



r3.0 Advocation Partner Program

Opportunities for advisory firms, not-for-profits, and subject matter experts to participate in the dissemination of the r3.0 Blueprints and Transformation Journey Program

With the release of the Reporting Blueprint and the Data Blueprint at the 4th International r3.0 Conference in May 2017 as well as the Accounting Blueprint, New Business Model Blueprint and the Transformation Journey Blueprint at the 5th Conference in June 2018, r3.0 is opening a second chapter of its development. We are offering interested subject matter experts (forward-looking individuals, advisory firms and not-for-profit organizations) the possibility to participate and benefit from r3.0's dissemination of the Blueprints.

What is the Advocation Partner Program?

- Advocation Partners are experts in fields in which r3.0 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, habitats or investment portfolios. They have deep knowledge about the Blueprints since they have mostly been part of their development or r3.0 has been drawing on their specific expertise in favor of a Blueprint recommendation.
- r3.0 will be signing an Advocation Partner Agreement with its Partners. In these agreements
 - r3.0 recognizes the specific expertise of a certain Advocation Partner
 - r3.0 allows regional or topic-specific exclusivity in case this is recommendable
 - Advocation Partners join the r3.0 Programs for free, e.g. the Transformation Journey Program, allowing them to showcase their specific expertise in areas of particular interest of r3.0 (given its recommendations)
 - Advocation Partners can get listed for advisory services of organizations that are interested in implementing the r3.0 recommendations. r3.0 will not intervene in the direct negotiation process due to its not-for-profit status. However, r3.0 will receive a certain revenue share stemming from these agreements to support further development of the organization. This is negotiated on a case-by-case basis, ranging from minimally 3% to maximally 20%.

What do we expect from Advocation Partners?

- Advocation Partners will be a stable resource for contacts and engagement for r3.0 in their specific region and for the specific topic.
- Advocation Partners may 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 r3.0 programs at their own costs (time and out-of-pocket expenses).
- Once per year, Advocation Partners are organizing a r3.0 event dedicated to disseminating r3.0 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. This can also be done through a group of Advocation Partners in one country.
- In short, Advocation Partners are valuable representatives of the r3.0 platform and help to grow understanding, uptake and implementation of r3.0 recommendations.

Conditions

- Advocation Partners will sign an Advocation Partner Agreement with r3.0 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.
- r3.0 offers appropriate visibility of the Advocation Partner on its website and in its communication, the same is expected from the Advocation Partner.
- r3.0 International Conferences are free of charge for one representative of the 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 r3.0'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, r3.0 aims at creating win-win situations, beneficiary for r3.0 as well as for the Advocation Partner. r3.0 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 r3.0, 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 r3.0 while at the same time can generate benefits for themselves as well as for their clients.

Contact

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