

Sponsorship policy



These guidelines are effective from 1 January, 2026

SWF believes sponsorship should be based upon the principle of good faith and mutual trust. | Both parties should benefit from the agreement.

Sponsorships accepted from companies and corporate foundations

- That contribute to, or support SWF's vision
- That integrate social, environmental, and economic impacts into their investments
- That are socially, financially, and environmentally responsible
- That demonstrate a commitment to reducing negative environmental and social impacts, including measurable actions where applicable
- That plan to include water issues as an integral part of their business plan
- That comply with the UN and ILO declarations on human rights and working conditions
- That operate in alignment with internationally recognized sustainability and ESG frameworks such as the UN Global Compact and OECD Guidelines

Sponsorships avoided from companies and corporate foundations

- That work with the production and sales of hard liquor, alcohol, tobacco, pornography, or weapons
- Whose core business is related to the extraction or production of fossil fuels or development of hydropower and do not comply with globally recognized environmental standards
- That have been found guilty of fraud, corruption, human rights abuse, environmental degradation, or tax evasion within the past three years
- That are black listed on the World Bank Listing of Ineligible Firms & Individuals or are suspended from the UN's vendor list and barred from applying for procurement contracts with the UN
- That are assessed by SWF as posing a material risk to trust, integrity, reputation, or operational independence
- That are political organisations
- That are discriminatory

Criteria and Conditions

- The sponsorship agreement should recognise the autonomy and self-determination of SWF in the management of its activities and properties, provided that SWF fulfils the objectives set out in the agreement. In particular, SWF's intellectual and creative freedom and properties must be respected.

- SWF is foremost a provider of public goods and will always share information without prejudice.
- The sponsor should avoid any abuse of its position which would damage the identity, dignity or reputation of SWF or its activities.
- SWF will not obscure, deform or impugn the image or trademark of the sponsor or jeopardise the goodwill or public appreciation these have already earned.
- SWF will strive to be fully transparent, including in its information to third parties, in relation to its sponsorship activities. The audience will be clearly informed of the existence of a sponsor with respect to a particular event, activity, programme or person.
- The sponsor's message at events or activities arranged by SWF, or in association with the SWF name or brand, should not deliberately offend the audience's religious, political or social convictions or professional ethics.
- Activities that require several sponsors will have individual sponsor contracts that clearly set out and inform each sponsor of the respective rights, limits and obligations. SWF is aware of the importance of keeping an appropriate and fair balance between the sponsors.
- SWF will, during the negotiation phase, inform new sponsors at collaborator level of sponsors that are already a party to the organisation and the sponsored activity or event (for the three levels of sponsorship – contributor, supporter and collaborator).
- Before accepting a new sponsor at collaborator level, SWF will inform relevant existing sponsors where potential conflicts of interest may arise.
- Both sponsors and sponsored parties should take into consideration the potential social or environmental impact of the sponsorship when planning, organising and carrying out the sponsorship.
- Any sponsorship message fully or partially based on a positive (or reduced negative) social and environmental impact should be substantiated in terms of verifiable and measurable benefits wherever possible.
- SWF seeks to have a continuous dialogue with sponsors in order to provide the most benefits to both parties and to evaluate and improve collaboration.
- Sponsor packages with detailed information about levels of support and benefits will be updated on an annual basis on the SWF websites. The sponsor is responsible for informing SWF about new or updated logos and other important company information such as mergers, major internal reorganisations and bankruptcy.
- As part of the sponsorship agreement, sponsors will be asked to sign a compliance declaration certifying their companies and/or organisations operate according to solid social, financial and environmental standards.