

Company Membership Policy

Our Underlying Philosophy

As a charity any income generated from arrangements with organisations will go towards meeting our objectives and improving Member services. As a charity we have to diversify our income sources, yet all our income sources have to meet our mission and objectives and therefore we only enter into arrangements with companies/organisations that benefit the sector and the sustainability agenda.

The EAUC has to recognise that companies are now more interested in relationships and discussing what is required than pure off the page advertising of products and there is only a limited amount of income that can be raised through advertising and sponsorship. Many companies are now seeking a much more meaningful relationship and the EAUC take on a Key Account Management approach to companies, to work with us to improve learning and knowledge of sustainability issues. Therefore any additional promotion of a company or its services that is outside of the scope of Company membership packages has to generate an income. Some relationships can develop into an agreement whereby the EAUC may receive additional income in return for the increased level of support.

The value that the EAUC provides to companies through such relationships can provide funding for the EAUC to benefit both Educational and Company members.

A guiding strategic principle for the EAUC in its Company membership strategy is to integrate thought-leadership between companies, the EAUC and EAUC educational members to develop strategies and tactics to deal with sustainability problems and develop solutions for the future.

EAUC Company membership strategy is based on the following principles:

1. A company is prepared to support and develop the EAUC's mission, vision and values
2. EAUC Education Members benefit
3. No contact details will be given to a company joining as a company member (exceptions are delegate lists for events which education members are informed of and have the ability to be excluded)
4. The EAUC will not endorse a company or its products and services
5. Each company will complete a Sustainability Questionnaire and associated vetting from the CEO before becoming a member
6. Be prepared to financially support the EAUC
7. To share its own sustainability journey with the EAUC members
8. To provide research and knowledge on sustainability to EAUC members
9. Show trust, transparency and a desire to embed sustainability into EAUC members and the education sector
10. We ensure that educational members get the best deal possible and at no extra cost to them.

Once a company becomes a member, the relationship is nurtured and we work with them to identify how we can work together to promote sustainability and learning across the sector such as through case studies etc. To ensure a company meets the previous strategic principles they are asked to provide case studies relating to:

Company Membership Policy

1. How they are dealing with sustainability within their company at a business level and a physical level (i.e. their transport policy, energy management, staff engagement, on any grounds they own, waste to landfill etc.)
2. From within the educational sector with educational establishments they have worked with
3. From out of sector so we may learn from others

These case studies become member resources and are added to for the EAUC Green Directory and other EAUC web repositories.

In terms of Company members who receive contact details from us (i.e. from events), we ask companies to restrict the volume of emailing to a single occurrence to educational members and take action if they go over this limit.

All promotions of Company members are under the strict conditions set out as above and the EAUC is in no way endorsing any product, service or organisation and we advise all members to seek independent advice before taking any action.

Approved by the Board

9 May 2012