



SUSTAINABLE BRANDS 2019

Corporate Member Policy and Guidelines



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I. OVERVIEW

This document is intended as a Policy and Guideline brief to help drive focus and shared vision of the purpose and work within Sustainable Brands® Corporate Member Network. It is a living document that will continue to evolve based on the advice of the Member Council on our Advisory Board as well as ongoing input from members. Input, feedback or questions about anything here is welcome at any time. See contact information at the end of this document for details on how to reach our team.

II. ABOUT SUSTAINABLE LIFE MEDIA AND SUSTAINABLE BRANDS

A. What is Sustainable Life Media?

Sustainable Life Media (SLM) is the parent company behind Sustainable Brands. It is a platform for building global communities of interest for people who are focused on redesigning our economic and social systems for a sustainable future. Our goal is to shift the world as quickly as possible to sustainable models of commerce that respect the limitations of our natural systems, decouple business growth from negative environmental impacts, and respect and support our needs to redesign societal aspirations away from consumption for consumption's sake in favor of the pursuit of true individual and collective health and well-being.

As today's economic, social, and environmental landscapes rapidly change, we thrive on our desire to engage and equip forward-thinking leaders to navigate the dynamic wave of opportunity to design new ways of living together on our planet. We do so by providing rich informational resources, online and live event learning, peer-to-peer collaboration support, and robust access to solutions providers who are there to assist the shift to a flourishing future.

Sustainable Brands is our first community of interest bringing together optimistic, visionary, and courageous individuals from around the globe who share a passion for purpose and a desire to brand-led change that supports life for the long haul. In the future, additional communities of interest that share the goal of enabling a sustainable future could potentially be folded alongside Sustainable Brands and under the Sustainable Life Media umbrella. Until such time, the company will put all of its resources behind the development of the Sustainable Brands brand of product and service offerings.

B. What is Sustainable Brands?

Sustainable Brands (SB) is the global learning, collaboration and communications platform for brand innovators inspired to leverage sustainability as a driver of business and brand value. We seek to be the bridge to better brands of the future by helping focus corporate energy on how to embed environmental and social innovation into the DNA of a business at the corporate operations, product and service design and marketing communications level so that sustainability becomes a core driver of value to the business. An important and unique aspect of the Sustainable Brands community is its multi-stakeholder approach which seeks to bring together many internal players within the corporate structure, as well as across the value network within many market sectors to learn from one another and collaborate to drive the whole systems shift needed to reach the sustainable economy of the future.



Sustainable Brands launched in 2007 out of the belief that increasing global environmental and social pressures associated with population growth, resource scarcity, continuing global income inequality and other social inequities, along with poor consumer purchasing and behavior habits, offered tremendous opportunity for brand innovation. We believed then, and still do, that brands will play a key role in the shift to a sustainable economy in the 21st century because of the role they play in influencing all parts of the economic ecosystem – from deployment of corporate resources, establishment of supplier norms and behaviors, defining business models and product, service and packaging materials, and influencing legislation and societal aspirations and norms.

Since our launch, we have worked to amplify this perspective, to bring together the early leaders who are experimenting with new ways of driving growth that deliver meaningful value decoupled from negative social and environmental impact. More recently we have had the opportunity to help accelerate change by encouraging and supporting peer-to-peer learning and collaboration. We uniquely add value by bringing the system of stakeholders that enable brand success together to learn, collaborate and communicate with one another. No other community draws together such a unique set of players to help brand innovators discover paths to brand success in operating with an eye toward delivering profit AS WELL AS deeper personal, social or environmental value, ideally free of negative corresponding footprint.

The community has grown organically from a small group of 225 who gathered at an inaugural conference in 2007 to a global community of active professionals who are now convening online and face-to-face on six continents. Our community is composed of passionate professionals looking for ideas, tools and solutions to help them create and sell better brands and businesses.

