



THE STUDENT ASSOCIATION

COMPANY POLICY

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This document regulates how contacts are to be managed between the Student Association at the Stockholm School of Economics and stakeholders from the business community.

1 CONTACTING COMPANIES FOR SASSE PROJECTS

All SASSE projects that wish to engage with companies must do so in collaboration with the Business Committee (BC/NU). Prior to contacting companies, there must be a dialogue with the Business Committee President regarding the offer, pricing, choice of company/ies and the contract itself. The Business Committee Board is responsible for providing the relevant information regarding company contact while it is the responsibility of the project coordinator in each committee to set up a meeting with the Business Committee President prior to contacting companies. Moreover, it is the responsibility of each Committee President to make sure that the Business Committee President is notified whenever a company relations role is to be recruited as part of a SASSE project. The Business Committee Board is the only body with the right to decide how other SASSE members should handle company contact, and depending on the circumstances at the time of contact, certain regulations may be applied not specified in this policy. In such cases, all SASSE projects must follow the guidelines given by the Business Committee President.

The purpose of the Company Policy is threefold. First, it is meant to make sure that projects receive sufficient guidance prior to initiating company contact. Second, the rules in this document are in place to protect the financing of SASSE as an organization. Third, the rules exist to assure that SASSE is perceived as a unitary and professional organization by the business community.

1.1 CONTRACTS

All sponsorship agreements between companies and the Student Association must be approved by the President of the Business Committee. Sponsorships and collaborations that amount to more than SEK 10 000 in monetary value must be agreed upon in a written agreement. The President of the Business Committee signs such agreements. Exceptions to the requirement of written agreements can be made by the President of the Business Committee.



Pricing

The pricing of company sponsorships is always decided by the President of the Business Committee for all SASSE projects and committees, in order to ensure that events and services provided by the Student Association are priced with consistency.

1.2 THE BUSINESS COMMITTEE COMPANY LIST

The Business Committee is responsible for keeping an updated list of important company partners. This list may be in the form of a compiled document, or embedded in a CRM-system. Companies on this list are divided among the Key Account Managers of the Business Committee Board. If a member of SASSE wishes to approach any company, included or not included on the Company List, with a proposition on the behalf of SASSE the member must first contact the responsible Key Account Manager. The purpose of the Key Account Manager is to be responsible for the relationship between the Association and the concerned company and thus make the determination if and how this company may be approached.

2 RULES GOVERNING COMPANIES FROM CERTAIN SECTORS

Overtime SASSE has identified certain sectors of companies that have proven problematic to collaborate with as they do not align with the values of SASSE. SASSE aspires to be a welcoming organization and certain companies and their presence at SSE may contradict that. Below follows a list of different sectors that SASSE can only collaborate with under certain restrictions.

When a SASSE member contacts companies there should always be an ongoing reflection of how the corporate sponsors may have an impact on the brand of SASSE and SSE. If there is a suspicion that a company may be inappropriate to collaborate with, due to any type of controversy, contact any member of the Business Committee Board to discuss this.

2.1 ALCOHOL, GAMBLING AND TOBACCO

- i. SASSE does not want to take an active role in promoting alcohol, gambling or tobacco to students and should never actively put those products on display. Companies from these sectors are not allowed to sponsor SASSE projects since the exposure of the company will make it difficult to determine the difference between the product and the company.



- ii. Companies within these sectors may under certain restrictions participate in SASSE activities to market job opportunities. If the Business Committee President finds it appropriate, they may take part in corporate events such as presentations and career fairs, but the companies in question may still never market their products. The restriction on marketing the products includes all communication during events as well as by any other means.
- iii. An individual assessment of appropriateness must be conducted case by case in order to determine whether a sponsorship deal is suitable. Exceptions may be made for events where the sponsoring and trademark are consistent with the purpose of the event, and in that case the decision must be made by the President of the Business Committee.

2.2 STAFFING, RECRUITMENT, HEADHUNTING, RECRUITMENT NETWORKS

- i. Collaboration with companies that are considered to be within the sectors of staffing, recruitment, headhunting or recruitment networks should be very limited. This applies to all services offered by SASSE.
- ii. The purpose of the paragraph above is that SASSE wants to;
 - a. Offer its members direct contact with future employers, without the involvement of any profit-making intermediaries.
 - b. Offer all members the same opportunities. SASSE should strive to have no selection or special treatment with regards to job opportunities provided to SASSE members.
 - c. Assure that SASSE projects are relevant to employers in terms of branding and recruitment. Moreover, SASSE should be an organization that can offer its members the opportunity to be in direct contact with potential project sponsors.
 - d. Have control of the communication channels between the business community and SASSE members. There is a significant risk of both revenue loss and spam if additional external channels are offered.
- iii. Exceptions can be made in a few specific cases. Cooperation should never be deemed to be appropriate if there is a risk of monetary loss or significant loss of student benefit as a



result of the collaboration. Decisions on exceptions are made by the President of the Business Committee.

