

The Union Corporate Relations Policy

Principles approved by the Board of Directors (26/10/2020)

Policy approved by the Bureau (25/11/2020)

FINAL

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1. Purpose & scope of policy

The International Union Against Tuberculosis and Lung Disease (The Union) is a global health organisation founded in 1920 and headquartered in Paris, France. It is recognised as a global leader in the fields of tuberculosis (TB), lung health and tobacco control, and works closely with leading international, regional and local TB control agencies, including the World Health Organization and the World Bank.

Over the past few years, The Union has been extending its global presence and relationships, not only through its traditional membership and network of global experts in lung health, but also through initiating new and creative partnerships with the private sector in support of its mission. A multi-sectoral approach to combatting TB and lung diseases is vital and by working collaboratively with organisations in the private sector that share The Union’s values and vision, we will be in a stronger position to achieve shared goals and objectives around ending TB.

When establishing corporate relationships, the preservation of the reputation, credibility and independence of The Union as a scientific organisation remains paramount and a clear distinction between the educational content of The Union and the opportunities for commercial promotion and recognition must be maintained at all times.

This policy lays out the parameters for engagement with the private sector to ensure that mutually beneficial partnerships are able to be established with corporations that wish to support the mission of The Union. It details the principles by which The Union will operate, the process for engaging in a corporate partnership and the management of commercial promotion in an appropriate, transparent way.

This policy covers two types of commercial partnership that The Union is currently engaged in, with a particular focus on the first:

- Sponsorship agreements
- Advertising

It does not specifically cover cause-related marketing, licensing agreements or the hiring of The Union by a corporation to provide technical assistance, training or other forms of service on a project, but many of the same principles may apply to these areas should The Union decide to engage in these kinds of relationships.

2. Definitions

“Corporation”	any for-profit organisation working in any sector
“Corporate partner”	a for-profit organisation with which The Union has a relationship
“Sponsorship agreement”	a contract between a corporate partner and The Union, whereby the corporate partner makes a payment to The Union in exchange for certain benefits and recognition of support
“Cause-related marketing”	the establishment of a relationship between a corporation and The Union to promote the corporation’s sales and The Union’s cause

“Advertising”	the sale of online or physical space to a corporation to advertise its product(s)
“Development Department”	the team at The Union responsible for corporate account management, grants, event management and major gifts
“Grants”	Funding received, usually from donor or government agencies, to work on a specific project, with a defined amount of Indirect Cost Rate (ICR) that can be used to cover non-direct costs, and specific reporting required for the donor on all direct costs. This type of funding is not specifically covered by this policy but many of the overarching principles may still apply

3. Principles

3.1 Independence

The Union will not enter any relationships with external entities that compromise The Union’s independence.

3.2 Integrity

The Union will not enter any relationships with external entities that have the potential to bring The Union into disrepute, damage its reputation, or result in loss of credibility.

3.3 Individual gifts & corporate hospitality

Union staff will not accept personal gifts, including corporate hospitality, with a value (cash or in kind) over 100€. Union staff will not accept any gifts intended to influence the recipient (that is, bribes). Union staff will not knowingly accept any gifts from a business that derives revenues from the sale, distribution or promotion of all forms of tobacco and novel tobacco products.

3.4 Strategic fit

The Union will not enter relationships with external entities where the partner’s work and values conflict with The Union’s mission, vision, values and strategic objectives.

3.5 No endorsement or influence

The Union will not endorse products or corporations. The Union will only accept and recognise support from corporations, not products. The Union will not be influenced by the corporate partner in its decisions, actions, or communications.

3.6 Legality and Compliance

The Union will not engage in partnership with a corporate partner that is involved in any illegal activities or that fails to adhere to relevant national or international standards and regulations.

