



CODE OF GOOD PRACTICE
EPH CONFERENCE FOUNDATION

FOR THE COLLABORATION WITH PARTNERS AND
COMMERCIAL CONTRIBUTORS

PURPOSE OF THIS CODE

To achieve its mission, the EPH Conference Foundation (hereinafter the Foundation) should consider securing funds from outside sources rather than relying on increasing conference registration fees.

The purpose of this code is to organise the relationship between the Foundation and partners and commercial contributors and to provide an ethical and positive approach to co-operation and partnership.

This Code also specifically covers the relationship between EPH Conference Foundation, the Local Partner (usually co-organiser of the conference), partners and commercial contributors, unless otherwise specified.

OBJECTIVE EPH CONFERENCE FOUNDATION

The objective of the Foundation is to contribute to the preservation and improvement of public health in the European region through capacity building and knowledge building and all related, belonging and/or beneficial to this object in the largest definition possible.

The Foundation tries to achieve this objective through, inter alia, holding scientific conferences on public health in Europe at regular intervals at the initiative of the European Public Health Association (EUPHA) (hereafter EUPHA).

The Foundation does not aim to make a profit.

PRINCIPLES

The Foundation wants to be a trustworthy partner for its delegates, its partners, and its commercial contributors.

Collaboration will be based on the principles of transparency and independence.

- Transparency: information about the collaboration will be openly communicated.
- Independence: the collaboration will not compromise the objective of the Foundation.

Three general assumptions will shape the acceptance of all collaboration:

1. The Foundation will only accept collaboration for projects and activities that are consistent with its objective.
2. Collaboration must enhance, and shall not impede, the Foundation's objective.
3. The Foundation's name, logo and other intangible intellectual assets must be protected at all times.
4. The Foundation reserves the right to refuse collaboration with partners engaged in activities that are harmful to public health or that damage the reputation of the EPH Conference. A decision by the Executive Board of the Foundation to refuse collaboration can be taken without further explanation.

RULES

Partners and commercial contributors working with the Foundation are expected to follow this Foundation's Code of Good Practice and rules as agreed by the Executive Board of the Foundation.

Partners and commercial contributors working with the Foundation on specific activities are required to comply to this code and rules.

1. Donations

1.1. Donations

Funds are not acceptable from partners and commercial contributors whose activities include those incompatible with broader public health objectives (for example, tobacco products and arms manufacturers).

The acceptability of donations from partners and commercial contributors whose activities are related to the work of the Foundation should be determined in accordance with the present code.

1.2. Return of donations

Any support received by the Foundation and which are subsequently discovered to be outside the terms of this Code will be returned to the donor by the Foundation.

1.3. Unspecified programme support

Subject to the provisions of this Code, partners and commercial contributors can make non-earmarked donations to the Foundation. The receipt of such general support is encouraged, provided that:

- the donation is not used to fund activities which are related to the commercial interests of the donor; and
- the amount of the overall funds to be raised is not expected to be so large that the activity would become substantially dependent on such support from a single company, or group of enterprises, for its continued operations. The dependency of the work of the Foundation on the support will be evaluated at regular intervals.

1.4. Specified programme support

Subject to the provisions of this Code, partners and commercial contributors can make earmarked donations to the Foundation. The receipt of such general support is encouraged, provided that:

- the donation is not used to fund activities which are related to the commercial interests of the donor; and
- the amount of the overall funds to be raised is not expected to be so large that the activity would become substantially dependent on such support from a single company, or group of enterprises, for its continued operations. The dependency of the work of the Foundation on the support will be evaluated at regular intervals.

2. Activities

2.1. Annual scientific conferences

The Annual scientific conferences are organised by the Foundation at the initiative of EUPHA. For the annual scientific conferences organised by the Foundation, contributions to support the general costs of a meeting are preferred (see under article 1), rather than contributions for specified invitees.

Activities (exhibition, meetings) are not acceptable from partners and commercial contributors whose goods or services are incompatible with the broader objectives of public health (for example, tobacco products, arms manufacturers and alcohol industry). The Foundation reserves the right to refuse collaboration with partners engaged in activities that damage the reputation of the EPH Conference. A decision by the Executive Board of the Foundation to refuse collaboration can be taken without further explanation.

Multiple partners are preferred to a single partner. Funding from commercial contributors should not exceed a reasonable proportion of the total budget for the conference (max.15%) and it is highly desirable that no one commercial contributor contributes more than one-half of the total proportion from commercial contributors.

