



Reporting 3.0 Advocation Partner Program

Opportunities for subject matter experts to participate in the dissemination of the Reporting 3.0 Blueprints

Starting July 2017

With the release of the Reporting Blueprint and the Data Blueprint at the 4th International Reporting 3.0 Conference in May 2017, the Accounting Blueprint ready by end of 2017 and the New Business Model Blueprint ready in spring 2018, Reporting 3.0 is opening a new chapter of its development. We are offering interested subject matter experts (forward-looking individuals and advisory firms) the possibility to participate and benefit from Reporting 3.0's dissemination of the Blueprints.

What is the Advocation Partner Program?

- Advocation Partners are experts in fields in which Reporting 3.0 puts specific emphasis on, including, e.g. renewed materiality processes, mindset shift trajectories, the introduction of context-based and multi-capital success measurement, or the facilitation of collaboration projects in industries or habitats. They have deep knowledge about the Blueprints since they have been part of their development or Reporting 3.0 has been drawing on their specific expertise in favor of a Blueprint recommendation.
- Reporting 3.0 will be signing an Advocation Partner Agreement with its Partners. In these agreements
 - Reporting 3.0 recognizes the specific expertise of a certain Advocation Partner
 - Reporting 3.0 allows regional or topic-specific exclusivity in case this is recommendable
 - Advocation Partners join the Reporting 3.0 Programs for free, e.g. the forthcoming Beta Testing Program, allowing them to showcase their specific expertise in areas of particular interest of Reporting 3.0 (given its recommendations)
 - Advocation Partners act as fundraising partners to get submissions, funds and sponsorships for Reporting 3.0 general platform management and specific programs and projects. Reporting 3.0 delivers necessary guidance and materials and signs off final documents, whereas the Advocation Partner leads the submission and/or grant application in the name of Reporting 3.0. The Advocation Partner gets 20% of the generated funds as an Advocation Fee.
 - Advocation Partners can get short-listed for advisory services of organizations that are interested in implementing the Reporting 3.0 recommendations (e.g. through the Beta Testing Program). Reporting 3.0 will not intervene in the direct negotiation process due to its not-for-profit status. However, Reporting 3.0 will receive a 20% revenue share stemming from these agreements to support further development of the organization.

What are we expecting from Advocation Partners?

- Advocation Partners will be a stable resource for contacts and engagement for Reporting 3.0 in their specific region and for the specific topic.
- Advocation Partners will support submission and grant applications in occasions or programs that are mainly originated in their part of the world.
- Advocation Partners will be available to join Reporting 3.0 programs at their own costs (time and out-of-pocket expenses).
- Once per year, Advocation Partners are organizing a Reporting 3.0 event dedicated to disseminating Reporting 3.0 recommendations and practices in their specific region. An attractive venue, catering and marketing efforts are delivered by the Advocation Partner to attract participation of relevant local constituencies.
- In short, Advocation Partners are valuable representatives of the Reporting 3.0 platform and help to grow understanding, uptake and implementation of Reporting 3.0 recommendations.

Conditionalities

- Advocation Partners will sign an Advocation Partner Agreement with Reporting 3.0 in which the above mentioned points are described and mutually agreed upon.
- The Advocation Partner Program is free of charge, recognizing the above mentioned time commitment and coverage of out-of-pocket expenses.
- Reporting 3.0 offers appropriate visibility of the Advocation Partner on its website and in its communication, the same is expected from the Advocation Partner.
- Reporting 3.0 International Conferences are free of charge for Advocation Partners. In return Advocation Partners commit to advertise and do the necessary marketing activities in their region to attract registrations to the events.
- Both sides agree on the opportunity to stop the Advocation Partner Agreement at any time. This will be based on a joint evaluation that any side can ask for at any time.
- The agreement will be based on good faith that collaboration is necessary to spread the dissemination of Reporting 3.0's recommendations and that 'on-the-ground' advocation is key to scale up awareness and action to further design disclosure that truly serves a green, inclusive and open economy.

With the Advocation Partnership Program, Reporting 3.0 aims at creating win-win situations, beneficiary for Reporting 3.0 as well as for the Advocation Partner. Reporting 3.0 needs 'positive mavericks' to expand its global community, strengthen its organization and implementation power and to disseminate the learnings and recommendations from its blueprinting activities. As Reporting 3.0, hosted by the not-for-profit organization OnCommons (gGmbH, based in Berlin, Germany), is a not-for-profit venture that focusses on advancing a future-fit disclosure practice, Advocation Partners are an essential 'second ring' of experienced partners that promote interests of Reporting 3.0 while at the same time can generate benefits for themselves as well as for their clients.

Contact

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