



Corporate Sponsorship Policy

Aims of Charity

Mission

Gaia Education is a leading-edge provider of sustainability education that promotes thriving communities within planetary boundaries.

Vision

Gaia Education is a leading-edge provider of sustainability education that promotes thriving communities within planetary boundaries. We work towards a resilient future within planetary boundaries where no one is left behind. A world of safe and nutritious food; of clean drinking water; of universal access to sustainability education; of physical, mental and social well-being. A world which uses energy and materials with greater efficiency, distributes wealth fairly and strives to eliminate the concept of waste. A world of universal respect for human rights and human dignity; of justice and equality; of respect for race and ethnicity; and of equal opportunity permitting the full realisation of human potential while promoting shared prosperity.

Commitment to our ethical standards and to the achievement of our purposes

We actively seek opportunities to work together with external organisations to achieve shared objectives, including socially responsible businesses, which are committed to making a positive contribution to a sustainable future. However, it is vital that we maintain our independence and do not allow external partnerships to damage the name and reputation of Gaia Education.

Gaia Education therefore seeks, so far as is practical and within the constraints of UK law, initiatives that do not compromise the independent status of Gaia Education to ensure that the activities of organisations we work with are consistent with our organisational values. This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address corporate sponsorship and cause related marketing in particular. We welcome comments and suggestions as to how these goals can be met.

Avoidance Criteria

Specifically, partnerships with companies involved in any of the following activities will be banned:

- Companies with a verifiable track record of extreme and recurring environmentally damaging policies/activities
- Companies with a verifiable track record of undermining local communities' economic status, health and wellbeing in business activities
- Companies involved in activities related to the sale of GMO products and tobacco manufacture
- Companies involved with arms production and trading

Cause related marketing, affinity marketing and product endorsements

- Gaia Education does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.
- Gaia Education will not promote any products unless published research has shown direct benefit to the public interest.
- Our database will never be given or sold to any third party in whole or part, nor will a third party be given access to it.

Process

Gaia Education will not accept more than 10% of total income per annum from one corporate partner, nor more than 30% of total income per annum from commercial organisations, so as not to compromise our integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements.

All marketing and sponsorship with a value of more than £10,000 must be approved by the CEO and the Board of Trustees.

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

Where there would be any doubts on the relevance of the corporate partnership, the Board will seek an independent recommendation from an expert.

Transparency

A full list of corporate sponsors giving over £10,000 will be maintained on our website.

