

## Sustainable Growth Coalition Membership Guidelines

### Purpose of Guidelines:

- The Coalition advances our vision through the engagement of members. Therefore, the composition and role of members are very important to meeting our mission. These guidelines are intended to facilitate this engagement in a fair and transparent manner.

### Membership Characteristics

- The Steering Committee will guide the overall strategy for the composition of membership, based on how the Coalition wants to make an impact.
- Shall strive for the membership to be comprised of:
  - A cross-sector mix of members, the majority of whom are from the private sector.
  - A balance of diverse perspectives and industries, including private, public, non-profit, and community organizations.

### Membership Requirements

- Alignment with and commitment to:
  - The Sustainable Growth Coalition Charter.
  - Supporting Coalition frameworks, vision statements, and positions when adopted via member consensus.
  - General brand and objectives of the Coalition.
- Significant presence in Minnesota (i.e. headquarters, operational footprint, customers, staff responsible for sustainability or other relevant policy and strategy, etc.).
- Willingness and capacity to commit (in people, time, and other resources) to actively advancing the circular economy through the following:
  - Established, demonstrated level of commitment and effort toward advancing sustainability and the circular economy (i.e. company goals, strategies and commitments, dedicated sustainability-focused staff, corporate social responsibility plans and reports, advancements toward creating a circular economy).
  - Actions within the member organization that further the Coalition's vision.
  - Collaborative action(s) of the Coalition.
  - Public communications that support the mission and vision of the Coalition.
- Designation of at least one local primary individual to participate in membership activities as the liaison, with one or more additional representatives to participate in Coalition work teams and activities.

### Membership Expectations

- Active participation in Coalition activities such as:
  - Attending full membership meetings.

- Nominating leaders to and consideration of serving on the Coalition Steering Committee.
- Providing feedback and input to the specific workgroups. Participation in workgroups is voluntary, and members will be given opportunities to provide input on workgroup focus during initial ideation via email, large member meeting participation, or individual outreach to the steering committee or staff. Once workgroups are formed, member participation may be based on fit with priorities and capacity, along with the balance of perspectives needed on teams. Engagement in workgroups will help ensure that Coalition activities and the selection of priorities are guided by member needs.
- Involvement in ad hoc Coalition activities, including communications opportunities to use the member voice to advance our vision.
- Continued alignment and commitment to the general brand and objectives of the Coalition.
- Assist in identifying potential new programmatic opportunities, potential for incubation conversations, and members based on guidance from the Steering Committee's membership and strategic framework.
- Contribute annual membership dues minimum investment. Member dues are revisited by the Steering Committee annually.
- Conflicts of interest shall be avoided:
  - The primary duty of a member is to disclose any possible conflicts of interest within the Coalition and with regards to prospective members.
  - Relationships that may constitute a conflict of interest include:
    - Family member or relative.
    - Similar business interest.
    - Competitor in the market.
    - Profit or gain to be had by either individual or company involved.
- Coalition members shall adhere to the anti-trust disclosure for the Coalition. The statement reads as follows:
  - The Coalition shall not enter into any discussion, activity, or conduct that may infringe, on its part or on the part of its members, any applicable competition law. Specifically, members shall not discuss, communicate, or exchange any commercially sensitive information, including information related to prices, marketing and advertising strategy, costs and revenues, trading terms and conditions with 3rd parties, including purchasing strategy, terms of supply, trade programs, or distribution strategy.
- Honor that the Coalition is a safe space for member participation that is free of sales pitches and vendor promotions, unless explicitly requested by members to advance identified goals. Members will not market to each other for products and services. Members are expected to set aside individual interests that do not directly relate to official Coalition activities.

### Member Liaison Expectations

- The liaison shall attend Coalition meetings and other official Coalition functions as much as feasible, delegating attendance to others within their organization when their individual participation is not feasible or is not a strong fit for the items discussed.
- The primary liaison should be:
  - The point of contact between their organization and the Coalition, keeping other internal team members apprised of Coalition efforts.
  - Committed to providing financial or other support for the Coalition.
  - Willing to champion the Coalition both internally and externally.
- The primary liaison and other representatives from participating member entities should have:
  - A commitment to the Coalition's success.
  - Interest in, or work involving, business sustainability and equitably moving towards a circular economy.
  - Willingness to share their expertise, including information to help others understand their business operations and priorities.

### Process for Membership Application

- Staff implements the Steering Committee membership guidelines strategy, per the Steering Committee Charter.
- Process for approving is as follows:
  - Steering Committee decides which applicant(s) to interview, based on the Membership Guidelines.
  - Coalition staff and one Steering Committee member conduct an interview with the applicant:
    - During the interview, applicants share how their company fits into the SGC Membership Guidelines and learn more about the engagement model and expectations of Coalition members.
    - Staff will draft questions for the Steering Committee member to use as a consistent discussion guide.
  - Coalition staff and the Steering Committee member decide on the applicant's fit for the Coalition, based on the membership guidelines.
  - Their recommendation is reported out at the next Steering Committee meeting for final approval or refusal.
  - The application is discussed at the next Steering Committee meeting. The Steering Committee will decide by consensus.