

# EFA Framework for Sustainable Corporate Partnership



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## Background

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The framework outlines benefits to sponsors to provide EFA with unrestricted grants, giving the capacity for EFA to manage the process of independent project initiatives. By developing its own unique resources that will make it become more sustainable, EFA offers a greater and flexible ability to bring together and support members and patients with allergy, asthma and chronic obstructive pulmonary disease (COPD).

From the patient's perspective, corporate partners of EFA are making a significant contribution to support better care, participation and environment for people with allergy, asthma and COPD and prevention.

The Key areas for EFA development:

Building Sustainable Capacity to

1. Own project activities
  - Allergy (including Food, Eczema)
  - Asthma
  - COPD
  - Capacity building of members in Europe
2. Project outcome transfer
3. Communication and Campaign management
4. Policy Development
5. Advocacy
6. Office

## General premise of all Sustainable Corporate Partnership Arrangements with Industry Collaboration

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Corporate Partners include Industry Partners who are companies, SMEs, foundations and associations who commit to providing EFA with various levels of financial support. The Corporate Framework provides a clear method which allows EFA, and its sponsors to interact and collaborate in a transparent, accountable, effective and mutually beneficial way. It provides a modus operandi to interact with sponsors whilst maintaining EFA's and its' sponsors own integrity and independence.

## Who are Sustainable Corporate Partners?

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These are companies, SMEs or organisations that produce health and/or healthy environment related products, technologies and/or provide services, foundations or associations who represent the health and environment sector relevant to allergy, asthma and COPD patients or who wish to support EFA mission. These would include but are not limited to health, environment, building and the construction related industry, the food industry, health insurers, biotechnology organisations, m&eHealth and medical technologies and associations representing such organisations.

## How the Sustainable Corporate Relationship Works

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The relationship is based upon regular and transparent communications and dialogue.

- **Liaison and communication:**

Each Corporate Partner is entitled to nominate one individual to be their representative. This nominee will receive regular updates from the EFA nominated Liaison Person who will be responsible for informing Partners of the organisation's activities.

- **EFA Partnership Meetings**

Corporate Partners will be invited to meet with other Corporate Partners and the Board up to two times annually, with the aim to exchange information, update developments of the activities of EFA and partner organisations, and to discuss emerging issues, and areas for further collaboration.

Through this unambiguous and transparent framework, mutually beneficial relations will be established between allergy, asthma and COPD patient representatives and stakeholders through extensive networks. This will facilitate improved and effective communications at all levels of EU health, environment and research agendas, ensuring that the allergy, asthma and COPD patients' voice is financially resourced to be at the center of the European debates concerning health, wellbeing and patient participation.

This increase and diversity of funding will allow EFA to plan and deliver activities more effectively. The funds will include contributions in the form of:

1. Corporate partnership fees
2. EFA own project support
3. Charitable foundations
4. Donations
5. In kind support, where appropriate and
6. Other sponsorship

## Corporate Sustainable Partners Financial Support

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Corporate Partners commit to providing EFA with **regular unrestricted financial support** which contributes to the sustainability and capacity development, thus making EFA a solid partner. EFA invites all Corporate Partners to participate at least in one EFA owned project so as to assure a meaningful investment into patient-centred initiatives and high quality outcomes.

The level of Corporate Partnership Fee is stable, but dependent upon the regular number of sustainable partners and other core-support EFA is receiving on an annual basis. On this basis EFA will calculate operational core activity cost on a year to year basis.

For the year 2016 EFA defines the corporate partnership fee to support its sustainability as the amount of € 30.000,00 per partner. For SME's, the fee varies from 5.000 to 15.000 per partner. EFA uses the EC definition for SMEs<sup>1</sup>; medium: 15.000, small 10.000 and micro €5.000.

## Sustainable Corporate Partner Benefits

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### **Transparent and Accountable Framework:**

The opportunity to be associated with EFA in a pan European network at the highest levels within the EU, with open communications and with clear unambiguous transparent financial arrangements to ensure support is demonstrable with tangible outcomes, whilst ensuring the independent integrity of EFA is maintained to provide a strong European patients voice for people with allergy, asthma and COPD.

### **Representation:**

Each Corporate Partner nominates one individual to represent them at EFA.

### **Communications:**

The Partners' chosen representative receives information on a regular basis of EFA's activities. Contributions for EFA's projects assure regular updates for the projects which they are supporting.

### **Involvement:**

Corporate Partners will be invited by EFA to meet with other Corporate Partners and the Board up to twice annually, with the aim of exchanging information and updating on the development of EFA and its activities, to discuss emerging issues and identify areas for further collaboration.

### **Policy Framework:**

EFA's policy decisions are exclusively based on patient perspective, in consultation

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<sup>1</sup> [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm)  
EFA European Federation of Allergy and Airways Diseases Patients' Associations  
Rue du Congrès 35, B-1000 Brussels  
[www.efanet.org](http://www.efanet.org)

with members and reflect their views. However, since policy development does not happen in isolation, information, views and knowledge would be exchanged between EFA and partners for the benefit of patients with allergy and respiratory diseases.

**Priority Notice:**

First notice and priority consideration will be given to Corporate Partners for all EFA owned projects, upcoming events and sponsorship activities involving the development of membership capacity and publications, well before general release to other organisations and the public.

**Involvement, attendance and acknowledgement at EFA events:**

All Partners will have the opportunity to share information about the development of an annual public event, sending delegates with “Observer” status and attending VIP sessions, with contributions and support acknowledged in the programme.

