



Associate Partnership

Information for Professionals

About Ethical Brand

The Ethical Brand Foundation licenses genuine ethical brands to display the eb logo on their stationery, advertising, online and on their products.

The Ethical Brand licensing program addresses a persistent market problem. That is the relative inability of average consumers to accurately distinguish genuine ethical brands from others at the point of purchase.

The ethical brand licensing model is the product of more than 7 years and 30,000 hours invested in research, and development to assure the fundamental integrity of the eb symbol for the benefit of license holders and consumers alike.

The eb licensing model has been successfully market-tested on every continent and is integrated into an unbiased, evidence-based system that not only qualifies genuine ethical brands of all shapes and sizes to use the eb logo - free of any license fees - but empowers consumers and brand owners to make choices that are strongly aligned with their respective values.

For more information; to request or register a license or enrol in one of our partnership programs visit us online at www.ethicalbrand.com.

The ethical brand licensing program has created a world class opportunity for genuine ethical brands of all shapes and sizes operating anywhere in the world to become clearly recognised as authentic ethical brands; to secure sustainable competitive advantage and enhance commercial performance.

We have our sights set on becoming one of the world's most widely recognised symbols of well balanced social, environmental and commercial integrity. Our aim is to license at least 1 million qualifying organisations in 52 countries to display the ethical brand logo.

This document sets out the opportunity for a total of 270 selected professionals in 52 countries worldwide to join the Ethical Brand Foundation's Associate Partners program. As fully trained and accredited experts in all aspects of the ethical brand approach eb Associate Partners not only add value to their existing client relationships but are also positioned to attract and develop new ones.

Associate Partners operate independently and entirely for their own account. They are authorised, positioned and equipped to deliver frontline advice and support directly to business owners and executives so that they are able to consider, plan and implement authentic ethical branding strategies with confidence and integrity.

Associate Partners are recommended as the first point of contact for any business owner or executive requiring any information or advice relating to licensing that isn't available on the ethical brand website. And all applications for Extended Licenses (to display the ethical brand logo on products) require the formal endorsement of an Associate Partner.

If you are a professional with at least 5 years experience in a commercial operating environment; looking to expand your service portfolio or start your own business in a high growth trans-sector field; have a sound grasp of sustainability concepts and issues; a passionate desire to make a real difference in the world by assisting all types of organisations to embrace the future with confidence and integrity - then Associate Partnership is tailor made for you.

This document should be read in conjunction with the following documents which may be downloaded by clicking on the links below:

- *What is an Authentic Ethical Brand*
- *Ethical Brand Licensing: How it Works*
- *The Business Case for Ethical Branding*
- *The Evolution of Ethical Brand*

Opportunity Overview

Only the ethical brand licensing model:

- Independently and scientifically validates genuine ethical brands and instantly identifies them at any point of purchase
- Integrates the delivery of high quality, real-time insight into the brand experience directly to owners and executives - free of charge
- Delivers the commercially focused context for consolidating and leveraging all social and environmental initiatives to drive commercial performance.

Associate Partners are recommended as the first point of contact for business owners and executives (*Sponsors*) looking to approach the formalisation of their ethical brand in ways that are not only compliant with the eb licensing framework, but uniquely tailored to their circumstances and ambitions - with confidence and integrity.

Sponsors are under no obligation to engage the services of an Associate Partner and most smaller entities require little or no advice or support over and above the online resources provided on our website.

Sponsors of medium and larger organisations tend to not only recognise the eb opportunity, but also the need to thoughtfully consider and plan their approach to ethical branding in order avoid confusion and assure commercial outcomes. Associate Partners assist these Sponsors to:

- Understand exactly how ethical brand authentication works and how to prepare the organisation for ethical branding
- Understand the risks associated with poor preparation, implementation and execution and how to mitigate these
- Learn about practical ways to introduce and start leveraging an ab license to secure quick wins - immediately
- Articulate a bullet-proof and deliverable set of eb credentials for the organisation and learn about the eb crisis response
- Understand and consider the wide range of account setup and customised configurations options
- Review the internal process of listening, learning and responding to stakeholders and map this to eb authentication
- Consider, plan and manage the introduction of the eb opportunity to achieve sustainable commercial results
- Conduct an informal or formal impact assessment from each stakeholder community perspective
- Understand the formalities of securing an Extended License and easy options for on-boarding supply chain partners
- Approach, define, scope and budget an eb implementation in clear project and or program management terms

Associate Partners work directly with prospective and existing licensee clients entirely for their own account.

