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## Position Statement

# Sponsorship and Commercial Partnerships

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## Background

The ICM engages in a range of partnerships with non-profit agencies, and also undertakes certain agreements with commercial companies. ICM derives significant benefits – financial, professional and public relations (PR) – from these arrangements. It is important to ensure that any commercial partnerships deliver the maximum benefits, while avoiding putting the Confederation's good name at risk, or offending member associations. This statement aims to:

- Determine what kinds of partnerships are acceptable.
- Set guidance for appropriate agreements.
- Ensure that ICM is fairly and properly reimbursed for its costs.
- Maximise ICM's financial well-being.
- Minimise any risk to ICM's public reputation.

This position statement covers work engaged with or funded by commercial organisations, or partnerships with other organisations, where the ICM will receive payment for services rendered. It includes, but is not limited to, the following range of partnership arrangements:

- Sponsorship (i.e. funding by an external company of all or part of the costs of staff, research, training, publications, meetings, meals, hospitality, hotel and transport costs, usually in return for overt acknowledgement and branding opportunities)
- Funding (as above, but without the requirement for overt acknowledgement)
- Endorsement (i.e. ICM lending its name to the promotion of specified products or services)
- Conference exhibitions (i.e. external organisations exhibiting at ICM events)
- Advertising (i.e. external organisations advertising in ICM publications)
- Contracted project work
- Grants, bursaries and prizes.

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It is recommended that potential partners are categorised in three bands, reflecting the level of risk involved in creating partnerships with them.

**Green** partners are those where there is little or no PR risk, and where the ICM will not experience problems as a result of the association.

**Amber** partners are those where some caution may be needed, for a range of reasons; the implications of such an arrangement should be thoroughly considered, and reflected in the written application to proceed (see below).

**Red** partners are those where significant caution is needed, for example because it is known some Member Associations may have objections to engagement with them. Normally arrangements with these organisations would not be set up, where there is a satisfactory alternative, and where such arrangements are set up they should be accompanied by written PR plans to anticipate and deal with any negative feedback.

### **Position**

Properly formulated commercial partnerships are of immense benefit, providing vital funds for midwifery, encouraging cross-sectoral skill sharing, and developing commercial investment in health and social welfare. However, such partnerships are primarily a means to an end, and not an end in themselves.

ICM will therefore only enter into partnerships which:

- Directly and substantially contribute towards ICM's strategic directions, and do not contravene or undermine the good standing of the Confederation or the midwifery profession
- Are consistent with the need for ICM and the midwifery profession to be objective, and to be seen to be objective with regard to midwifery practice.
- Do not bind ICM to associate itself with a product in the event of any new evidence emerging related to its risks, benefits or acceptability.

ICM will endeavour to develop a range of commercial partnerships, in order to ensure that it is not identified solely with one company. Where this is not possible, ICM must make every effort to ensure that its integrity is not compromised by the use the commercial partner makes of the arrangement. All commercial partnerships should be for a finite period

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of time, usually for longer than five years. Commercial firms in partnership with ICM may not use the name or logo of ICM for the purpose of marketing their own products without prior agreement.

No commercial arrangement may be developed which might reasonably be seen to compromise ICM's judgement or integrity or seek to exert preferential consideration.

### **Recommendations**

Member associations are urged to develop their own policies and guidance based on this statement.

### **Related ICM Documents**

ICM. 2014. Core Document. International Code of Ethics for Midwives.

### **Adopted at Glasgow Council meeting, 2008**

Reviewed and adopted at Prague Council meeting, 2014

*Due for next review 2020*