorganization of the private sector into a strong self-regulating body by supporting the creation of handicrafts associations. ○ Undertake lobbying and advocacy activities at the highest political level in the country to streamline the handicrafts sector. ○ Provide an enabling environment for the production and trade in handicrafts and souvenirs. ○ Development and commercialization of cultural industries and products. ○ Interlinkage of tourism with handicraft sector development. ○ Re-organization of Handicrafts Association(s) for effective implementation of the Code of Conduct through self-regulation.
Ministry of Gender, Labour and Social Development (MGLSD)	<ul style="list-style-type: none"> ○ Cultural policy and programmes and recommendation ○ Resource mobilization and budgetary provision for programme implementation. ○ Review, initiation and harmonization of laws related to culture. ○ Co-ordination of institutional framework for promotion of culture. ○ Development and enforcement of regulations, standards and guidelines. ○ Protection of intellectual property rights of cultural practitioners. ○ Domestication of international and regional Conventions relating to culture.
Ministry of Education and Sports (MOES)	<ul style="list-style-type: none"> ○ Integration of Art and handicraft issues, concerns and programmes into the educational curriculum at relevant levels. ○ Entrenchment of art and handicrafts skill training for sector manpower development.
Local Governments	<ul style="list-style-type: none"> ○ Enforce the Code of Conduct through the structures of the Trading license ○ Issue of trading license to compliant enterprises. ○ Make rules for the conduct and inspection of enterprises. ○ Make bye-laws for the proper management of local resources to ensure adherence to provisions in the Code of Conduct. ○ Sensitize and create awareness for handicrafts enterprises about the Code of Conduct.

The Uganda National Bureau of Standards	<ul style="list-style-type: none"> ○ Develop standards to be aligned into the handicrafts and souvenir Code of Conduct. ○ Ensure that national standards are provided for in the handicrafts and souvenir Code of Conduct and are enforced.
Uganda Export promotion Board (UEPB)	<ul style="list-style-type: none"> ● Development of sector export strategy and ensure integration of ethical aspects.
Handicrafts Associations	<ul style="list-style-type: none"> ○ Lobby government and other stakeholders on ethical matters of concern for association members. ○ Sensitize members about the handicrafts Code of Conduct. ○ Advocate for incorporation of standards and ethical practices in the Code of Conduct. ○ Disseminate the Code of Conduct to association members. ○ Encourage members to adhere to the Code of Conduct.
Ministry of Foreign Affairs	<ul style="list-style-type: none"> ○ Promote and distribute the Code of Conduct ○ Mainstream handicrafts promotional activities in the Ministry's activities ○ Sensitization of stakeholders about the Code of Conduct