

## **Code of conduct with regards donation, partnerships and collaborations**

### **Introduction**

EAHP's guiding principles with regard donations aim to increase EAHP's potential access to funds, services in kind and joint venture operations from public bodies, firms or foundations in ways that do not contravene the principles and values of EAHP and its members.

It does not aim to provide a definition of every possible funding opportunity or relationship but rather define a set of operating principles.

The document shall be publicly available on EAHP's website and shall comply with EAHP statutes, and the objectives and mission of EAHP.

EAHP is a not-for-profit and non-governmental organisation (NGO) that must maintain a level of independence and integrity. This will allow EAHP to position itself in public health policy without being influenced by vested interests.

### **1. FUNDRAISING AND RELATIONSHIP WITH FOR PROFIT CORPORATIONS**

In order to fund its operational and programme costs and reach its objectives, EAHP raises funds from outside its organisation, and gets support from sponsors of educational activities. However, such financial support is not simply the movement of money from these sources to the EAHP. It is a two-way street, involving value for and obligations to the sponsor. As a recipient of such funds, it is important that EAHP be open and transparent, be accountable to the sponsor, use the funds responsibly and according to the intent of the sponsor, and allow the funding individuals and organisations to be able to have insight into the project at all times. It is important that the fundraising activity also be consistent with the mission of the EAHP.

#### **1.1. General Fundraising Principles**

1.1.1. MISSION-LED: EAHP shall only accept funding that is consistent with its mission, does not compromise its core principles, and does not restrict its ability to address

relevant issues freely, thoroughly, and objectively. EAHP shall not enter into collaboration with a for-profit corporation if motivated by financial reasons that are independent of achieving its mission objectives.

- 1.1.2. **TRUTHFUL:** the EAHP must be truthful in all matters relating to the raising of funds and their use.
- 1.1.3. EAHP has the freedom to take positions on health-related issues that may be unfavorable to its sponsors.
- 1.1.4. **MISSION PRIORITY:** programmes shall be designed to meet the mission of EAHP and never designed simply to meet the needs of a funding source.

EAHP must set its own agendas and priorities and remain faithful to them. Proposed industry support for a project should not alter the agendas of EAHP as to allow commercial funding to dictate EAHP's activities would be to put the EAHP up for sale

- 1.1.5. **UNRESTRICTED:** All funds from a for-profit corporation should be truly unrestricted, i.e should not be earmarked to a particular project or activity.
- 1.1.6. **UNETHICAL ACTIONS:** the EAHP must not tolerate any unethical activities such as double funding for one project unless agreed with sponsors, diversion of dedicated funds to uses other than the project for which funds were approved, or overstatement of achievements.
- 1.1.7. **INDEPENDENCE:** EAHP shall enter into collaboration with a for-profit corporation only when it is beneficial to the achievement of its objectives and does not compromise the independence or self-control of the EAHP.
  - 1.1.7.1. No single funding source should be responsible for the majority of total funding.
  - 1.1.7.2. Members of EAHP committees should disclose any financial ties with the pharmaceutical industry to the Committee Chair.
  - 1.1.7.3. The establishment of guidelines and registries must be independent of all pharmaceutical industry influence actual or perceived.
- 1.1.8. **MARKET ADVANTAGE:** EAHP shall not enter into collaboration with a for-profit corporation if the main motivation of the corporation is to gain a market advantage over competitors.

## 1.2. Marketing

- 1.2.1. **CORPORATE INDENTITY:** No partners' logos should appear on any material / means of communication / marketing items together with EAHP logo. Sponsors

and partners logos can remain on any material and take-away items distributed at the EAHP congress, provided the EAHP logo is not on them.

