



EFAD Policy on Endorsement

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EFAD Policy on Endorsement

Background

External organisations occasionally ask EFAD to endorse or support documents or initiatives in the development of which we have not been involved. EFAD was asked in August 2016 to endorse a book, written in German, on dietetic care of oncology patients. It advocated use of the Nutrition Care Process for the first time in Germany.

EFAD was also asked to endorse a certification scheme that was conceived to identify establishments offering accommodation in the tourism sector which enable guests to maintain a healthy diet throughout their stay.

A policy to guide what EFAD will endorse in future is required.

Introduction

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

EFAD's Policy on Endorsement aims to maintain the integrity of EFAD and the independence and professional standing of its members, while promoting goods and services which will contribute to the mission and values of the Federation.

Endorsement can take the form of text or the use of EFAD's logo, or both

Criteria for Endorsement

Every endorsement must meet the following criteria:

- The endorsement contributes in an effective manner to the mission and vision of EFAD – see Appendix 1
- The endorsement does not cause EFAD or any dietitian to contravene the International Code of Ethics and Code of Good Practice for Dietitians – See Appendix 2
- The endorsement is consistent with the EFAD Guidelines for Sponsorship and Collaboration with Industry – see Appendix 3
- The endorsed item is not in violation of any local, national or international law or regulation
- The endorsement will not cause any reputational risk to EFAD

EFAD will not, under any circumstances, endorse goods or items of:

- Organizations, or divisions of organisations, which are active in the production of tobacco and / or alcoholic beverages;
- Organizations, or divisions of organisations, whose core business is the sale of tobacco and / or alcohol;

EFAD reserves the right to check all of the endorsed information and advice given (e.g. on the benefits and / or risks in the fields of health and sustainability of food) and to decline the endorsement, without the necessity to explain the reasons, if not satisfied with that information or advice

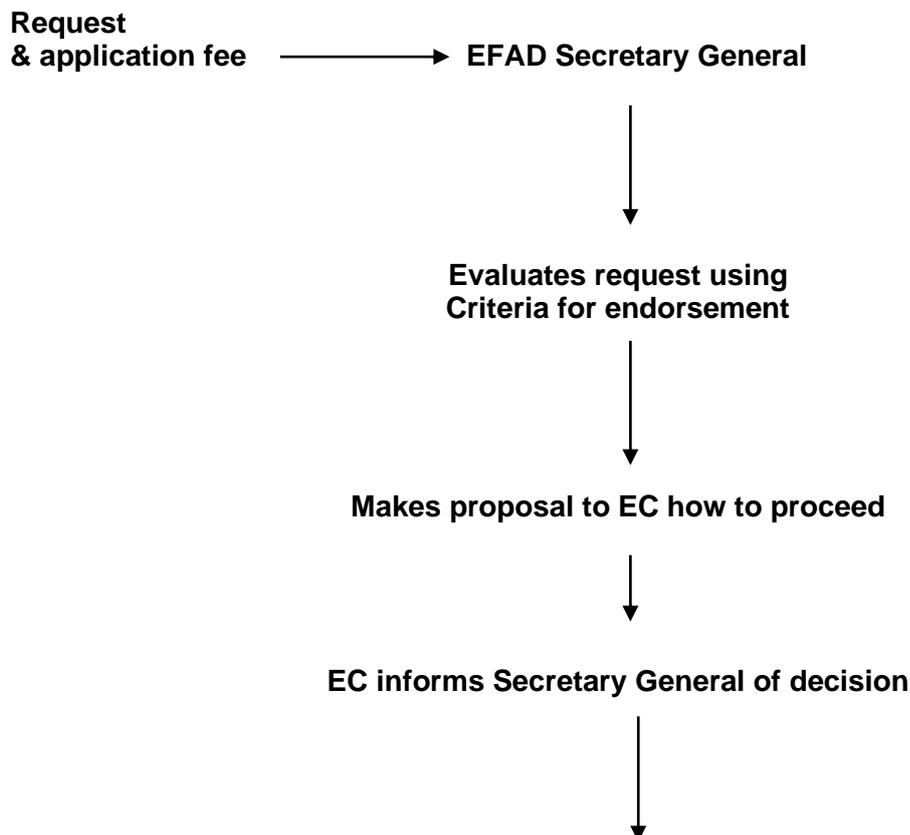
Any change in text or product endorsed by EFAD must be approved by EFAD prior to the change being made

General Policy

All EFAD endorsements should:

