



FIBS Partner programme 2021-2022

Build your reputation as a top expert in corporate
responsibility



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FIBS Partner programme in a nutshell

- FIBS is looking for Partners for the period of 2021-2022
 - Partners are sought for specific themes - however, the candidates can also suggest other themes of interest
- FIBS Partner programme is an opportunity to build your reputation as a top expert in corporate responsibility and network – and at the same time help FIBS in accelerating responsible business behaviour in Finland
- You can apply for the FIBS Partner programme by filling in an application form and returning it to fibs@fibsry.fi no later than 31st March 2020
- Before the selection, detailed discussions are conducted with each Partner candidate. A written agreement is drawn up on the Partnership, which the Partner can review during the discussion.
- The chosen Partners will be published in autumn 2020



**Background:
FIBS as a promoter of
sustainable business**



FIBS is Finland's leading promoter of sustainable business and developer of corporate responsibility expertise.

We inspire companies to develop sustainable and profitable solutions to domestic and global problems – in cooperation with other organisations and stakeholders.

Over 300 organisations are already part of the FIBS network

Members 1/2020

300+

FIBS is one of the largest CSR networks in Europe according to the number of members

Majority of the members are companies

~ 3/4

The majority of members are large companies, among which are also the 9 largest Finnish companies

Other members include key corporate stakeholders

~ 1/4

NGOs, lobbying and public sector organisations, educational institutes and other social influencers

Data as of 1st Jan 2020

The main goal of FIBS's strategy is to offer the members more added value

Vision Finnish companies are pioneers of sustainable business on a global scale

Mission We boost the growth of sustainable business

Values Being a pioneer
Effectiveness
Cooperation

Strategic goals

More added value for members	Strengthening thought leadership
Increasing recognition	Improving profitability



**We offer tailored
corporate responsibility services
for various needs**

FIBS offers the best tools for developing responsible and sustainable business



Develop responsibility know-how within the entire organisation



Get inspiration from real, practical business cases



Raise responsibility management rapidly to the next level



Expand your contact and cooperation networks



Embed responsibility across units and functions



Stay up to speed on all field-related news and trends



Get peer support and mentorship



Build your reputation as a responsible business actor

Our members can choose the service package that best suits their needs: FIBS Basic or FIBS Pro –service



As a FIBS Perus (FIBS Basic) –member, you'll stay current and get an all-encompassing view on corporate responsibility



As a FIBS Pro –member, you can deepen responsibility expertise within the entire organisation and raise responsibility management rapidly to the next level

FIBS Perus member personnel stay current and get an all-encompassing view on corporate responsibility

FIBS Impact	FIBS Forum	FIBS Webinar
In FIBS Impact events you have a chance to discuss delimited responsibility topics with the experts in the field and to exchange ideas, perspectives and experiences about the new ways of doing more impactful business.	FIBS Forum events gather together a wide range of corporate responsibility experts, policymakers and influencers from corporations and other organisations. FIBS Forums are also streamed and recorded for later viewing.	FIBS webinars provide up-to-date information on hot corporate responsibility topics as well as practical tips to support the development of your responsible business.
FIBS Delegation	FIBS Research	FIBS Insight
FIBS Delegation includes study and networking trips to international corporate responsibility events. FIBS Delegation helps you navigate through multi-day events and find the most interesting contacts.	FIBS Research includes study reports to corporate responsibility research. You can take advantage of the latest research e.g. to support strategic planning and the development of responsible business activities.	FIBS's comprehensive news and information service includes monthly newsletters, analyses, summaries, and event presentations.
News and name visibility	FIBS logo	
Get news and name visibility, and market your own free corporate responsibility events and other services through FIBS' communications channels.	All FIBS members can use the FIBS logo to communicate their membership and express their willingness to invest in responsible and sustainable business.	

With FIBS Pro services members can deepen knowledge in corporate responsibility

FIBS Focus	FIBS Leader	FIBS Practice
<p>FIBS Focus events include 3-4 meetings in small groups that discuss corporate responsibility issues in confidential manner, facilitated by industry experts with practical business cases.</p>	<p>A discussion forum for top management (executive team and board of directors) addresses the opportunities of corporate responsibility and ways to integrate responsibility into corporate strategy and processes.</p>	<p>Trainings in which the whole personnel can learn the basics of corporate responsibility or deepen their existing knowledge. Inspiring business cases, sharing of experiences and practical exercises facilitated by top industry experts.</p>
FIBS Peers	Extra visibility	FIBS KickOff
<p>FIBS Pro is also a unique peer and sparring network: you will find Finland's best benchmark cases and be able to develop your own business with the industry leaders.</p>	<p>FIBS Pro benefits include recruiting announcements, marketing of paid corporate responsibility events and services in FIBS' communications channels as well as permission to use FIBS Pro badge.</p>	<p>Kickoff meeting for new FIBS Pro members will help you get started with FIBS Pro and make sure that all your key people from communications to HR know the benefits and opportunities included in the service.</p>



FIBS Partner programme 2021-2022

**Information on goals, theams
and how to apply**



**We produce some of our member
services and other activities
in collaboration with
FIBS Partners**

FIBS Partner –programme is an opportunity to build your reputation as a top expert in corporate responsibility and expand your networks

FIBS Partner programme is a service for those FIBS members who want to engage in a more extensive and long-term cooperation with us in addition to the basic services included in the membership.