Typical roles that make up the community range from:

Sustainability Strategist • VP/SVP Marketing • Sr Product Mgr • Sustainability Scientist • Sr Environmental Sustainability Manager • SVP & General Manager • VP, Sustainability • Head of Global Product • Director of Strategic Communications • VP, Corporate Identity • SVP Packaging • Global Sustainability Director • Managing Director • Brand Manager • VP, Operations • Sr Mgr, Strategic Marketing • Chief Branding Officer • VP, Innovation • VP, Product Design • and more.

Today, Sustainable Brands has become the largest peer community of smart, optimistic, engaged change makers who are shaping the future of commerce worldwide. Their commitment is to deliver exceptional business performance plus shared value for all stakeholders. We have actively inspired, engaged and equipped over one million sustainable business leaders and brand advocates around the world in through our Digital Content Platform (SustainableBrands.com and various social media communities on Facebook, LinkedIn, Twitter, YouTube and beyond) via our newsletters, Live Events in the Global Conference Network, Corporate Member Network and more. Our community recognizes that the better brands of the future can't be built in silos – rather, they require systems thinking and collaboration both across internal functions and among value network participants and even competitors. This makes the SB Member Network uniquely situated to co-create a new, more sustainable playing field, while enabling its members to succeed as a result of the role they play in leading the way to a flourishing future.

III. CORPORATE MEMBER NETWORK OVERVIEW

A. History of the Corporate Member Network



In 2012, the Sustainable Brands community identified a desire among community members from global brand companies to create a peer-to-peer learning Corporate Member Network where members could meet in a private, solicitation-free environment to share their challenges and collaborate on solutions. The group committed to advancing learning and skill building within three primary areas:

- Spurring disruptive (vs. incremental) innovation in products, service, business models, manufacturing, retail and supply chains
- Intentionally cultivating breakthrough leaders seeking positive systemic change,
- Defining and measuring new forms of business value and connecting these to a positive bottom line performance
- Collaborating to understand and shift consumer demand and stakeholder behavior in support of healthier consumption and lifestyles

Furthermore, in pursuit of continuous learning and action in those four areas, we're committed to:

- Supporting and encouraging systems-thinking in action and whole-self engagement
- Encouraging the establishment of learning, collaboration and communication connections within our community that in and of themselves support the shift to a sustainable future economy.

B. Mission and Approach

The Sustainable Brands Corporate Member Network is open to organizations that demonstrate a serious commitment to leveraging environmental and social innovation as a driver of brand value and sales. Its mission is to accelerate its members' ability to prosper by leading the way to a flourishing future.

The Corporate Member Network exists as a peer-to-peer learning network that enables members to **reduce consulting dollars spent** by leveraging shared learning.

To accomplish our mission, SB provides the means for connecting in meaningful, value-added conversations that enable action through peer-to-peer interactions via member meetings or virtual working groups. We bring forward the best publicly or privately available insights, case studies and tools in a safe, interactive environment that operates under the Chatham House Rule¹. SB identifies shared challenges and opportunities for collaborating on solutions between companies across and within market sectors. Furthermore, SB focuses on and dives deep into our four key levers of change:

- Driving sustainability into the innovation process and encouraging disruptive versus incremental innovation;
- Intentionally cultivating breakthrough leaders seeking positive systemic change;
- Designing highest value metrics that enable the measurement and management of true costs and impacts and drive toward the establishment of net positive operating norms in business;
- Shifting stakeholder (consumer, employee, investor, supplier) demand and behavior.

¹ The **Chatham House Rule** reads as follows: When a meeting, or part thereof, is held under the **Chatham House Rule**, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.



Our passion is to eliminate “recreating the wheel”, defy cynicism, endorse pre-competitive cooperation among all who support sustainable life and celebrate success when and wherever it is found.

