



Trash Hero World Ethical Funding Policy

Last update: 12 July 2022

Information

Trash Hero World's objective is to create and support a network of volunteer community groups that clean and reduce waste in the environment, through cleanup programmes; education; promotion of sustainable waste management; and provision of solutions to reduce dependency on single-use plastic.

We operate worldwide and our organisation is founded on our core values: be the change; be credible; be selfless; be responsible; think global, act local.

Trash Hero World and Trash Hero country organisations seek and receive funding from a range of sources: the majority are charitable foundations; others include individual donors; and earned income.

Trash Hero World and Trash Hero country organisations may also from time to time collaborate with commercial organisations to achieve shared objectives. We are open to opportunities for income generation through sponsorship and partnerships with compatible firms.

In all cases, it is vital that we act consistently with our values and objectives; maintain our independence; and do not allow relationships with external organisations or individuals to bring our name into disrepute.

This policy has been devised to ensure clarity and transparency to all our stakeholders.

Interpretation

"Organisation" means any entity, whether company, statutory, voluntary or community-based, with whom Trash Hero enters into a partnership or sponsorship agreement, or from whom we receive donations.

"Sponsorship" means payment by an organisation or individual in return for public association with a Trash Hero activity, project, event, or asset. It can be in cash or in kind.

"Partnership" means an agreement between an organisation and Trash Hero to engage in cause-related marketing; product endorsement; or any other activity for the mutual benefit of both parties and that may or may not result in income generation for Trash Hero.

"Donation" means EITHER *monies, goods or services* freely given by an organisation or individual without expectation of anything in return (beyond a receipt); these gifts may be unrestricted or restricted OR *grants*, which are resources provided by an organisation or individual, with a set of expectations and conditions attached.

"Earned income" means revenue generated from mission-related services provided, or work performed, by Trash Hero for any individual or organisation.

"Trash Hero World" refers to the legally registered non-profit association based in Switzerland.

"Trash Hero country organisation" refers to a legally registered non-profit entity representing the collective of Trash Hero chapters in any given country.

"Trash Hero chapter" refers to a local community group authorised to carry out activities using the Trash Hero name.

"Trash Hero" is an umbrella term, encompassing "Trash Hero World" and all "Trash Hero country organisations" and "Trash Hero chapters".

Principles of collaboration

1. Avoidance

Trash Hero has always refused and will continue to refuse to accept donations, sponsorships or partnerships with:

- a) organisations whose activities, policies, aims, values or objectives clearly contradict or compromise our own, particularly but not exclusively with regard to plastic pollution
- b) organisations, including charitable foundations or trusts, that are owned and / or substantially funded by any organisation included in 1a).

Criteria establishing which organisations fall into these categories are provided in Appendix 1.

We have reasonable grounds to believe that accepting funds from these sources is not in the best interests of Trash Hero, due to the following risks:

- i) it may undermine our effectiveness in achieving our objectives
- ii) it may promote inaccurate or misleading messages about our commitment to our goals and values
- iii) it may damage our reputation and cause the loss of support and trust earned from our volunteers and other stakeholders.

These risks far outweigh the benefits that any such funding may bring.

The principle of avoidance shall also apply in the case of partnerships where Trash Hero receives no income, for example, agreements with other NGOs.

2. Engagement

Trash Hero actively solicits relationships with organisations that act to safeguard the environment in a positive, inclusive, transparent and non-violent way.

We seek, so far as is practical and within the constraints of local law, donations, sponsorships and partnerships that:

- are compatible with Trash Hero's values and objectives;
- do not compromise the independent status of Trash Hero;
- will not damage the reputation of Trash Hero, including any of its global chapters;
- deliver programme, as well as marketing benefits;
- foster openness and transparency; and
- attain mutually beneficial outcomes;

While Trash Hero practices avoidance when it comes to funding from certain organisations, we do not preclude working with these organisations, provided they are committed to making concrete changes to their policies and practices.

Collaborations of this nature will be considered on a case by case basis, and any organisation that is felt to be lacking commitment, "greenwashing", or directly working against our aims will be declined. Practical guidance can be found in Appendix 2.

3. Conditions & Exclusions

Trash Hero chapters are not permitted to accept monetary donations, monetary sponsorship, earned income or engage in any form of monetary or income-generating partnerships: they may only receive payments or donations in kind.

Process

1. All organisations and (if applicable) the proposed terms of any partnerships or sponsorships will be screened according to the criteria set out in Appendix 1.
2. Any ambiguous and / or high risk cases will be flagged for further consideration. This may include independent checks through an ethical screening service.
3. These high risk cases, *and **all** partnerships, sponsorships and donations involving commercial organisations*, must be reported to and approved by the senior management team of Trash Hero World and, if appropriate, the Board.
4. All approved partnerships and sponsorships shall be based on a written agreement. In addition to detailing the support offered by both parties; contact persons on both sides; the outcomes / outputs expected; how the agreement will be monitored and enforced; and if, when and how progress reports will be provided, the agreement should contain the following terms:
 - i) Any communications used by the organisation, including but not limited to scripts, marketing material, advertisements and packaging, shall be reviewed and controlled by Trash Hero.
 - ii) Use of the Trash Hero name, logo or any other intellectual property in publicity material in any medium, must be approved in advance by Trash Hero.
 - iii) Unless explicitly agreed, there shall be no endorsement of products or companies and a statement to this effect must be included alongside any branding or promotion associated with products.
 - iv) Trash Hero shall be permitted to withdraw from any agreement where new developments mean that areas of this ethical funding policy become breached.
 - v) Trash Hero asserts its right to all intellectual property stemming from the collaboration, whether anticipated or not, unless there is an explicit agreement to the contrary in the agreement.

