

Ethical Guidelines



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1. Introduction

a. Fundamental values

The Danish Cancer Society is a credible, well-managed and professional organisation which is independent of political and financial interests. The Danish Cancer Society is a democratic organisation that depends upon membership and voluntary work and whose local units and volunteers contribute to enabling us to achieve our objectives.

We fight to ensure that all cancer patients, everyone living with cancer, all cancer survivors and their many relatives are heard. By means of research, prevention and patient support, our objectives are that as few people as possible contract cancer, that as many as possible survive cancer, and that life after cancer is as fulfilling as possible for all patients and their relatives.

The Danish Cancer Society must at all times be independent and maintain its decision-making sovereignty in order to ensure that the collaborative partnerships we enter into, and the donations we receive, do not conflict with our ethical guidelines.

The great majority of our resources are derived from donations, gifts and other forms of support and backing. We are therefore extremely careful to use these resources in the best possible ways to benefit the purposes for which they are given.

This means that we must live up to a range of fundamental values, both internally and externally. These are set out in specific guidelines for each sphere of activity, such as advice to patients and their relatives, collections/fundraising, media ethics, scientific integrity, impartiality and so forth.

The implementation of these guidelines involves the exercise of a degree of judgement which in concrete cases will include an overall assessment of the overall intentions and the context in which the activity takes place. These ethical guidelines apply to everyone representing the Danish Cancer Society. It is the responsibility of volunteers and employees to put these values into action in their work for the Society.

b. National and international legislation and conventions

The Danish Cancer Society respects Danish legislation and international conventions. We act with responsibility, are constantly seeking to improve our interaction with wider society and intend to live up to high ethical standards, including the standards laid out in the UN's Global Compact <https://www.unglobalcompact.org/what-is-gc/mission/principles> , the WHO's Framework Convention on Tobacco Control FTCT <http://apps.who.int/iris/bitstream/10665/42811/1/9241591013.pdf> including guidelines for the implementation of Article 5.3 of the FCTC convention http://www.who.int/fctc/guidelines/article_5_3.pdf?ua=1 as well as Danish Patients' guidelines for collaboration with the pharmaceutical industry <http://www.danskepatienter.dk/retningslinjer-samarbejde-medicinalindustri> .



c. Tobacco industry and pharmaceutical industry

Under no circumstances does the Danish Cancer Society collaborate with, or receive donations from, the tobacco industry (see Section 7). Considerable caution must also be exercised in relation to collaboration with, and donations from, the pharmaceutical and medical supply industries (see Section 6).

2. Membership

Any private person may be a member of the Danish Cancer Society. Companies can be members provided that they do not use their membership in their own marketing in such a way as to damage the Danish Cancer Society.

3. Gifts and regular donations

The Danish Cancer Society may accept unconditional donations from all sources apart from the tobacco industry as part of its national fundraising campaigns.

Gifts and regular donations may be accepted from private persons, companies, corporations, foundations etc.

We may not, however, accept gifts or regular donations

- from companies or other legal entities whose production or income is to a significant extent based upon the production or sale of known carcinogens
- if the donor uses or refers to these in their own marketing in such a way as to damage the Danish Cancer Society

Employees must not accept gifts or other benefits from collaborative partners, business partners, users, volunteers etc. for their own use, apart from symbolic, token gifts.

4. Collaboration and grants

a. General

The Danish Cancer Society may enter into collaborative arrangements with other parties, provided that such collaboration is transparent and we are conscious that in general we secure a broad range of collaborative relationships.

At all times, we must evaluate potential collaborative partnerships in terms of

- whether such collaboration might damage our credibility or reputation
- whether the partner company's production or products carry a significant cancer risk



The Cancer Society may not enter into collaborative arrangements with any organisation whose objectives or whose essential activities conflict with our work. This includes companies or other organisations whose regular income derives significantly from the production and sale of known carcinogens.

In the event that the prerequisites for a collaborative arrangement change such that it comes into conflict with our ethical guidelines, we will cancel the arrangement with immediate effect.

b. Research collaboration

When Danish Cancer Society researchers enter into collaborative research arrangements, they must always conform to these ethical guidelines. Furthermore, such collaborative arrangements must, as a minimum, conform to the standards set out by the universities governing collaboration between industry and universities.

A Danish Cancer Society researcher can enter into or head research collaborations if the collaborative partner receives, or has received donations or grants from the pharmaceutical or medical equipment industries provided that the conditions outlined in Section 6 are met.

