

Friends of the Earth

Policy for Positive Relationships with Companies

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Policy

Friends of the Earth has been campaigning to change corporate behaviour since it was formed over 30 years ago. Largely this has involved campaigning against corporate policies and practices that damage or threaten our environment and quality of life. However Friends of the Earth believes that it needs to go to further than simply highlighting the unsustainable practices of corporations; we need to transform the way business works and thinks. This requires us to be both positive as well as negative in our engagement with companies.

These guidelines apply nationally to Friends of the Earth England, Wales and Northern Ireland and apply only to relationships with companies.

Principles

We recognise that companies can play a positive role in helping Friends of the Earth achieve its objectives. Where appropriate, Friends of the Earth will work with companies to find positive solutions to environmental problems. This may involve publicly endorsing a company's products or services, benefiting from financial support or associating our name with that of a particular company.

However, it is vital that Friends of the Earth maintains its freedom to act in any way that will further its overall aims and objectives. In addition to this, Friends of the Earth's reputation for independence and integrity, perceived and real, must be maintained at all times.

Therefore Friends of the Earth will not engage in a relationship with any organisation which is the campaign target of Friends of the Earth England, Wales and Northern Ireland, a local group or a member of the Friends of the Earth International network. Friends of the Earth will always adopt a cautious approach to any positive relationships with companies.

Parameters

Our work with companies will be conducted according to our principles, and within the following parameters:

- The corporate marketing partnerships that we enter into within any given year will contribute no more than 5% of our annual income within that year. We will always prioritise partnerships that deliver campaign, as well as marketing and / or fundraising, benefits.
- We will accept donations of money or goods from companies but reserve the right to reject a donation from any company at our discretion.

Procedure

Any company that wishes to work with Friends of the Earth should complete the Relationship Enquiry form at www.foe.co.uk/partnership.html

We will review all proposals on an individual basis. This will involve research into the company's environmental credentials and a risk assessment of the potential relationship. We will respond to all companies who approach us to let them know the outcome of our decision making.

We will always draw up a legally binding contract for any relationship that we judge to be

medium or high risk and will agree terms of reference, objectives and a work plan, which will be reviewed throughout the course of the relationship.

Additionally, Friends of the Earth will not normally work with any companies that operate within the following sectors:

- Fossil fuels
- Chemicals
- Car manufacturers including electric and LPG vehicles
- Logging
- Waste disposal and incinerators
- Nuclear
- Airlines, airport operators and aeroplane manufacturers
- Mining
- Armaments
- Animal testing

These sector exclusions relate only to the company itself, and do not to apply to any parent, subsidiary or related company. However, we do consider relationships with any related company in our decision making.