



ECCO PARTNERSHIP AND COOPERATION POLICY

This policy is intended to facilitate the submission of applications of requests to the European CanCER Organisation (ECCO) for different types of support, as well as their objective evaluation after submission. An application form for each type of request and related promotional packages can be found on the [ECCO website](#).

Applications can come from ECCO member societies and non-ECCO member societies for different types of activities (policy/scientific/educational):

1) Support for policy initiatives upon request from ECCO member societies

Applications from ECCO member societies to obtain ECCO support for their policy initiatives. These include policy projects, policy events and policy statements.

Types of support:

- a) endorsement: entitled to use ECCO name & logo, ECCO informed of deliverables, ECCO may provide input, promotion level 1 package (cf annex)
- b) active support: possibility of financial and/or in kind support, ECCO not financially responsible, obligation to use ECCO name and logo, ECCO may contribute to material produced by the society, initiative highlighted in relevant ECCO policy work, promotion level 2 package (cf annex)

2) Support for policy initiatives upon request from organisations outside the ECCO membership

Applications from organisations outside the ECCO membership to obtain ECCO support for their policy initiatives. These include policy projects, policy events, policy statements, strategic alliances and EU funded projects informing EU policies

Types of support:

- a) endorsement: entitled to use ECCO name & logo, ECCO informed of deliverables, ECCO provides no input, promotion level 1 package (cf annex)
- b) in collaboration: financial and/or in kind support, obligation to use ECCO name & logo, ECCO contributes to material produced by the organisation, ECCO not financially responsible, promotion level 3 package (cf annex)
- c) in partnership: financial and/or in kind support, obligation to use ECCO name & logo, ECCO contributes to material produced by the organisation, ECCO financially responsible, promotion level 3 package (cf annex)

3) Support for scientific/educational initiatives upon request from ECCO member societies

Applications from ECCO member societies to obtain ECCO support for their scientific and educational initiatives. These include projects and events.

Type of support:

- a) endorsement: entitled to use ECCO name & logo, ECCO informed of deliverables, ECCO provides no input, promotion level 1 package (cf annex)

4) Support for scientific/educational initiatives upon request from organisations outside the ECCO membership

Applications from organisations outside the ECCO membership to obtain ECCO support for their scientific and educational initiatives. These include projects and events.

Type of support:

- a) endorsement: entitled to use ECCO name & logo, ECCO informed of deliverables, ECCO provides no input, promotion level 1 package (cf annex)

Please apply for the level of support considered most appropriate, paying due attention to the guiding mission, purpose and values of ECCO¹.

Some flexibility remains to provide a tailored approach to applications for support. In such cases, please make an application to the category most closely fitting with the envisaged form of support, making clear on submission your suggested changes to the terms of potential ECCO support via accompanying letter.

In case of a standard application, an accompanying letter is optional if all requested information has been otherwise submitted.

¹ <http://ecco-org.eu/en/About-Ecco/Mission>

1) ECCO support for policy initiatives of ECCO member societies

This policy applies to applications from ECCO member societies to obtain ECCO support for their policy initiatives. These include policy projects, policy events and policy statements.

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>a) Endorsement by ECCO</p> <ul style="list-style-type: none"> • Entitled to use ECCO name • Entitled to use ECCO logo with the mention “endorsed by ECCO” • Promotion level 1 package (cf. annex) 	<p>Description of the initiative including</p> <ul style="list-style-type: none"> • Policy objectives • Rationale (why it is needed, benefit to patients) • Activities • Expert patient involvement • Name of leading society (relevant in case of multiple societies involved) • Name of leading society staff key contact • Target audience • Timeline • Deliverables • Funding 	<ul style="list-style-type: none"> • Project description should be submitted at least 1 month before start of initiative • ECCO office informed of deliverables and communication material released by the society 	<ul style="list-style-type: none"> • In line with ECCO’s mission and vision² • Not competing with ECCO activities • Of value to patients (based on advice from ECCO PAC) • Of European geographical scope • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

