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Annex to DOC-B-17-02-06-EDF 20th Anniversary

EDF Corporate Sector Partnership Guidelines

Working with corporate partners helps the European Disability Forum (EDF) reach new and diverse audiences, while raising funds to support the interests of people with disabilities in Europe. The objective of these Guidelines is to enable the creation of mutually beneficial partnerships between the EDF and the corporate sector, with the aim to achieve equal opportunities for all men, women and children with disabilities throughout Europe. The Guidelines are set out in order to enable the EDF to access financing from the private sector while protecting EDF's reputation, integrity and strategic vision.

Introduction

The European Disability Forum (EDF) is an independent NGO that represents the interests of 80 million people with disabilities in Europe. EDF was created in 1996 by its member organisations to ensure that decisions at the EU level concerning persons with disabilities are taken with and by persons with disabilities

Mission

EDF's objective is to achieve equal opportunities for all men, women and children with disabilities. EDF work closely with: their active members around Europe; other non-profit organisations fighting for equality and non-discrimination; EU institutions and agencies; EU presidencies and permanent representatives of countries in the EU; the Council of Europe; the United Nations (UN) and its bodies; the International Disability Alliance (IDA); and the International Disability and Development Consortium (IDDC).

Values

EDF's values are built on the principles of the United Nations' Convention on the Rights of Persons with Disabilities (UN CRPD): Respect for inherent dignity; Individual autonomy including the freedom to make one's own choices; Non-discrimination; Full and effective participation and inclusion in society; Respect for difference and acceptance of persons with disabilities as part of human diversity and humanity; Equality of opportunity; Accessibility; Equality between men and women; and Respect for the evolving capacities of children with disabilities and respect for the right of children with disabilities to preserve their identities.

Preliminary Screening Criteria



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The decision-making process regarding if and how EDF should engage in a corporate partnership is carried out on a case-by-case basis following this Guideline Document. Potential corporate sector relationships will undergo a screening and due diligence process using the screening criteria below.

The initial screening will be undertaken by an **EDF Secretariat Staff member**, with approval of the partnership proposed by the **EDF Director to the EDF Executive for its agreement**. Once agreed by the Executive, approval of the corporate sponsorship will be formalized in a written contract signed by the EDF Director.

The preliminary screening of prospective corporate partners will be based on:

- a)** the type of product or service the company sells (adult content, tobacco and firearms companies are automatically excluded from partnerships);
- b)** the company's public record with regards to the rights of people with disabilities and;
- c)** the effects of the company's mission, products, services or activities on people with disabilities.

To thoroughly assess the above, the following questions should be researched by the EDF secretariat staff member responsible for coordinating the corporate partnership.

- Is there anything in the company's goals or values which conflict with EDFs mission, vision values, or the UN Convention on the Rights of Persons with Disabilities?
- Is the company openly opposed to equality and inclusion for persons with disabilities?
- Does the company have any problematic approaches towards human rights and non discrimination more generally?
- If the company has a history of not respecting the rights of persons with disabilities, has it taken measures to address this?

Undertaking a simple google search for articles, (especially recent news articles), related to the company's human rights or social track record, recent violations/scandals/lawsuits, advocacy positions etc. is a quick and efficient way to get a sense of a company's reputation.

If research reveals that a company has had a recent public issue related to violating human rights, and there is no information on what steps are being taken to remedy or mitigate the situation, the EDF should reach out to their contact at the company to gather further information about how the company is handling the situation.

Secondary Screening Criteria



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If the company has met the preliminary screening criteria, the EDF staff in charge of the screening process should then ensure that both the company, as well as the details of the proposed partnership meet the following criteria regarding the **suitability of the partnership from a financial and strategic perspective.**

These are standard criteria used by NGOs and Non-profit organisations to ensure that a potential partnership is financially sound and mutually beneficial.

Financial Health

- EDF requires a guaranteed minimum donation of 5,000 euros for partnerships and provides a list of benefits commensurate with each donation level. **(this is a commonly used clause but we need to see if EDF should do it).**
- EDF welcomes proposals from businesses with at least one year of operating experience.
- Both the EDF and the partner company should have sufficient human resources and financial capacity to effectively and efficiently manage the proposed partnership. The hours required to manage the partnership from the EDF side should be calculated and weighed against the fiscal benefit of engaging in the partnership.

Strategic Relevance and Mutual Accountability

- The potential collaboration must fit within the EDF's overall mission, facilitate activities of EDF's strategic plan and must advance the goals and objectives of the EDF.

Endorsement and Messaging

- EDF does not endorse specific brands or products.
- While EDF may publicly acknowledge its corporate partners, EDF cannot advertise, promote, sell or distribute products or services for partners.
- EDF owns the trademarks for its name and logo and a written contract is required to use any licensed marks.
- Any messages or information conveyed by the corporate partner as a result of the collaboration must be consistent with the EDF's standards.



Transparency

- EDF will maintain a process of openness and fairness in developing collaborations with partners on similar projects or projects with similar intent. As such, the EDF retains the right to fully disclose any potential collaboration.
- A written contractual agreement is a precondition for partnership. This contract will clearly define the roles, responsibilities and deliverables of both EDF and the corporate partner, as well as indicate the name of the staff persons responsible for the delivery of the project for both the EDF and the corporate partner. This contract will be signed and approved by the Secretary General of the EDF after consultation with appropriate EDF staff, including teams responsible for finance and communications.

Types of partnerships

The EDF can engage in different types of partnerships with the corporate sector, including but not limited to fee-for-service and subcontractor relationships, collaborative partnerships, and event sponsorships. Both the legal type of partnership, as well as the deliverables both parties are responsible for will be developed based on the needs of both organisations.

The EDF retains the right both to offer corporate sponsors standard sponsorship packages, as well as to create customised packages or projects based on the needs and resources of both parties.

Advertisement and publicity opportunities for corporate partners may include but are not limited to:

- Use of partner logo on EDF website, newsletter, e-mail footer, press releases, social media (for communication regarding the activity/ activities being sponsored).
- Signage at EDF private or public events: use of partner logo in event programmes, opportunities for stands or booths (non-commercial) at EDF private or public events; invitation of corporate partner employees to EDF events; introduction by corporate partners of speakers at EDF events; use of partner logo on event merchandise (bags, pens and notepads, registration booth, lanyards) etc.
- Opportunities for partners to host EDF dinners, conferences, cocktails or workshops at their office
- Opportunities for corporate partners to send employees for skills-sharing and staff-swaps at EDF secretariat



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- Sponsorship of physical infrastructure improvements to EDF secretariat building, with permanent plaque recognizing corporate sponsor