



Ethical Sponsorship Policy

1. MISSION AND VALUES

The mission of Slow Food is to work to defend biodiversity in our food supply, spread taste education and connect producers of excellent foods with co-producers through events and initiatives.

The Slow Food UK mission is to create dramatic and lasting change in the UK food system and work to transform food policy, and production practices to ensure equity, sustainability and pleasure in the food we eat in the UK.

Envisioning a world in which all people can eat food that is good for them, good for the people who grow it and good for the planet.



2. COMMITMENT TO ADDRESS ETHICAL ISSUES

Slow Food UK actively seeks opportunities to work together with external organisations to achieve shared objectives. However it is vital that Slow Food UK maintains its independence and does not allow external partnerships to bring the name of Slow Food into disrepute.

Slow Food UK therefore seeks, so far as is practical and within the constraints of UK law:

- Initiatives that do not compromise the independent status of Slow Food UK.
- To ensure that, overall, the activities of organisations we work with are consistent with our organisational values.
- To ensure that, where an organisation has yet to achieve the high standards required to be consistent with our organisational values, it has clear ambitions to do so and has demonstrated a genuine and sincere commitment to steady improvement in practice to achieve those standards.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship arrangements and cause related marketing. It does not cover donations, donor rights and gifts in kind. Slow Food UK welcomes comments, criticism and suggestions as to how these goals can be met.

3. AVOIDANCE CRITERIA

Partnerships with companies involved in any of the following activities will be avoided:

- The production of foods by means of genetic modification or engineering or the use of nanotechnology and similar processes.
- The industrialised production of global food products.
- The production of foods in a manner unsustainable or by any means which harm the environment.
- The exploitation of low cost labour in developing countries.

4. CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- Slow Food UK does not endorse or approve any products, services or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.
- Only Slow Food UK and its subsidiaries will have direct access to its customer and product databases.

5. ENGAGEMENT

Slow Food UK believes that benefits to both partners can be enhanced if the charity partner has an input into policy issues in the commercial organisation. To this end, in the case of substantial partnerships of more than 12 months duration, Slow Food UK will seek to establish a formal process for consultation.

A commercial partner who is a food producer but who presently does not meet the requirements of food which is good, clean and fair must publicly declare and demonstrate a clear and unequivocal commitment to work towards the achievement of these objectives.

6. PROCESS

Slow Food UK will not accept more than 20 per cent¹ of total income per annum from one commercial partner.

Slow Food UK will not accept more than 49 per cent of total income per annum from commercial organisations, so as not to compromise its integrity. This does not include money raised via employee and customer fundraising as part of any commercial partnership arrangements.

¹ The percentage stated in the International Fundraising Guidelines.

All cause related marketing² and sponsorship arrangements with a value of more than £25,000 must be approved by the Board of Trustees.

Potential funders will be screened through one or more of EIRIS, the [Corporate Critic](#) or other similar body to provide an independent assessment of funders before a decision is made.

Contracts with partners must permit Slow Food UK to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy are breached.

7. TRANSPARENCY

A full list of commercial partners will be maintained on the Slow Food UK website.

Slow Food UK will communicate its commitment to this policy to the organisation's stakeholders and a copy of this policy will be displayed on our website within 3 months of its adoption.

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² The Charity Commission defines 'cause related marketing' in [RS2 - Charities and Commercial Partners](#) in Annex A at page 1