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CED SPONSORSHIP GUIDELINES

Guidelines for the Management of Sponsorship, Donations, and Gifts in the Council of European Dentists

I. Scope of application

(1) The guidelines apply to sponsorship services to the CED.

(2) The guidelines apply accordingly to donations and gifts.

II. Definitions

(1) Sponsorship is the provision of money or cash-equivalent goods or services by a legal or natural person with economic interests, who pursues other interests alongside the motivation of promoting the public enterprise. The sponsor aims for their profiling in the public eye through the supported project (image gain, communicative benefit).

(2) Donations are contributions, for example from private individuals or companies, where the motivation to promote the respective authority or institution predominates. The donor does not expect any consideration in return.

(3) Gifts are contributions by, for example, private individuals or foundations, which exclusively pursue altruistic goals and focus solely on promoting the respective public purpose.

III. Principles

(1) The tasks of the CED are primarily financed through membership fees. Sponsorship is therefore only considered in exceptional cases and as a supplementary measure. Sponsorship must not be used for covering the CED's daily operations costs.

(2) The following principles must be considered for sponsorship in the CED:

- Preservation of the integrity and reputation of the CED,
- Avoidance of any appearance of external influence in the performance of tasks,
- Complete transparency in the financing of tasks, and
- Prevention of any form of corruption and improper influence.

(3) As a registrant of the EU Transparency Register, CED conducts its activities in accordance with the principles of transparency, integrity and independence reflected therein.

IV. Legitimacy

(1) Sponsorship is permitted if:

- the neutrality of the CED is maintained,
- there is no violation of legal provisions or the public good,
- the reputation and interests of the CED are not compromised,
- the proper and impartial performance of duties is ensured, and competition is not restricted.

- It will not lead to the promotion or recommendation for the prescription, purchasing or supplying of specific medicines and medical devices.

  Sponsorship is excluded if the appearance could arise that the action of Board or WGs of CED or its members would be influenced by sponsorship. Any interference with the CED Mission Tasks is prohibited.

(2) The following sectors will be excluded from any consideration for sponsorship, donations or gifts to the CED in order to preserve the organization's commitment to public health and its ethical integrity: including but not limited to tobacco, alcohol and arms industries, gambling industries, organizations engaged in human rights violations.

(3) A guiding vision of CED regarding the future of dentistry is to ensure that every European has access to quality oral health care provided by qualified, skilled and fully competent dental practitioners, in a comfortable and cost-effective manner, using the most appropriate technology.

V. Procedure

(1) Sponsorship services must be selected objectively and impartially.

(2) The acceptance of offered or solicited sponsorship services requires the consent of the Board of the CED.

(3) A written agreement, laying down obligations for each party, is signed before the start of sponsorship activity.

(4) Sponsorship measures must be fully and conclusively documented through the written agreement.

VI. Design of sponsorship measures

Sponsorship measures must be transparent and clearly labeled and designed in such a way that they are distinctly and visibly separated from the services financed by the official membership fees of the CED. They should distinctly retreat in terms of their design and scope compared to the services financed by contributions, and the appearance of influence must be avoided. The sponsors must be named.

VII. Sponsorship report

(1) The CED prepares an annual sponsorship report as part of the annual financial statements.

(2) The sponsorship written agreement must include the sponsor's explicit consent:

- to the identification of the sponsorship,

- to the naming of the sponsor, and
- to the inclusion of their services in the sponsorship report.

VII. Entry into force

The guidelines shall enter into force on the day of its adoption by the Board/General Meeting of the CED.

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