

# IUHPE SPONSORSHIP GUIDELINES

## 1. Introduction

These Sponsorship Guidelines aim to maximise IUHPE's potential to collaborate with and access funds and in-kind contributions from the private sector, without contravening the principles, values and goals of IUHPE and its members, and without limiting IUHPE's independence.

These guidelines do not aim to provide an exhaustive list of every possible funding opportunity or collaboration with the private-sector, but rather define a set of operating principles and procedures in order to maximise the potential of this kind of collaboration, directly contributing to IUHPE's mission, while maintaining its ethical values and independence.

## 2. Defining private sector

In this context, the term 'private sector' covers only 'for-profit' companies/ enterprises/ corporations, business organisations or other entities, irrespective of their legal nature (registered/not registered), ownership (wholly or partially privately owned/state owned) or size (large/small).

Other private organisations and institutions that are not profit-driven (Universities, NGOs, Foundations etc.), are not covered by these guidelines, as long as they are not clearly dependent from a private sector body (e.g. company foundations). Nevertheless, it is recognized that the general and mission specific criteria outlined in these guidelines would also be applied to evaluate the acceptability of collaborations with not-for-profit bodies.

## 3. Defining partnership and sponsorship

The development of partnerships that are not immediately aimed at providing additional in-kind or financial resources to IUHPE is encompassed by the portfolio of the Vice-President for Partnerships and Institutional Affairs, with input from other relevant members of the Executive Board and Headquarters Staff as appropriate. All other sponsorships are under the direct responsibility of the Vice-President for Marketing and Fund-raising with the same expectation of input from other relevant members of the Executive Board and Headquarters Staff as appropriate.

'Partnership with the private sector' is here used to define a voluntary and collaborative agreement or arrangement between IUHPE and a member of the private sector, in which participants agree to work together to achieve a common purpose or undertake a specific task and to share risks, responsibilities, resources, and benefits.

The term 'Sponsorship' refers here more specifically to a partnership in which an external provider offers funds, resources or services to IUHPE to support its operations and activities without having the expectation of an equivalent counterpart of whatever nature (i.e. the sponsor's contribution largely exceeds what it gets in return in terms of visibility, image etc.).

Both Partnerships and Sponsorships may take different forms and should be evaluated and negotiated on a case-by-case basis.

### Examples of different partnerships with the private sector

- Multi-stakeholder dialogue, for instance as part of advocacy efforts on any HP issue
- Joint project with a private company

### Examples of different kinds of sponsorship

#### Financial contributions

- Grants for specific projects
- Operating grants
- Donations
- Sponsorship for events/conferences

#### In kind contribution

- Provision of services
- Provision of products
- Provision of voluntary work/consultancy
- Concession of office or other space for the implementation of IUHPE activities

## 4. General criteria

The IUHPE welcomes and seeks collaboration with private-sector organisations whose values, principles and ethical rules are compatible with those of the IUHPE, and which share ideas of the working methods to be applied for a successful partnership and/or sponsorship.

In particular, in order to assess the suitability of a potential partner or sponsor, IUHPE applies the following *general* criteria:

a) **Shared values and principles:** The IUHPE is interested in working with private sector entities that share its values, including internationally recognized principles concerning human rights, labour, the environment and anti-corruption, as reflected in the United Nations Global Compact:

## UN Global Compact's principles<sup>1</sup>:

### Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

### Labour

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour;
- Principle 6: the elimination of discrimination in respect of employment and occupation.

### Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility;
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

### Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

**b) Clear delineation of responsibilities and roles:** a formal written agreement between the private entity and the IUHPE has to be signed before starting the collaboration, delineating respective roles, expectations, accountabilities, clear division of risks and responsibilities, resources and benefits.

**c) Maintain integrity and legal and financial independence:** Cooperative arrangements and sponsorships should not compromise, or be seen to compromise, the integrity, independence and impartiality of IUHPE's activities and decision making processes.

**d) No unfair advantage:** Every member of the private sector has the opportunity to propose cooperative arrangements. Cooperation cannot provide exclusivity or imply endorsement or preference of a particular entity or its products or services.

**e) Transparency:** Cooperation with the private sector must be transparent. Information on the nature and scope of IUHPE's cooperative arrangements should be available on the IUHPE website and through other relevant means.

**f) Commitment to the highest standards of professional and scientific practice.**

## 5. Mission-specific criteria

The IUHPE welcomes and seeks collaboration with other organisations that have goals and objectives, which are not in conflict with those of the IUHPE.

In order to assess the suitability of a potential partner, in addition to the general criteria outlined above, IUHPE applies the following mission-specific criteria:

- **Advance IUHPE goals:** Any collaboration with the private sector, including sponsorships, should be initiated with the explicit aim to contribute to promoting global health and equity, and advancing IUHPE goals. The objectives need to be articulated clearly and must advance IUHPE goals as laid out in its mission.
- **Commitment to promoting better health:** The IUHPE would prefer to enter into partnerships with organisations that clearly demonstrate through their activities a commitment to promoting better health. This attribute is not however mandatory (see 'Unrelated businesses' below).
- **Exclusion of conflicting interest:** The IUHPE is unable to work with any organisation producing or being associated with any product(s), policy(ies) or service(s) which damage mental or physical health and wellbeing. Partnerships or sponsorship will not be considered appropriate where there is a fundamental mismatch of goals and objectives with those of the IUHPE.
- **Unrelated businesses:** Funds can be accepted from commercial enterprises, whose business is unrelated to that of IUHPE, provided they are not engaged in any activity with is incompatible with IUHPE work and/or mission and that their contribution can clearly contribute to the attainment of IUHPE goals.