Restrictions

Fundraising or collaborative activity can only be initiated by a Trash Hero country organisation with other organisations located within its territory.

Fundraising or collaborative activity can only be initiated by a Trash Hero country organisation outside of its territory with the prior consent of Trash Hero World and / or the country organisation in which the activity is to take place.

Transnational and international fundraising or collaborations are the responsibility of Trash Hero World.

All fundraising activity is subject to the separate guidelines in 'Trash Hero World - Code of Fundraising'.

Review

Trash Hero will communicate its commitment to this policy to our stakeholders, and make it publicly available.

The policy will be reviewed periodically by Trash Hero World.

Appendix 1: Ethical Screening Guidance

To maintain our integrity, Trash Hero will reject any offer of sponsorship, partnership or donations from organisations that are named in, or fall into, the following 13 categories. These should be rejected on principle and without further consideration in the initial screening process.

1. Plastic producers

a) all producers of virgin plastic and their subsidiaries, including but not limited to:

- Exxon Mobil
- Dow Chemical
- Ineos
- BASF
- Lyondell Basell
- LG Chem
- ENI
- Sabic
- Chevron Phillips
- Lanxess
- DuPont
- Total S.A.

b) any other manufacturer of single-use goods made from or packaged in virgin plastic.

2. FMCG companies

Multinational corporations and their brands, including but not limited to:

- Nestlé
- Procter & Gamble
- Unilever
- Coca Cola
- PepsiCo
- JBS S.A.
- Mondelez
- Mars
- Danone
- Kraft Heinz
- L'Oréal
- ABInBev
- Colgate Palmolive
- Kimberley Clark
- Johnson & Johnson

3. Tobacco industry

Including but not limited to:

- Philip Morris
- BAT
- Japan Tobacco

- 4. Supermarkets, convenience stores, fast food and other major retailers**
Any regional, national or multinational chain retailer producing and / or stocking and distributing large quantities of single-use plastic.
- 5. Fashion industry**
Any brand or manufacturer, "fast fashion" or otherwise, that mass produces synthetic textiles or accessories.
- 6. Fossil fuel industry**
Any company involved in fracking or the extraction of shale gas, coal, oil or natural gas, or in the production or supply of energy using such fossil-based sources.
- 7. Commercial fishing industry**
Any company involved in the practice of industrial fishing, including aquaculture or the processing or labelling of seafood products.
- 8. Landfill management or incineration facilities**
Includes any company that operates waste-to-energy, waste-to-fuel, gasification, pyrolysis, or any other type of "energy recovery" or "chemical recycling" facility.
- 9. Delivery or packaging companies**
Any company primarily producing or using single-use packaging to wrap or deliver goods.
- 10. Airlines**
- 11. Pharmaceutical industry**
- 12. Religious or political organisations**
- 13. Major stakeholders and beneficiaries**
 - a) Foundations belonging to or substantially funded by any organisation in categories 1-12; foundations that receive their funding from plastic bag taxes or similar.
 - b) Any individual or organisation, including but not limited to banks and insurance companies, with publicly documented investment in any of the organisations in categories 1-12.

Further, Trash Hero will exercise caution with any sponsorship, partnership or donation offered by the following two categories of organisations:

- 14. Any manufacturer or seller of recycled plastic (packaged) goods**
- 15. Alcohol companies**

While funds may not be refused outright in these cases, we will consider all aspects of the proposed relationship carefully before proceeding.

Our initial risk assessment will examine the following:

- i) If the organisation is part of a larger group
- ii) If, how and to what extent the activities of the organisation conflict with or support our own mission and / or policies
- iii) The size and source of the funding
- iv) The size and reach of the organisation
- v) Any expected benefit to Trash Hero, in additions to funds received
- vi) The organisation's motives for giving (actual and perceived)

- vii) Any conditions imposed by the organisation (e.g. on the use of funds or the expected acknowledgment)
- viii) The reputation of the organisation in *all* Trash Hero countries of operation
- ix) If acceptance of funds is likely to significantly impact current or future support from our volunteers, other donors etc.
- x) If the relationship will create any conflicts of interest or unauthorised benefit to connected parties
- xi) If the relationship requested is exclusive or designed to give the organisation a material advantage over its competitors

For *all* potential partner, donor or sponsor organisations, including those not in categories 14-15, we will carry out standard due diligence (a review of publicly available information) and, if appropriate, further investigation via an independent ethical screening service such as the Corporate Critic Database.

Appendix 2: Guidance for engagement with “high risk” corporate partners

Although Trash Hero practices avoidance when it comes to being funded and / or sanctioning attempts at “greenwashing” by the organisations described in Appendix 1, we remain open to work with any organisation that is willing to make *real* changes to their business policies and practices.

For example, we may, pending the standard risk assessment, consider working with organisations identified in Appendix 1 under the following circumstances:

- a) They join our activities as **“invisible” corporate volunteers**
 - their staff join a cleanup *without* any company banners, shirts or other insignia
 - they do not use the event or our name to promote their green credentials (e.g. in a CSR report or other marketing material)
 - any donation is provided in kind only and at the chapter level (e.g. t-shirts, non-plastic-packaged refreshments) with standard acknowledgment from our side and no additional promotion.
- b) They engage in **education** about, or **finding solutions** for, plastic pollution and their role in it
 - They take part in a brand audit or other type of waste audit
 - They engage Trash Hero to speak at their offices*
 - They engage Trash Hero as consultants to advise on issues of reducing waste*

These examples demonstrate that the organisation genuinely wishes to improve its environmental record and / or educate its employees.

*Educational activities or consultancy may, under certain circumstances, be carried out in return for a fee paid to Trash Hero World or a Trash Hero country organisation - if it can clearly be classed as “earned income” for services provided, not funding.