Sustainable Brands seeks to further leadership amongst members within the Corporate Member Network in the following areas:

- Product, packaging and business model innovation
- Improved supply chains and procurement
- Aligning consumer/customer choice and behavior with a sustainable future
- Engaging employees in driving the shift to sustainability
- Committing and improving on transparency and reporting
- Continually improving the design and establishment of metrics that matter in creating a net positive business
- Driving stakeholder collaboration to shift markets/ecosystems
- Goal-setting and steering portfolios toward sustainability

C. Becoming a Member

SB is not in the business of certifying or endorsing any company as a sustainable brand. We provide members an informed perspective on what the sustainable brand of the future will look like and offer a roadmap for becoming one.

Membership in the Corporate Member Network is strictly a non-solicitation, confidential environment and meetings will be held under the Chatham House Rule. Membership in the Corporate Member Network is available to any organization that has read, agrees with and commits to the work priorities and goals outlined in this guideline policy document.

This policy will continue to be reviewed by the member steering committee of the [Sustainable Brands Advisory Board](#). It has been determined that eligibility for the SB Corporate Member Network is currently open to any organization willing to commit to the Membership Guidelines, with the following exceptions or stipulations:

- Consultants/agencies/consultancies
- Activist or Lobbying oriented NGOs
- Associations (e.g., industry, professional, etc.)

Sustainable Brands limits entry in SB Corporate Member Network one additional way. Organizations with poor environmental, social and governance (ESG) performance and reputation scores may only become Corporate Members after successfully completing the [SB Voyager](#) program.

- SB’s proprietary scoring methodology utilizes data from its current member research and evaluation partners, [CSRHub](#) and [TrueValue Labs](#). These partnerships will be assessed annually along with other options in the marketplace to determine the optimal resources over time.
- If a prospective member cannot be assessed using the tools, the SB Advisory Board Membership Council and Chairs Council will vote on whether to admit the organization as a Corporate Member. The vote will pass based on a simple majority with a quorum and



offer recommended guidance. SB's CEO and the VP of Corporate Member Network will make the final decision.

- Organizations who do not meet the minimum threshold score or pass the SB Advisory Board / executive staff evaluation, will be ineligible to join directly as a Corporate Member. However, they may be eligible to come aboard as an SB Voyager.

D. Duration of Membership

The Corporate Membership runs for 12 months and will be invoiced annually. Sustainable Brands commits to periodic member check-ins to ensure member satisfaction. Additionally, members can schedule calls as they see fit with the Sustainable Brands team.

E. Current Corporate Members

The SB Corporate Member Network includes the following global and emerging brands as of January 31, 2019. [Click here](#) to view the latest list of members on our web site.



F. Competition within SB Corporate Member Network

Many believe that the race to be the most sustainable creates a fierce competition between companies. In fact, the opposite should be true. We believe we must all band together to help change global corporations by sharing experience and expertise — even with our competition — to multiply the benefits of our individual efforts and create a new playing field that allows all leaders, especially those within the SB Corporate Member Network, to transition more quickly and safely to sustainable products and practices. SB strongly encourages pre-competitive collaboration and fully endorses the concept of pre-competitive cooperation.



G. Leadership Structure

The Sustainable Brands Corporate Member Network is steered by a council of the SB Advisory Board, each of whom have made a three-year commitment to serve and represent an existing corporate member. We recognize that the needs of members will continue to evolve and we seek to leverage this steering committee to help us continually stay connected to member needs and adjust our activities to meet them. The Member Council will meet quarterly in person or by telephone. *Decisions brought to the council are decided by a majority vote of those present.*

H. Working Groups

The Sustainable Brands Advisory Board has designed a working group structure called “Collaboratories” to help meet the needs of members and the community with specific learning issues. Collaboratories are temporary or long-term working groups that SB corporate members form to share learning or jointly work on specific tasks, which pertain to member needs and further the mission of the SB Corporate Member Network. Participation in a working group is voluntary and occurs in addition to Corporate Member Meetings. Collaboratory mission and objectives may be developed and changed by those participating in the group.

