



SAINT LOUIS UNIVERSITY
SCHOOL OF ACCOUNTANCY, BUSINESS MANAGEMENT,
COMPUTER AND INFORMATION STUDIES
DEPARTMENT OF INFORMATION TECHNOLOGY



"Halikha Ethical and Social Responsibility Plan"

TECHNOPRENEURSHIP
9497 - IT 315

Final Project

SUBMITTED BY:

Alisto, Divine Marie
Dadural, Justin Christian
De Jesus, Jose Miguel
Dumlao, Villamor
Lucas, Benito Zen

SUBMITTED TO:

Ms. Kimberlyn Fernando

SUBMITTED ON:

December 8, 2023

Ethical Framework Development:

Core Values:

1. Integrity

We strive to highlight the importance of ethical behavior, honesty, and adherence to strong moral principles in all aspects of Halikha's operations. This would signify a commitment to maintaining trust and upholding high ethical standards within the artistic community and the broader customer base.

2. Diversity and Inclusion

Our commitment involves fostering an environment that values diversity among creators, customers, and employees. We strive for promoting open communication, ensuring equal opportunities, and proactively addressing barriers to inclusion. Ultimately, our aim is to establish a space where everyone feels a sense of belonging, where unique contributions are recognized, and diversity is celebrated as a fundamental strength of our community.

3. Sustainability

We are committed to sustainably maintain our creative operations. Through the use of eco-friendly materials, and reducing carbon footprint through local productions, we strive to minimize environmental impact while celebrating artistic expression.

4. Fair Compensation

In our commitment to support local independent artists, we are offering fair compensation for their artworks. This not only serves to provide tangible support but also aims to foster an environment that encourages and motivates these talented individuals to continue sharing their unique designs on our platform.

Fraud and Manipulation Policy:

Halikha maintains a zero-tolerance policy towards fraud and manipulation in all operations. We are committed to upholding the highest standards of integrity and transparency in our business practices.

Any fraudulent activity, including but not limited to stealing artworks (unauthorized copying, reproduction, or distribution of someone else's intellectual property), misrepresentation, deceit, or manipulation, will be thoroughly investigated.

Violations of this policy may result in disciplinary action, including termination of the artist store account. We encourage all stakeholders to report any suspected fraudulent behavior promptly through established channels, ensuring a proactive approach to maintaining the trust and credibility of our company.

Our attempts to actively enforce these policies include making use of technology such as:

1. Image Recognition

Implementing image recognition algorithms to help detect unauthorized use of artists' intellectual property.

2. Digital Watermarking

Adding a feature where artists can add digital watermarking to their designs when presenting them to the market. This enables artists to protect their designs from beings

3. Dedicated Channels for Reporting

By establishing a channel for reporting for users to report any violations or issues, we ensure that the reporting process is accessible and streamlined.

Human Resources Policies and Recruitment Procedures

In our hiring practices, we prioritize building a team that reflects a broad range of backgrounds, perspectives, and experiences. Regardless of age, gender, background, or color, our commitment to hiring is grounded in merit and qualifications, with a special emphasis on character, positive attitude, and a strong work ethic.

We believe that by fostering diversity within our workforce, we not only enrich our organizational culture but also enhance our ability to understand and meet the diverse needs of our global community of artists and customers.

Social Responsibility Plan:

1. Less carbon footprint

When a customer places an order, the production center located nearest to the region will be responsible for handling the production process. Our commitment extends to selecting the most energy-efficient method for delivering the product to the customer.

2. Print-on-Demand model

The platform's print-on-demand model minimizes environmental impact by eliminating excess inventory. Products are manufactured upon order placement, reducing costs associated with warehousing, logistics, and storage.

3. Support Local Independent Artists

Halikha is centered on empowering and promoting the thriving creative talent within our local communities. By prioritizing collaborations with regional artists, we aim to provide them with a platform to showcase their work, fostering economic sustainability and recognition. Through

generous compensation and transparent partnerships, we ensure that these artists receive due recognition and further encourage them for their contributions.

Challenges and Solution

1. **Copyright and Content Ownership** - as a content management platform, the main issue revolves around content ownership and observance of copyright practices. Such issues include stealing content and ideas from other creators around our platform, which may violate ownership laws.

Preventive measures such as implementing AI in order to compare content across the platform before a content is posted to check if the existing image or artwork being uploaded is already in existence. In addition, in cases AI fails to cover such cases, there will be a reporting feature to process and resolve the issue, informing immediately about the issue.

2. **Labor and Employee Management and Practices** - as a startup, we are prone to issues such as low wages and vague working practices, resulting in a poor working environment. In addition, we can also mismanage our creators, straying them further from our platform.

