



Visibility benefits and opportunities for FIBS Partners 2025-2026

FIBS Partners can get increased visibility in FIBS's different communication channels, thereby building their reputation as top experts in corporate responsibility – including outside the FIBS network.

Communication channels and methods	Content of visibility
FIBS website	<p>Name and/or logo visibility</p> <ul style="list-style-type: none"> • Footer: logo visibility • FIBS Partneri page: brief presentation of the operations/services of the company and the content of the Partnership cooperation, link to the Partner's website, logo visibility – see Specifications (1) below • Uutishuone (newsroom): the opportunity to write max. 4 pcs of blogs on the Partnership theme annually, published on FIBS's newsroom (can also be a blog post that has already been published elsewhere within 1 yr) – see Specifications (2) below
Marketing events related to the Partnership projects	<p>Name and/or logo visibility</p> <ul style="list-style-type: none"> • Invitations • FIBS' social media channels (when applicable) • Welcome messages • FIBS online calendar
Events related to Partnership projects	<p>Name and/or logo visibility</p> <ul style="list-style-type: none"> • Option to bring Partner's roll-up in the Partnership events • Name and/or logo visibility in streamings and video recordings of the seminars organised in cooperation with FIBS • Option of marketing the Partner's own corporate responsibility events and other services to the participants in Partnership events in the form of brochures and invitations – see Specifications (4) below
FIBS member newsletter and stakeholder newsletter	<p>Name and/or logo visibility</p> <ul style="list-style-type: none"> • News related to the Partners' sustainability projects (see Specifications (3) below) and blogs related to Partnership themes (see above "FIBS website") • Option of communicating about the Partner's own corporate responsibility-related events and other services, both free and subject to a charge – see Specifications (3) below • Partner logos in each newsletter's footer
FIBS Partner mark and FIBS logo	<ul style="list-style-type: none"> • FIBS Partner mark: If they wish, the Partners can use the mark in their internal and external communications and marketing as an illustration and/or banner • FIBS logo: All FIBS members can publish the logo on their own channels when communicating about the membership
Media communications	<ul style="list-style-type: none"> • Name visibility in FIBS media releases related to the FIBS Partnership



Other visibility	<ul style="list-style-type: none">• Partners can gain name and/or logo visibility both in the general marketing materials of the Partnership programme as well as in connection with the communications and marketing of FIBS's other projects
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Specifications

- 1) The text and image materials are produced in accordance with FIBS's instructions (incl. updating the content throughout the Partnership programme). FIBS reserves the right to shorten or edit the text in other ways; the Partner approves the final version.
- 2) The number and scheduling of the blogs published on the FIBS website during the Partnership programme are agreed upon separately with each Partner.
- 3) FIBS's general criteria for publication concerning the members' own services and products, both free and subject to a charge:
 - **Content:** the service/product must support the development of companies' expertise in corporate responsibility; an expert from FIBS specialised in the theme of the service/product makes the decision to publish
 - **Discounts for FIBS members:** We encourage you to offer paid products / services / promotions at a discount to FIBS members, however, the advertiser can decide for themselves whether they want to offer a discount and what the potential discount is
 - **Notification texts:** The Partners must produce the texts published in FIBS's newsletter and social media channels themselves in accordance with FIBS's instructions; FIBS reserves the right to shorten or otherwise edit the texts
 - **Marketing materials distributed at events:** The Partners are responsible for producing their own materials (invitations, brochures), delivering them to the event location, distributing them to the participants, and taking the extra materials away
 - **Illustrations:** The Partners' event notifications and news published in FIBS's online calendar, the FIBS member newsletter and the public FIBS newsletter are not illustrated
 - **FIBS reserves the right** to edit all of the Partners' marketing and news texts and not to publish notifications/news
 - **FIBS is not liable** for the potential harm caused by the services and/or products produced by the Partners