

Code of Conduct

The European Food Information Council is a non-profit organisation, established in 1995, which stands up for science-based information on food and health.

EUFIC's mission is to provide impartial, science-based information on food and health, in an accessible, appealing and actionable way, aiming to inspire and empower people to make healthier choices.

General principles

EUFIC's actions comply with the following principles:

- The topics covered by EUFIC must be of public health interest, relevant to society, and in line with priorities set by Public Health authorities.
- EUFIC's team proposes topics to address, based on the latest science, the requirements of the environment and recommendations by the Scientific Advisory Board.
- EUFIC Members are entitled to prioritise topics to be considered by the EUFIC Board of Directors, comprised of the representatives of all funding companies.
- The Board of Directors select the topics to be addressed.
- EUFIC's team produces communication materials on those topics that are shared with members for discussion.
- Prior to publication, the materials are reviewed by the Scientific Advisory Groups (Scientific Advisory Board and Editorial Board).
- EUFIC Members cannot, in any circumstances, pressure EUFIC to take a position, which is not based on peer reviewed science.
- Neither EUFIC Members nor external stakeholders could, in any instance, intervene with the Scientific Advisory Groups to change their position and advice. EUFIC's clear mandate is to reflect the scientific consensus and this will not be compromised under any circumstances.
- EUFIC's General Director has a final say on, and full responsibility for, the content of EUFIC's materials.

Communication at EUFIC

At EUFIC, we are a group of passionate science and communication experts, who believe in the power of informed consumers and in a world, where people choose to live healthily, because they know how to.

- We carry out consumer research to find out people's perceptions, views and preferences.
- Our information is based on research evidence supported by the wider scientific community.
- Our materials are understandable and accessible to the general public and used by health professionals and educators.
- We collaborate with a broad network of academics, national and international organisations, businesses and professionals in food and health.
- We work with Scientific Advisory and Editorial Boards, as well as independent experts on specific projects, who advise on the scientific direction and ensure the accuracy and impartiality of our work.

Research at EUFIC

EUFIC's research activities must be carried out transparently and to the highest scientific standards.

EUFIC's research abides by the following principles:

- EUFIC works with academic partners to conduct consumer research.
- The academic partners, together with EUFIC, are responsible for the design of the study, the analysis of the results, and the writing of the scientific publication.
- EUFIC is transparent about research collaborations, affiliations, and sources of funding.
- The funders can give a list of questions for the research to answer, accepting that the design of the research will follow the principles of scientific rigor.
- The funders cannot, in any instance, influence the conduct or outcome of the research, exert any pressure to change the results, nor prevent the publication.
- A scientific peer reviewed publication in credible independent scientific journals must be the intended outcome of the research.

EUFIC and EUFIC members' compliance with intellectual property rights and competition law

- In all its actions, discussions, communications and decisions, EUFIC and each of its members shall comply with the applicable rules of European and national competition law and not engage in any activity that would be considered an infringement thereof. At the beginning of each meeting, a statement in this respect reminding EUFIC and its members will be read out and this will be recorded in the meeting minutes.
- EUFIC and its members will respect the intellectual property rights on each of the members' information and data shared with EUFIC and/or its members and take appropriate measures to respect such rights and to respect, whenever such is requested by a member, the confidential nature thereof. EUFIC and its members shall not knowingly infringe or contribute to infringe other members' or third parties' intellectual property rights.

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In this context, EUFIC's Code of Conduct aims to assure that members and all funders supporting EUFIC are aware of the principles guiding the way EUFIC works in the framework of its mandate.

All funders supporting EUFIC, or its specific activities, have signed this code and therefore agreed on EUFIC transparent, truthful, and science-based approach to conducting research and communicating science on food and health.

In case a EUFIC member does not respect the Code of Conduct, the General Assembly has the right to decide on the exclusion of the member following the procedure established in the EUFIC statutes.