



**Alliance**  
FOR PUBLIC WALDORF<sup>SM</sup> EDUCATION

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Dear Alliance Members,

Your colleagues at the Alliance send very best wishes for a rejuvenating summer and a successful launch to the 2015/16 school year. We look forward to working with all of you to reach new students and to strengthen our collaboration across the country.

With this letter, we take the opportunity to answer the most frequent questions we have received regarding the impact of the recent service mark agreement signed between the Alliance and the Association of Waldorf Schools of North America (AWSNA). We also wish to once again express our enthusiasm for the opportunities created for our movement by this historic step, and our gratitude to all of you for the work you are doing to transform education in North America.

### **DOES THE NEW AGREEMENT MEAN WE CAN NOW CALL OURSELF A WALDORF SCHOOL?**

No, it does not. AWSNA is the owner of the Service Mark “**Waldorf**” for educational services in the United States. The 2015 agreement signed between AWSNA and the Alliance now empowers the Alliance to use the service mark “**Public Waldorf.**”

A definition of the core principles of Public Waldorf Education is available on our website at <http://www.allianceforpublicwaldorfeducation.org/wp-content/uploads/2015/04/Exhibit-A-single-page.pdf>. This is a living document and will be continually reviewed, discussed and updated to reflect the depth and diversity of the work being done by Alliance members.

### **DOES THIS MEAN WE CAN CALL OURSELF A PUBLIC WALDORF SCHOOL?**

No, not at this time. Right now, the agreement for the use of Public Waldorf is only between AWSNA and the Alliance. For next steps, see below.

### **SO WHAT CAN WE SAY?**

At this time, there are two ways Alliance schools can use the term “Public Waldorf.” The first is to identify your school as “A member of the Alliance for Public Waldorf Education.” The second is to state that your school is “guided by the Core Principles of Public Waldorf Education.” As we work together to make Public Waldorf a term that consistently and proudly stands for high-quality, fully accessible, anthroposophically-based education, we offer the following guidelines with regard to language use on your school’s website:

- Please discontinue use of the terms and phrases “Waldorf-methods”, “Waldorf-inspired”, and “inspired by Waldorf Education”.

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*Public Waldorf<sup>SM</sup> is a service mark owned by the Association of Waldorf Schools of North America and used pursuant to a license.*

- Please prominently display the Alliance logo and use the phrase: “A Member of the Alliance for Public Waldorf Education.” The Alliance logo can be accessed on our website at: [http://www.allianceforpublicwaldorfeducation.org/?attachment\\_id=1326](http://www.allianceforpublicwaldorfeducation.org/?attachment_id=1326)
- When initially describing your program, use the phrase “guided by the core principles of Public Waldorf Education” and provide a link to the Core Principles document referenced above. When talking about your program, describe what it is that you do in concrete and accessible language, rather than simply describing it as “Waldorf” or “Public Waldorf.” Many schools already do an excellent job of this.

We understand that making these changes may take time, so we ask that new website language be in place by December 31, 2015.

### **WHAT WILL HAPPEN NEXT?**

The agreement between AWSNA and the Alliance is also the first step of a pathway for all qualifying Alliance schools to enter into individual sub-license agreements for use of the term “Public Waldorf.” The following steps toward making this a reality are now taking place:

- A collaborative **AWSNA-Alliance Joint Venture Committee** has been formed to guide the development and roll-out of a sub-license process. This group will also identify and support collaborative opportunities between the Alliance and AWSNA, and address any questions arising out of AWSNA’s continued stewarding of its service marks.
- The Alliance is entering the second year of a two-year Pilot Membership Project. Having a robust and sustainable membership process in place is necessary in order to create a procedure for granting **sub-license service mark agreements** to all qualifying Alliance member schools.
- The Membership Committee of the Alliance is currently working to create a “**pre-qualifying**” procedure to assist Alliance member schools in determining their membership levels. This pre-qualification is the first step for those seeking to enter the pathway to a sub-license as a Public Waldorf school once that pathway has been agreed upon by AWSNA and the Alliance .

We recognize that this is a lot of information to incorporate and put into action. Please feel free to contact us at [alliance.public.waldorf@gmail.com](mailto:alliance.public.waldorf@gmail.com) if you have questions or would like to indicate a desire to enter the pre-qualifying process. Alliance board members are also happy to speak with you by phone. More information about these developments and others will be available in the Fall 2015 *Confluence* and in periodic email communications. Here’s to a wonderful start to the new school year!

Warm best wishes,



**Shanna Mall,**  
Interim Board President



**Victoria Temple,**  
Administrative Coordinator