

# Green Shifts Ambassador Program

## Code of Conduct

### 1. Purpose

This Code of Conduct sets out the ethical standards, responsibilities, and behavioral expectations for all individuals participating in the Green Shifts Ambassador Program. Acceptance of this Code is a mandatory condition of participation.

### 2. Definition of an Ambassador

2.1 A Green Shifts Ambassador is an individual who supports the mission of Green Shifts by raising awareness of energy-efficient, water-responsible, and low-carbon housing within personal and community networks.

### 3. Role and Representation

3.1 A Green Shifts Ambassador acts as a community advocate for energy-efficient, water-responsible, and low-carbon housing.

3.2 An ambassador is not an investor, sales agent, contractor, broker, or technical advisor.

3.3 An ambassador must clearly disclose their association with Green Shifts when making any referral or representation.

### 4. Scope of Engagement

4.1 The ambassador's role is limited to:

- Raising awareness within personal networks
- Encouraging informed consideration of sustainable housing
- Referring interested individuals to Green Shifts

4.2 Ambassadors must not:

- Quote prices, costs, or savings
- Offer technical, engineering, or architectural advice
- Make commitments on behalf of Green Shifts
- Negotiate contracts or terms

All technical and commercial matters remain the sole responsibility of Green Shifts.

### 5. Ethical Conduct

5.1 Ambassadors shall act with honesty, respect, and integrity at all times.

5.2 No pressure, coercion, exaggeration, or misrepresentation is permitted.

5.3 Sustainability benefits must not be overstated or presented as guaranteed outcomes.

5.4 Personal relationships must not be exploited for financial gain.

### 6. Incentives and Transparency

6.1 Any incentives provided under the program are recognition of contribution, not commission or payment for persuasion.

6.2 Ambassadors must not disclose incentive amounts before they actually get it, or use incentives as a selling tool.

6.3 Incentives are payable only under conditions defined by Green Shifts and subject to verification.

### 7. Confidentiality and Responsible Handling of Information

7.1 Ambassadors may, through personal or community relationships, become aware of personal, contact, or project-related information of prospective clients.

7.2 Ambassadors must treat all such information as confidential and must not share, disclose, publicize, or use it for any purpose without the explicit consent of the individual concerned.

### 8. Professional Boundaries

8.1 Ambassadors must not present themselves as experts or decision-makers.

8.2 Any question beyond basic awareness must be referred directly to Green Shifts.

8.3 Ambassadors shall avoid conflicts of interest and disclose any potential conflict immediately.

### 9. Compliance and Accountability

Any breach of this Code may result in:

- Suspension from the program
- Termination of ambassador status
- Forfeiture of pending incentives

### 10. Acceptance and Acknowledgment

By signing below, the undersigned confirms that this Code of Conduct has been read, understood, and accepted, and agrees to comply fully with its provisions while participating in the Green Shifts Ambassador Program.

Name:

Sign:

Date:

GSAP#

# Green Shifts Ambassador Program

## Hybrid Incentive Model

### 1. Purpose of the Policy

This policy defines the incentive structure for the Green Shifts Ambassador Program. Its objective is to recognize ambassadors for responsible awareness-raising and referrals while safeguarding trust, transparency, and ethical conduct.

### 2. Guiding Principles

The incentive framework is governed by the following principles:

1. Incentives recognize **contribution**, not pressure or persuasion.
2. Ambassadors are **not sales agents, contractors, or investors**.
3. Financial rewards must never compromise honesty or social trust.
4. Non-financial incentives take precedence over monetary rewards.
5. All incentives are transparent, documented, and performance-linked.

### Construction Management

An individual becomes eligible for incentives only after:

- Completion of Green Shifts Ambassador Training
- Signing of the Ambassador Code of Conduct
- Formal onboarding and issuance of Ambassador Identification

No incentives are payable for informal advocacy prior to enrollment.

### Tier 1: Non-Financial Incentives (Primary)

Non-financial incentives are granted to all active ambassadors as the core reward mechanism.

