Social Platform Partnership Policy

In line with the decision taken at the November 2021 meeting of the Management Committee, Social Platform has developed this partnership policy which underlines the partnerships that Social Platform can enter into in an ethical manner. It consists of a definition of partnership, criteria and conditions for entering into a partnership and the process through which a partnership will be considered and decided upon. The partnership policy is linked to Social Platform’s overall fundraising strategy.

This policy will be reviewed by the Management Committee 2 years after its adoption.

Reasons for partnerships

Social Platform needs to form partnerships to strengthen our resources, build our profile and implement our strategy. In line with our fundraising strategy, Social Platform will be seeking to diversify its funding streams through new partnerships. Under this policy, partners can be foundations, institutional donors, like the EU or ministries or authorities from Member States, and corporate donors as long as the guidelines, checklist and process for partnership approval are satisfied.

Social Platform has a reputation and profile as the largest civil society organisation in the social field at European level. This means that we need to be mindful of the opportunities, risks and challenges posed by entering into partnerships and the benefit to those that we partner with. Through partnerships, we can also work to ensure that our donors create environments within their own working structures that support better social conditions and more inclusive working practices.

Defining a partnership

Partnership is a continuous cooperation between two or more parties based on the implementation of mutually beneficial objectives for a certain length of time. The partnership is a formal arrangement between Social Platform and one or more external stakeholder(s), therefore it requires a written agreement (Memorandum of Understanding/ contract/ partnership agreement) signed by all parties. Partnerships do not mean endorsement of any positions, policies and or goods or services of our partners.

The following principles should be applied to all our partnerships:

- Partnerships are mutually beneficial;
- Partnerships are managed and communicated in a transparent way;
- Both partners carry out due diligence to ensure that the partnership is ethical.

We look for partners that demonstrate social responsibility, have a record of socially responsible behaviour, have a positive public image, have a history of commitment to diversity and inclusion, employ responsible environmental, social and labour rights practices, and are genuinely committed to equality, inclusion and better social standards for all. The criteria are assessed through undertaking research regarding the potential partner (due diligence) using the annexed checklist of exclusion criteria.
Social Platform will not work with partners engaged in the arms trade or tobacco industry and who do not have clear policy against modern day slavery.

In any partnership agreement a specific section must specify the conditions of using the Social Platform logo by partners and the use of partners logo on any of Social Platform's communications platforms or at our activities (ie websites, Facebook, at events etc).

**Gift acceptance policy**

Social Platform can accept unsolicited donations from companies and individuals, provided that they do not contain any unreasonable conditions, expose Social Platform to liability nor pose a significant reputational risk. Social Platform reserves the right to return any unsolicited donations. Unsolicited gifts do not mean that a donor can use our name or logo and our logo or name can only be used under specific conditions and through agreement.

**Conditions for partnership**

Partnerships should be in line with the following conditions:

- The partnership benefits Social Platform and contributes to our overall strategy, mission and vision. Partnerships should not only be funding driven and should bring added value to the advocacy priorities of organisation and/or support the capacity building of members.
- The partner adheres to the values of Social Platform.
- Social Platform and the partner both have the capacity (HR, Finances etc.) to engage with the partnership.
- The partnership is of good quality with a clear agreement, framework, budget, division of labour and goals.
- The Management Committee is satisfied that no adverse publicity will result from the partnership.
- There is no attempt on the part of the partner to influence Social Platforms policy or actions either explicitly or implicitly.
- The financial health of the partnership is ensured from both sides.
- While Social Platform may publicly acknowledge its partners, we cannot advertise, promote, sell or distribute products or services for partners.
- The partnership does not compromise the ethical standards and/or independent nature of Social Platform and that none of the below exclusion criteria are indicated in the screening process.
- All partners will be asked to show their demonstrable and genuine commitment to labour rights, corporate social responsibility and to equality, inclusion and better social standards in the workplace.
- Social Platform shall have the right to terminate a partnership in line with the partnership agreement and if the partner has demonstrated that they breach the above conditions for partnership.