Why Associate Partnership

How we respond to rising worldwide demand for professional advice and support services relating to ethical brand licensing is a critically important issue. We chose to hand this opportunity to Associate Partners for a variety of reasons which we can summarise under the heading of *Focus*.

We want to remain focused on:

- Promoting awareness of the ethical brand identity and continue asserting our online authority to drive visibility, viral and public relations activities
- Maintaining and enhancing our technical platform to support global license accessibility and brand authentication as well as localised interpretations
- Developing and supporting our Associate and Territory Partner network worldwide

A key element of the ethical brand approach to licensing is to not charge license fees or to offer paid professional advice directly to the wider ethical brand community. This clearly differentiates the ethical brand approach from all other ethical accreditation schemes and is driven by three important considerations: *accessibility, authenticity* and *scale*.

Accessibility

From the outset we felt that a truly unbiased approach to licensing ethical brands should be accessible to all businesses - irrespective of their size, location or their ability to pay. Genuine ethical brands come in all shapes and sizes.

Authenticity

We have eliminated the financial incentive for the Ethical Brand Foundation to license any organisation that is not a qualified authentic ethical brand. We also embedded this commitment in our corporate structure. The intellectual property associated with the ethical brand approach - essentially a largely automated decision-making framework that determines whether or not a license should be granted, denied, suspended or revoked - is controlled by the Ethical Brand Foundation, which itself is registered as a not-for-profit. Our constitution is designed to protect the integrity of this decision-making framework.

Scale

Our aim to license 1 million authentic ethical brands in 52 countries is ambitious, but not frivolous. These numbers reflect our best estimate of market appetite and capacity - based on data compiled from various authoritative economic sources and insight obtained from numerous academic studies and research reports as well as our own experience in this field since 1997.

Given these volumes Associate Partnership represents the only practical way to meet demand for advice and support services.

Partnership Acceptance Criteria

Only 270 Associate Partner seats have been allocated across all of the 52 countries we are targeting. Applications will be considered on merit and awarded to qualifying applicants on a first come first served basis. You can check availability by clicking here.

Admittance to the eb Associate Partnership programme depends on our assessment of your professional experience, status and commercial profile. If you believe you have what it takes to service and support authentic ethical brands in your country then we welcome your application.

If accepted we will train and equip you with all of the technical information, procedural knowledge, general insights and approach tools you need to deliver professional advice and support directly to business owners and executives looking to define and address their Ethical Brand opportunity.

You may be working in a professional service environment at the moment and looking to add ethical brand to your portfolio of services. Alternatively, you may be working independently or looking to start your own consultancy. In any event you will need at least 5 years commercial management experience and a sound grasp of sustainability and ethical branding concepts.

Experience as a senior corporate executive, management consultant, account director or general manager with exposure to two or more of the following management disciplines would be highly regarded: business analysis, change, operations, corporate affairs, marketing communications and events, information systems, senior projects or program, BPR and supply chain.

However, given the enormous breadth of other experiences and skills that could qualify you as a potentially suitable candidate, ultimately it is your ability to interpret and recognise the ethical brand opportunity from a client perspective and to describe how you think you can add value to our proposition that will distinguish the best candidates.

Applications are only accepted online at: <http://www.ethicalbrand.com/apply>. You will need your up to date CV and a covering letter setting out your interest and what you have to offer. Professional references will also be helpful.

We will manually confirm receipt of your application by email once this has been received. We will review your application as quickly as possible - usually within a few days. Once this initial review of your application is complete we may contact you to request more information. If your application is unsuccessful we will let you know by email right away. Otherwise we will contact you to arrange a telephone, Skype or face to face meeting at a mutually convenient time. This will inform our final decision.

How Associate Partnership Works

Fees

Once accepted a one time joining fee of US\$ 2,500 is payable to the Ethical Brand Foundation. This covers the cost of your training and accreditation as an eb practitioner. An annual subscription fee of \$470.00 is also applicable to cover the cost of providing ongoing support. There are no other fees or charges.

Promotion

In addition to your own search optimised eb Profile you get a free Premium listing in the eb Directory at www.ethicalbrand.net and free access to all of the premium services there including the blog, articles submission, press release publishing and events promotion.

eb Certified Training & Accreditation

Everything you need to start engaging, advising and supporting organisations of all shapes and sizes - with personal one on one training from the founder of the ethical brand initiative.

Ongoing Support

Full access to all of the extensive technical expertise and professional support you need to engage, service and support clients anywhere - including your own ethical brand email account and access to our ongoing research and case studies from across the partner network.

Recommendation

We encourage all owners and executives who need advice and support to contact an eb Associate Partner and the endorsement of an eb Associate Partner is required for each Extended License application.

