Atlas Guide for Affiliated Networks

Understand the program and prepare for affiliation



Conceptual illustration. No real member or event is represented.

Atlas offers organizations a way to connect their community with those of GR International while retaining their identity and their relationship with their members. This guide is for leaders of networks, chambers of commerce, coworking spaces, entrepreneurial communities, professional organizations and mutual support organizations. It helps assess the program's relevance, distinguish organizational affiliation from individual Passports and prepare the commitments to agree on before a launch.

Idea and concept: Éric Pichette et Olena Pichette

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1 The value for your community

Atlas primarily aims to help members discover other communities, new relationships and relevant events. Event promotion and connections between networks are central to the proposition. Passport-related compensation is an additional benefit, not a basis for promising sales volumes or income.

The offering is intended to complement your organization’s own. It can be considered in light of concrete needs: introducing an event to other communities, discovering useful meetings in another region or helping interested members broaden their relationships.

Promotion channels, eligible events and visibility activities must be agreed on. Affiliation alone is not a basis for assuming automatic publication, a minimum audience or a number of participants.

- For the network: visibility and collaboration opportunities through agreed channels.
- For members: a personal choice of access to communities and participating activities, subject to applicable conditions.
- To prepare the discussion: select one priority need and one example of an event or meeting to review with GR.

2 Your organization remains independent

Your network retains its name, mission, leadership and relationship with its members. Atlas does not require you to merge your community with GR or replace your existing offering. A Passport remains optional for each person.

Affiliation concerns the organization. A Passport concerns the individual. The affiliation fee does not include Passports or automatically give all members individual access.

Your member database stays with you. Your network can share the program presentation after approving the message. GR then speaks with people who have expressed interest or consented to contact. The arrangement relies on neither mandatory transfer of the member database, automated contact collection nor mass solicitation.

Participation in Atlas does not require the creation of an Élite group or Élite membership. A partnership may satisfy a criterion in a separate pathway, but it does not confer automatic admission to Prestige or Élite.

3 Choose the partnership level

Joining Atlas requires at least Silver Partner status. Gold, Platinum and Diamond provide an opportunity to consider a different scope of collaboration. The choice should reflect the network's needs and the written local offer rather than assumed benefits.

Level	Available reference point	To specify in the offer
Silver	Minimum level for Atlas. Partner status, visibility through agreed channels and access according to the local offer.	Selected channels, access and activities. Regional prices in section 5.
Gold	Visibility and support according to the local offer.	Scope, deliverables, conditions and price.
Platinum	Visibility and support according to the local offer.	Scope, deliverables, conditions and price.
Diamond	10 confirmed hours of consultation.	Consultation purpose and arrangements, other services, price and period covered.

Compare concrete elements

Ask which channels will be used, what access will be offered and who will carry out the selected activities. For higher levels, have the actual additions to Silver specified. Diamond's 10 hours do not establish a price or an annual renewal commitment.

4 Choose an individual Passport

Interested members freely choose between the GR Passport and the GR Signature Passport. Both Passports are offered for 12 months, excluding taxes. Activities and visits remain subject to applicable conditions.

Item	GR Passport	GR Signature Passport
Profile	Visible for 12 months.	Same benefit.
Formule GR™	Six eligible visits.	Same benefit.
Events	Participating events, subject to conditions.	Same benefit.
Additional benefits	Core GR Passport offering.	10% discount on eligible purchases and doubled referral credits.
Reference prices	CAD 150 in North America or EUR 150 in Europe.	CAD 300 in North America or EUR 300 in Europe.

How to make the choice

The GR Passport provides the core access described above. Signature adds benefits on eligible purchases and referral credits. Before choosing Signature, the person should check which purchases are eligible and how credits can be used. Credits cannot be redeemed for cash.

The international price of each Passport is local and must be requested. A Passport does not imply that every activity is included, that a place is guaranteed or that every event can be attended remotely. Registration, formats and participation conditions must be checked.

5 Read the prices by region

The amounts below are reference prices for 12 months, excluding taxes. Passports are additional to the organization’s affiliation fee. Prices are stated in the indicated currency and are not automatic conversions from one region to another.

Region	Silver Partner	GR Passport	GR Signature Passport
North America	CAD 2,499 per year	CAD 150	CAD 300
Europe	EUR 1,499 per year	EUR 150	EUR 300
International	From USD 249 per year	Local price on request	Local price on request

The international price requires validation

The entry point starting at USD 249 per year concerns markets not yet developed or local adaptations that require validation. It does not establish automatic eligibility for every organization outside North America or Europe.