As a FIBS Partner, you:

- **Produce services targeted at FIBS members** (such as research, coaching, small group activities) either in cooperation with us or by funding our various projects
- **Build your reputation as a top expert** in corporate responsibility or certain corporate responsibility themes
- **Expand your network** of contacts among companies essential to your own activities
- **Be profiled** as a booster of sustainable business in Finland

FIBS Partner programme - How does it work?

- **The organisation selected as a partner** produces services related to a specific theme for FIBS members and other organisations within the scope of FIBS's activities in cooperation with FIBS
- **The theme and content of each partnership** is agreed separately with each partner in more detail (see p. 16-7 for examples). Those interested in FIBS Partnership can also suggest other cooperation themes, if they wish, or can finance FIBS activities without a separate theme.
- **The partner is expected** to invest approximately 15 working days (pro bono) or a similar financial contribution or a combination of these against a partnership. **The partner provides the services** without separate compensation and is responsible for its own costs due to the partnership (incl. the working hours by its own personnel, the travel and equipment expenses, etc.). The pro-bono partnership does not require any other fees from the partner in addition to the FIBS membership fee
- **In return for the partnership**, FIBS offers the partner increased visibility among FIBS's target groups (see p. 21 for more information)
- **A more detailed agreement on the content of the partnership is made with each Partner.**
- **The partnership agreement is made for a fixed period of 2 years at maximum**

Examples of contents produced through FIBS Partner programme

- **Webinar** (e.g. 1–1.5 h) on a specific theme related to corporate responsibility, open to all FIBS members – we hope that all partnerships would include at least one webinar
- **Individual small group events/coaching sessions on different topics related to corporate responsibility**
- **A coaching package on a specific topic related to corporate responsibility:** for example, 3-4 coaching sessions, during which knowledge about the theme is deepened and work is done on the partner's own corporate responsibility processes, led by an expert (incl. homework)
- **Periodic small group events:** regularly arranged events (e.g. 3–4 times per year) with the same participants, confidential exchange of information and facilitated discussion, as well as introductions to the topic of the day by experts
- **Corporate responsibility surveys and questionnaires**
- **Communication and influence campaigns or sponsoring FIBS communication activities**
- **Sponsoring FIBS event venues and/or refreshements**
- **Financing of FIBS activities**

The services mentioned above are targeted at FIBS members in principle, but some of them are only open to the members who have purchased the FIBS Pro service. The influence and communication campaigns are targeted primarily at everyone interested in corporate responsibility

FIBS is looking for a Partner for the following themes and services (for years 2021 and 2022)

See pages 11 and 12 for more information on our service types

- **Diversity management** - low-threshold meetings around the theme, incl. facilitation and content production (FIBS Impact)
- **Communication and reporting** - low-threshold meetings around the theme, incl. facilitation and content production (FIBS Impact)
- **Implementing sustainability science and research in business** - identifying and distributing current knowledge relevant to FIBS members (FIBS Insight)
- **Monitoring legislation and international agreements** - identifying and distributing current knowledge relevant to FIBS members (FIBS Insight)
- **Sparring group for Corporate Responsibility Managers** - thematic small group meetings, incl. facilitation and content production (FIBS Leader)
- **FIBS Leader discussion forum** - board and executive level meetings, incl. facilitation and content production (FIBS Leader)
- **Natural capital themed small group meetings** - facilitation and content production (FIBS Focus)
- **Human rights themed small group meetings** - facilitation and content production (FIBS Focus)
- **Opportunities for responsibility in digitalisation and technology** - production of trainings and other content for FIBS members (FIBS Practice & FIBS Webinar)
- **Environmental impact measurement and tools** - production of trainings and other content for FIBS members (FIBS Practice & FIBS Webinar)
- **Climate change mitigation and adaptation** - production of trainings and other content for FIBS members (FIBS Practice & FIBS Webinar)
- **Assessment of corporate responsibility reporting using Reporting Matters (WBCSD) framework** (FIBS Peers)
- **Human rights in business** - production of trainings and other content for FIBS members (FIBS Practice & FIBS Webinar)
- **SDGs in business** - production of trainings and other content for FIBS members (FIBS Practice & FIBS Webinar)
- **Research collaboration** - collaboration on thematic corporate responsibility research (FIBS Research)
- **Support sustainable business through venue partnership** - support us by providing your venue for our events that accelerate sustainable business, e.g. teamwork space for 30 people or a seminar space for 150-200 people

Those interested in FIBS Partner programme can also suggest other cooperation themes and services, if they wish, or can finance FIBS activities without a separate theme.