It may at times be advisable to make a distinction between commercial and non-commercial (governmental and non-governmental, non-profit organisations) contributors, for example, by reserving the term “partner” for non-commercial entities and using the term “commercial contributor” for commercial entities. It should be realised however that collaboration with NGOs may also entail conflict of interest, even though it is not of a commercial nature. (for detailed information about partnership categories, see addendum 1).

2.2. Exhibitions at annual scientific conferences organised by the Foundation

2.2.1. Exhibitions by commercial contributors

These are permissible at the Foundation’s annual conference, if the commercial enterprise is sponsoring part of the meeting. No more than 30% can be of commercial nature. The exhibitions should be held recognisable and clustered in the exhibition area. In this latter respect, it should be noted that the Foundation does not co-sponsor commercial exhibits, either as part of co-sponsored meetings or at events on their own. Exhibitions by partners are subject to this Code.

2.2.2. Exhibitions without sponsoring the meeting

The Foundation’s Executive Board can decide to include commercial exhibitions at the meeting. These exhibitions should be limited in space and number. Careful consideration should be given to these exhibits as not to change the dynamics of the meeting and not to give rise to a conflict of interest.

2.3. Joint meetings

It is acceptable to co-sponsor or jointly organise a meeting with commercial enterprises if a conflict of interest is not created. It is not acceptable to co-sponsor, or to jointly organise, a meeting with specific commercial purposes. However, this does not preclude the Foundation’s co-sponsorship of a meeting where the scientific initiators have hired a commercial conference organiser to deal with the purely logistical aspects of the meeting, and this conference organiser has no input in the scientific content of the meeting.

2.4. Other meetings sponsored or organised by commercial enterprises

It is only acceptable to have meetings sponsored or organised by commercial enterprises if the theme is related to the theme of the conference, it is unacceptable to have commercial purposes, no product-placement is acceptable. The meeting is subject to the normal scientific procedure.

3. Funding for salaries of staff

It is not acceptable to receive funds designated to support the salary of specific staff or posts (including short-term consultants) from commercial enterprises or other commercial sources.

4. Publications

Subject to paragraphs 2 and 3 above, funds may be accepted from commercial enterprises for meeting the cost of the Foundation's related publications. Such contributions will be acknowledged in accordance with paragraph 6 below. Commercial advertisements can only be placed in the Foundation's related publications if included in the agreement for the specific publication.

5. Abstracts

The Foundation does not accept abstracts from research that received funding by tobacco industry, arms manufacturers, alcohol industry or from partners and commercial contributors whose activities are incompatible with broader public health objectives.

6. Acknowledgements and declarations

For reasons of transparency, contributions from partners and commercial contributors must be publicly acknowledged. The basic and most common approach to acknowledging contributions from partners and commercial contributors is to include them in the list of sponsors to be published in the programme booklet of the specific conference.

Contributions for specific activities should be acknowledged in documentation relating to the activity concerned. Acknowledgements should normally be worded along the following lines: 'The EPH Conference Foundation gratefully acknowledges the financial contribution of [partner/commercial contributor] towards [description of the outcome or activity]'.

Contributors should not use the results of the Foundation's work for commercial purposes or seek promotion from the fact that they have made a donation. However, contributors are entitled to make reference to donations in their internal official documents, such as corporate annual reports. In order to ensure compliance with the above, fundraising letters to, and letters of acceptance of donations, commercial enterprises should be drafted in consultation with the Foundation. Anonymous donations from the corporate sector may not be accepted under any circumstances.

7. Use of the Foundation's name and logo

No commercial company shall be authorised to use the Foundation's name or logo for the marketing of its products. No partner shall be authorised to use the Foundation's name or logo without prior written permission, following the regulations laid down in this Code.

8. Control

The Foundation must maintain full control over the activity to which a cash, human and/or material contribution relates, including over the contents of any report of the activity and over whether or not this report is published or disseminated in any form (e.g. electronically), and if so when.

CONFLICT OF INTEREST

1. Avoiding conflict of interest

Funds should not be sought or accepted from enterprises which have a direct commercial interest in the outcome of the activities of the Foundation toward which they would be contributing, unless approved by the EPH Conference Executive Board (EPH-Conference-EB). Considerable caution should be exercised in accepting funding from enterprises that have an indirect interest in the outcome of the activities (i.e. the activity is related to the enterprise's field of interest, without there being a conflict as referred to above). In such event, other commercial enterprises having a similar indirect interest should be invited to contribute. In addition, it is preferable that funds from other sources are secured. The larger the proportion of the donation from any one source, the more scrutiny should be applied in avoiding the possibility of perceived conflict of interest.