Confirm the applicable region, billing currency, selected level and local Passport prices. The prices of Gold, Platinum and Diamond must be specified in the offer.

6 Understand the network contribution

The planned contribution to the network is one third of the price actually paid after discounts for sales attributed under the affiliation agreement. Calculation and payment follow that agreement. The advertised price before discounts is therefore not necessarily the calculation base.

The following examples illustrate only the calculation. Amounts may be read in Canadian dollars or euros without mixing currencies. The agreement must specify the treatment of taxes, fees, refunds and other adjustments.

Example	Price actually paid	One third to the network
GR Passport without a discount	150	50
GR Signature Passport without a discount	300	100
Eligible sale after a discount	120	40

Illustration across several sales

Twenty GR Passports at 150 and fifteen Signature Passports at 300 give 20 × 50 + 15 × 100 = 2,500 in contributions to the network, in Canadian dollars or euros depending on the region. This example assumes no discounts and is before the affiliation fee and adjustments. Internationally, the calculation depends on the local price.

This amount is neither net profit nor a forecast. No sales count, activity volume or income is guaranteed. The financial contribution should be assessed separately from the value of relationships and event promotion.

Keep contributions and credits distinct

The share paid to the network under its agreement is separate from the referral credits of the Signature Passport. Those credits are an individual benefit that cannot be redeemed for cash.

7 Prepare the network and member pathways

The launch relies on shared roles. Together, the network and GR identify needs and useful access. The network approves and shares the message. GR speaks with interested people and supports their choice. Commitments are written down before the launch.

The organization’s pathway

- Define the priority need: event promotion, new relationships or useful access for part of the community.
- Review with GR the applicable region, partnership level and proposed local scope.
- Agree on visibility activities, the GR contact, responsibilities and financial arrangements.
- Approve the member message and how interested people can express their interest.
- Confirm in writing the commitments, activation conditions and items to resolve before communications begin.
- Plan a review of activities, usage and shares, at an agreed frequency.

The interested person’s pathway

- Review the offer shared by their network, with no obligation to purchase.
- Speak with GR about their needs, local conditions and the choice between GR and Signature.
- Check the price, the 12-month period, eligible visits and events, and activation arrangements.
- Choose a Passport, then follow the agreed arrangements for access to activities.

8 Conditions to agree on in writing

This guide explains the program and prepares the discussion. It is not a legal contract. Commitments, local scope and practical arrangements must be agreed on in writing before launch. The questions below distinguish the presented benefits from conditions still to be established.

Promotion and visibility

- Which types of events are eligible, and who approves them?
- Which channels and communities are targeted, in which languages and at what publication frequency?
- What information, visuals and lead times must the network provide? What promotion metrics will be available, without assuming a guaranteed audience?

Access and support

- Who is the GR contact, through which channel can support be reached and what response time is agreed on?
- Which events and visits are eligible, and what registration requirements, capacity limits or remote participation arrangements apply?
- What are the activation steps, the start date of the 12-month period and the procedure if access problems arise?

Attribution and payment

- How is a sale attributed to the network, and what evidence or statement allows that attribution to be checked?
- How are discounts, taxes, fees, refunds and other adjustments treated?
- How often is the statement produced and within what timeframe are shares paid? What procedure allows discrepancies to be corrected?

Duration and the member relationship

- What conditions govern the renewal and cancellation of the affiliation and each Passport?
- How do people express interest or consent to being contacted? What data is necessary and who receives it?
- When does the joint review take place, what does it cover and how are activities adjusted?

9 Common questions about the program

1 Why add Atlas to an established network

To offer complementary connections and meeting opportunities without replacing your network. Its value depends on your members' actual needs and the events you want to promote. An initial discussion should therefore begin with a concrete use case rather than a general promise of growth.

2 How can my events be promoted to other communities

Event promotion is a central benefit to develop through the collaboration. However, the selected events, channels, target communities, approval process and frequency must be agreed on. Affiliation alone does not guarantee publication everywhere or a number of registrations.

3 How does my network retain its independence

Your name, mission, leadership and relationship with members remain yours. The network approves the communication it shares. Passports remain individual choices and your member database stays with you.

4 What financial contribution can we expect from the program

It provides for an additional contribution of one third of the price actually paid after discounts for sales attributed under the agreement. This must be compared with the affiliation fee and applicable adjustments. No sales volume or income is guaranteed; the 2,500 example is not a forecast.

