

## **Principles and Guidelines for Transparent Collaboration with Private Sector and other Third-Party Organizations**

**Published September 2011**

**Revised 2014**

**Adopted October 2014**

**Revised July 2020 by the EFAD PPC**

### **OPENING STATEMENT**

EFAD is a professional association and non-governmental organization that places substantial value on its independence and integrity.

In order to maintain the professional independence and integrity of its members, EFAD will work to ensure these principles are preserved when collaborating with third-party organizations such as private sector companies, non-profit organizations, foundations or other organizations or entities. In this document when we refer to an entity it may be anyone of these possible organizations.

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

EFAD represents a large number of associations and other members around Europe. How EFAD conducts its collaborations may reflect on its members. It is very important that EFAD engages in collaborations with the utmost transparency.

EFAD recommends to its members to create their own transparency statement and procedure based on the present document. Such a statement should also be publicly available on each member's website.

This document aims to define principles and guidelines for transparent collaboration with private sector and other third-party organizations.

## INTRODUCTION

EFAD recognises the value of increased collaboration with organisations companies and foundations – such as shared knowledge or services, dissemination of information, or financial support – while maintaining its integrity, independence and the professional standing of its members.

Collaborations can take many forms, such as partnerships, sponsorships or promotional activities. Such collaborations can mutually support the aims of EFAD and of the collaborating organization. Forming new alliances is a positive way forward for EFAD in promoting its aims, aspirations and its effectiveness as well as improving the health of the people of Europe.

**Partnership** is defined as:

Joint participation in an activity, project or event, where an entity is involved in direct collaboration with EFAD, in addition to providing support. It is also possible that EFAD will support an entity to meet joint aims, such as product improvement which may lead to better public health nutrition.

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

**Sponsorship** is defined as:

The acceptance of contributions of money, services and products by EFAD, including instances where such sponsorships were initiated or sought by EFAD. EFAD can enter into sponsorship with entities 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 and/or dissemination of information, on behalf of a collaborator, in the EFAD newsletter or conference program or on the EFAD web site and social media presence.

The distribution of collaborator's information or questionnaires by direct mailing to National Dietetic Associations or web site users will take place in accordance with GDPR legislation. Some possible examples are educational programs of interest to dietitians offered by an entity, a conference advertiser or a food company funding a research project.

## Collaboration principles

Every collaboration between EFAD and an entity will have to adhere to the following principles:

- The collaboration contributes in an effective manner to the mission, goals, strategic plan and code of ethics of EFAD
- The cooperation is not in violation of any local, national or international law
- Collaboration does not result in influence on EFAD's own policies and practices.
- In the event the collaboration is a research project, this should follow ethical standards for research as outlined in the Declaration of Helsinki<sup>1</sup>
- EFAD retains independent decision regarding advice on health, food, nutrition and dietetics
- EFAD will not, under any circumstances, work with
  - Organizations that are characterized predominantly by sales and / or production of foods which are not conducive to a healthy lifestyle and / or optimizing nutritional status<sup>2</sup>
  - Organizations which are active in or profit predominantly from the production of tobacco and / or alcoholic beverages and / or armaments and / or illegal substances

<sup>1</sup> WMA. Declaration of Helsinki, Version October 2013 1964 [2018-03-29]. Available from: <https://www.wma.net/policies-post/wma-declaration-of-helsinki-ethical-principles-for-medical-research-involving-human-subjects>.

<sup>2</sup> European Commission regulations on Health and Nutrient claims [http://ec.europa.eu/food/food/labellingnutrition/claims/index\\_en.htm](http://ec.europa.eu/food/food/labellingnutrition/claims/index_en.htm)