3.7 Specifically excluded partnerships

The Union will not enter relationships with the tobacco industry or with armaments and nuclear weapons industry. In addition, The Union will *“exercise particular caution... when engaging with private sector entities and other non-state actors whose policies or activities are negatively affecting human health...In particular those related to non-communicable diseases and their determinants”* in accordance with the World Health Organization’s Framework on Engagement for Non-State Actors. ¹

¹ WHO FENSA, paragraph 45

3.8 Specifically excluded activities

The Union will not accept corporate sponsorship for the following activities:

- Opening Ceremony & conference plenaries
- The Union Village
- Any other activities added to this list from time to time by The Union's Compliance Committee

4. Implementation

4.1 Approval process

The Director of Partnerships & HR shall be responsible and accountable for coordinating the approval process. All new sponsorship packages shall be developed and evaluated by the relevant business units and departments, including the scientific department, in accordance with the principles laid out in this policy. The Director of Partnerships & HR will be responsible for determining which business units and departments will be responsible in each case. Packages that contain offers that go beyond the scope of this policy shall require sign off by the Compliance Committee.

For any bespoke webinars (i.e. where the content is provided by a corporate partner rather than The Union), the content must first be approved by the CCSA following the same process as for satellite sessions.

4.2 Due diligence

Corporate partnerships will only be embarked upon if all the principles outlined in Article 3 of this policy are met.

4.2.1 Assessing excluded entities

In implementing the principle of exclusion of tobacco products, armaments industry and other industries whose products have a negative impact on health (Principle 3.7) the process of due diligence should ensure that the proposed partner is not:

- a manufacturer or wholesaler or distributor of any tobacco or novel tobacco product, armaments or nuclear weapons, or other products or activities relevant to this Principle,
- a parent, affiliate, or subsidiary of any such entity,
- an organisation or foundation supported or funded by any such entity, or
- a person, interest group, advocacy organisation, or other business or organisation (other than a law firm or accounting firm, which will be subject to specific due diligence) that represents the interests of any such entity.

The Development Department will utilise the lists maintained by the Stopping Tobacco Organizations & Products (STOP) initiative (<https://exposetobacco.org>) or similar lists and other databases (such as the Ethical Consumer's Corporate Research Database or similar) that enable the team to search the ethical and environmental records of corporations.

4.2.2 Regular partners

It is acknowledged that, for partners who work regularly with The Union, an initial due diligence should be conducted, and this should be reviewed on an annual basis or when new information emerges.

4.2.3 Information required

The Development Department shall prepare answers to the following questions, before submitting a corporate sponsorship for approval:

- Name of desired partner
- Is the corporation part of a larger group?
- List of corporation's Board members
- List of any accreditations by official bodies

- Type of partnership (sponsor agreement/advertising/cause-related marketing)
- Amount of support being offered
- Does the partner comply with the specific principles outlined in Article 3?
- What does The Union stand to gain by engaging with this partner?
- What does The Union risk by engaging with this partner?
- Does the partner engage in any activities that pose a potential conflict of interest? This shall include the submission of a conflict of interest declaration by the corporate partner
- What is the opportunity cost of not engaging with this partner?

4.2.4 Maintaining records

The Development Department shall ensure that all corporate sponsorship applications are documented, including the outcome of the review process, in the sponsorship database.

4.3 Contractual protections

Contracts with all corporate partners shall include provisions for The Union:

1. to withdraw from any partnership and terminate the contract if, and when, The Union becomes aware of circumstances that are in conflict with any of the principles outlined in this policy;
2. to reserve the right to retain, and the corporate partner to undertake to pay to The Union, the higher of the following amounts:
 - (i) the amount due for the work performed by The Union until the cancellation of the contract
 - (ii) 20% of the total amount contracted to cover its administrative costs.

4.4 Gift Register.

A gift register shall be maintained by the Office of the Executive Director (OED) and any staff or consultants receiving personal gifts that are worth more than 100€ (including corporate hospitality) shall be required to complete the gift register. The register shall be reviewed on a quarterly basis by the Compliance Committee.