5 Which partnership level should I choose

Silver is the minimum for joining Atlas. Gold and Platinum should be compared on the basis of their local visibility and support. Diamond includes 10 hours of consultation. Request a written offer distinguishing services, prices and periods covered before choosing a higher level.

6 What are the requirements to create or join an Élite group

Atlas requires neither the creation of an Élite group nor Élite membership. A partnership may satisfy a criterion in another pathway, but it does not automatically grant admission to Prestige or Élite.

10 Common questions about participation

7 How do we determine the applicable regional price

For Silver, the reference prices are CAD 2,499 per year in North America and EUR 1,499 per year in Europe, excluding taxes. International pricing starts at USD 249 per year in eligible markets or adaptations requiring validation. The region and local offer must be confirmed; international Passport prices are available on request.

8 What Passport choices do my members have

Each person freely chooses whether to participate and, if they wish, selects GR or Signature. Network affiliation does not automatically include Passports. Signature includes the GR Passport and adds a 10% discount on eligible purchases and doubled referral credits that cannot be redeemed for cash.

9 What is the first step to get started

Meet with the business development team with a priority need and an example use case. Together, you identify useful access and commitments. Your network then approves the message to share; GR supports interested people. Written conditions and activation must be confirmed before launch.

10 How do discounts and attribution affect the contribution

The share is calculated on the price actually paid after discounts for a sale attributed under the agreement. If the eligible calculation base is 120, one third is 40, not 50 based on an initial price of 150. The attribution mechanism, adjustments, statements and payment timelines must be agreed on.

11 How can people participate remotely and use the six visits

The Passport provides six eligible visits to Formule GR™ and participating events subject to conditions. This does not confirm remote availability for every activity or the eligibility of every group or event. Check formats, locations, registration and local conditions before planning to attend.

12 Who contacts my members and what happens to their database

Your network shares the message it has approved. GR speaks with interested or consenting people through an identified contact. The member database stays with you; no mandatory transfer, automated contact collection or mass solicitation is planned. Necessary data and contact arrangements must be clarified together.

11 Useful terms

Term	Meaning in this guide
Atlas	Affiliated network program connecting communities around GR International.
Affiliation	The organization’s participation in the program, at least as a Silver Partner.
Partner	The organization’s status according to the agreed level and offer.
Passport	Optional individual access, separate from network affiliation.
Formule GR™	The format to which the Passport’s six eligible visits relate. Visit conditions must be checked.
Eligible purchase	A purchase to which a benefit applies under conditions to be confirmed.
Attributed sale	A sale credited to the network according to its affiliation agreement’s mechanism.
Network contribution	A one-third share of the price actually paid after discounts, calculated and paid under the agreement.
Referral credit	An individual referral benefit; Signature’s doubled credits cannot be redeemed for cash.
Local offer	The scope, prices, access and arrangements selected for a region and an organization.

12 References and version record

Atlas Guide version 1.2 • November 1, 2026. Aligned with Atlas presentation version 2.3. Idea and concept: Éric Pichette and Olena Pichette.

The 13-slide presentation Atlas_Affiliation_Commun_2026-11-01_V2-3.pdf is the primary reference for the proposition, Silver and Passport prices, Passport benefits, the financial contribution and launch roles.

Clarifications validated by Éric Pichette on November 1, 2026 additionally address the minimum level, regions, Diamond’s 10 consultation hours, the distinction from Élite and network independence. The local offer and written commitments specify the conditions applicable to each affiliation.

Version 1.2 editorially replaces the 26-page Atlas_Guide_affiliation_2026-10-31_V1-1.pdf guide. The previous version is retained in the archive.

Topic	Reference	Treatment in this guide
Identity and community connections	Slides 2 to 4	Value and independence, sections 1 and 2.
Affiliation and individual choice	Slide 5	Organization and individual distinction, sections 2 and 4.
Prices and benefits	Slides 6 and 7	Levels, Passports and regions, sections 3 to 5.
Contribution and example	Slides 8 and 9	Calculations, limits and attribution, section 6.
Launch and trust	Slides 10 to 12	Pathways and commitments to agree on, sections 7 and 8.
Next discussion and concept	Slide 13	Business development team and credits.
Additional clarifications	Clarifications validated by Éric Pichette on November 1, 2026	Minimum level, regions, Diamond, Élite and independence.

What remains to be specified for your organization

Support, publication frequency and approval, the target audience, sales attribution, payment timelines, taxes, fees, renewal, cancellation and activation remain matters to define. The questions in section 8 are intended to obtain written answers without assuming them in advance.