

## **EPA-UNEPSA**

### **RULES and REGULATIONS for RELATIONS of WITH INDUSTRIES and PRIVATE SECTOR IN GENERAL**

The relations of EPA-UNEPSA with corporate partners or sponsor and in general with Industries and any commercial oriented organization are governed by Guidelines approved by the Council in 2009 and further amended in 2012. (Appendix A).

Following the Council resolution n.2 (point1&2)/October 6, 2012, the EPA-UNEPSA Council approves the following procedure for relations with industries and any commercial oriented organization:

#### **CONTRACTS AND/OR AGREEMENTS:**

All contracts and/or agreements with corporate partners or sponsor and in general with Industries and any commercial oriented organization must follow the EPA code of ethics, as developed and approved by the EPA Council (Appendix A).

- Such code should be an integral document in all agreements or contracts with potential corporate partners or sponsors.
- Any contract or agreement will be finalized and made effective only after approval by the Council which will provide its approval in the occasion of its regular meetings or by expedite consultation using electronic means (ie: e-mail consultation, skype sessions, conference calls). The Council may delegate the Executive officers to finalized contracts or agreements with private and/or public sector, providing that it will be properly kept informed. In the case of unclear paragraphs listed in the draft of the contract, it may be necessary to involve a German tax adviser before signing any contract in order not to violate the tax free status.

#### **USAGE OF EPA-UNEPSA LOGO**

It is forbidden:

- The unauthorized usage of the EPA-UNEPSA logo on packages of any commercial product.
- The unauthorized usage of the EPA-UNEPSA logo in any document promoting or discussing commercial products or in any marketing material.
- Any manipulation of the EPA-UNEPSA logo by the insertion within its original design of any alien text and in particular of any health related statement.

#### **ISSUING OF HEALTH STATEMENTS**

- EPA-UNEPSA will not issue, release or endorse any health related statement to be used directly on packages of commercial products or for marketing purposes. EPA-UNEPSA considers such practice highly inappropriate and legally dangerous.
- In relation to commercial products, the reference and citation by partners or sponsors, of texts which were independently published by EPA-UNEPSA or by its experts and advisory teams by articles on scientific journals, books or reports printed and electronically produced, it is considered appropriate. In such cases the logo can be used only if in close relation with the epa-unepsa editorial material reported and after the executive officers of Council have been informed and have approved the proposed usage.

## APPENDIX A

### EPA-UNEPSA - Guidelines for Relations with Private sector

Approved in 2009 and Amended on 6 October 2012 Council Meeting

#### ***The EPA/UNEPSA Council***

Having regard to the EPA/UNEPSA constitution as amended on September 28th 2006 and August 27th 2007,

Having regard to the Convention on the Rights of the Child adopted by the UN General Assembly in November 1989,

Having regard at all times to the policy of EPA/UNEPSA to act in as open and transparent a manner as possible,

Taking into consideration that EPA/UNEPSA needs to secure the funding necessary to undertake its vital work and expand its activities as an advocate for children and paediatricians at European level,

Taking into consideration that EPA/UNEPSA will not risk jeopardising its reputation by its fundraising activities,

#### **Has adopted the following principles on ethical conduct of fundraising activities:**

- EPA/UNEPSA may accept fees from industry and others for services rendered (e.g. commercial exhibits at the EPA/UNEPSA scientific meetings).
- The EPA/UNEPSA fundraising programme is and will be conducted on a foundation of truthfulness and transparency.
- Decisions to enter into relationships with corporate sponsors must not conflict with the best interests of children and youth. EPA/UNEPSA's fundraising practices are consistent with its mission and compatible with its organisational capacity.
- Solicitation materials are accurate and truthful, and correctly identify the organisation, its Mission, and the intended use of the solicited funds.
- All statements made by EPA/UNEPSA in its fundraising appeals about the use of a contribution or fee will be honoured.
- EPA/UNEPSA does not allow its objectivity to be influenced or put in jeopardy by any source of income.
- Principles will be applied on all activities organised by EPA/UNEPSA and supported by third parties financially and/or logistically.

#### ***Contributions from corporate parties***

- EPA/UNEPSA maintains its independence from commercial support, requiring that all grants from corporate parties be unrestricted. Industry grantors have no control over the content of the supported programme of a meeting or the selection of participants. In the event of research activity, EPA/UNEPSA reserves the right to publish the results, whatever the conclusions, in appropriate publications at its discretion.
- EPA/UNEPSA may accept fees from corporate parties (e.g., for product advertising in EPA/UNEPSA's publications, commercial exhibits at EPA/UNEPSA meetings).
- EPA/UNEPSA does not endorse or market any product or service of a for-profit company and will not enter into any sponsorship that could be perceived as a product endorsement.
- All information regarding commercial products is meant only for dissemination and should be factual, informative, educational, ethical and transparent and in no way misleading or exaggerated.

- Corporate parties are not allowed to distribute real product at congresses' premises. They are allowed to display products only for informational purposes.
- Donations will not be accepted from organisations or industries involved in: Tobacco and tobacco products, Alcoholic drinks, Weaponry, Exploitation of children and child labor, Unethical marketing practices

All companies will be requested to sign a declaration form affirming their non-involvement in similar activities before any relationship with EPA/UNEPSA is established.

EPA/UNEPSA will respect the International Code of Marketing of Breast-milk Substitutes adopted by the 34th World Health Assembly in May 1981 and subsequent, relevant Resolutions of the World Health Assembly.

EPA/UNEPSA is committed that marketing of infant formulae must be performed using ethical principles in accordance with WHO and UNICEF codes. An opportunity will be provided in the meetings of EPA/UNEPSA for the promotion of breast feeding by WHO, UNICEF and other appropriate bodies.

### **Specific Stipulations**

During scientific meetings organised by EPA/UNEPSA:

The EPA/UNEPSA's logo will be prominent on all material related to its activities. The usage of corporate sponsors' logos on any EPA/UNEPSA material will be agreed on a case-by-case basis.

The EPA/UNEPSA promotional material will always be displayed in a prominent manner. Commercial promotional material must be secondary and can be distributed only in exhibitions areas, according to the guidelines in the Exhibitors' manual.

Financial incentives, gifts, lotteries, prize-winning games, are prohibited in exhibitions areas. Any additional promotional activities of exhibitors must be approved by EPA/UNEPSA.

The exhibition areas should be open only to professionals for privileged communications. No other visitors or accompanying people are allowed in these areas.

Conflict of interest must be declared by chairs of sessions and speakers.

Promotion of infant formulae is restricted to professional exhibition area.

Advertising is not allowed in the scientific printed material distributed during EPA/UNEPSA meetings. Sponsors and exhibitors will be given the opportunity to present their advertising in special publications.

Insertion of promotional material in the bags of the meetings' participants is not allowed. It is possible only under exceptional circumstances and only upon EPA/UNEPSA's approval.

Corporate parties are allowed to organise meetings on the occasion of Europaediatrics or other meetings of EPA/UNEPSA. However, the programme and the speakers of these meetings must be approved by EPA/UNEPSA. EPA/UNEPSA reviews and approves for publication all commercial advertisements submitted for publication in EPA/UNEPSA's materials.