## 6. Donations

According to the French Law, the IUHPE can receive, from living individuals or organisations, uninterested gifts/donations either in cash or goods, which do not need to be witnessed/validated by a solicitor/notary with an authenticated deed.

It can also receive any kind of donation that, by law, needs to be the object of an authenticated deed, such as legacies, inheritance or donations of real estate.

The IUHPE will respect a request for non-public recognition of financial support from acceptable funders/donors/sponsors wishing to contribute to IUHPE. It is possible that potential donors may wish to gift funds anonymously. In this case the IUHPE's designated office bearers will vet the acceptability and compatibility of any arrangement. If deemed acceptable the principle of non-public recognition would apply, with knowledge of the funding source confined to the office bearers, and documented securely with the IUHPE's accountants. It will not however accept any offers of funding, sponsorship or donations from anonymous sources, no matter the value, without this screening procedure.

With regard to sponsorship funding, the IUHPE will negotiate with the sponsor the appropriate acknowledgement of each contribution which is in line with IUHPE goals and values and the criteria set forth in these guidelines. IUHPE does not allow specific product/services of any sponsor to be advertised via any IUHPE medium. Where a company offers to provide discounted services to members, the VP for Marketing and Fundraising and the VP for Communications, together with the Chair of the Membership Development Advisory Committee (MDAC) will identify and negotiate the most appropriate way to communicate the arrangement, in line with IUHPE goals and values.

## **7. Risk management**

### **Diversification**

In order to avoid the risk of association with one single interest or company, the IUHPE should try as much as possible to diversify its sources of income and collaborations with the private sector.

In addition to this, any collaboration or partnership with the private sector should not provide exclusivity or imply endorsement of a specific company or product.

### **Image and reputation risk**

The IUHPE will at all times retain control of its organisational identity and logo, including their use in conjunction with those of other entities.

Corporate partners or private sponsors shall at no time make use of the name, or logo of the IUHPE, or make any claim of association without prior written authorisation.

The IUHPE's name and logo cannot be used for commercial purposes, unless explicitly approved in specific circumstances (e.g. to assist in raising funds for the IUHPE).

The fact of having supported the IUHPE does not entitle the sponsor to claim any endorsement by the IUHPE of its activities or products.

The IUHPE reserves the right to terminate without advance notice or penalty the partnership or sponsorship contract in case, on the basis of new evidence, the partner or sponsor acts are determined to be harmful to the image and/or mission of IUHPE.

### **Indirect partnerships or sponsorships**

The IUHPE avoids participating in indirect partnerships or sponsorships unless there is a direct relationship with the represented entities (e.g. law firms, PR agencies).

## 8. Role of sponsors in IUHPE governance

Any partnership undertaken by the IUHPE should in no way compromise, or be seen to compromise the independence of its decision-making processes.

Sponsors and partners do not participate, nor have voting rights in the organisation's governing bodies.

## 9. Procedure

Any organisation can approach the IUHPE to propose sponsorship or collaboration.

The IUHPE's officers and members are also encouraged to actively seek and propose potential sponsorships from the private sector in order to contribute to the advancement of the organisation's work and the attainment of its goals.

Any individual (Officer, member etc.) or group (GWGs, Interest Groups, Networks, etc.) acting on behalf of the IUHPE in developing any fundraising activity for the organisation will take this private sector engagement policy into consideration, and consult the Vice-President for Marketing and Fundraising before seeking such funding.

The Vice-President for Marketing and Fundraising will do the first screening of the acceptability of any proposed sponsor and sponsorships terms. In doing so, the Vice-President for Marketing and Fundraising can ask for further information or do/commission independent research on the sponsor, its activities and products to assess the effect of the private partner's products or services on health and whether they are compatible with the IUHPE's mission and values.

The sponsor may be asked to sign a declaration of honour of its compliance with all the criteria, in case public information is insufficient to assess all required aspects.

The Vice-President for Marketing and Fundraising will then make recommendations for approval/dismissal of the proposal to the Executive Board Committee either at a regular meeting or in electronic form. In case the acceptability of the sponsorship is still unclear despite these guidelines, or is controversial, the Vice-President for Marketing and Fundraising can also present the discussion to the Executive Board without making a specific recommendation.

The Executive Board can approve or dismiss the sponsor or the specific conditions of the proposed sponsorship should the decision be controversial.

A record of the potential sponsorships already evaluated (positively or negatively) in the past should be kept to build a repository of experience to learn from and to ensure fairness in decisions through time.

Any sponsorship, once approved, must be supported by a contract or similar agreement specifying:

- the objectives,
- the terms and conditions of the relationship,

- the resources provided by both parties (both human and financial),
- the length of the association with clear start and end dates,
- that a breach of the agreed terms and conditions can result in immediate termination of the partnership, and
- the compliance with the present guidelines.