

# Sponsorship policy

These guidelines are effective from 28 August, 2015

## SIWI believes sponsorship should be based upon the principle of good trust

Both parties should benefit from the agreement, however as a policy institute largely funded by public and intergovernmental actors, SIWI cannot accommodate commercial sponsorships, i.e. endorse products or services of any private sector entity or government body.

### Sponsorships *accepted* from companies and corporate foundations

- That contribute to, or support SIWI's vision of a water wise world
- That integrate social, environmental and economic impacts into their investments
- That are socially, financially and environmentally responsible
- That plan to include water issues as an integral part of their business plan
- That comply with the UN and ILO declarations on human rights and working conditions

### Sponsorships *avoided* from companies and corporate foundations

- That work with the production and sales of hard liquor, tobacco, pornography, or weapons
- Whose core business is related to the extraction or production of fossil fuels or development of hydropower and do not comply with globally recognized environmental standards
- That have been found guilty of fraud, corruption, human rights abuse, environmental degradation or tax evasion in the past three years
- That are black-listed on the World Bank Listing of Ineligible Firms & Individuals or are suspended from the UN's vendor list and barred from applying for procurement contracts with the UN
- That are deemed by SIWI as a risk to trust and confidence in SIWI
- That are political organizations
- That are discriminatory

## Criteria and conditions

- The sponsorship agreement should recognize the autonomy and self-determination of SIWI in the management of its activities and properties, provided that SIWI fulfils the objectives set out in the agreement. In particular, SIWI's intellectual and creative freedom and properties must be respected. SIWI is foremost a provider of public goods and will always share information without prejudice.
- The sponsor should avoid any abuse of its position which would damage the identity, dignity or reputation of SIWI or its activities.
- SIWI will not obscure, deform or impugn the image or trademark of the sponsor or jeopardize the goodwill or public appreciation these have already earned.
- SIWI will strive to be fully transparent, including in its information to third parties, in relation to its sponsorship activities. The audience will be clearly informed of the existence of a sponsor with respect to a particular event, activity, programme or person.
- The sponsor's message at events or activities arranged by SIWI, or in association with the SIWI name or brand, should not deliberately offend the audience's religious, political or social convictions or professional ethics.
- Activities that require several sponsors will have individual sponsor contracts that clearly set out and inform each sponsor of the respective rights, limits and obligations. SIWI is aware of the importance of keeping an appropriate and fair balance between the sponsors.
- SIWI will, during the negotiation phase, inform new sponsors at *collaborator* level of sponsors that are already a party to the organization and the sponsored activity or event (for the three levels of sponsorship – *contributor*, *supporter* and *collaborator*).
- Before accepting a new sponsor at collaborator level, SIWI will inform relevant existing sponsors.
- Both sponsors and sponsored parties should take into consideration the potential social or environmental impact of the sponsorship when planning, organizing and carrying out the sponsorship. Any sponsorship message fully or partially based on a positive (or reduced negative) social and environmental impact should be substantiated in terms of actual benefits to be obtained.
- SIWI seeks to have a continuous dialogue with sponsors in order to provide the most benefits to both parties and to evaluate and improve the collaboration.
- Sponsor packages with detailed information about levels of support and benefits will be updated on an annual basis on the SIWI and World Water Week websites. The sponsor is responsible for informing SIWI about new or updated logos and other important company information such as mergers, major internal reorganizations and bankruptcy.
- As part of the sponsorship agreement, sponsors will be asked to sign a *compliance declaration* certifying their companies and/or organizations operate according to solid social, financial and environmental standards.