2.3 DRUGS, WEAPONS, PORNOGRAPHY

- i. SASSE fully disassociates itself from companies within the sectors of drugs, weapons and pornography, and no collaborations are approved.
- ii. Companies in the defense industry may sponsor SASSE activities if the sponsorship is consistent with the purpose of the event and in that case the decision must be made by the President of the Business Committee.

2.4 POLITICAL COMPANIES AND ORGANIZATIONS

- i. If a company or organization is working to achieve a clear party political standpoint, the person organizing the event at which the company is participating should clarify the party political independence of the Student Association, and clearly state the political affiliation of the participating company/organization.
- ii. The President of the Business Committee, together with the SASSE Board, makes decisions as to whether or not a company or organization is deemed to be politically inappropriate.

2.5 COAL, OIL AND GAS COMPANIES

- i. SASSE fully disassociates itself from companies that have proved and/or probable coal, gas and oil reserves used for energy purposes.
- ii. A company with proved and/or probable coal, gas, and oil reserves but derives less than 50 percent of its annual revenues from said activities may sponsor SASSE activities if the sponsorship is consistent with the purpose of the event and in that case the decision must be made by the President of the Business Committee.



2.6 OTHER COMPANIES

- i. Cooperation may not be initiated if the nature of a company's operations is in direct competition or conflict with the activities of the Business Committee, or the activities of other parts of SASSE that are related to the business community. Moreover, cooperation should not take place if a company's operations may be directly harmful to the Student Association in any other way.

- ii. SASSE aims to fully dissociate itself from direct collaborations with companies and organizations that do not uphold basic human rights, basic labour rights, international environmental standards or that engages in any form of corruption. For SASSE to have guidelines and definitions of such basic rights and standards, the Ten Principles of the UN Global Compact (<https://www.unglobalcompact.org/what-is-gc/mission/principles>) will be applied in interpretations as they are internationally well-known and supported by corporations around the globe. Interpretations and exceptions to this paragraph are made by the President of the Business Committee.

3 MARKETING

When marketing SASSE projects and events marketing channels such as posters, SASSE social medias and the SASSE website should be used. The Business Committee offers several different other marketing channels to corporate partners, regulated below.

Property or premises of the Student Association may never be tagged with any company logo, trademark or name without the permission of the Business Committee President.

3.1 EMAILING STUDENTS AT SSE

Distributing messages to students via e-mail is a paid service that may only be used to market job offers or corporate events. Costs are regulated by the Company Guide issued by the Business Committee. The President of the Business Committee makes decisions on exceptions if such an exception could result in significant student benefit.



3.2 POSTERS AND FLYERS

The hanging of posters on Company Billboards in the SASSE premises is a paid service that may only be used to market job offers or corporate events. Costs are regulated by the Business Committee. The distribution of flyers at SASSE and SSE premises is not allowed. The President of the Business Committee shall make a decision on any exceptions regarding flyers and billboards.

3.3 SASSE WEBSITE

Corporate events organized by the Business Committee or by other SASSE projects should be communicated to students by creating an event on the SASSE website. The advert may only market the company event in question and should not be a company profile or job advertisement.

3.4 SASSE SOCIAL MEDIAS

SASSE social media channels should not be used to advertise jobs or external corporate events hosted by companies. The only exception to this rule is the Facebook group “BC Opportunities” and other social media channels handled by the Business Committee President, such as the Business Committee Instagram and the SASSE Youtube channel (managed in collaboration with the Media Committee President). In other words, individual SASSE projects may not post advertisements with specific company-related information in SASSE members, on the SASSE website or on other SASSE social media channels if the content is not directly related to the SASSE event being arranged. Two examples of specific company-related information are job advertisements and general branding of the company. Exceptions to this can only be granted by the President of the Business Committee.

3.5 MARKETING THROUGH RUN-INS (INSRING)

Only SASSE members may make use of a run-in to market their SASSE projects or lectures. Thus, a run-in may not be used to market individual corporate events and business representatives are not permitted to take part in run-ins at all. Exceptions to this can only be granted by the President of the Business Committee.



4 COMPANY PRESENTATIONS

4.1 RECRUITMENT EVENTS

Only the Business Committee is allowed to organize company presentations that focus on recruitment. This is to avoid internal competition regarding pricing and to enable presentations to be organized as professionally as possible. If other entities within SASSE wishes to organize company presentations, only the Business Committee President can approve such activities. Individual events focusing primarily on recruitment are counted and defined as *company presentations*, no matter if the presentation is held at SSE or an external location. The Business Committee Board interprets the distinction as to what constitutes a company presentation and makes decisions on exceptions to this rule.

Following the complete internationalization of SSE in 2020, all company presentations arranged at the SSE premises must be held in English. In order for no students to be excluded due to language barriers, this must be applied to all company presentations excluding presentations held at external locations. Exceptions to this rule can only be approved by the Business Committee President.

