

Friends of the Earth guidelines:
Policy and Procedure for working with companies

Approved final version: August 2008

Policy

This document provides guidance to Friends of the Earth staff who deal with companies as part of their work, particularly the members of the Corporate Relationships Group. Its aim is to facilitate sound decision-making relating to corporate relationships, within Charity Commission guidance, while protecting Friends of the Earth's reputation.

These guidelines have been written following consultations with Friends of the Earth staff, Boards and local group members. The guidelines apply to Friends of the Earth Trust Limited (Registered Charity 281681) and Friends of the Earth Limited (Registered Company 1533942) nationally to Friends of the Earth England, Wales and Northern Ireland. Separate guidelines exist for Friends of the Earth local groups.

The guidelines apply only to relationships with companies. For the range of relationships that these guidelines cover, see the Glossary.

Parameters

Our work with companies will be conducted according to the following parameters:

- We recognise that companies can play a positive role in helping Friends of the Earth achieve its objectives. Relationships with companies may involve us publicly endorsing a company's products or services, benefiting from financial support or associating our name with a particular company.
- It is vital that Friends of the Earth maintains its freedom to further its overall aims and objectives. In addition, our reputation for independence and integrity must be safeguarded.
- Friends of the Earth will not engage in a relationship with any organisation that, to the best of our knowledge, is the campaign target of Friends of the Earth England Wales and Northern Ireland, Friends of the Earth International, or a member of the Friends of the Earth International network. We may consider entering a relationship with a company that is the target of a campaign run by one of our local groups; such a relationship will be classified as "high risk" (see Procedure). Friends of the Earth will always adopt a cautious approach to any positive relationships with companies.
- Income from companies in any given year will contribute no more than 20 per cent of our annual income within that year.
- We will enter partnerships that deliver either campaign, marketing and / or fundraising benefits but will prioritise relationships that deliver multiple benefits.
- We will apply no limit to the value of gifts in kind that we accept from companies in a given year. Where a single gift in kind is valued at more than 20 per cent of our total income it will be considered "high risk" (see Procedure) and the decision whether to accept will be made by the Boards.
- We will accept donations of money or goods from companies but reserve the right to

reject a donation from any company at our discretion. 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

We recognise, however, that there may be circumstances in which we want to work with a company in an excluded sector. Such relationships will be classified as “high risk”.

These exclusions do not automatically apply to any parent, subsidiary or related companies of those in the excluded sectors; but in our decision making we will consider, as far as possible, any links a company has with organisations in the excluded sectors. We will classify as high risk a relationship with a company that our research indicates is linked to a company in an excluded sector.