4.5 Community events

When potential corporate partners wish to provide financial support for the Community Connect or the Survivors Summit, The Director of Partnerships & HR shall refer this to the chair of The Union Community Advisory Panel (UCAP) for further discussion to determine whether this is appropriate.

4.6 Communication about these Principles

A statement of the principles outlined above will be included on The Union website.

4.7 Thresholds

Appropriate authority for approval must be secured before accepting any corporate support, according to the following thresholds:

- Under 10 000€: Director of Partnerships & HR
- 10 000€ - 75 000€: Compliance Committee
- >75 000€: Bureau of The Union Board of Directors

4.8 Compliance committee

The Compliance Committee shall be composed of:

- Executive Director
- Chief Financial Officer

- Director of Partnerships & HR
- Scientific Director
- Director of Policy & Strategy

The committee will meet as required and may approve corporate sponsorship applications by email in between when needed. The committee may invite additional ad-hoc members to provide external expertise when required.

5. Management of commercial promotion

5.1 Responsibility for management of commercial promotion

The Director of Communications shall be responsible for ensuring the implementation of commercial promotion and associated language recognising corporate support in line with the guidelines laid out in this Article.

5.2 Placement of corporate logos and recognition

In line with The Union's principles as laid out in Article 3 of this policy and in accordance with the international guidelines on Continuing Medical Education (CME) accredited events, The Union will not recognise any corporate support within the scientific or educational content of training materials, conferences, webinars, etc. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided.

Specifically, The Union will adhere to the following requirements issued by the Accreditation Council for CME² and will ensure that all promotional activities are kept separate from educational activities:

Print materials:

- Advertisements and promotional materials will not be interleaved within the pages of the CME content
- Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity

Computer based activities:

- Advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content
- ACCME-accredited providers may not place their CME activities on a website owned or controlled by a commercial interest
- With clear notification that the learner is leaving the educational website, links from the website of an ACCME accredited provider to pharmaceutical and device manufacturers' product websites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity
- Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads and pop-up window ads.

Audio and video recording:

- Advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks'

² <https://www.accme.org/accreditation-rules/standards-for-commercial-support/standard-4-appropriate-management-associated>

Live, face-to-face CME:

- Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity
- Providers cannot allow representatives of commercial interests to engage in sales or promotional activities while in the space or place of the CME activity

Journal-based CME:

- None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests
- The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials

Corporate support can be recognised for an event of an educational nature in the promotional text for the event and associated email messages, the waiting room (if an online event) 15 minutes prior to the start of the event, and the thank you slide once the event has finished. The Union will not offer sponsor-dedicated email promotion (i.e. sending out a promotional email on a sponsor's behalf to Union email lists).

Corporate logos shall be the same size or smaller than The Union's logo and placement/appearance of The Union logo shall be in accordance with The Union brand guidelines.

5.3 Language to be used for recognition

Approved wording that can be used to recognise corporate support is as follows:

- For Union content: *Thank you to [CORPORATE PARTNER], whose financial support made this [webinar] possible. [CORPORATE PARTNER] had no input into the content or planning of this [webinar]*
- For bespoke webinars with corporate content: *The content of this webinar is created and paid for by [CORPORATE PARTNER]. All such sessions are reviewed for compliance with The Union's mission and vision.*

Any variant on this language shall require prior approval from the Director of Communications.

In recognising support from a corporate partner, The Union will only reference the name of the corporate partner, and not the name of any product that they manufacture or sell.

5.4 Naming of projects after a corporate partner

If a mutually agreeable long-term partnership is secured, it may be possible to name a Union project after a corporation, as long as it is not an educational project, which shall in no circumstance be named in this way. Non-educational projects (e.g. awards) will be considered on a case by case basis by the Compliance Committee and the Bureau and will be dependent on the principles laid out in Article 3 being met. All long-term partnerships of this nature will require the establishment of an MOU that defines the parameters and scope of the relationship between The Union and the corporate partner.