- Be consistent with the “Criteria for Endorsement”
- Be approved by the EFAD Executive Committee
- Be in English (may subsequently be translated into other languages)
- Be for a specified length of time (applications for renewal will be considered)
- Always clearly state the role of EFAD.
- Provide contact details for EFAD; the minimum will be www.efad.org
- Comply with the terms and conditions of the contract

Process of Granting Endorsement



Informs EFAD Members ← Secretary General

Informs requesting organisation ←

Organises:

- Preparation and signing of contract
- Payment of endorsement fee
- Approval of final text (& use of logo if approved)



Guidelines for Applications for Endorsement

1. Requests for endorsement, together with an application fee, should be submitted to the EFAD Office at secretariat@efad.org
2. Requests should contain sufficient information to enable a proper assessment. The application should describe the manner in which the endorsement would be used.
3. Endorsements will usually take the form of text, but the use of EFAD's logo may be granted as part of an endorsement agreement. Any use of the logo will be at the discretion of EFAD and will only be permitted on a case by case basis following negotiation.
4. The EFAD Executive Committee will review and assess all applications.
5. The EFAD Executive Committee may approve or reject the application, or request additional information to enable it to make a decision.
6. Should the request for endorsement be approved an Endorsement Fee will be charged.
7. The Executive Committee must approve any material or text citing EFAD's endorsement prior to publication
8. The duration of endorsement is for 2 years; or until an artefact is re-published in a new edition; at which time renewal of endorsement requires a new application in full.

Charges

(These charges are for guidance only – actual charges for endorsement will be considered on a case-by-case basis)

For an applicant not a member of EFAD

Application Fee.....€300
Endorsement Fee (non-profit organisation).....€300 for 2 years
Endorsement Fee (for-profit organisation).....€5000 minimum for 2 years
Renewal of Endorsement Fee.....50% of initial fee for 2 years

Where applicant is a member of EFAD (National Dietetic Association, Full or Affiliate member or Education Associate member) requests endorsement the following guidance is to be considered:

If the product (eg a book) is not-for-sale/profit¹ and serves to enhance professional practice the overall fee should be zero

If the product is for sale/profit and serves to enhance professional practice the overall fee should be a once and for all 30% of €300 to cover the cost of application; an endorsement fee will not be charged

Other fees may apply depending on the nature of the product being endorsed.

¹ For example published by the EFAD member



Appendices

Appendix 1

EFAD's Mission & Vision

EFAD Mission

To support member Associations in developing the role that dietitians have in reducing inequalities and improving nutritional health in Europe

EFAD Values

The values of EFAD guide how we make decisions and define our approach to partnership and collaboration. Our core values are: fairness, openness, non-discrimination, collaboration and independence.

These are expressed more fully in the way EFAD conducts its business, observing our Code of Ethics and Code of Good Practice and being:

- democratic, transparent and inclusive
- independent and ethical
- discerning and open to new ideas and approaches
- credible, objective and honest
- an effective communicator
- supportive of opportunity, innovation, creativity and entrepreneurship
- respectful of the values that members hold and their capabilities
- a partner with clients, colleagues and others
- active in pursuing excellence

International Code of Ethics and Code of Good Practice for Dietitians

International standards are not meant to replace any national standards that exist, but are meant to put on paper those important matters to which we can all agree. They represent the common ground of dietetics around the world.

International Code of Ethics

Dietitians practice in a just and equitable manner to improve the nutrition of the world by:

Being competent, objective and honest in our actions
Respecting all people and their needs
Collaborating with others
Striving for positive nutrition outcomes for people
Doing no harm
Adhering to the standards of good practice in nutrition and dietetics

International Code of Good Practice

Provision of Service and application of knowledge:

Provide high quality, cost efficient services in nutrition and dietetics
Provide services based on the expectation and needs of the community or client
 Competently apply the knowledge of nutrition and dietetics and integrate this knowledge with other disciplines in health and social sciences
 Work co-operatively with others to integrate nutrition and dietetics into overall care/service regardless of context
Work in partnership with clients and users of the service

Developing practice and application of research

Interpret, apply, participate in or generate research to enhance practice
Develop a unique body of knowledge
Have an in-depth scientific knowledge of food and human nutrition
Develop practice based on evidence

Communication

 Communicate effectively through nutrition education, education and training, development of policy and programs
Advocate for nutrition and dietetics, the alleviation of hunger and the value of services
Advance and promote the dietetics profession

Quality in practice

 Systematically evaluate the quality of practice and revise practice on the basis of this feedback
Strive to improve services and practice at all times
Maintain continued competence to practice

Continued competence and professional accountability

Ensure accountability to the public
Accept responsibility for ensuring practice meets legislative requirements
 Maintain continued competence by being responsible for lifelong learning and engaging in self development.

