



EUROPEAN
FEDERATION OF
THE ASSOCIATIONS
OF DIETITIANS

**EUROPEAN FEDERATION OF ASSOCIATIONS OF DIETITIANS (EFAD)
GUIDELINES FOR SPONSORSHIP AND
COLLABORATIVE PARTNERSHIP WITH INDUSTRY
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INTRODUCTION

EFAD is a Professional Association and non-governmental organisation that maintains independence and integrity at all times.

EFAD's guidelines for sponsorship and partnership with industry aim to increase EFAD's potential to access funds or services from companies or foundations, while maintaining the integrity of EFAD and the independence and professional standing of its members. A wide range of options exists for collaboration of EFAD with industry. Such collaborations can mutually support the aims of EFAD and of the collaborating organisation. Forming new alliances is a positive way forward for EFAD in promoting its aims and its aspirations.

Collaboration Criteria

Every collaboration between EFAD and a third party will have to meet the following criteria:

- The collaboration contributes in an effective manner to the mission and goals of EFAD;
- The cooperation is not in violation of any local, national or international law or regulation;
- EFAD reserves fully autonomous control with regard to the information and advice given on the benefits and / or risks in the fields of health and sustainability of food;

Partner Criteria

EFAD is aware that the interests of potential partners, especially when operating in the food industry, may be different to the interests of EFAD. EFAD will, therefore, always assess whether a partnership is appropriate, given the nature of the business and reputation of the potential partner.

EFAD will only enter into sponsorship and partnership arrangements with organisations that hold views and practices that are not contrary to EFAD's mission and values, or the ethics of the profession.

EFAD will not, under any circumstances, work with:

- Organizations which are active in the production of tobacco and / or alcoholic beverages;
- Organizations that profit predominantly from the sale of tobacco and / or alcohol;
- Organizations that are characterized predominantly by sales and / or production of foods which are not conducive to a healthy lifestyle¹

The sponsorship guidelines shall be publicly available on EFAD's website and shall comply with EFAD statutes, objectives and mission: to promote better nutrition and health for all people living in Europe.

Partnership is defined as:

Joint participation in an activity, project or event, where the commercial company is involved in direct collaboration with EFAD, in addition to providing support.

Whilst EFAD recognizes that partnerships are essential in advancing EFAD's objectives, any partnership that EFAD undertakes should in no way compromise, or be seen to compromise, the independence of EFAD's decision making processes. The independence of the internal policy making, political judgement and annual activities of EFAD should not be influenced by a partner's economic support.

Sponsorship is defined as:

The acceptance of contributions of money, services and products by EFAD on behalf of its members (whether offered or sought by EFAD).

EFAD can enter into sponsorship with companies or foundations that hold views and practices that are not contrary to EFAD's mission and values. EFAD will only accept funding that does not compromise its core principles and does not restrict its ability to address relevant issues freely.

Promotion is defined as:

The publication of information, on behalf of a collaborator, in the EFAD newsletter or conference programme or on the EFAD web site and Facebook pages.

The distribution of collaborator's information or questionnaires by direct mailing to National Dietetic Associations or web site users.

As described in the "terms of registration" the email addresses of EFAD web site users will not be divulged to any collaborator.

¹ European Commission regulations on Health and Nutrient claims
http://aesan.msssi.gob.es/AESAN/docs/docs/notas_prensa/the_setting_of_nutrient_profile.pdf

GUIDELINES FOR COLLABORATION WITH INDUSTRY

1. EFAD has a responsibility to maintain the professional independence and integrity of its members, and will ensure it is preserved in any financial relationship. In any collaboration EFAD should be able to demonstrate that the sponsorship does not exert any influence on its own policies and practices.
2. Collaboration should only be undertaken with companies which have a business philosophy or code of beliefs (ethics) that is acceptable to EFAD
3. Collaboration can only take the form of financial support for specific projects or activities, not for core business of EFAD.
4. Any request from an organisation to use EFAD's name and/or logo must be made in writing to the Secretary General
5. The name and the logo of EFAD should never be used in any separate promotion by companies without express prior written agreement being obtained from EFAD.
6. All financial transactions should be handled by the Honorary Treasurer of EFAD or his/her nominated representative.
7. EFAD reserves the right to refuse new sponsorship or to terminate existing sponsorship if the sponsorship diverts from the agreed terms or these principles.