5.5 Use of The Union logo

The Union logo shall only be used by a corporate partner with express prior written permission from The Union to do so. In particular, The Union's name, logo and/or identifying information must not be used in a manner by the corporate sponsor that would express or imply The Union's endorsement of the corporation or its products, services or policies.

5.6 Corporate driven content (i.e. bespoke webinars)

The Union shall accept to host bespoke webinars for approved corporate partners in accordance with the CCSA approval process (Article 4.1) and subject to the use of suitable language making it clear that the content is not The Union's (Article 5.3). Careful consideration will be paid to ensuring that sponsored webinars are branded and titled differently to Union webinars.

6. Transparency & data protection

The Communications and Development Departments shall ensure that a copy of this policy will be displayed on The Union website and given to any third parties that undertake any fundraising on the organisation's behalf.

The Development Department shall provide a full list of corporate partners to be maintained on The Union website and in the Annual Report.

The Union will administer all corporate relations in line with its privacy policy and in adherence to the requirements of the European General Data Protection Regulation (EU Regulation 2016/670), ensuring the protection of the rights of the data as stipulated in Article 28 of the regulation. Sponsors will never be given direct access to mailing lists or data held by The Union, unless it has the expressed permission of the data subject.

All sponsors have a right to request access to their data at any time and may obtain this by contacting a designated member of the Development Department.

7. Responsibility for policy

This policy will be reviewed from time to time and revised as necessary by the Executive Director. The initial intention is to review after it has been operational for three months. Any changes to the Principles must be agreed by the Board of Directors.

All Union staff involved in liaising with potential or current corporate partners are responsible for ensuring that the guidelines in the policy are adhered to.

Date: 25 November 2020

Annex 1: Types of commercial opportunities available

The Union's advertising, marketing and promotional offer to corporate organisations could include a mix or a package of different elements such as, but not restricted to, the following:

Sponsorship

- Satellite sessions at Union conferences or events
- Exhibition space at Union events
- Scholarships for conference attendance
- A table at Union fundraising dinners
- Media partnerships
- Union webinars & bespoke webinars
- Face to face and e-learning courses
- Publication and dissemination of guides and publications
- Policymaker or journalist delegations

Advertising

- Advertisements in the printed IJTLD journal and banner space in the online 'Table of Contents' for both IJTLD and PHA
- Vendor displays at conferences and events, including advertising on the app and potentially banner ads on the conference website
- Advertisements in the Centennial dinner programme

Programme support

- Contribution towards core funding
- Funding for specific projects
- Provision of in-kind goods or services to support Union programmes

Annex 2: Resources used in drafting this policy

- WHO Framework of Engagement with Non-State Actors (FENSA) http://apps.who.int/gb/ebwha/pdf_files/wha69/a69_r10-en.pdf
- Accreditation Council for CME <https://www.accme.org/accreditation-rules/standards-for-commercial-support>
- Cambridge Live Fundraising Policy <https://www.cambridgelive.org.uk/fundraising-policy>
- Fundraising Regulator, Code of Fundraising Practice <https://www.fundraisingregulator.org.uk/sites/default/files/2019-09/Code-of-Fundraising-Practice-October-2019.pdf>
- Ethical Consumer <https://research.ethicalconsumer.org/research-consultancy/ethical-policy-development/free-ethical-sponsorship-policy-framework#panel-47-3>
- FSRH Corporate sponsorship policy <https://www.fsrh.org/documents/fsrh-corporate-sponsorship-policy/>
- Vital Strategies Industry engagement policy
- YALSA Corporate Sponsorship Policy <http://www.ala.org/yalsa/aboutyalsa/yalsahandbook/sponsorpolicy>
- ABPI Code of Practice 2019 <https://www.abpi.org.uk/publications/code-of-practice-for-the-pharmaceutical-industry-2019/>
- EFPIA Code of Practice <https://www.efpia.eu/relationships-code/the-efpia-code/>