

Partnership and Sponsorship Guidelines

Plant-Based Health Professionals UK is a community interest group that educates health professionals, members of the public and policy makers on the benefits of a sustainable and healthy plant-based diet in preventing and treating chronic disease.

We actively seek opportunities to receive financial sponsorship / partner with external organisations that increase our ability to deliver on our mission. However, it is vital that we maintain the independence, integrity and reputation of Plant Based Health Professionals UK and carefully consider each opportunity.

'Sponsorship' means payment by a private sector organisation – or individual –, in return for public association with an activity, project, event or asset. This could be in cash or in kind. When we use the term 'partnership', we refer to a more informal, non-financial agreement where both organisations mutually benefit.

Partnership and sponsorship relationships should be consistent with our values. Some key considerations are as follows:

- A focus on the benefits of a healthy plant-based diet for the prevention and management of chronic disease.
- That we partner with organisations that are plant-based or have plant-based products and services. Where relevant, they should have the appropriate certifications e.g. Vegan Society Trademark, Leaping Bunny certified.
- That the partners we work with have a good record on supporting human, animal, and environmental health and have a demonstrable focus in this area. Where possible, partner organisations will also support safe working conditions and waste management.
- That the partners we work with promote equality regardless of culture, race and ethnicity, gender, sexual orientation, age, disability, socioeconomic status, appearance and more. Ensuring policies do not discriminate against marginalised groups is a minimum requirement.
- All parties should benefit from the arrangement equally, as far as that is possible, and promote the focus of the relationship.
- Our acceptance of a partnership or sponsorship is not a direct endorsement of the company, practices or product.
- Any and all recognition and co-promotion should be agreed in writing before finalising any agreement. This may include recognition on slides, promotional information, email newsletters, programs, signage, social media, press releases and websites, as well as any expectations of exclusivity. The expectations of how much the partnership/ event should be promoted and via what channels should be outlined in advance.

Our goal with partnerships and sponsorships in any form is to enhance and expand our mission; they should not cause controversy that would compromise who we are and what we stand for. We welcome comments, criticism and suggestions as to how our goals can be met.