## Warwickshire Wildlife Trust

Ethical Framework

Warwickshire Wildlife Trust engages with a huge and varied range of partner organisations in order to help work towards our vision of a land rich in wildlife, with people closer to nature.

Our Ethical Framework sets the bar for how we work with organisations in a way that is both mutually beneficial, and safeguards the reputation of Warwickshire Wildlife Trust.



## Warwickshire Wildlife Trust will engage with organisations where...

- » It helps us, and our partner organisation, to achieve our respective strategic aims and objectives i.e. is mutually beneficial and equitable
- » There are clear reasons to believe there is potential for positive influence
- » Warwickshire Wildlife Trust's independence and ability to stand up for wildlife is maintained
- » The relationship ideally enhances Warwickshire Wildlife Trust's reputation
- » We have worked collaboratively to agree shared outcomes, and the roles and responsibilities of each partner
- » There is a clear and transparent strategic purpose for a planned long-term relationship, including review points
- » Any endorsement of an organisation or product is specific, explicit, robust and transparent