**Priority Placement and discounted registration for EFA events:**

Priority Placement and discounted registration, where applicable, for the Corporate Partners’ Representative at these EFA public events, which will include an audience of patient organisations and stakeholders from EU and national institutions.

**Free copies of publications:**

The Sustainable Partner will receive free copies of EFA publications, which increases along with the number of EFA Projects they sponsor. These will be sent electronically as close to the date of issue as possible with physical copies following their printing.

**Acknowledgements and transparency:**

All Corporate Partners will automatically have their support fully acknowledged in the form of their Organisations support displayed in EFA’s Corporate Partner documents, materials and Annual Report, where appropriate, with the exception of EU financed projects.

All Corporate Partners will be acknowledged on the EFA Website with a dedicated area which is transparent and explains the nature of collaboration between the organisations.

For events designed and run by EFA, and where additional contributions are made, Corporate Partners will have additional opportunities as detailed below.

Independent from the level of partnership all Corporate Partners are invited to liaising with EFA in an open and transparent way.

The following benefits and entitlements Corporate Partners’ receive are dependent on the level of participation of corporate partners in EFA own projects provided as summarized below:

<b>Benefits for Corporate Partners dependent on level of support</b>	<b>Participation in 3 or more EFA owned projects</b>	<b>Participation in 2 EFA owned projects</b>	<b>Participation in 1 EFA owned project</b>	<b>Corporate Partner only without participation in any Project</b>
Ability for links with the EFA Website to be made from the Corporate Sponsors general web page without any endorsements being claimed for products, policies or services	•	•	•	•
Meeting with the board. <i>Note:</i> Only corporate partners are invited to participate in EFAs Annual Corporate Partners meeting	•	•	•	•
First notice and priority consideration for partnership and sponsorship activities	•	•		
Right to propose a new partnership opportunity	•	•	•	•
Invitation to working groups or meetings for expert advice were appropriate	•	•	•	
Invitation to Capacity Building Project meeting with EFA members as experts for inclusion in national stakeholder discussions, where appropriate according national legislation	•	•	•	
Free copies of EFA's publications	50 copies	25 copies	5 copies	1 copy
Registration fee discount at EFA Events, where applicable	2 free registrations	1 free registration	50% discount on one	5% discount on one registration
Advertising (Company Add only) in public Conference Booklet	Back cover free of charge or next best opportunity (First in, first served)	One page free of charge	€ 1.500,-	€ 3.500,-
Right to run company sponsored symposia/ session with a programme determined together with EFA before or after EFA conference, if available	1 hour free	€ 5.000,-	€ 15.000,-	€ 30.000,-
Preferred position for a non-promotional booth at EFA conference, if available	First in, first served	First in, first served		
EFA Speaker at company organised HCP-Meetings	Free of honorarium	Free of honorarium	€ 1.000,-	€ 1.500,-
EFA representative at Industry partner Advisory-Board/Committee (Honorarium)	Free of honorarium	Free of honorarium	€ 1.000,-	€ 3.000,-

## Sustainable Corporate Partner Support opportunities

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Beside the benefits EFA offers the following opportunities to support EFA conferences and meetings, where applicable (excluding EC funded events)

Translation/interpretation from English into local language of venue	€ 8.000,-
Press Release distribution & media monitoring	€ 20.000,-
Press Conference	€ 35.000,-
Programme/ abstract book printing	€ 6.000,-
Travel grants for patient associations interested in joining EFA	€ 2.000,- per person
Service Desk	€ 2.000,-
Note pads and pencils	€ 500,-
Bags	€ 2.500,-

## Principles for Support

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The following principles have been developed to ensure that all funds received from Corporate Partners and all collaborative efforts with organisations are ethical and reflect positively upon EFA, its members, and the organisations and associations involved:

- EFA will accept funds only for activities that are consistent with the vision and mission of the organisation, its members and patients with Allergy, Asthma and COPD. It will have the right to refuse funds from Corporate organisations that do not fit with the ethical aims of EFA as laid down in its codes of conduct or whose activities and/or reputation is likely to bring the EFA into disrepute.
- EFA will at all times maintain an independent and strong patient voice of its member organisations. The potential effects of such positions on the commercial interests of funding sources or collaboration with partner organisations will not be a relevant factor in EFA and its member decision making process.
- EFA will only accept sponsorships for projects when it has full unrestricted control. It will also ensure that funds received are not in competition with its national member organisations.
- EFA reserves the right and holds final approval of all uses of its name, logo and any other identifying symbols. Any campaigns, promotional activities or independent initiatives from



Corporate Partners should not use EFA's name, logo or other identifying symbols without prior approval nor should they contact EFA's members for support independently under the assumption of EFA endorsement.

- EFA will accept funding for meetings only if the content has been determined by the Board who legitimately represent EFA. Sponsors will not exercise control over the programme content for these events.
- EFA will not permit presentations which support a commercial product at its meeting or events programmes, except for the presentation of independent scientific data or the general work of the organisation within the European Health Arena.
- At its meetings and events EFA will only tolerate presentations on a product or service when it is deemed important information for the target audience by EFA and is in line with the local and European law and outside EFA's core programme (named as Company symposium or Industry Session).
- EFA will provide appropriate recognition of an organisations sponsorship, but this must not be interpreted as an endorsement of products or policies, nor a service.
- EFA will have support from at least two corporate organisations for its own projects to avoid the appearance of an alliance with any one company / organisation, its products, and political, legal or regulatory agendas.
- EFA will ensure information is available to sponsors and partners on these ethical principles listed above.

EFA welcomes and strives to diversity of corporate partnerships and is open to new ones.

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