



Fit for the Future Network Sponsorship Criteria

Introduction

By having an ethical sponsorship policy Fit for the Future Network seeks to enable the development of a funding base that is adequate and sustainable. We will not accept sponsorship that could potentially impact negatively on our integrity or reputation or that could conflict with the Networks values.

Aims of the Network:

To ensure all charitable and environmental organisations are sharing best practice and collaborating.

Fit for the Future is a non-commercial, solution-sharing network for organisations that want to become more sustainable, reduce their energy bills and lower the impact they have on the environment. The Network has over 85 members including many large land and property owning organisations, some of the UK's largest charities, as well as public sector organisations.

Fit for the Future is run for the benefit of its' members and therefore is non-commercial. The Network aims to share knowledge and solutions by collaboration between members, giving them the confidence and knowledge to move forward with their projects. At the heart of it all the Network is about collaboration, among members but also with the wider world of sustainability.

Principles

1. Fit for the Future Network will ensure that potential sponsors will not jeopardise its credibility or reputation. It will not be possible for Fit for the Future Network to accept sponsorship that is perceived to be detrimental to the interests of our work.
 - A. Fit for the Future Network **will actively seek** sponsorship from organisations involved with the following:
 - Sustainable energy
 - Promoting more sustainable transport
 - Supplying or producing fairly traded goods
 - Supplying or producing organic, vegetarian/vegan, and local food and drink
 - Sustainable building and maintenance

- Organisations with a positive environmental record
 - Organisations with ethical ownership structures
- B. Fit for the Future Network will **not** seek or accept sponsorship from the following sectors:
- Oil and petrochemical
 - Tobacco
 - Arms manufacture
 - Gambling
 - Companies whose primary purpose is the exploitation of fossil fuel.
2. Fit for the Future Network will not accept sponsorship from any sponsor with a poor reputation for equal opportunities, diversity, working conditions in developing countries or sponsors with a poor environmental record.
 3. Sponsorship from members or similar, like-minded organisations would be most preferable. Sponsorship does not have to be monetary; it can be in-kind support, a media partner or match funding.
 4. No partnership between Fit for the Future Network and a potential sponsor can be loss-making. Whilst some exchanged value may be in-kind, each sponsorship must break even in cash terms.
 5. Fit for the Future Network controls where our branding sits, it will not sit on a partner's page of a website but should be put on promotional event materials, at the discretion of Network staff.
 6. All sponsor communications pass through our approval process and sponsors must liaise with Network staff on all communications and a communications strategy approved.
 7. Sponsors must understand the ethos of Fit for the Future Network and must not do anything to jeopardise this. Sponsors must respect terms of engagement (see below) with Network members set out by Network staff.

Terms of engagement:

- Sponsors can share best practice and case studies with members but no pitching.
- Sponsors would never have access to contact details and not be able to contact them without consent