² <http://ecco-org.eu/en/About-Ecco/Mission>

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>b) Actively supported by ECCO Project is led by the member society</p> <ul style="list-style-type: none"> • Requested to use ECCO name • Requested to use ECCO logo with the mention actively supported by ECCO” in all material • Promotion level 2 package (cf; annex) • Possibility of financial and/or in kind support • ECCO is <u>not</u> financially responsible 	<p>Description of the initiative including:</p> <ul style="list-style-type: none"> • Policy objectives • Rationale (why it is needed, benefit to patients) • Activities • Expert patient involvement • Name of leading society (relevant in case of multiple societies involved) • Name of leading society staff key contact • Target audience • Timeline and key milestones • Deliverables • Funding • Estimate of financial support requested (if applicable) • Description of ECCO input and estimate of support in kind requested (if applicable) • Description of benefit gained from potential ECCO support 	<ul style="list-style-type: none"> • Project description should be submitted at least 3 months before start of initiative • ECCO staff member will be designated as key contact to the society and involved in project meetings as appropriate (ECCO input to be defined prior to start of project) • ECCO is informed of all material produced by the society • Initiative highlighted in relevant ECCO policy work and ECCO policy statements and /or subject of a dedicated position statement by ECCO. • ECCO plans, informs and coordinates with the society, as appropriate, on the dissemination of its policy statements. 	<ul style="list-style-type: none"> • In line with ECCO’s mission and ECCO’s policy priorities • Not competing with ECCO activities • Of significant value to patients (based on advice from ECCO PAC) • Of European geographical scope • With potential for improved achievement through multidisciplinary support • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

2) ECCO support for policy initiatives of organisations outside ECCO membership

This policy applies to applications from organisations outside the ECCO membership to obtain ECCO support for their policy initiatives. These include policy projects, policy events, policy statements, strategic alliances and EU funded projects informing EU policies.

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>a) Endorsement by ECCO</p> <ul style="list-style-type: none"> • Entitled to use ECCO name • Entitled to use ECCO logo with the mention “endorsed by ECCOy” • Promotion level 1 package (cf. annex) 	<p>Initiative description including:</p> <ul style="list-style-type: none"> • Policy objectives • Rationale (why it is needed, benefit to patients) • Activities • Expert patient involvement • Multidisciplinary nature • Name of leading organisation (relevant in case of multiple organisations involved) • Name of leading organisation staff key contact • Target audience • Timeline • Deliverables • Funding 	<ul style="list-style-type: none"> • Initiative should be submitted at least 1 month before start of initiative • ECCO office informed of communication material released 	<ul style="list-style-type: none"> • Request from legal entity (not groups of individuals) • In line with ECCO’s mission and vision • Of multidisciplinary nature • Of value to patients (based on advice from ECCO PAC) • Of European geographical scope • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>b) In collaboration with ECCO</p> <ul style="list-style-type: none"> • Required to use ECCO name • Required to use ECCO logo with the mention “in collaboration with ECCO” • Promotion level 3 package (cf. annex) • Financial and/or in kind support • ECCO is not financially responsible 	<p>Initiative description including:</p> <ul style="list-style-type: none"> • Policy objectives • Rationale (why it is needed, benefit to patients) • Activities • Expert patient involvement • Multidisciplinary nature • Name of leading society (relevant in case of multiple societies involved) • Name of leading staff key contact • Target audience • Timeline / key milestones • Deliverables • Funding • Estimate of financial support request (if applicable) • Estimate of support in kind request • Plan for ECCO input 	<ul style="list-style-type: none"> • Initiative should be submitted at least 3 months before start of activities • ECCO staff member will be designated as key contact to the organisation and involved in meetings as appropriate (to be defined prior to start of project) • ECCO is informed and contributes to material produced by the organisation. • Reasonable opportunities for ECCO input 	<ul style="list-style-type: none"> • Request from legal entity (not groups of individuals) • In line with ECCO’s mission and vision and policy priorities • Of multidisciplinary nature • Request area in which ECCO can provide significant contribution/has defined policy statements • Of significant value to patients (based on advice from ECCO PAC) • Of European geographical scope • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>c) In partnership with ECCO</p> <ul style="list-style-type: none"> • Required to use ECCO name • Required to use ECCO logo, the same size as other same-level partners with the mention “in partnership with ECCO” • Promotion level 3 package (cf. annex) • Financial and/or in kind support requested and/or given (e.g. EU co-funding) • ECCO is financially responsible 	<p>Initiative description including:</p> <ul style="list-style-type: none"> • Policy objectives • Rationale (why it is needed, benefit to patients) • Activities • Expert patient involvement • Multidisciplinary nature • Name of scientific/medical lead • Name of staff key contact • Target audience • Timeline / key milestones • Deliverables • Funding • Estimate of financial support request (if applicable) • Estimate of support in kind request • Plan for ECCO input 	<ul style="list-style-type: none"> • Initiative should be submitted at least 3 months before start of activities • ECCO staff member will be designated as key contact to the organisation and involved in meetings as appropriate (to be defined prior to start of project) • ECCO is informed and contributes to all material produced by the partnership. • Reasonable opportunities for ECCO input 	<ul style="list-style-type: none"> • Request from legal entity (not groups of individuals) • In line with ECCO’s mission and vision and policy priorities • Of multidisciplinary nature • Request area in which ECCO can provide significant contribution/has defined policy statements • Of significant value to patients (based on advice from ECCO PAC) • Of European geographical scope • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