The number and focus of Collaboratories undertaken each year will be fluid and based on needs forwarded by members. Ideas for Collaboratories may be submitted any time to the SB Membership team staff or SB Advisory Board. All SB corporate members are encouraged to propose, participate in and take leadership of project groups. Between project group calls, members communicate, coordinate, and advance projects through the use of an online member forum facilitated by Sustainable Brands staff. *Funding for these Collaboratories will be voluntary, separate from, and over and above standard membership fees, and will be priced out based on the needs of the initiative.*

I. Member Levels and Benefits

[Click here](#) to view a full breakdown of current SB Member benefits on our web site.

1. Live Conference Participation

a. Complimentary and Discounted Passes

Connect with professionals from different perspectives and disciplines in an optimistic, collaborative environment and create a shared vision of what is possible by attending SB events around the world with complimentary and discounted member passes. These tickets are also available to your international colleagues. Members often share their passes company-wide and use this benefit to bring a diverse range of coworkers to learn and support them in their efforts of embedding sustainability in their business.

2. Communications Support

a. Member Newsroom



SB Corporate Members have unlimited access to Sustainable Brands' member news distribution platform. News posted directly through the Member Newsroom is redistributed through SustainableBrands.com, our social media outlets including Twitter, LinkedIn, Facebook, and our weekly newsletters. Sustainable Brands reaches over a million influencers and opinion leaders from around the world each year – all of whom are interested in keeping up with our members' sustainable business activities.

b. Brand Hub and Logo Visibility

SB Corporate Members receive visibility on our [Brand Hub](#) and at all SB events. Brand Hubs offer members an opportunity to share how they are working toward a more sustainable economy by linking to company sustainability reports, social media accounts, recent news featured on SustainableBrands.com and more.

c. Custom Media: SB written and distributed case study or other content marketing piece on topic of choice

Members with this benefit have an opportunity to share their sustainability projects/stories and outcomes with the greater SB community. Our content team will work with you to publish an in-depth case study to be distributed via SB's multiple newsletters, social media and editorial channels.

Custom Media Option is included in Gold and Platinum memberships and can be received at a discount for Bronze and Silver members.

d. CSR/Sustainability Report Review

Reviews of corporate member sustainability reports add value by offering a detailed and structured analysis of 12 critical report characteristics deemed most important to a brand's external stakeholders. The Sustainable Brands Content Team – trained in GRI G4, CDP, SASB and other leading frameworks – leverages its unique view of the global Sustainable Brands community to deliver holistic assessment grounded in the context of best-in-class reporting practices.

Sustainability Report Review is included in Gold and Platinum memberships and can be received at a discount for Bronze and Silver members.

e. Concierge Service: Custom research, training/advisory support, internal meeting speaker recruitment

Concierge hours are tailored projects that enable members to make the business case for sustainability within their organization or for external stakeholders. As such, SB acts as an extension of the member company's sustainability team to provide support for current projects or goals.

Concierge service hours vary according to membership tier.

3. Online Learning

a. Member Forum and Directory



The Corporate Member Forum serves as a resource repository where members can connect and share resources with peers throughout the year in confidence and without distraction from sales people or job seekers. The Forum contains a directory of all members, accessible to members only, so that members can connect with each other directly. We don't share email addresses without permission.

Member-only events, announcements, and opportunities will be posted in the forum. Notes from Corporate Member Meetings, as well as member research reports, output from Collaboratory groups, a calendar of events and more also exist in the forum.

b. Member-Exclusive Newsletter

The bi-weekly Member-Exclusive Newsletter contains all member-only events, announcements, opportunities and more. This is a weekly digest of the most important member news and events.

