



Partnership Policy

The Institute actively seeks opportunities to collaborate with external organisations to achieve shared objectives. We also seek opportunities for income generation through sponsorship.

However it is vital that we maintain our independence and do not allow external partnerships to bring the name of the Institute into disrepute.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and cause related marketing.

Collaborative principles

Any use of the Institute's name or logo by any other organisation must have prior explicit and written consent from the Council or a nominated executive. Press releases which refer to the Institute cannot be issued without prior approval from the Council or a nominated executive.

The Institute seeks, so far as is practical and within the constraints of UK law:

- openness and transparency in its dealings with other organisations;
- initiatives that do not compromise the independent status of the Institute;
- initiatives that will not damage the reputation of the Institute;
- to ensure that the activities of organisations we work with are consistent with our organisational values;
- arrangements where the Institute is considered an equal partner (irrespective of the size or power of the other organisation);
- mutually beneficial outcomes in all collaborations;
- support from more than one organisation where practicable. No company / organisation can expect to acquire an exclusive relationship with The Institute or one that is designed to give that company / organisation an advantage over its competitors.

Exclusions

The Institute does not endorse or approve products or companies (unless explicitly agreed otherwise), and a statement to this effect will be included alongside any branding or promotion associated with products. No partner organisation should infer that acknowledgement of its support by the Institute represents endorsement of its policies, actions or products.

The Institute will not work with, or accept donations from, organisations whose activities, policies, aims or objectives contradict or are inconsistent with its own.

In particular, partnerships with companies proven to be directly involved in any of the following activities will be avoided:

- criminal activity
- weapons or weapons systems manufacture, sale or distribution
- tobacco or alcohol manufacture
- pornography
- human rights violation



- unacceptable environmental or ecological harm

Process

For all collaborations and sponsorship a detailed written agreement on the specific support offered will be agreed by both parties. This agreement will include details of agreed contact people on both sides, the outcomes/outputs expected, how the agreement will be monitored and enforced and when and how progress reports will be provided to funders.

Limitations

The Institute will not accept more than five per cent of total income per annum from one corporate partner, nor more than 30 per cent of total income per annum from commercial organisations, so as not to compromise our integrity.

All cause related marketing and sponsorship with a value of more than £5,000 must be approved by the Council.

Contracts with partners must permit the Institute to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

Transparency

A full list of corporate sponsors giving over £5,000 will be maintained on our website.

The Institute will communicate its commitment to this policy to our stakeholders. A copy of this policy will be displayed on our website within 3 months of its adoption.

Adopted on: 6/11/19

Date of review: November 2020