P.S. ECCO with observer status: in cases of doubt as regards any of the criteria, ECCO could ask for an observer status for a maximum duration of 6 months before taking a definitive decision.

3) ECCO support for scientific/educational initiatives of ECCO member societies (projects; events; etc.)

This policy applies to applications from ECCO member societies to obtain ECCO support for their scientific and educational initiatives. These include projects and events.

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>a) Endorsement by ECCO</p> <ul style="list-style-type: none"> • Entitled to use ECCO name • Entitled to use ECCO logo with the mention “endorsed by ECCO” • Promotion level 1 package (cf.annex) 	<p>Initiative description including:</p> <ul style="list-style-type: none"> • Objectives • Rationale (why it is needed and benefit to patients) • Target audience • Activities/programme • Expert patient involvement • Name of scientific/medical lead • Name of staff key contact • Timeline • Deliverables • Funding 	<ul style="list-style-type: none"> • Initiative should be submitted at least 1 month before start of initiative • ECCO informed of communication material released 	<ul style="list-style-type: none"> • Request from legal entity (not groups of individuals) • In line with ECCO mission and vision • Of value to patients (based on advice from ECCO PAC) • European scope in terms of steering/scientific/educational committee/faculty and target audience • If CME activity, EACCME accredited • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)

4) ECCO support for scientific/educational initiatives of organisations outside of ECCO membership (projects; events; etc.)

This policy applies to applications from organisations outside the ECCO membership to obtain ECCO support for their scientific and educational initiatives. These include projects and events.

Type of support	Applicant produces	ECCO requirements & commitments	Criteria
<p>a) Endorsement by ECCO</p> <ul style="list-style-type: none"> • Entitled to use ECCO name • Entitled to use ECCO logo with the mention “endorsed by ECCO” • Promotion level 1 package (cf. annex) 	<p>Activity description including:</p> <ul style="list-style-type: none"> • Objectives • Rationale (why it is needed and benefit to patients) • Target audience • Activities/programme • Expert patient involvement • Multidisciplinary nature • Name of scientific/medical lead • Name of staff key contact • Timeline • Deliverables • Funding 	<ul style="list-style-type: none"> • Initiative should be submitted at least 1 month before start of initiative • ECCO informed of communication material released 	<ul style="list-style-type: none"> • Request from legal entity (not groups of individuals) • In line with ECCO mission and vision • Of value to patients (based on advice from ECCO PAC) • Of multidisciplinary nature • European scope in terms of steering/scientific/educational committee/faculty and target audience • If CME activity, EACCME accredited • With no support from commercial companies or, if so, from multiple sources (at least 2 independent ones)



