



International Confederation
of Dietetic Associations

ICDA GUIDE

STRATEGIC COLLABORATION

WORKING IN PARTNERSHIP

Table of Contents:

1. INTRODUCTION	2
2. COLLABORATION TYPES.....	3
3. DIRECTIVES FOR COLLABORATION WITH ENTITIES	5
4. PROCEDURE FOR EVALUATING A COLLABORATION PROPOSAL	6
5. DECISION ALGORITHM	8
6. BIBLIOGRAPHY CONSULTED	9
7. GLOSSARY – Terms as used by ICDA.....	9

1. INTRODUCTION

The International Confederation of Dietetic Associations (ICDA) is a non-profit, non-governmental organisation, which constantly maintains its independence and integrity. This is why the ICDA guidelines for collaboration with the broader food, nutrition and health sector organizations and companies has the objective of increasing the ICDA's potential through receipt of funds and/or services from sponsoring corporations and other entities while maintaining its integrity and independence, as well as the professional standing of its members.

A wide range of options exists for companies and other entities to collaborate with the ICDA. This type of collaboration can support both the ICDA's objectives as well as those of the collaborating entity. ICDA understands that forming new partnerships is a positive step towards promoting its objectives and aspirations.

For the above reasons, the ICDA will not sign sponsorship and/or collaboration agreements with organisations, entities or companies that have objectives, marketing strategies or practices that contradict, hinder or obstruct the ICDA's mission or values, or the ethics of the profession.

The sponsorship directives will be available to the general public on the ICDA's website. All sponsorship must comply with its by-laws, policies and mission to promote healthy eating and the health of all people worldwide.

2. COLLABORATION TYPES

Partnership is defined as:

Working jointly or joint participation in an activity, project or event, where the organisation, entity, company or foundation is involved in direct collaboration with the ICDA, which furthermore provides its support.

While the ICDA recognises that working in partnership is fundamental for advancing the ICDA's objectives, any entity that works in partnership with the ICDA must not compromise the independence of the ICDA's decision-making processes in any way. The independence and formulation of internal policies, policy judgement and the ICDA's annual activities must not be influenced by the economic support of the partnership entity.

The partnership can include financial considerations derived from ICDA's provision of services or from the use of the mention "With the collaboration of the ICDA".

Sponsorship is defined as:

The ICDA will accept financial considerations, services and/or products from companies or other entities for the organisation of conferences, workshops or social events that the ICDA organises.

The ICDA will only sign sponsorship agreements with entities that have points of view and/or practices that do not contradict the ICDA's mission or values. The ICDA will only accept contributions that do not compromise its fundamental principles and do not limit its capacity to address any internal matter freely.

Granting use of the logo (ICDA endorsement):

Private or public corporations and institutions of interest may apply to use the ICDA logo in their communication campaigns, advertising or product packaging in exchange for financial support in the form of unrestricted educational grants for use in ICDA organized events or other activities as decided by ICDA.

Granting use of the logo must differentiate whether the campaign or communication action is aimed at a healthcare professional or at the general public. In the case of campaign or communication action being aimed at a healthcare professional, the collaboration will be governed within the contents of this document.

If the campaign or communications action is aimed at the general public, a governing master document will be used to describe the use of the logo.

3. DIRECTIVES FOR COLLABORATION WITH ENTITIES

1. The ICDA has the responsibility of maintaining its professional independence and the integrity of its members, and will ensure that it maintains these in any relationship with any entity. Any collaboration with the ICDA must be capable of demonstrating that the sponsorship does not exercise any influence on ICDA's own policies and practices.
2. Collaboration must only be sought with entities that have a philosophy or code of beliefs (ethics) that is acceptable to the ICDA.
3. Private sponsorship can only take the form of financial support for specific projects or activities.
4. Every application made by an entity to use the ICDA's name and/or logo must be submitted in writing to the ICDA Secretary.
5. The ICDA's name and logo must not be used by any entity without the express written permission of the ICDA.
6. There must be a clear separation between the ICDA's message and that of the entity, if is applicable.
7. The ICDA reserves the right to include any important information, the omission of which would represent a distorted vision of any dietetic or nutritional aspect or aspect relating to the profession of ICDA members.
8. The entity will finance all direct or indirect costs associated with the collaboration.
9. All financial transactions are handled by the person responsible in the ICDA Secretariat, or by ICDA's legal representative.
10. The ICDA reserves the right to reject new sponsorship or to terminate the existing sponsorship if it does not adhere to the conditions listed above.

4. PROCEDURE FOR EVALUATING A COLLABORATION PROPOSAL

Partnership and sponsorship opportunities will be assessed and approved case by case by the ICDA Board of Directors or delegated officers. Refer to the decision algorithm on page 8.

Both the ICDA Board of Directors and officers shall be supported by a group of review and positioning experts, who shall issue a non-binding position on the suitability (or not) of the collaboration for the ICDA.

Procedure

1. The entity's collaboration application must be made in writing to the Secretary of the ICDA.
2. This documentation must at least contain the following information:
 - The nature and main activities of the entity
 - The nature of its products and/or services
 - Its objectives and ethics
 - The means used to promote its products and/or services, or the consequences of these processes and whether they are compatible with the principles outlined in this document and with the ICDA's mission, values and goals.
 - Proposal for control mechanisms of the collaboration (for example, reports) that record the actions in which the ICDA collaborates, so that the latter is kept informed at all times.

Furthermore, it shall take into account the ICDA's degree of control on the project (for example, editorial control of written material, use and position of the logo).

3. The Secretary of the ICDA shall issue, if applicable, a proposal to the entity regarding the financial considerations, services and/or products that the agreement will signify. If the entity has made a proposal, the Secretary will assess it and, if necessary, negotiate an agreement that fits the demand.

