



# Ethical Brand Licensing: *How it Works*

**S**ecuring a license to display the eb logo is simple and straightforward for genuine ethical brands. It's also free. Each licensed ethical brand is represented by someone we refer to as a *Sponsor* - usually a business owner, partner or board level executive. In any event, someone who has the authority to deliver the brand promise. Any Sponsor who believes their organisation has what it takes to walk the talk is welcome and encouraged to register their ethical brand. In all cases the licensing procedure is exactly the same - irrespective of size, nature of business or location.

## About Ethical Brand

*The Ethical Brand Foundation licenses genuine ethical brands to display the eb logo on their stationery, advertising, online and on their products.*

*The Ethical Brand licensing program addresses a persistent market problem. That is the relative inability of average consumers to accurately distinguish genuine ethical brands from others at the point of purchase.*

*The ethical brand licensing model is the product of more than 7 years and 30,000 hours invested in research, and development to assure the fundamental integrity of the eb symbol for the benefit of license holders and consumers alike.*

*The eb licensing model has been successfully market-tested on every continent and is integrated into an unbiased, evidence-based system that not only qualifies genuine ethical brands of all shapes and sizes to use the eb logo - free of any license fees - but empowers consumers and brand owners to make choices that are strongly aligned with their respective values.*

*For more information; to request or register a license or enrol in one of our partnership programs visit us online at [www.ethicalbrand.com](http://www.ethicalbrand.com).*

## License Types

### Standard License

A Standard License is the entry level and only license most organisations are likely to ever require. Suitable for any type of organisation operating anywhere a Standard License incorporates the right to display the eb symbol on websites, on stationery, in advertising and marketing collateral, signage, etc..

Importantly, a Standard License specifically excludes the right to display the eb logo on any product or product label, or to name or in any manner identify or imply that a particular product or services performed by a third party is an ethical brand. This may be done but requires an Extended License.

### Extended License

Any entity that has activated a Standard License may subsequently request an Extended License. An Extended License extends the scope of a Standard License to include the right to label one or more specified products and or services. A key feature of the Extended License requirements is that every member of the downstream supply chain providing more than 5% of value inputs to the specified product or service must also be registered as an ethical brand. Extended License requests must also be sanctioned by an eb Associate Partner.

## eb Associate Partners

Associate Partners are qualified and experienced independent professionals who are trained, accredited and supported by the Ethical Brand Foundation to deliver practical advice and support to any organisation of any shape or size that is contemplating or implementing an ethical brand strategy. They have detailed insight into all aspects of the eb licensing model and are on hand to help Sponsors address their eb opportunity with confidence and integrity.

## Getting Started

### Registration

All newly enrolled ethical brands must be registered online by a de-facto Sponsor. Visit [www.ethicalbrand.com](http://www.ethicalbrand.com) and click *register*. Registration takes about 1 minute. All new registrations are screened to ensure the activities of the organisation do not conflict with our non-starter policy. The Sponsor will then be notified that the brand has been conditionally approved.

### Account Setup

The Sponsor then logs into their ethical brand account and completes all of the relevant information. The basic account setup takes no more about 10-15 minutes to complete. Completing the basic account setup generates an eb Profile - a 4 page, search engine optimised extranet site that formally identifies the licensed entity and confirms its status as an authentic ethical brand. A short string of HTML code is also generated to link the organisation's website to its eb profile.

### License Activation

The license activation process commences with the installation of the link from the homepage of the organisation's website to its eb Profile (not to the ethical brand website). The HTML code generated via the Sponsor's account is unique to each licensed entity. After 30 days of link implementation a Standard License will be automatically granted - provided we have not received any feedback indicating we should consider doing otherwise.

**Brand Authentication** 

[www.ethicalbrand.com](http://www.ethicalbrand.com)

## Brand Authentication

Each eb Profile establishes an eb branded feedback channel for that particular licensed entity, which feeds our brand authentication model (outlined in the diagram below). This enables us to verify the status of each ethical brand by monitoring the health and vitality of their listening, learning and response capabilities.

The high quality insight it generates is shared only with the relevant Sponsor (or their nominees) in real-time. Our approach is discrete, unobtrusive and the model is based on game theory. It recognises that there is no such thing as the perfect organisation or brand, but that there is a set of characteristics that can be observed and measured, and which provide strong evidence of a genuine ethical brand.

These characteristics are represented by a sequence of activities comprised of Listening, Learning and Responding, which we generally refer to as the eb Process. Our methodology is not concerned about whether the eb Process exists informally, or formally, but whether or not it is present and working. (For more information about the characteristics that qualify genuine ethical brands, download: *Defining the Authentic Ethical Brand.*)

We also employ a variety of techniques to ensure that the standard of feedback is maintained at the highest possible level. Strict validation criteria are also applied to all feedback to ensure that it is relevant,

nontrivial and from a de-facto stakeholder. Where necessary and appropriate we request further information from users to validate their submissions and all feedback is treated in the strictest confidence.

Our role is strictly confined to the observation of how the brand is responding to the needs, interests and concerns of its stakeholders - if you like, to assess how adept the organisation is at recognising and responding to gaps between the brand promise; stakeholder expectations and experiences. We do not enter into correspondence, participate or get involved in any debates or disputes between stakeholders and licensed entities - unless or until we feel it is necessary and appropriate to either suspend or revoke a license.

If we have any concerns about either granting a license, or about the conduct of an existing licensed entity that Sponsor is furnished with details of our concerns and invited to respond before we make a final decision - based on the outcome of this dialogue and any actions agreed. Consistent and serious breaches of our confidence will draw instant revocation of all existing licenses.

We also respect the right of any organisation to challenge any decision we make concerning license revocation by calling for independent mediation - conducted at their own expense.

## Extras

### Exclusive eb Directory

In addition to receiving a search engine optimised eb Profile, each licensed entity also receives a free listing in the Ethical Brand Directory at [www.ethicalbrand.net](http://www.ethicalbrand.net). Again, the directory is search engine optimised but it is actually a whole lot more than a directory. In fact it's a world class platform designed to do one thing extremely well: enhance the online visibility of each licensed ethical brand. Among other things the directory site provides opportunities for licensed entities to publish press releases and articles of interest to other licensees and the general public, as well as to promote events.

Only licensed Ethical Brands are listed in the eb directory and allowed to access the full range of promotion services available on the directory site.

### Proprietary Search Engine Optimisation

Over the past 7 years we have developed our own highly effective and proprietary approach to search engine optimisation. Our index of over 1,000 key words and phrases is commonly used in the vast majority of online content where social or environmental interests and concerns intersect with brands. This drives our own online presence, which combines with each eb Profile as well as keywords associated with each brand's website to boost the search engine ranking and search results for that brand.

### Customisation Options

With the exception of feedback pages - which conform to our worldwide standard to protect the integrity of the brand authentication process - eb Profiles may be customised, enhanced and expanded to incorporate a wide range of features and functionality.

Each eb Profile represents a logical focal point as well as a compelling context for engaging stakeholder communities on a wide range of relevant topics. Sponsors may choose to introduce their own branding and also expand the scope of their micro-site well beyond a basic brand profile.

Available options are only limited by imagination but includes: surveys, reports on sustainability goals, initiatives and challenges, marketing promotions including social media integration and advanced SEO as well as support for all types of corporate communications and restricted access zones including SSL.

The online feedback area may also be supplemented by offline, call centre and mobile text feedback channels. Sponsors may also choose to receive customised traffic and feedback summary reports with statistics and analysis.

Please contact us or an eb Associate Partner for more details. □

## Ethical Brand Authentication