4. Network, Community and Collaboration

Each corporate member has access to a set quantity of complimentary seats to member meetings depending on membership level. These meetings are where peers connect with each other around specific topics and hear updates from other Corporate Members, workshop relevant challenges and learn and collaborate on new initiatives. Over time, the goal is for members to bring a challenge or an issue they are currently dealing with and be prepared to present and share with others in a co-learning/practice environment. Meetings also offer an ideal environment to network and connect with peers from other global brands. Members will have the option to post agenda topics, present learning or challenges, tour host facilities and build relationships at evening events.

Member meetings are intended to present member best practices, bring forward external thought leadership, conduct roundtable discussions and workshops, and potentially identify opportunities for collaboration between members and industry stakeholders, all geared to enable members to drive business success and further advance toward our shared mission.

Members in the Corporate Member Network are influential, talented and powerful people. Many are innovative and inspiring individuals who challenge conventional thinking and are committed to making the world a better place.

The Corporate Member Meetings are an open and confidential environment for members to convene and collaborate. Members who actively participate will find much more value through the establishment of deeper, more trusted relationships and the development of a meaningful and more well-rounded knowledge base.

Member meetings are typically hosted at Corporate Member headquarters / facilities.



IV. CORPORATE MEMBERSHIP GUIDELINES

A. Beliefs and Commitments

Upon joining or renewing, all SB Corporate Members acknowledge that they commit to the following:

1. [SB Brand Transformation RoadmapSM](#):
 - a. Use the tool to assess their organization once a year,
 - b. Share the annual results with SB's staff and the Corporate Member Network,²
 - c. Publicly state your organization's ambition to become a 'sustainable brand' as described in the highest level of maturity on the roadmap (e.g., via news release, website, sustainability report, etc.), and
 - d. Advance progress toward becoming a 'sustainable brand' as defined by the SB Brand Transformation Roadmap.
2. Uphold the culture of the Sustainable Brands Community, whose goal is to foster healthy pre-competitive cooperation toward sustainable brand leadership and to equip today's business and brand leaders to prosper for the near and long-term by leading the way to a sustainably flourishing future.
3. Accept being challenged by other members about activities that might be called into question against these shared beliefs.
4. Demonstrate desire for continuous learning by participating in at least one SB event or project per membership term.
5. Be willing to share business insights gleaned through both successes and failures in a peer-to-peer network regulated by the Chatham House Rule.
6. Demonstrate mutual respect and maintain confidentiality.

B. Additional Terms and Conditions

1. Acknowledge that organizations in the SB Corporate Member Network will be listed on the SustainableBrands.com website for public review unless specifically requested otherwise, and that individuals' contact information will be available for other participants' reference on a password protected online directory.
2. Understand that participation in the SB Corporate Member Network is voluntary and non-binding. Products and outcomes of the SB Corporate Member Network do not necessarily reflect the policy or opinion of individual participants or of participating companies.
3. Understand that work product that is developed as part of individual member benefit accrues also to the benefit of the whole. For example, if a report or case study or other content is created in service of the obligation of concierge hours due an individual member, that report will be available to others through the member forum. NOTE: Confidential, bespoke benchmarking services or research

² Disclosure of roadmap assessment results by members will be held in strict confidence. While anonymized data from members in aggregate may be used to create benchmarking insights, outcomes of individual member results will not be shared outside the SB Corporate Member Network, by Sustainable Brands or any other member, without express permission from the assessing brand.



contracted outside of or beyond the scope of membership can remain private to the contracted company.

4. Understand that the SB Corporate Member Network is a non-solicitation based group where the purpose of engaging is to further develop shared knowledge against the group's stated mission and goals. With that said, Sustainable Brands is committed to encouraging learning, collaboration and communication between members as a means of furthering the shift to a sustainable economy. Separate opportunities can be discussed for facilitating marketing presentations or communications within the member group.
5. Stay current on payment of appropriate dues based on membership level.