#### 4.1 Certification and Status

- Official designation as **Certified Green Shifts Ambassador**
- Renewable annually based on ethical compliance and participation

#### 4.2 Recognition and Visibility

- Inclusion in city-wise ambassador listings
- Public acknowledgment during Green Shifts events and campaigns

#### 4.3 Capacity Building

- Priority access to advanced training sessions on energy efficiency, water conservation, and low-carbon housing
- Early exposure to new Green Shifts design concepts and technologies

#### 4.3 Capacity Building

- Priority access to advanced training sessions on energy efficiency, water conservation, and low-carbon housing
- Early exposure to new Green Shifts design concepts and technologies

#### 4.4 Community Belonging

- Invitations to ambassador forums and learning circles
- Digital badges and branded identification materials

### Tier 2: Cash Incentives (Secondary, Conditional)

Cash incentives are limited, capped, and milestone-based

#### 4.5 Conditions for Cash Incentives

Cash incentives are payable only when:

- A referred household independently contacts Green Shifts and construction agreement is signed.

### 6. Monitoring and Compliance

- All referrals are tracked through a centralized system
- Periodic reviews assess compliance with ethical standards
- Repeated violations result in permanent removal from the program

### 7. Review and Amendments

This policy will be reviewed annually to ensure relevance, fairness, and ethical alignment with Green Shifts' mission of promoting energy-efficient and low-carbon housing in Pakistan's metropolitan areas.

### 8. Values Lead, Incentive Follows

The Green Shifts Hybrid Incentive Policy ensures that values lead and incentives follow. By combining recognition, learning, and modest financial appreciation, the program promotes ethical influence, sustained engagement, and long-term trust within communities.

### 9. Disclaimer

This policy shall be read in conjunction with the Cash Incentive Cap Model and the GSAP Code of Conduct.

Name:

Sign:

Date:

GSAP#

# Green Shifts Ambassador Program

## Cash Incentive Cap Model

### 1. Design Logic

The cash incentive is designed to be:

- Meaningful but not lucrative
- Appreciative, not transactional
- Outcome-linked, not persuasion-linked

The amounts are intentionally kept below the threshold where social advice turns into sales behavior, which is critical in Pakistan's family-driven housing decisions.

### 2. Incentive Trigger Points (Permissible Events)

A cash incentive is payable only when:

- A referred client signs a formal construction agreement with Green Shifts, and
- The agreement is verified internally.

Key Conditions

- No incentives for conversations, site visits, or design discussions
- No advance or partial payments
- Incentive amounts remain modest and capped
- Incentives are classified as recognition of contribution, not commission

### 3. Recommended Cash Incentive Caps (PKR)

Maximum Cash Incentive (PKR) after signing of the Construction Contract between Green Shifts and the Client is PKR 50,000 – PKR 100,000

Justification:

In metropolitan Pakistan, a typical urban house construction ranges from PKR 25–40 million. These incentive levels remain symbolic relative to project value, preventing undue influence.

#### B. Monthly Ambassador Cap

- Maximum Monthly Cash Incentive PKR 100,000

#### C. Annual Ambassador Cap

- Maximum Annual Cash incentive per Ambassador PKR 600,000

Beyond this threshold, ambassadors may continue participation but receive non-financial rewards only (recognition, training, leadership roles).

This cap ensures:

- No ambassador earns a primary income through referrals
- Influence remains relational, not commercial
- Program credibility is protected

### 4. Payment Structure & Timing

- Payments are post-verification only
- Disbursed quarterly to discourage short-term pressure tactics
- Subject to compliance review and confirmation of ethical conduct

No cash advances, retainers, or guaranteed payments are permitted.

### 5. Ethical Framing (Mandatory Language)

Internally and externally, cash incentives must be described as:

"Recognition for time, effort, and responsible referral- not commission, brokerage, or sales income."

Ambassadors are strictly prohibited from:

- Quoting incentive amounts to clients or their families
- Using incentives as persuasion tools
- Suggesting personal financial gain from referrals
- Ambassadors must not promise, offer, or imply sharing any cash or incentive with clients, family members, or referred individuals.

### 6. Alignment with Pakistan's Social Norms

This cap model respects three realities of Pakistan's housing market:

- Family trust is non-negotiable
- Housing advice is socially sensitive

In our professional assessment, these caps are high enough to respect effort and low enough to protect morality.

Name:

Sign:

Date:

GSAP#