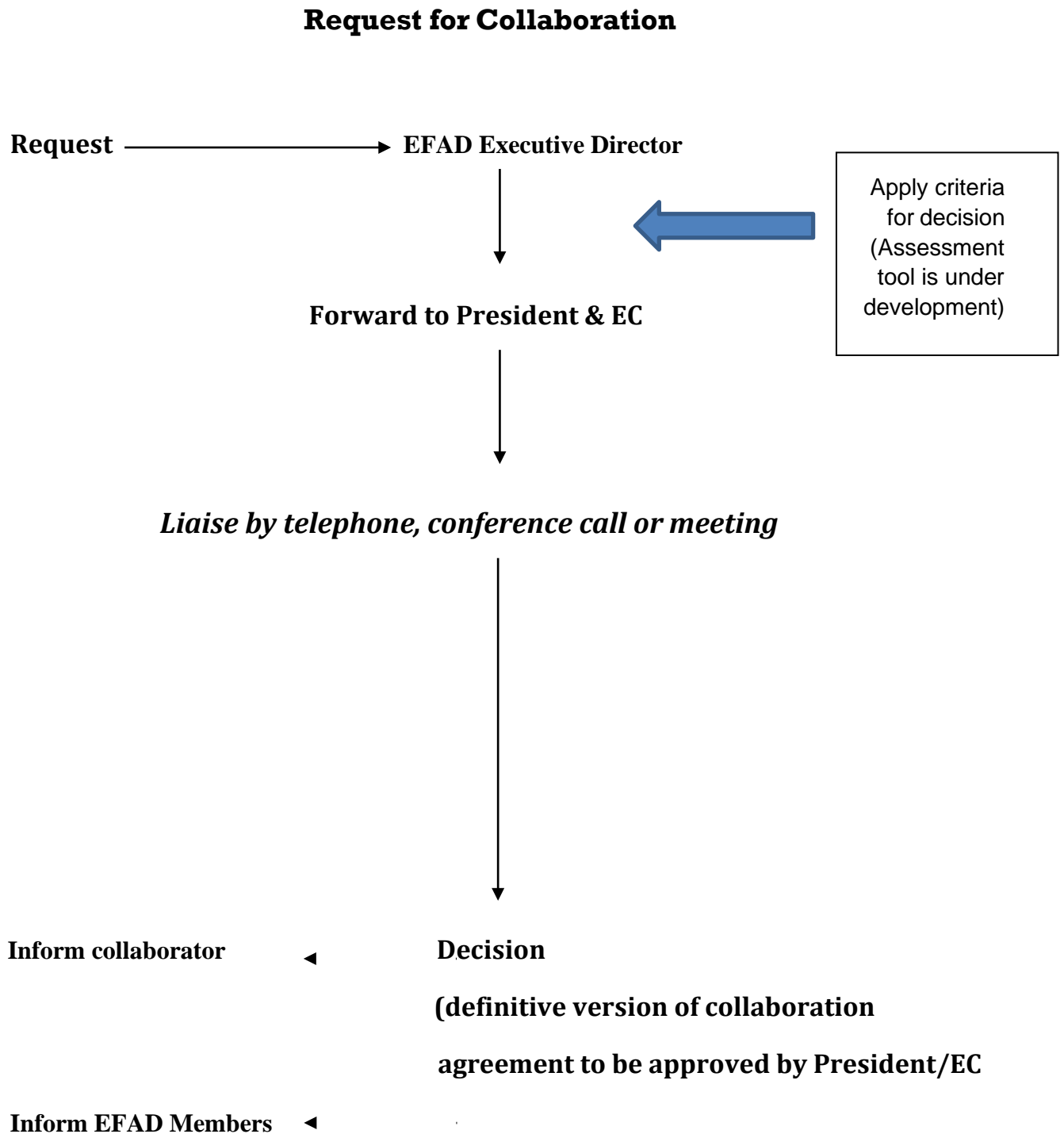
## **GUIDELINES FOR COLLABORATION WITH PRIVATE SECTOR OR OTHER THIRD PARTY ORGANIZATIONS**

The guidelines for collaboration with entities are aligned with the principles. They are intended as an operational set of rules to guide the collaboration and ensure transparency.

1. Collaboration support (financial or other form) can be allocated only for specific projects or activities, not for core business of EFAD.
2. At minimum, EC members, and EFAD staff sign a disclosure of interest statement as described in the policy on disclosure of interest.
3. For all new collaborations, an interest disclosure statement has to be signed by the EFAD collaborator.
4. EFAD will not fund its working budget from collaborations. For specific financial information refer to the EFAD transparency statement.  
<http://www.efad.org/en-us/about-this-website/transparency/>  
The transparency statement will be updated annually by EFAD Treasurer.
5. Any request from an organization to use EFAD's name and/or logo must be made in writing (based on the EFAD Policy on Endorsement  
[http://www.efad.org/media/2028/efad-policy-on-endorsement\\_2017.pdf](http://www.efad.org/media/2028/efad-policy-on-endorsement_2017.pdf))
6. The name and the logo of EFAD must never be used in any promotion by companies without obtaining prior formal/legal written agreement (based on the EFAD Policy on Endorsement)
7. All financial transactions should be overseen by the Honorary Treasurer of EFAD.
8. EFAD reserves the right to refuse new collaborations or terminate existing collaborations if it diverts from the agreed terms or if the entity risks bringing the reputation of EFAD into disrepute.
9. A list of projects and collaborators including a short scope of the projects will be available on the EFAD website and updated regularly. Communication about status of projects is provided annually at the non-business part of the General Meeting.
10. New collaboration agreements will be communicated via newsflash to all members with the link described in nr. 9.
11. Email addresses, held by EFAD in compliance with data privacy laws, will not be shared with any collaborator.

## PROCEDURE FOR EVALUATING A PROPOSAL FOR COLLABORATION

Collaboration (partnership, sponsorship, promotion) opportunities will be assessed by EFAD's Executive Committee on a case by case basis, while respecting EFAD's principles (chart below),



An Assessment tool is under development to evaluate proposed collaborations vis a vis EFAD's principles as described in the Principles and guidelines for transparent collaboration with private sector and other third-party organizations.

Please submit any comments related to this document to [secretariat@efad.org](mailto:secretariat@efad.org)