



# Working with Sponsors: Code of Practice

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## INTRODUCTION

This document outlines the general principles under which European Schoolnet<sup>1</sup> (EUN) agrees to work with industry partners and other organizations that provide cash sponsorship and/or in-kind support related to EUN projects, studies, awards, events, training courses and services, including the EUN Future Classroom Lab, the Learning Resource Exchange for schools and any EUN related activity (such as actions in the eSafety domain or other fields).

Stakeholders participating in European Schoolnet activities who either directly or indirectly are supported as a result of sponsorship obtained by EUN (e.g. prizes, hospitality, travel to EUN training courses and events) are responsible for ensuring that this support does not infringe their organisation's policy or relevant national legislation on conflict of interest, the acceptance of gifts, hospitality and other benefits.

The principles outlined in the document were approved by the EUN Ethics Committee on 18 August 2011 and by Ministries of Education in the European Schoolnet Steering Committee on 27 August 2011. The principles will be periodically reviewed by these bodies and amended to take account of current experience and best practice.

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<sup>1</sup> European Schoolnet is the trading name of EUN Partnership aisbl

## GENERAL PRINCIPLES

In order to fully exploit the creative use of ICT in education, European Schoolnet recognises that public funding often needs to be supplemented by resources provided by the private sector in ways that do not interfere with the maintenance of open competition in the educational supply industry and enhance its reputation as an ethical service provider. It particularly values multi-stakeholder partnerships where the financial support from sponsorship and business partnerships helps the EUN to:

- undertake new projects and initiatives which are necessary to ensure the effective use of ICT in schools;
- react quickly to the emergence of new technologies and carry out studies and action research on how these can be deployed successfully;
- support the activities of EUN Working Groups where Ministries of Education, ICT suppliers and other stakeholders can come together to address issues of common concern and jointly fund studies and guidelines;
- participate in the discussion and formulation of new open standards for education;
- reward and incentivise teachers and learners involved in EUN projects and awards' events;
- disseminate results from EUN's work as widely as possible to: teachers, ICT advisers, school leaders, educational policy makers, administrators, parents and others involved in maintaining and raising the quality of education across Europe.

The following principles apply to how European Schoolnet works with all organisations providing cash or in-kind support (such as equipment or other types of donations):

1. EUN aims to accept sponsorship from companies and organisations that are committed to improve teaching and learning through the use of ICT and particularly seeks to build relationships with companies and organisations that already have a proven track record of commitment to the education sector.
2. EUN will work with companies that share the same fundamental ethical values and principles and will not seek or accept sponsorship from any organisation that would expose it to public criticism or which would affect its integrity.
3. EUN expects all its sponsors to commit to the general objectives of the EUN and to help EUN to realise the goals outlined in its remit.
4. EUN will treat all its sponsors fairly and without favour. Joint activities undertaken with an individual sponsor or group of sponsors will not prevent the EUN for undertaking other activities with other sponsors.



5. EUN will aim to provide all sponsors and business partners with an insight into ICT activities across Europe and will help disseminate the policies and strategic thinking behind the ICT policies of its participating Ministries of Education.
6. The financial or in-kind contribution made by sponsors, either individually or collectively, will not be allowed to dictate or influence:
  - EUN's integrity;
  - the aims and objectives of EUN;
  - the work plan that EUN has agreed with its supporting Ministries of Education;
  - or any of EUN's activities or the activities of the EUN's members.
7. While respecting the need to safeguard its decision-making processes, the EUN will encourage sponsors to take an active role in supporting EUN to address issues of common concern and to propose ideas for new projects and initiatives that are in line with the EUN objectives and work programme.
8. EUN requires all sponsors and business partners to ensure that their involvement with the EUN will not be used to suggest that the EUN endorses or has approved specific products, services or levels of competence.
9. Sponsors are required to obtain the written agreement of EUN before they may use the EUN logo or EUN project logos in order to advertise the fact that they sponsor the EUN and/or individual projects, initiatives, events, studies, awards, publications etc.
10. Sponsorship of the EUN (including offers of support to schools) must not be used by a company or other organisation to establish or promote proprietary standards or technologies.
11. Where sponsorship or support has been obtained for events and training courses organised by the EUN, final decisions on the methodology, programme, the speakers that will participate, the delegates to be invited, and any support provided to delegates to enable them to attend the event, will be taken solely by European Schoolnet.
12. EUN will respect any information which has been shared in confidence by sponsors but the fact that EUN or a particular activity or project is being supported should not be kept secret. EUN favours openness and transparency with respect to its sponsorship arrangements.
13. All sponsorship arrangements should be in writing which may simply involve an exchange of letters or e-mails. The more complex or valuable the sponsorship, the more detailed the agreement should be.