2. Declaration of conflict of interest

Persons representing the Foundation, including the chairs of the annual conference, must declare their conflict of interest in regard to stakeholders in the health care systems. These declarations will be kept at the EPH Conference Office for a period of 5 years.

3. Conflict resolution

In the situation where it is not clear what is in the best interests of the public, the final decision lies with the EPH-Conference-EB.

RESPONSIBILITY

1. Overall responsibility

The overall responsibility for the collaboration with the private sector and the implementation of this Code lies with the EPH-Conference-EB. The implementation of this Code has been delegated to the extended Committee on Good EUPHA Practice for Collaboration with partners and commercial contributors. The chair of the Conference will be added as a member of the Committee on Good EUPHA Practice.

2. Transparency

The Foundation's representative negotiating collaboration with partners and commercial contributors provides all the necessary information with the criteria mentioned in this code to allow a review of the collaboration by the authorised body.

Partners and commercial contributors interested in collaborating with the Foundation provide all the necessary information with the criteria mentioned in this code to allow a review of the collaboration by the authorised body.

3. Decision period

Decisions on collaboration with the private sector up to €100 000 will be taken within 3 weeks of providing the necessary and complete documents.

4. Detailed responsibility

Responsibility for the collaboration with partners and commercial contributors lies with the EPH-Conference-EB.

More specifically, responsibility is delegated to:

- The Director for gifts up to € 30,000
- The Extended Committee on Good EUPHA Practice for Collaboration with partners and commercial contributors for gifts between € 30,001 - € 99,999
- The Executive Board for gifts over € 99,999 and all gifts that provide high-profile impact.
- If no decision can be reached, the Executive Board has decisive power.

The EPH-Conference-EB is informed on all activities falling under this Code.

CHANGES TO THE CODE

The EPH Conference Executive Board will regularly review the Code, identifying more efficient review procedures and/or gaps in the process.

IMPLEMENTATION REVIEW

The application and impact of this Code will be periodically reviewed.

CRITERIA FOR REVIEWING COLLABORATION WITH PARTNERS AND COMMERCIAL CONTRIBUTORS

Overall, the purpose of the review is to determine the balance of the benefit to the public in relation to the risks and costs of collaborating with the funding organisation. On a case-by- case basis, the following conditions should be considered in determining the benefits and risks of collaboration.

A. Are the specified proposed uses of the donation, congruent with the mission and priorities of the Foundation?

Issues to consider in determining this congruence include:

1. How do the proposed uses of the donation relate to Foundation's objective?
2. Why does the organisation want to collaborate with the Foundation?
3. How will the benefits to be derived from the intended purpose of the collaboration compare with the Foundation's resources required to fulfil the intended purpose?
4. Do the practices of the corporation fit with the adopted public policies of the Foundation?

B. Are the partner's expectations pertaining to control, oversight, and outcome(s) of the collaboration acceptable to the Foundation?

The Foundation will accept funds only when the Foundation has control of the content of the activity and when the Foundation has and maintains complete control of all funds. Issues to consider:

1. Does the Foundation have editorial control over the content of educational materials and publications and input into their dissemination?
2. Will the Foundation be able to review and approve public statements about the project, its findings and/or implications? Will the Foundation be in control of the funds at all times?
3. Are expectations on outcome, responsibilities, methods of implementation, and duration of funding feasible and agreeable? (Any special expectations of the donor need to be explicit and documented).

C. Are the partner's expectations regarding recognition or acknowledgment of their support acceptable to the Foundation?

Acknowledgments will be limited to company name, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. Issues to consider:

1. Is the extent to which the name of the corporation is affiliated with the Foundation and the proposed project defined by the Foundation acceptable to the donor?
2. What public recognition is expected by the donor?
3. Is the recognition appropriate for the amount of the gift?
4. Is there an appearance of product endorsement?

D. Would collaboration create any real or apparent conflicts of interest, and would the impact and/or benefits of collaboration outweigh the risks of partnering?

In considering the following issues, the Foundation recognises the need to adhere to its principles and to weigh the benefits and risks of accepting the collaboration opposed to weighing just the opportunity of not accepting the collaboration. Issues to consider:

1. Are there any personal, financial, or professional gains for the Foundation's staff, or volunteers, which create a conflict of interest?
2. What is the impact of the collaboration and benefits to the public and public health?
3. Does the donor's image support or detract from the Foundation?
4. Does the impact and/or benefit outweigh the risks of collaborating with the potential partner?