V. VOYAGER GUIDELINES

A. Program Overview

For organizations that fall below the ESG performance and reputation scoring threshold required to become a Corporate Member, but are publicly committed to transforming their business, addressing their most problematic issues head on and seeking a peer community to help support and guide the transition, an interim path is available – one that can lead to membership. This program, SB Voyager, is based on two primary tenets:

- These companies and SB Corporate Members can learn a lot from each other.
- Systemic change can only happen when everyone is at the table.

The Voyager designation is different than an Corporate Member, as their journey to become a 'sustainable brand,' as defined in the SB Brand Transformation RoadmapSM, is much farther.

While being a Voyager enables brands to participate with Corporate Members in meetings and online to facilitate learning and growth, they may not use the SB logo, their logos will not appear among the listing of SB Corporate Member logos, they will not receive a Corporate Member Brand Hub on SB's website, and they will be unable to upload content into the Member Newsroom on SustainableBrands.com.

B. Entrance Criteria

To participate in the program, Voyager organizations must make the same commitments as a [Corporate Member](#) and meet the following criteria:

1. Company is undertaking a transformational change that goes to the heart of the controversies identified in the screening process,
2. There is an active and influential change agent/champion driving the transformation within the business, and
3. CEO has openly addressed the controversies, affirmed support for the transformation and stated how it will help resolve the issues and/or this is publicly stated on the company's web site.

C. Change in Designation

An organization's designation as an SB Voyager can change under one of the following two circumstances:



1. Becoming a Corporate Member

If after two years as a Voyager, the organization is actively participating in the Corporate Member Network and working to become a 'sustainable brand' by having progressed to the next level of maturity in one or more areas of the SB Brand Transformation RoadmapSM most closely aligned with the controversies, they may become an SB Corporate Member.

2. Parting ways with SB

If after one year as a Voyager, the organization is not actively participating in the Corporate Member Network, or after two years has not progressed to the next level of maturity in one or more areas of the SB Brand Transformation RoadmapSM most closely aligned with the controversies or, at any time, one of the Voyager-specific entrance criteria is no longer met, SB may rescind their Voyager status.

VI. CORPORATE MEMBER & VOYAGER PROCEDURES

A. Term and Dues

1. Annual dues are required for Corporate Members and Voyagers.
2. Both are invoiced for dues upon signing their letters of agreement with SB.
3. Dues are used to cover salaries for SB staff responsible for the coordination and administration of activities, including but not limited to planning and executing member meetings, administering workshops, facilitating weekly newsletters, providing concierge support and generally fulfilling on other member benefits as noted in the member benefits section. Dues also help offset the cost of consultants hired for specific project support, as well as routine operating costs including travel, office supplies, website maintenance, etc.

B. Remittance Address

Any correspondence to "Sustainable Life Media" can be sent to:

Sustainable Life Media
608 Burlingame Avenue
Burlingame, CA 94010
USA

C. Privacy and Confidentiality

Sustainable Brands, Corporate Members and Voyagers respect the confidential nature of information when it is made explicit that confidentiality should be kept. Periodically media attention may be drawn to the SB Corporate Member Network and SB Voyager Programs, at which point participants should feel free to talk openly about the general work of both.

All SB Advisory Board Membership Council notes, working project documents, and an SB Corporate Member Network directory are accessible privately on a password-protected portion of



the Sustainable Brands' website. All member meetings are held under the Chatham House Rule and conversations and information shared there are expected to be held in confidence unless explicit permission is granted otherwise.

D. Use of SB Logo, SB Composite Logo and SUSTAINABLE BRANDS wordmark

Use of Name and Insignia – The SB logo, SB Composite Logo and SUSTAINABLE BRANDS wordmark are registered trademarks within the United States. In addition, we also have trademark registrations currently filed and/or pending in other countries across the globe where live events in the Global Conference Network are featured. The use of the SB logo, SB Composite Logo and SUSTAINABLE BRANDS wordmark or representation of these marks in any event or media interview is appropriate with expressed permission of the Sustainable Brands staff. These marks may be reproduced with permission from the Sustainable Brands in accordance with the following:

1. The SB Logo, SB Composite Logo and SUSTAINABLE BRANDS wordmark can be used only by current SB Corporate Members in good standing
2. **The SB Logo and SB Composite Logo cannot be used by SB Voyagers**
3. The use of the name and/or logos does not in any way suggest endorsement of commercial products or services, or of particular businesses or individuals, or misrepresent the membership guidelines stated in this document.
4. SB Brand Identity Guidelines must be followed at all times.