- 1.2.2. EAHP will never solicit or accept any offer that would attach its name or logo to a commercial product, service or activity
- 1.2.3. EAHP should not accept industry funding for journal supplements published in the official journal.
- 1.2.4. EAHP will avoid advertising placement to be based on upcoming journal content

### **1.3. Solicitations**

- 1.3.1. SOLICITATION MATERIALS: EAHP shall be careful to ensure that all solicitation and promotional materials are accurate, and that they clearly and truthfully present the EAHP, its mission, and its programmes. All solicitations are to correctly reflect the EAHP's planned use of the solicited funds, and fundraising solicitations shall only make claims that the EAHP can fulfil. There shall not be any exaggerations of fact or material omissions, nor any communication or images that would create a false or misleading impression.
- 1.3.2. FUNDRAISING PRINCIPLES: fundraising shall be for the purpose of EAHP mission, and free of coercion, improper motive, inappropriate conduct, unreasonable reward, or personal inurement.
- 1.3.3. COMPENSATION TO FUNDRAISERS: EAHP shall not provide compensation to fundraisers that is based on a percentage of charitable contributions raised or expected to be raised, nor should it provide a finder's fee. Percentage-based compensation can be an impediment to keeping the sponsor's and EAHP's best interests primary, and may foster unethical behaviour or inappropriate conduct on the part of the fundraiser. It likewise can be a hindrance toward maintaining a volunteer spirit and keeping the mission of the EAHP at the forefront, and may offer reward without merit in the case of a large donation that may be the product of many individuals. EAHP may provide compensation based on skill, effort and time expended, and performance-based compensation, such as bonuses, provided such bonuses are in accordance with prevailing practices of EAHP and not based on a percentage of charitable contributions raised. (Fundraisers should declare their conflict of interest Open books?)
- 1.3.4. SALES PROMOTIONS: fundraising promotions involving the sale of products or services shall indicate the duration of the campaign, and the actual or anticipated portion of the purchase price that will benefit EAHP or its programme.
- 1.3.5. INFORMATION ON SOLICITORS: EAHP shall have policies in place to protect the sponsor's right to be informed whether the solicitors are paid staff, volunteers, or agents of the EAHP.

### **1.4. Use of Funds**

**EFFICIENT AND EFFECTIVE USE:** EAHP shall ensure efficient and effective use of grants and charitable contributions.

### **1.5. Accountability**

**FINANCIAL STATEMENTS:** Financial statements regarding donations shall be available upon request by the sponsor and interested parties and presented at the EAHP annual General Assembly.

## **1.6. Relationship with Sponsor**

- 1.6.1. **CONFIDENTIALITY:** privileged or confidential information regarding the sponsor or donation must not be disclosed to unauthorised parties.
- 1.6.2. **SPONSOR RELATIONSHIP:** the directors, management, staff and volunteers of EAHP shall not exploit any relationship with a sponsor or prospective sponsor for personal benefit or the benefit of any relative, friend, associate, colleague, and so forth
- 1.6.3. **SPONSOR PRIVACY:** a sponsor's privacy shall be respected and EAHP must safeguard any confidential information regarding the sponsor or the gift. Sponsors are to have the opportunity to remain anonymous, and to not have their names added to any lists that are sold, rented or given to others, unless the sponsor has had an opportunity to approve such lists or have their names removed.
- 1.6.4. **PRIVACY POLICY:** EAHP shall have a clear and easily accessible privacy policy that informs the public what information is being collected on individuals and sponsors and how that information will be used, how to contact EAHP to review personal information collected and to request corrections, how to inform EAHP that the individual does not wish his or her personal information to be shared outside the EAHP, and what security measures are in place to protect personal information. In particular: EAHP shall not share the names and addresses of its members/congresses attendees with its partners. It may consider sending a communication to them, on behalf of its sponsors and partners provided that:
  - The email address of EAHP's sender is clearly identify as marketing or advertisement
  - The recipient has the possibility to opt out of these mass mailing
- 1.6.5. **UNETHICAL SOLICITATIONS:** EAHP or its agents must not use excessive pressure, coercion, undue influence or other unethical means in their solicitations.