PROCESS FOR REVIEWING COLLABORATION

The following points will have to be taken into consideration:

1. After filling out the checklist, contact the Foundation's office. First review to see whether application is complete by EPH conference office. Electronic version only.
2. If complete, depending on request for collaboration (amount) forward to the instance.
3. EPH Conference Executive Board is always informed.
4. Within 2 weeks internal clarity.
5. Within 3 weeks answer to applicant.
6. Decision by the instance assigned by this Code, information to the EPH Conference Executive Board.

Addendum 1 Partnership categories EPH Conferences.

Note: definition of partners, benefits, options mentioned below may differ from year to year.

1. Co-organiser

- Full co-organiser of the conference. Active participation in the conference organisation.
- Financial participation.
- Acknowledgement and logo on EPH Conference website, Programme Book and European Journal of Public Health Abstract Supplement, as 'Co-organiser'.
- Observer (1) in the EPH Conference Executive Board for 3 years.
- Seat (1) in the International Conference Council (ICC) for 3 years.
- Seats (4) in the International Scientific Council (ISC) for the conference year.

2. Partners

A. Partners for plenary sessions

- Partners will take over all costs for moderators, speakers and panellists. This includes registration at Early Member Fees (excluding Conference Dinner), accommodation and travel (economy class within Europe, business class from outside Europe, first class by train, local travel).
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partner'.
- Seat (1) in the International Conference Council (ICC) for the conference year.
- Seat (1) in the International Scientific Council (ISC) for the conference year.

B. Partner (non-profit, international organisation) organising a pre-conference

- Financial contribution, depending on room capacity and duration of pre-conference. This includes room rental, AV equipment, technical support, cleaning and security. Catering is invoiced after the pre-conference based on number of registered delegates.
- Administrative fee covering registration of delegates.
- Including two waivers of registration fees for the pre-conference. No waivers are offered for the main EPH Conference.
- Pre-conference page with programme description on conference website.
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partners for specific activities'.

C. Partner (non-profit, international organisation) organising a sponsored workshop or lunch symposium

- Financial contribution.
- Workshop is part of the parallel conference programme.
- Including two waivers of registration fees for the main EPH Conference.
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partners for specific activities'.

D. Industrial or commercial partner organising pre-conference or sponsored workshop

Conditions to be negotiated in accordance with Code of Good Practice EPH Conference.

Pre-conference:

- Financial contribution pre-conference to be negotiated.
- Catering for pre-conference delegates invoiced after the event based on number of registered delegates.
- Waivers pre-conference: including two waivers of registration fees for the pre-conference. No waivers are offered for the main EPH Conference.
- Publicity pre-conference: programme page on conference website and in Programme Book.
- Includes room rental, AV equipment, technical support, cleaning and security.
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partners for specific activities'.

Workshop or lunch symposium:

- Financial contribution sponsored workshop or lunch symposium to be negotiated.
- Workshop or lunch symposium is held during the parallel conference programme.
- Waivers: including two waivers of registration fees for main EPH Conference.
- Publicity: description, separate from parallel programme in Programme Book (because of accreditation).
- Includes room rental, AV equipment, technical support, cleaning and security.
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partners for specific activities'.

3. Exhibitors

A. Exhibition stand A (18m²) - includes:

- White panels including name sign
- Wi-Fi, light and electricity package (3 KW)
- Two tables and four chairs
- Full catering
- Cleaning
- One flyer in the conference bag.
- Logo on the conference website and mention in Programme Book.
- Two waived conference registration fees (value over € 1,200).
- Additional colleagues (two maximum) to be registered at reduced rate.

B. Exhibition stand B (9m²) - includes:

- White panels including name sign
- Wi-Fi, light and electricity package (3 KW)
- One table and two chairs
- Full catering
- Cleaning
- Logo on the conference website and mention in Programme Book.
- One waived conference registration fee (value over € 600).
- One additional colleague to be registered at reduced rate.

4. Advertisements in Conference App, Programme Book (full page, inside back cover)

5. Special arrangements

Financial contributors / sponsors

- Financial contribution to be negotiated;
- Acknowledgement and logo on EPH Conference website, Programme Book as 'Partners for specific activities'.
- Benefits to be chosen from the following:
 - Inclusion of a panellist in the plenary programme or
 - Organisation of a Workshop in the parallel programme or
 - Organisation of a pre-conference or
 - Organisation of an exhibition stand.