Selection criteria for FIBS Partners

- **The partnership is organisation-specific.** If several parties are involved in implementing the partnership, one of them has the overall responsibility for the project as the signatory of the partnership agreement
- Only an organisation that is **previously familiar with the theme** in a corporate context and with merits related to the theme can be selected as a theme-specific partner. In addition to substance knowledge, the partner should also be familiar with the theme-related solutions, tools and best practices targeted at companies, in particular.
- **If there are several interested and qualified partner candidates for a specific theme, the following selection criteria shall apply:**
 - The partner's experience and competence related to the theme, acquired in a corporate context
 - The partner's previous experience in implementing similar thematic groups, coaching sessions or objects of the partnership independently for corporate customers, as well as the feedback received from them
 - The partner's ability to commit to the agreement throughout the term of agreement and provide the service agreed even in case of illnesses or other unforeseeable obstacles, for example
 - The added value produced for FIBS members in connection with the partnership theme, such as the partner's possible contacts and cooperative relationships with experts or organisations familiar with the theme that could be used in implementing the partnership programme, or the partner's ability, proven in previous projects, to include key experts in its projects
- **If there are several equally matched partner candidates interested in a specific theme that fulfil the criteria mentioned above,** FIBS may conduct more detailed discussions with the different candidates, concerning especially how the partner would implement a project related to the theme. In the end, the most motivated and committed party that also can offer a method for implementing the partnership that best suits the needs of FIBS's members, is selected as the partner. A detailed agreement is drawn up with the chosen partner, which the partner can review during the discussion.
- **When drawing up the FIBS Partner agreements, FIBS aims** to offer equal opportunities to all members, regardless of their size, background etc.
- **The purpose of the FIBS Partner programme** is to improve FIBS's expert services. Therefore, only an organisation that offers the customers a service that genuinely has more added value compared to the services offered by FIBS alone can be chosen as a partner.



Increased visibility

in return for the Partnership, among FIBS' target groups via our different communication channels

FIBS Partners' visibility benefits and opportunities

Communication channels	Content of visibility*
FIBS website	Name and/or logo visibility: footer, FIBS Partneri page, online calendar, blogs, Jäsenet page (FIBS members), FIBS in Brief page
Social media (Twitter, LinkedIn)	Name and hashtag visibility: sharing social media messages related to the Partnership as well as the Partner's other corporate responsibility-related social media messages, option of telling about the Partner's own corporate responsibility jobs
FIBS member newsletter and stakeholder newsletter	Name and/or logo visibility: News and blogs related to the Partners' projects, option of telling about the Partner's own corporate responsibility-related events and other services, both free and subject to a charge, option of telling about the Partner's own open positions in the field of corporate responsibility, logo visibility (footer)
Marketing of Partnership events	Name and/or logo visibility in invitations and welcome messages, FIBS' online calendar and social media channels
Partnership events	Option to bring Partner's roll-up in the Partnership events and to market Partner's own CR events and other services to the participants (brochures, invitations), name and/or logo visibility in relation to streamings and recordings of seminars organized in cooperation with FIBS
Marks of cooperation	Option to use the FIBS Partner mark and the FIBS logo eg. Partner's website when telling about FIBS Partnership and FIBS membership
Media communications	A guest editorial, an opinion piece, a blog post or a column written in cooperation with FIBS, offered to key media for publication
Other visibility	Opportunity to gain name and/or logo visibility in FIBS's own marketing materials related to different projects

* See further information: [FIBS Partnerer's visibility benefits and opportunities 2021-2022](#)



How to apply for the FIBS Partner programme

Did you get interested? Apply for the FIBS Partner – programme not later than 31st March 2020

- In case you are interested in the FIBS Partner programme, please fill in the application form which can be found at our [website](#) by 31st March 2020
- Return the filled application to: fibs@fibsry.fi
- FIBS Partners will be chosen based on the applications
- Before the selection, detailed discussions are conducted with each partner candidate during spring 2020
- A written agreement is drawn up on the partnership, which the partner can review during the discussion
- New FIBS Partners are published during autumn 2020



Ask more about the FIBS Partner programme

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