## **2. PARTNERSHIP, COLLABORATION AND NETWORKING**

When appropriate, EAHP may find that cooperation with other civil society organisations, government and intergovernmental agencies, and for-profit corporations may be beneficial in advancing its mission related objectives. Such collaboration for common good may reduce duplication of services and eliminate using resources for competitive purposes rather than serving constituencies. Collaboration may allow pairing diverse strengths and resources and promote effectiveness in tackling priorities. However, EAHP may enter into such a relationship only if it is consistent with its mission.

Partnership and sponsorship opportunities will be assessed by EAHP Board of Directors on a case by case basis, while respecting the below mentioned principles.

When approached by, or when approaching, an organisation/agency for funding, EAHP will request information about the organisation, including their principal activities, their products or services. EAHP will also undertake its own research about the organisation/agency, notably about the nature of the organisation; the nature of its products; the sources of its product; the means used to promote the product, or the consequences of these processes.

When financial support is approved, a contract or memorandum of understanding between EAHP and the organisation 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.

When weighing up whether or not to accept funding from commercial organisations/ agencies, grant making bodies or individuals, the following should be considered: the nature of the organisation; the nature of its products; the sources of its product; the means used to promote the product, or the consequences of these processes, and whether these are compatible with the principles outlined in the present document.

Any financial support by commercial companies will appear in EAHP's reports to members and the public and other relevant documents.

## **2.1 General Principles of Partnerships and Collaboration**

- 2.1.1 MISSION CONSISTENCY: EAHP shall collaborate with other entities only if the relationship with this other entity is consistent with EAHP mission.
- 2.1.2 SHARED VALUES: EAHP shall collaborate on the basis of shared values, common ground, and for the good of society and profession.
- 2.1.3 MUTUAL BENEFIT: EAHP shall collaborate on the basis of equitable and genuine mutual benefit to each organisation.
- 2.1.4 TRANSPARENCY: the collaboration shall allow financial transparency and a two-way flow of information, ideas, and experiences.
- 2.1.5 ADAPTIVE TO CHANGE: collaborations are to be adaptive to change. Changes in the relationship are to be developed through cooperation, and not forced by one or the other organisation.

## **2.2 Relations with other NGOs and civil society organisations**

- 2.2.1 COMMON OBJECTIVES: when appropriate, not for profit organisations (NGOs) such as EAHP with overlapping missions, values, and target groups should partner with each other and civil society organisations, when it would be beneficial for the common target groups and for the achievement of common objectives.
- 2.2.2 COMPETITION AND SERVICE DUPLICATION: NGOs with overlapping missions, values, and target groups should refrain from competing with each other and with

other civil society organisations, and should refrain from unnecessary duplication of services and disruption of each other's projects.

2.2.3 INFORMATION SHARING: NGOs with overlapping missions, values and target groups should share relevant project information with other NGOs and civil society organisations, and mutually support each other.

2.2.4 NETWORKING: EAHP shall network with other ethical NGOs as a means for promoting the growth, effectiveness and efficiency of the hospital pharmacy sector and the ability to advance public healthcare.

### **2.3 Relations with government agencies and intergovernmental bodies**

2.3.1 EAHP OBJECTIVES AND INDEPENDENCE: EAHP shall enter into a partnership agreement with a government or intergovernmental body only when it is beneficial to the achievement of its objectives and does not compromise the independence or self-control of the EAHP.

2.3.2 APPROPRIATE AND MUTUALLY BENEFICIAL: EAHP shall seek to dialogue and cooperate with government and intergovernmental agencies when such cooperation would be both appropriate and mutually beneficial to and could increase EAHP (and its members') effectiveness in dealing with issues and priorities in its agenda.

2.3.3 MISSION-LED: EAHP shall not enter into a partnership with a governmental or intergovernmental body solely to promote the sustainability or competitive advantage of EAHP.

2.3.4 POLITICAL FAVOR: EAHP shall not change its policies or non-partisan nature in order to curry political favour.