4.2 EDUCATIONAL EVENTS

When SASSE projects and committees besides the Business Committee wish to engage with companies they should do so by arranging educational and inspirational events. This means that the focus in the presentation content should not be on specific job advertisements or branding of the company in question. Instead, the company should be there as a natural part of the SASSE project and present a topic that is of relevance given the project that the company in question partakes in.

The purpose of such an event is to be inspirational and educational towards the participating SSE students. During an inspirational/educational event, the company is not allowed to brand themselves as an employer or talk about their internal recruitment processes/opportunities. If the company tries to recruit students during their inspirational/educational event, this will be seen as a recruitment event and will be invoiced accordingly. The President of the Business Committee conducts distinctions and interpretations in this matter.



5 TREATMENT OF SSE CAPITAL PARTNERS

5.1 BACKGROUND

SASSE and SSE have for many years discussed back and forth how the two parties should approach and collaborate with the business community. Both organizations have large corporate networks and rely heavily on funding from companies. Moreover, SASSE and SSE share many companies as their largest corporate partners. Although the difference between SASSE and SSE may be very evident to the students enrolled at SSE, it can be a more difficult distinction for external parties. SASSE and SSE share the same brand, and to the outside world the two organization may be perceived as unorganized and unprofessional when they do not act in symbiosis and in a synchronized manner. In December 2016 a contract was signed between the two parties with regards to SSE's Capital Partners.

5.2 WHAT PROJECTS WITHIN SASSE MUST KNOW

The contract only concerns SSE's Capital Partners and grants them certain privileges mentioned on the next page. The main part of the contract is "preferential treatment" to help the Capital Partners receive a premium status through their contributions to both SASSE and SSE. In other words, it is a way for SASSE to express gratitude towards them for choosing to finance our education. The complete list of Capital Partners can be found on the SSE website (<https://www.hhs.se/en/outreach/corporate-relations/corporate-partners/>).

The content of the contract can be found in the following heading and should be read and understood by all Project Leaders and Head of Corporate Relations within SASSE as well as the SASSE Board. Some of the points in the contract affect all projects within SASSE, such as the 20% discount on all SASSE projects. This means that Capital Partners pay 80% of the set price for any SASSE activity.



5.3 WHAT SASSE OFFERS THE CAPITAL PARTNERS OF SSE

Discount

SASSE offers SSE's Capital Partners a 20% discount on all activities offered by SASSE.

Student Key Account Manager (KAM)

SASSE provides each Capital Partner with a student contact, a Key Account Manager, to provide each partner with relevant SASSE information. The KAM will provide each Capital Partner with relevant information about SASSE and how companies can engage with students.

Exposure

SASSE exposes and promotes SSE's Capital Partners through different channels. This includes exposure in Minimax, in the SASSE Introduction Guides, logo on the SASSE website and exposure in the SASSE premises.

Priority

SASSE grants Capital Partners the highest level of priority by offering the opportunity to book company presentations before other companies and will strive to assure perks such as better placement at career fairs. This gives Capital Partners the opportunity to get the best exposure and visibility towards students at events.

Social Medias

SASSE allows Capital Partners to post information in the Facebook group "BC Opportunities" free of charge. This assures regular communication towards students by providing a constant flow of information from each partner to the students at SSE.

6 TREATMENT OF SASSE COMMITTEE SPONSORS

Committee Sponsors within the Student Association are granted certain privileges due through their contributions to SASSE. The following paragraphs should be read and understood by all Project Leaders and Head of Corporate Relations within SASSE as well as the SASSE Board.



Some of the points affect all projects within SASSE, such as the 10% discount on all SASSE projects. This means that Committee Sponsors pay 90% of the set price for any SASSE activity.

The committee sponsor agreements differ between committees on some aspects, but in general SASSE offers the Committee Sponsors the following;

- i. SASSE offers Committee Sponsors a 10% discount on all activities offered by SASSE, excluding the committee sponsorship itself.
- ii. SASSE exposes and promotes the Committee Sponsor through different channels, and special regulations apply to all marketing material published by the committee in question. For updated specific regulations, contact the affected Committee President or the Business Committee President.

7 MEMBERS OF SASSE WITH DIRECT INTEREST IN COMPANIES

SASSE members who work for, own or have a direct interest in a company may not be responsible for collaborations between SASSE and the company in question. However, SASSE can collaborate with such companies, through various projects, if the compensation received by the Student Association is the same as for other companies participating. Interpretations and exceptions to this paragraph are made by the President of the Business Committee.

8 DEVIATIONS FROM THE COMPANY POLICY

Corporate relations is a vital function of the Association and of strategic importance to its goal and survival. Therefore, the company policy is a strict document that must be followed by all members of SASSE. The President of the Business Committee is the only entity, except for the Members Assembly and the SASSE Council, with the right to make and allow exceptions and deviations from this document. Any transgressions against this policy may be subject to the SASSE Disciplinary Statutes.



9 CONTACT INFORMATION

If you have any further questions about the Company Policy, please contact the Business Committee:

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Student Association at the Stockholm School of Economics