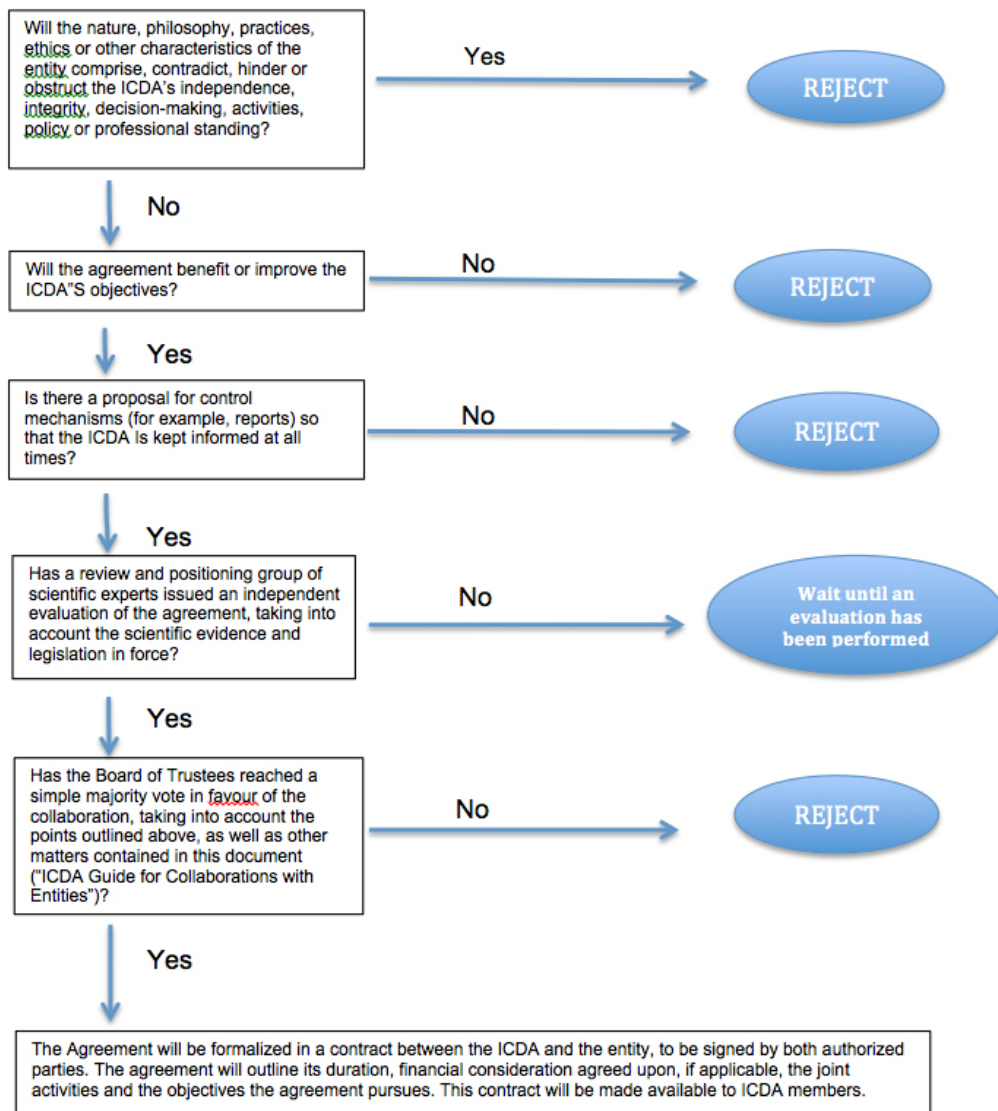
4. The group of review and positioning experts shall issue a position using the documentation requested (without knowing the financial consideration agreed upon) and take into account the principles mentioned above, as well as the scientific evidence and current legality in relation to dietetic and nutritional aspects.
5. The Board of Directors will vote without any knowledge of the financial consideration, after having received the following documentation:
 - Summary of the collaboration proposal (without specifying the financial consideration, services and/or products agreed upon)
 - Position of the group of review and positioning expert

Agreement is by simple majority.

6. The Secretary of ICDA will notify the members of the Board of Directors of the result of the vote and the financial consideration agreed upon with the entity, if applicable.
7. When the collaboration is approved, the agreement will be drawn up into a contract between the ICDA and the entity and signed by both authorised parties. The agreement will outline the duration, financial consideration agreed upon, if applicable, the joint activities and the objectives that the agreement pursues.
8. The contract mentioned above will be made available to ICDA members, on request.

5. DECISION ALGORITHM

Decision algorithm in relation to collaborations of entities with the ICDA (partnerships or sponsorships)



6. BIBLIOGRAPHY CONSULTED

Academy of Nutrition and Dietetics. Academy Guidelines for Corporate Relations Sponsors. 2013. Online:
<http://www.eatright.org/HealthProfessionals/content.aspx?id=7444> [Consultad: 21 June 2013].

Libert T, Liddell J. European Federation of Associations of Dietitians (EFAD) guidelines for sponsorship and collaborative partnership with industry. 2011.

7. GLOSSARY – Terms as used by ICDA

Partnership: Working jointly or in collaboration in an activity, project and/or event, where an organisation, entity, company or foundation collaborates directly with the ICDA, which provides its support.

Sponsor: Person or entity that supports an event, activity or organisation financially and/or by providing products and/or services, especially those related to publicity. Private Sponsor refers more specifically to a for-profit entity.

Grant use of logo: Give permission to use an entity's logo in a specific way, for a specific purpose, and for a limited time.

Position:

A documented point of view on a specific matter and the facts that provide the foundation or argument behind the point of view or stand