PROCEDURE FOR EVALUATING A PROPOSAL FOR COLLABORATION

Partnership and sponsorship opportunities will be assessed by EFAD's Executive Committee on a case by case basis, while respecting the above mentioned principles. (= summary of chart 1)

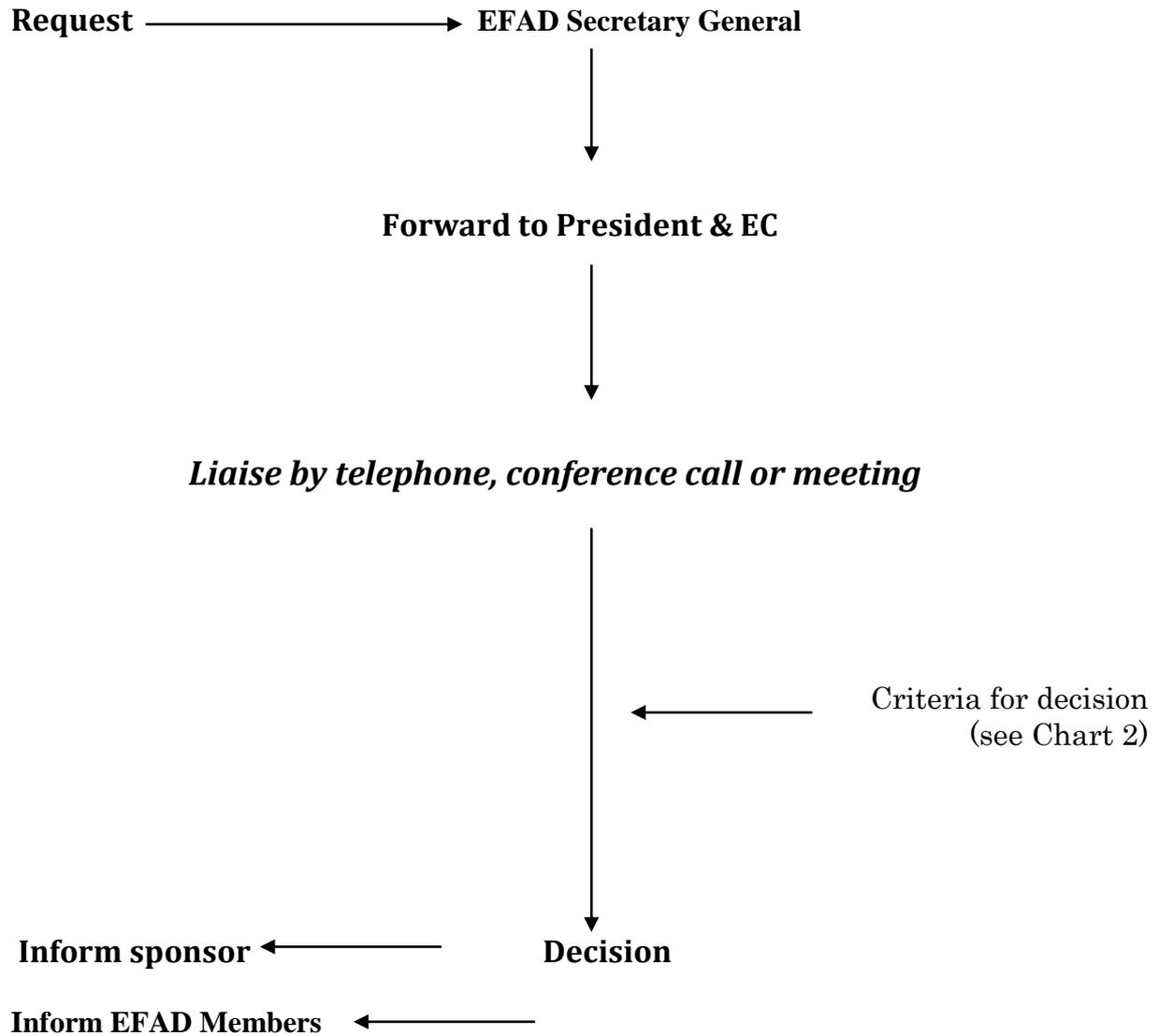
The conclusions of their assessment will be made available to EFAD members.

When considering a sponsorship arrangement EFAD will request information about the company's principal activities, their products or services and their objectives and ethics.

Before a collaborative initiative is entered into, the following should be considered: nature of the company, the nature of its products, the means used to promote the products, or the consequences of these processes, and whether these are compatible with the principles outlined in the present document and the objectives and ethics of EFAD. In addition consideration will be given to EFAD's degree of control over the project (e.g. editorial control of written material, use and position of logo). (= chart2) When financial support is approved, a letter of agreement or contract between EFAD and the company will be agreed and signed by authorised parties detailing length of time for the agreement, contribution value, joint activities and deliverables to be achieved, with a start and end date. (= chart 2)

Chart 1

Request for Collaboration



Criteria for Decision

Chart 2