E. Access to Member Distribution Lists

Any SB Corporate Member or SB Voyager can post messages and responses to the SB Corporate Member listserv through the Member Forum on our web site. Otherwise, email names and addresses are kept confidential, or shared with permission of the owner for the benefit of member privacy.

F. Non-Endorsement Policy

Sustainable Brands neither permits the use of its name, logo, or written materials for commercial purposes, including advertising, nor allows the suggestions of any endorsement, affiliation, or sponsorship with any third party's product or service without its prior written consent.

1. Corporate Members are encouraged to indicate that they are a "member" of the SB Corporate Member Network, provided there is no indication of certification or endorsement of their product or service.
2. While Voyagers cannot use the Sustainable Brands logo, they may indicate their association with the Sustainable Brands name, provided there is no indication of certification or endorsement of their product or service

G. Intellectual Property Statement

Any intellectual property developed as part of the SB Corporate Member Network or SB Voyager program remains the property of Sustainable Brands.



H. Antitrust Policy

Group activities by competitors entail risks under federal and state antitrust laws. Participants in SB Corporate Member Network and the SB Voyager Program activities are expected to be familiar with obligations under antitrust law.

As a general matter, international anti-trust laws prohibit competitors from agreeing on the prices they will charge, the products they will offer, the customers they will serve, the suppliers they will use, what is negotiated with either upstream or downstream market suppliers/distributors, and the markets in which they will compete.

Both "vertical" and "horizontal" anti-trust discussions are not allowed, with a vertical scheme up and down a supply line and a horizontal scheme is between direct competitors (or their representatives).

While Members and Voyagers can discuss risks and concerns, there should be no discussion or disclosure of information with respect to anti-competitive practices, including but not limited to:

- Profits, premiums, prices, surcharges, rebates or discounts;
- Specific customers or classes of customers or whether you will or will not do business with them;
- Allocation of geographic or product markets;
- Any refusal to deal with a customer or supplier; or
- How to deal with the market behavior of a competitor.

I. Membership Council Elections

Nominations for the Membership Council are accepted prior to the annual Sustainable Brands June conference and Advisory Board meeting. Any Corporate Member of the SB Corporate Member Network can nominate himself or herself or another to the board and member steering committee by reaching out to Sustainable Brands staff or an existing board member. SB Voyagers are ineligible to serve on the SB Advisory Board. Further information about the Sustainable Brands Advisory Board and board guidelines can be found on <https://sustainablebrands.com/corporate/people/advisory-board>.

J. Communication

Sustainable Brands sends bi-weekly electronic newsletters to SB Corporate Members and SB Voyagers. Newsletters include announcements of upcoming meetings, updates on project group activities, and other relevant information including but not limited to recent publications, articles, or presentations of interest. Any SB Corporate Member can submit an announcement for the newsletter at any time by contacting Sustainable Brands member services. Between newsletters, any announcements are circulated via the SB Corporate Member Forum.

VII. Policy on Payment Requests for Speaking Slots

As we believe it is our collective shared interest (members, sponsors and mission) to craft the best possible industry events so that we continue to attract a world-class audience of leaders our members



want to engage, we are not in the practice of selling speaking opportunities at any of our events. We find this practice undermines quality and thus would impede our mission.

VIII. Contact Us

If you have any questions or comments related to this document or the SB Membership Network, please contact Dee Spiro, Director, Member Engagement.

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