ANNEX

POLICY ON PROMOTIONS LINKED TO ECCO SUPPORTED INITIATIVES

NB: Any document produced by the applicant using the ECCO logo must be submitted to the European CanCer Organisation (ECCO) for validation before publication.

The following statement must be included as much as possible in relevant material when using the ECCO name and/or logo.

ECCO is a not-for-profit federation that exists to uphold the right of all European cancer patients to the best possible treatment and care, promoting interaction between all organisations involved in cancer at European level.

Through its 25 Member Societies - representing over 170 000 professionals - ECCO is the only multidisciplinary organisation that connects and responds to all stakeholders in oncology Europe-wide.

Deadlines need to be adhered to guarantee promotion through ECCO channels. All content needs to be sent to ECCO in an agreed timeframe.

Level 1 package:

Initiatives endorsed by ECCO

- **ECCO Website: Most relevant section:**
 - Policy
 - Events
 - Patient advocacy
 - News

P.S. ECCO member societies also have the opportunity to have their events listed on the ECCO website events section without endorsement.

- **Newsletter**
 - 1 article in ECCO community newsletter, 300 words + picture, as promotion or post report (for ECCO member societies initiatives only)

Level 2 package:

Policy initiatives from ECCO member societies actively supported by ECCO

Initiatives will be highlighted in relevant ECCO policy work, events and ECCO policy statements and /or be the subject of a dedicated position statement by ECCO. ECCO plans, informs and coordinates with the relevant member society on the dissemination of the initiative and its policy statement. A dedicated promotional plan will be developed for the initiative including deadlines for material production and will consider the following communication channels:

- **ECCO Website**
 - ECCO News section
 - ECCO Policy section
 - ECCO Patient Advocacy
- **ECCO Social media channels:**
 - Announcement of the initiative on the ECCO social media accounts as per key milestones and deliverables of the initiative: Facebook, Twitter, LinkedIn
- **ECCO Newsletters:**
 - Community newsletter: - 300 words + picture, as promotion and/or post deliverable/report
 - External newsletter: 400 words + picture, as promotion and/or post deliverable/ report
- **ECCO booth at ECCO events and ECCO organised events**
 - Leaflets in the display area
- **ECCO Press release**
- **European Journal of Cancer (EJC)**
 - 1 page advert (subject to EJC Approval)

Level 3 package:

Policy initiatives in collaboration or in partnership with ECCO from organisations outside the ECCO membership

Initiatives will be highlighted in relevant ECCO policy work, events and ECCO policy statements. ECCO plans, informs and coordinates with the lead organisation on the dissemination of the initiative and its policy statement. A dedicated promotional plan including deadlines for material production will be developed for the initiative and will consider the following communication channels.

- **Website**
 - Announcement of the initiative as per key milestones and deliverables of the initiative on the ECCO website
 - ECCO News section
 - ECCO Policy section
 - ECCO Patient Advocacy section
- **Social media**
 - Announcement of the initiative on the ECCO social media accounts as per key milestones and deliverables of the initiative: Facebook, Twitter, LinkedIn
- **Newsletters**
 - articles in ECCO internal newsletter, 300 words + picture, as promotion and/or post deliverable
 - article in ECCO external newsletter, 300 words + picture, as promotion and/or post deliverable
- **Interview**
 - Interview of the ECCO representative involved in the initiative at start / key deliverable and or conclusion of initiative
- **ECCO booth at ECCO events and ECCO organised events**
 - Leaflets (if available) in the display area
- **European Journal of Cancer (EJC)**
 - 1 page advert (subject to EJC Approval)