



## EGU Statement on Sponsorship of the Union

26 October 2007

### Introduction

The EGU Council at its meeting on 12 October 2007 in Lyon discussed the issue of whether the Union should accept sponsorship from individuals, the public sector and the private sector. The sponsorship would be used to enhance EGU activities in the realms of Education and Outreach, specifically to allow EGU to cover the registration costs of teachers and scientists from less developed countries to attend the General Assembly and the Education activities. Also sponsorship would be used for the running of topical conferences, such as the Alexander von Humboldt conferences, which are specifically targeted at the less developed world.

### EGU Sponsorship Principles

"Sponsorship" means payment by a government agency, private sector organisation or individual in return for public association with an EGU activity, project, event, or asset. It can be in cash or in kind, and includes co-funding of projects. Sponsorship can help EGU achieve its objectives, and will be actively sought. However it must be governed by the following principles, which have been endorsed by EGU Council.

1. The sponsorship agreement must be in writing and where appropriate, cleared with the lawyers of EGU and of the sponsor, and should set out unambiguously the responsibilities and expectations of each party, and the benefits which each will receive. It should also include clauses covering its review and termination.
2. Any sponsorship must produce benefit for EGU within its agreed strategic objectives.
3. This benefit must outweigh any reputation or business risk for EGU through being associated with the sponsor.
4. Sponsorship must always be consistent with EGU's ethical policy as defined by the EGU senior advisory group on ethics, geopolitics and public affairs.
5. The arrangement must be wholly transparent, with provision for scrutiny by EGU members.
6. EGU will not endorse or give preference to sponsor products. Nor will EGU give any competitive advantage to any sponsor.
7. All Intellectual Property Rights (IPR) stemming from the sponsored activity, whether anticipated or not, remains the property of EGU, unless there is an explicit agreement to the contrary in the original sponsorship document.
8. There should be no exclusivity clause. EGU's work, and its key messages, should not be influenced or contradicted by the sponsor. Any statement by the sponsor about its relationship with EGU, or use of EGU logos/brands in sponsor advertising or publications showing images relating to EGU activities, must be explicitly approved by the EGU



Executive committee. This requirement should be spelled out in the sponsorship agreement.

9. Sponsorship income for a project or activity should be in addition to core funding by EGU. It should normally not exceed 40% of the total funds for a project or an activity, unless the agreement specifically prescribes co-funding or matched funding.
10. The chair of the funding committee will obtain approval from council before approaching potential sponsors. All sponsorships over Euro 100 will be disclosed in the Treasurer Report to the General Assembly. Any offer of sponsorship of over Euro 1,000, or which is novel, or which may prove contentious, must be brought to EGU Council after consultation with the EGU senior advisory group on ethics, geopolitics and public affairs.