Agreed by the International Confederation of Dietetic Associations (ICDA)
Adopted by the European Federation of the Associations of Dietitians (EFAD) September 2008

Appendix 3

Guidelines for Sponsorship and Collaborative Partnership with Industry

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 lifestyle²

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.

²European Commission regulations on Health and Nutrient claims
http://ec.europa.eu/food/food/labellingnutrition/claims/index_en.htm



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.



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.

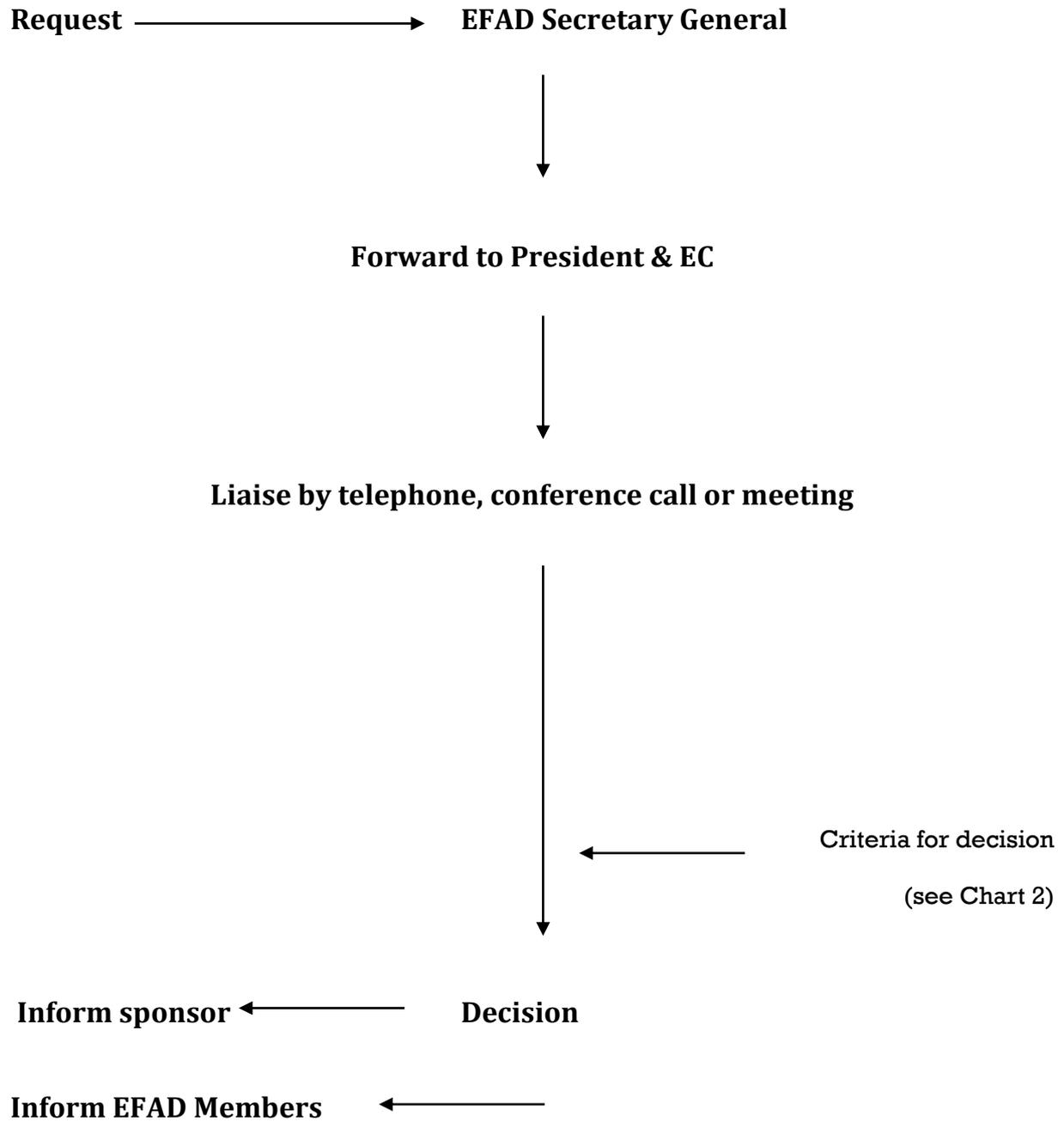
Before a collaborative initiative is entered into, the following should be considered: nature of the company, the nature of its products, the means used to promote the products, or the consequences of these processes, and whether these are compatible with the principles outlined in the present document 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