LinkedIn Group Administrator

Administrator status on the Ethical Brand Group on www.Linkedin.com

Advisory Boards

You will automatically join the advisory board for your home country and as such have the opportunity to adjudicate and settle any license disputes in your country. Exceptional individuals may be invited to join the board of the Ethical Brand Foundation in due course.

Annual Conference

All Associate Partners from around the world will gather for 2 days each year to learn about the latest research and developments from around the world and to network with one another. You will need to pay for your own transport to and from the venue as well as your accommodation and meals.

Territories

Associate Partners are not bound by territory restrictions in their home country. You may engage clients anywhere inside your home country and engage directly with any group companies, subsidiary operations and supply chain partners located in foreign countries. You may not canvas clients outside of your home country.

Training

Induction training is geared towards ensuring that Associates fully understand all aspects of the Ethical Brand licensing model and are fully equipped to advise and support clients through every key stage of the licensing cycle with confidence and integrity.

- Associate Partnership
Overview of general principles and community rules. Territories. Adding value. Cooperation. Collaboration. Teaming. General guidance: client engagement formalities and documentation.
- The Ethical Brand Licensing Model
History, game theory, philosophy, science, evidence, brand authentication theory and practice. Standard and Extended License overview. Ethical Brand process (client side)
- The Principles of Sponsorship
The role of the Sponsor. Strategic versus tactical responsibilities. Delegation options.
- The Ethical Brand Statement
Policy review and clarification. Social, environmental and commercial goals. Delivery milestones. Dealing with history: elephants and skeletons. Clean slate principles.
- The Consultation Framework
Process Map: Definition, communication, integration and activation. Sponsor questions and answers. Gathering information. Assessing readiness. Setting objectives. Impact assessment.
- Implementation
Introducing eb to the organisation. The change context. All about people. Case studies. Workshops. Preparation and planning options and activation scenarios. The big day.
- Project / Program Setup
Team composition. Project office. Definition. Scope. Scheduling and budgeting considerations. Issues. Meetings. Tracking and reporting.
- The Extended License
Key principles. The qualification framework. Fail-safe ways to introduce eb to suppliers. Making it easy for the clients and the supply chain. Labelling conditions.
- Advanced Options
Customisation, corporate multi-user accounts and advanced eb Profile configuration options. Reporting. Security. API. Mobile and offline feedback setups.

Training is generally delivered over 2 days and in your home country on a mutually convenient date - either on a 1 on 1 basis, or in small group sessions comprised of not more than 5 people.

Extra time may be added to scheduled training to accommodate client meeting opportunities, by mutual arrangement. However, please provide as much notice as possible to avoid disappointment.

Thank you for your interest in the Ethical Brand Foundation's Associate Partner program. Please note that quoted fees, prices, terms and conditions are subject to change without notice at any time following your receipt of this document. This document does not represent a firm offer of any description. Admittance to the program is subject to availability and the formal acceptance and approval in writing of the Ethical Brand Foundation. □

Territory Partnership Option

Associate Partners in vacant territories do have the option of securing the commercial rights within their home country (*Territory*).

A Territory Partner not only serves as an Associate Partner - engaging, advising and supporting clients for their own account - but is for all intents and purposes the representative for Ethical Brand in the Territory - further supported with a country specific ethical brand website and a stake in all existing and future revenues (gross margins) associated with all commercial rights exploited within the Territory. These rights generally include:

Stage 1: Directory Services

All existing products and services available for purchase at www.ethicalbrand.net. These are only available to licensed ethical brands and includes: directory listing upgrades, article and press release publication, event promotion and classified advertising. This category will also include promotional merchandise such as window stickers, clothing, caps, coffee mugs, etc..

Stage 2: Franchise Rights

An eb credit card, consumer magazine as well as various other products and services including media productions are just some of the initiatives we are planning to develop. These will be produced by selected third parties under license and available for distribution within most Territories. Territory Partners will participate in these revenues in various ways - either through a share of royalties (if production is licensed in the Territory) or as exclusive agents/distributors.

Availability

Territory Partnership is only available to applicants who qualify as Associate Partners. It is secured by purchasing the remaining quota of Associate Partner seats available in a particular country (which the partner then controls) and paying a once-off territory rights fee which varies from country to country. Many countries have an Associate Partner quota of 1 and in these cases Associate and Territory Partnership are combined.

If one or more Associate Partner seats have already been purchased, and the Territory rights remain available then the Territory rights may still be purchased. The last remaining Associate Partner seat will always be reserved for a Territory Partner.

If you are interested in a Territory Partnership please click here for details of availability and pricing for your country.