



**European Oncology Nursing Society**  
**Ethical Sponsorship/Donation Policy**  
23<sup>rd</sup> of January 2023

## **1. INFORMATION**

### **European Oncology Nursing Society (EONS) vzw/asbl**

Address of Organisation: BLSI- bte 1.30.30 Clos Chapelle aux Champs 30,  
1200 Brussels, Belgium

VAT / Enterprise number: BE 0723635143

Website: <http://www.cancernurse.eu/>

Email: eons.secretariat@cancernurse.eu

### **Contact for sponsorship issues:**

Richard G Kelly - EONS Chief Operating Officer

### **Aims of Sponsorship/Donation linked to EONS' mission, vision and values:**

#### ***Mission***

EONS is an umbrella organisation providing leadership in all areas of cancer nursing, research, practice, continuing education, communications and advocacy for better recognition of cancer nursing across Europe. Our mission is to ensure that all people affected by cancer benefit from the care of highly educated, well-informed and competent cancer nurses.

#### ***Vision***

Our vision is that cancer nursing will be recognised by the cancer community, national and European-level policymakers as a profession with specialised training and qualifications available across the continent. Working conditions for cancer nurses will be optimal, providing a commensurate financial income as well as protecting and promoting individual well-being. We anticipate that this will produce a relatable improvement in the health and clinical outcomes for people affected by cancer. Finally, we envisage that all our members will become confident and empowered cancer nurses operating as leaders in practice, research, and education within multi-professional teams.

#### ***Values***

The core strength of EONS comes from our members. We recognise the diverse aspects of nursing across Europe and strive for equality for all cancer nurses regardless of gender, race, sexual orientation or disability. The improvement of patient safety and better clinical outcomes for people with cancer and their families is central to our work. The society firmly



believes in working in partnerships across sectors and professions that share our goals and values.

## 2. COMMITMENT TO ADDRESS ETHICAL ISSUES

We welcome all opportunities to work together with national and international stakeholders to achieve shared objectives. In that collaboration, it is vital that EONS maintain its independence and that the external partnership does not bring the name of EONS into disrepute.

The collaboration between organisations may never compromise the integrity of the individual organisation and must prevent the use of EONS partnership as a channel for marketing.

EONS, therefore, seeks, so far as is practical and within the constraints of Belgium law; initiatives that do not compromise the independent status of EONS; to ensure that the activities of organisations we work with are consistent with our organisational values. No endorsement of the company/organisation/products of the company or its policies is implied by EONS.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and donations.

- 1) '**Sponsorship**' means payment by a private sector organisation – or individual –, in return for public association with an activity, project, event, or asset. This could be in cash or in kind.
- 2) For our policy on **donations**, the Cancer Nursing Fund – “Friends of Fund”, is a unique opportunity to support the excellent work that cancer nurses do and advance the profession of cancer nursing in Europe. Please see our Cancer Nursing Fund – Friends of Fund webpage <https://cancernurse.eu/cancer-nursing-fund/>.

## 3. EONS CRITERIA

Collaborations and partnerships will be reviewed to exclude any negative impact and this can be done also when an issue is coming up during the collaboration.

### Areas of potential concern

EONS will not accept support that could compromise who we are and what we do - or undermine our effectiveness in achieving our goals.

Partnerships with companies whose commercial objectives would conflict with our goals and



values, or which could promote inaccurate or misleading messages about our commitment to those goals and values would not be appropriate.

#### **4. CAUSE-RELATED MARKETING, AFFINITY MARKETING, AND PRODUCT ENDORSEMENTS**

EONS does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.

EONS follows the European Data Protection Supervisor (EDPS) Private Policy. EONS own database is only for EONS internal usage.

#### **5. ENGAGEMENT**

To this end, for substantial partnerships of more than 12 months duration, EONS will seek to establish a formal process for process of the extension of the collaboration.

#### **6. PROCESS**

EONS process of sponsoring/donations can be related into several categories:

Main events of EONS – EONS Congress - Sponsoring/donation is linked to the Symposia sessions from a company's contribution, to support this event. It is feasible for different companies to join together in one symposia session, with an equal share of contribution of sponsoring/donation, which would be written in a joint agreement. The Scientific programmes are not sponsored/donated by any corporate partner.

As for the European Cancer Nursing Day event, this can be sponsored/donated, however, this has to be approved by the EONS Board and the National Society– relating to the amount sponsored/donated, no influence from the company on this Day, with regards to programme and the volunteers of EONS.

All cause-related marketing and sponsorship with a value of more than [EURO 5,000] must be approved by the EONS Board Members.

[Potential funders will be screened through the EIRIS Foundation (<https://eirisfoundation.org/>) / Other to provide an independent assessment of funders before a decision is made by the EONS Board Members.]

Contracts with partners must permit EONS to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.



## **7. TRANSPARENCY**

A full list of corporate sponsors will be maintained on the EONS website.  
EONS will communicate its commitment to this policy to the organisation's stakeholders.

[A copy of this policy will be displayed on our website within 3 months of its adoption.]