



MEND's approach to working with corporate partners:

Guiding principles

Tackling the obesity epidemic requires a collaborative response. Across the world, governments and companies are working together to provide solutions to this public health challenge.

We regularly work with corporate partners from diverse sectors to achieve shared goals. Our experience includes working with corporate partners to develop and implement a wide range of community-based healthy lifestyle programmes and resources. Each partnership is tailored to the needs of the sponsor organisation.

Our programmes are based on evidence and are proven to help participants become fitter, healthier and happier. MEND permits treats and advocates portion control. No foods or drinks are prohibited.

To help you and MEND assess the potential fit for collaborative working, here are the general principles that we follow when exploring new corporate partnership opportunities:

- We seek partners who support our vision of a world where we all live fitter, healthier and happier lives.
- We don't endorse or promote products which contradict MEND's vision and values.
- We don't make changes to the content of our programmes which may compromise the outcomes of our evidence-based interventions, to meet the requirements of potential corporate partners.
- We welcome the opportunity to work with companies that have a strategy to encourage responsible consumption and are committed to reformulating products that are high in fat, salt and sugar.
- We don't partner with producers of tobacco, armaments or pornography.
- We maintain full discretion over the use of the MEND brand.

If you would like to discuss a potential partnership with MEND, we would love to hear from you. Please contact our regional management team on 0800 2300 263 or email info@mytimemend.co.uk.