

# ESNO

## Guiding principles with regard to partnerships, sponsorship and conflict of interest

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### Introduction

The European Specialist Nurses Organisations (ESNO) registered as an Association under Dutch law on Thursday sixteen October two- thousand and eight has a Board which is the supreme policy and steering body of ESNO.

It is within this framework, that the Board of ESNO adopts the following guiding principles:

ESNO's guiding principles with regard to partnerships, sponsorship and conflicts of interest aim to increase ESNO's potential to access 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 ESNO 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 guiding principles comply with the objectives and mission of ESNO: to promote and strengthen Specialist Nurses in Europe. They are based on ESNO's vision of an equitable European society in which all individuals have access to good specialist nursing.

ESNO is a not-for-profit and non-governmental organisation that intends to maintain a high level of independence and integrity. This will allow ESNO to position itself in public health and health care policy without being influenced by vested interests.

### Partnerships

Whilst ESNO recognises that partnerships are essential in advancing ESNO's mission and related objectives, any partnership that ESNO undertakes should in no way compromise, or be seen to compromise, the independence of ESNO's decision making processes. The independence of the internal policy making and planning of annual activities of ESNO should not be influenced by a partnership's economical support.

ESNO can enter into partnerships with organisations that hold views and practices that are not contrary to ESNO's mission and values. The partnership shall not compromise ESNO's core principles nor restrict ESNO's ability to address relevant issues freely, thoroughly and objectively in public or private forums.

ESNO's relationship with partners should be transparent and publicly disclosed.

Joint agreements or projects undertaken by ESNO with its partners should be based on mutual respect and trust, and should be governed by clearly understood and agreed upon principles.

ESNO should always be able to prove to its members and the public that the cooperation does not exert any undue influence on its own policies and practices.

## **Sponsorship**

The following applies to all sources of financing.

ESNO shall accept funding from organisations that hold views and practices that are not contrary to ESNO's mission and values. ESNO will only accept funding that does not compromise its core principles and does not restrict its ability to address relevant issues freely, thoroughly and objectively in private and public forums.

ESNO will not accept funding from organisations engaged in the manufacture and/or marketing of commercial products whose sale is against ESNO's mission (for example: tobacco, alcohol, arms, unhealthy food, etc).

Funding from public sources may be directed at ESNO's core functions or specific projects or activities. Core functions concern the

Private sponsorship can only take the form of financial support for specific projects or activities. Grants of this kind shall be unrestricted and unconditional. When financial support is approved, a contract or memorandum of understanding between ESNO 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. This agreement will ensure that no restrictions or conditions are imposed by the sponsors which would affect the content of the project and/ or activities.

ESNO should always be able to prove to its members and the public that the sponsorship does not exert any influence on its own policies and practices. ESNO will ensure that its independence and integrity are preserved in any financial relationship with another organisation.

In order to avoid the risk of being identified with one single vested interest, ESNO aims to diversify the sources of funding as much as possible.

Corporate partners or private sponsors shall at no time make use of the name, or logo of ESNO, or make any claim of association with ESNO without ESNO's prior agreement.

## **Procedure for partnership and sponsorship agreements**

Partnership and sponsorship opportunities will be assessed by ESNO's Board on a case by case basis, while respecting the above mentioned principles. The conclusions of their assessment will be circulated amongst ESNO members.

When approached by, or when approaching, an organisation/agency for funding, ESNO will request information about the organisation, including their principal activities, their products or services. ESNO 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 ESNO 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 ESNO's reports to members and the public and other relevant documents.

### **Conflict of interests of the Board and its members**

The Board is responsible for the strategic directions, the setting of priorities and the programming of ESNO's activities, including the determination of the annual work programme. Also, the Board members assist in fundraising and representation activities.

Members of the Board shall therefore declare, annually, any interest and function, be it corporate or institutional and declare any (potential) conflict of interest which may arise throughout the duration of their service on the Board.

**This document shall be publicly available on ESNO's website.**

Date: Sunday 5-May-2016