However, a Danish Cancer Society researcher may NOT

- lead a research collaborative arrangement in which a collaborative partner receives or has received donations or grants from organisations whose income derives significantly from the production and sale of known carcinogens
- become involved in a collaborative arrangement in which a collaborative partner receives or has received donations or grants from the tobacco industry

c. Grants from the Danish Cancer Society's Scientific Committees and other committees

The Scientific Committee of the Danish Cancer Society, other committees, together with a number of awards grants on condition that the recipient of the grant has not received, does not receive and does not expect to receive support from companies, corporations, foundations etc. whose production or turnover includes significant ongoing income from the production and sale of known carcinogens.

Applicants who receive, have received or expect to receive support of this type may not receive support from the Cancer Society for 10 years following payment of the former unless exceptional circumstances apply.

5. Campaigns

The Danish Cancer Society's campaigns – whether cancer-related or concerned with income generation – are organised and conducted within the frameworks of the organisation's values and ethical guidelines and with a constant awareness of our specific target groups. Campaigns targeted at specific groups can be shaped and nuanced so that their effectiveness can be optimised within these groups and the forms of media that are most relevant for the target groups.



6. Pharmaceutical and medical equipment industries

It is critical for the credibility of the Danish Cancer Society that we are, and are seen to be, completely independent of the pharmaceutical and medical equipment industries. We must therefore exercise the greatest care in cases touching upon these industries.

Pharmaceutical industry

The Danish Cancer Society does not receive any support or contributions from the pharmaceutical industry. A single exception to this rule is that we may receive unconditional donations through our national fundraising campaigns. No agreements may be entered into with the pharmaceutical industry either concerning the use of the Danish Cancer Society's logo, campaign logos or support logos, or internal or external publicity relating to any donation to the Danish Cancer Society.

Medical equipment industry

In general, the Danish Cancer Society may accept support and contributions from the medical equipment industry. Companies supplying cancer-related products may also donate and contribute, but may not earmark amounts for specific uses chosen by the donor.

With regard to research, the Danish Cancer Society may, in certain circumstances, enter into collaborative arrangements with pharmaceutical and medical equipment companies when these are of particular importance for cancer patients or the fight against cancer. In these cases, the following must apply:

- the leadership of the research collaboration must not come from the industry, but must be placed within the Danish Cancer Society or within another research leadership team independent of the industry
- there is transparency in the collaboration
- there are full and free publication rights and obligations
- no exclusive agreements are permissible

We attach considerable importance to the ability of Cancer Society employees to act as independent advisors to public and other authorities. For this reason, employees may not engage in activities casting doubt upon their impartiality. For example, participation in the advisory boards of the pharmaceutical industry is only permissible in the scientific development phase, not in the commercial and marketing phases. We are extremely stringent when assessing any involvement in advisory boards.



7. Tobacco industry

Our ethical guidelines focus specifically on tobacco-related issues for reasons firmly established and defined by WHO:

- It has been scientifically proven that tobacco is the biggest single cause of cancer and its resultant deaths
- There is a fundamental and irreconcilable conflict between the interests of the tobacco industry and the interests of public health policy
- The tobacco industry systematically obstructs and undermines the implementation of health policies relating to the regulation of tobacco
- The tobacco industry's statements about CSR/social responsibility are contradictory given the relationship between the industry's main purpose and public health goals

The 'tobacco industry' is understood to include firms, concerns, funds etc. whose production or turnover includes, to a significant extent, ongoing income from the production and sale of tobacco products. This includes direct income from the tobacco industry as well as indirect income from corporate- or foundation structures

Our specific focus is that the Danish Cancer Society

- does not want the tobacco industry to be a member of the Society
- must not accept donations or contributions from the tobacco industry, including unconditional donations given as part of national fundraising campaigns
- does not collaborate with the tobacco industry in any way
- must not permit its researchers to participate in research collaborative arrangements with a potential partner that receives, or has received, a donation or grant from the tobacco industry

Similarly, grants awarded by the Danish Cancer Society's Scientific Committee and other committees are given on the understanding that recipients have not received, do not receive and do not expect to receive support for the project from the tobacco industry.

Applicants who have received, are receiving, or expect to receive support from the tobacco industry may not receive support from the Cancer Society within 10 years of payment of the former unless exceptional circumstances apply.

8. Investments

The frameworks for the investment and recipients of the Cancer Society's capital are

- that companies forming part of our potential share portfolio respect Danish and/or other relevant national and international legislation and UN conventions to which Denmark is a signatory, as well as the principles of the Global Compact
- that the turnover of any company in which we invest is not derived from tobacco products



- that the turnover of any company in which we invest is not derived to a significant extent from the production or sale of known carcinogens
- that any company in which we invest demonstrates a responsible attitude toward natural resources and the environment
- that the Society must not invest borrowed money
- that an evaluation of any investment is carried out in light of the general intentions of the Society's ethical guidelines and possible risks

The Danish Cancer Society may enter into partnerships with investment advisors and managers, who are required to uphold the Danish Cancer Society's ethical guidelines in all their recommendations.

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