In order to minimize and prevent such issues, clearly defined business operations and policies should be established, and fair wage policies should be implemented, which will increase over time with the inclusion of benefits as the business grows. Pro-employee and creator practices should also be observed at all times in the scope of the provisions defined in the policies.

3. **Social Engagements** - as a public platform, conflicts and disputes among the creators, customers, and platform users is inevitable. Such issues may affect the image of the platform as a whole, making it an unsafe space for creators.

To resolve this issue, reporting and investigative features and resolving policies are done within the platform, which penalizes offending users to show that the platform does not tolerate offensive actions.

4. **Marketing Practices** - as a marketing-heavy platform, we may have issues in promoting our platform, such as going beyond the border of what it can really do, and losing ethics in marketing practices. This may cause disappointment among first-time users, which may cause low ratings for the platform.

Preventive measures such as strictly checking publication materials and paraphernalia should be taken into consideration to ensure that they pass the standards and policies related to the marketing practices of the platform.

5. **Environmental Footprints** - as a startup that will begin its journey in an environmentally adhering town, our duty is to ensure that the materials used in our products and services offered conform to sustainable practices.

To ensure that this is followed, an environmental code should be created in order to promote sustainable practices for our products and operations. It will contain the standards in our operations and products that adhere to the principles of environmentally friendly practices.

6. **Data Privacy and Security Issues** - as a technology-dependent platform, we are prone to cybersecurity risks and potential data breaches, resulting in mishandling of data, leakage of personal information, and more threats that may break data protection policies.

To resolve such issues, protective measures within our platform, such as network security that is compliant with standard practices, should be implemented to compensate for the platform compromises. In addition, data privacy protective measures should be implemented by adhering to the laws and regulations of the territory in which we are operating.

Stakeholder analysis

1. Local Artists and Students

The ethical and social responsibility practices outlined, including fair compensation, diversity celebration, and inclusive hiring, have a profound impact on art students and local artists. By offering fair compensation, emerging artists receive equitable payment for their contributions, providing financial support and recognition. The celebration of diversity ensures that artists from various backgrounds feel valued and appreciated, enriching the creative community with diverse perspectives. Inclusive hiring practices create opportunities for art students and local artists to contribute their unique skills and perspectives to the platform, fostering a dynamic and representative space. These ethical initiatives empower artists by providing a supportive platform where their work is valued, protected, and respected.

2. Local Citizens

Halikha's implementation of ethical and socially responsible practices contribute to the cultural and economic vitality of their communities. Fair compensation and inclusive hiring practices supporting local artists not only cultivate a thriving creative scene but also inject resources directly into the local economy. The celebration of diversity ensures that local citizens, whether artists or consumers, have access to a diverse range of artistic expressions that reflect their community's richness.

3. Customers

Implementing ethical practices for customers ensures that customers are able to trust the products and services provided by Halikha. In addition, it can build customer loyalty and trust to build positive relationships among consumers. This can help the startup gain solid traction.

4. Employees

Employees are one of the most important asset of the startup as they keep the business running and fulfill its purpose. Implementing of ethical practices contributes to their well-being so that they can perform always at their best. Creating a safe working environment promotes the long-term and longevity of employees who will work for the growth of startup so that the business can always have veterans to handle new employees.

5. Startup Founders

For the startup founders who are solely responsible for monitoring that the startup adheres to ethical practices, it can help the image of the startup to be viewed as a safe working environment and community-friendly. When the company is viewed as a safe space, it can grow more users, community support, platform patrons, and potential investors.

Long-Term Vision

The ethical practices of the startup that has been established shall become a catalyst in its sustainability to become a competitive, expansive, and viable business in the long run. Thus, the following are the ways in which how these ethical practices may bear fruit for the business:

1. **Expansion opportunities** - with the startup gaining visibility, it can attract more potential investors for potential expansion, turning it into a viable and sustainable business.
2. **Increased and solidified traction** - with the startup gaining popularity due to its ethical practices, the traction of the business might increase, bringing more people and interested entities into the business and making it viable for the startup to succeed in the long run with the support of the people.
3. **Cultural benefits** - one primary goal of the startup is to promote and showcase culture with the use of art. The platform can provide cultural benefits to many, especially when the time it expands, adhering to cultural ethics.
4. **Successful marketing campaigns** - with the importance of implementing ethical practices on operations, it can build good company reputation, leading to successful marketing campaigns of our platform.
5. **Increased profits** - following ethical business operations may lead to increased profits given the benefits of successful marketing campaigns brought by stable business reputation.