

Second Nature Core Principles

For Engagement with Corporate Partners

Second Nature has driven sustainability solutions to the forefront of the agenda of the higher education sector. Our mission is to proactively build a sustainable and positive global future through initiating bold commitments, scaling successful action, and accelerating innovative solutions among leadership networks in higher education. Second Nature partners with leading businesses that share our goals and align with our mission and values. Our corporate partners are sustainability leaders helping higher education fulfill its commitment to sustainability.

Guiding Principles

- Second Nature enters into corporate partnership agreements with the best interests of our signatories in mind including the senior leadership, staff, and millions of students that are part of the higher education community.
- Second Nature will develop partnerships that allow us to achieve our mission while also protecting the quality of our work and the strength of our brand.
- Corporate partnerships will be based on transparency and mutual benefit. We view our partnerships as transformational, and not merely transactional.

Principles for Engagement

- Second Nature will not compromise service and support of its signatories for the benefit of a corporate partner.
- Second Nature will perform due diligence before engaging with a company or provider.
- Second Nature will not enter into exclusive relationships with our corporate partners.
- Second Nature will be transparent with its corporate partners about all the corporate benefits and other corporate relationships.
- Second Nature will publicly communicate the corporate partnership opportunities to recruit new corporate partners.



- Second Nature will protect corporate partner intellectual property and will not disclose sensitive trade information.
- Second Nature will not sell, distribute, or provide unrestricted access to contact lists.

For more information, contact:

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