

## Code of Conduct

The European Food Information Council is a non-profit organisation dedicated to improving people's understanding of food and health science.

Driven by our vision of a world where people live healthier because they know how to, we provide engaging science-based information to inspire and empower healthier and more sustainable lifestyle choices.

### General principles guiding EUFIC's work

- The topics covered by EUFIC must be of public health interest and relevant to society.
- EUFIC's team proposes topics to address, based on the latest science and recommendations by the Scientific Advisory Board.
- EUFIC Members are invited to propose topics for consideration by the EUFIC Board of Directors, which selects the topics to be addressed.
- EUFIC's team produces communication materials on those topics.
- Prior to publication, the materials are reviewed by the Scientific Advisory Board.
- EUFIC Members cannot, in any circumstances, pressure EUFIC to take a position.
- EUFIC members, nor external stakeholders, can in any circumstance intervene with EUFIC's Scientific Advisory Board to influence their advice or pressure EUFIC to take a position
- EUFIC's General Director has a final say on, and full responsibility for, the content of EUFIC's materials.

### Communication at EUFIC

- 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 a Scientific Advisory Board, 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 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 is the intended outcome of the research.

## 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.
- EUFIC and its members will respect the intellectual property rights of information and data shared with them and whenever requested, the confidential nature of that data or information. 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 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 funder does not respect this Code, the General Assembly has the right to decide on the exclusion of the member (article 4.4 of the EUFIC bylaws<sup>1</sup>).

*Date:*

*Organisation name:*

*For and on behalf of the beneficiary:*

*Signature:*

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<sup>1</sup> Article 4.4 of EUFIC's bylaws on *Loss of membership*

*The affiliation of a member shall cease:*

*1. when a member no longer meets the admission criteria or does not respect the commitments and duties of a member, his exclusion is decided at the Annual General Meeting based on a decision by the Board of Directors following a two third majority vote once the member has had the opportunity to defend his actions.*

*2. by voluntary resignation notified in writing to the Director with a notice period of one year.*