

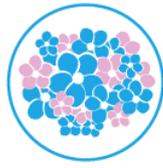


MESOTHELIOMA UK

G4 Endorsement & Association Policy

Original Version:	v1.0
Original Creation Date:	October 2020
Original Author:	Faye Forde
Original Approval Date:	October 2020

Author of the change (Initials)	What's changed	Approved by (Initials)	Approved date	Version
FF	Addition of appendix 1 &2	FF	07/07/2021	V1.1



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1. Purpose

- 1.1. Mesothelioma UK is often asked to endorse initiatives, events or publications from third parties, including but not limited to legal firms, healthcare professionals, education bodies and universities.
- 1.2. This policy is intended to be clear and transparent about the decision-making process behind an endorsement from Mesothelioma UK.
- 1.3. Until approval has been sought and granted, Mesothelioma UK's logo, name or any part thereof cannot be used.

2. Scope

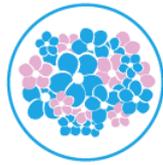
- 2.1. Mesothelioma UK works with a panel of legal firms and there are specific terms that apply with regard to recognising and acknowledging panel membership. Any use of Mesothelioma UK's brand, logo or letterhead by a panel member that falls outside of the legal panel membership agreement falls into this policy.
- 2.2. Mesothelioma UK may also work collaboratively with other groups, societies or organisations and those collaborations would fall outside the scope of this policy. MUK will agree endorsement terms at the beginning of each project.
- 2.3. This policy does deal with requests from any organisation, including healthcare, not-for-profit and commercial. Examples of initiatives that MUK may be asked to endorse are:
 - 2.3.1. Conferences
 - 2.3.2. Guidelines
 - 2.3.3. Publications
 - 2.3.4. Awareness Campaigns
 - 2.3.5. Fundraising events
 - 2.3.6. Other educational programmes

3. Definition of Endorsement

- 3.1. In this document, endorsement is understood to mean overall support for an initiative, project or product, based on a thorough review, where MUK has been involved in its development. In the case of programmes or educational resources, MUK endorsement implies that the MUK has been involved in the development of the agenda and invitation of speakers.
- 3.2. The endorsement is valid and applicable to just one event or one publication. Any alterations to the event will require a reapproval and reprints of information will require a re-application.

4. Criteria for endorsement

- 4.1. Relevant to MUK's charitable objectives;



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- 4.2. Has had a MUK representative involved from the beginning who has contributed to the development or a MUK representative have been given the opportunity to comment on the agenda or other as relevant
- 4.3. It is clear what is expected from MUK and what MUK is required to provide (i.e. use of logo, link on website)
- 4.4. MUK must be given final approval for any use of the logo or name prior to use.
- 4.5. Be from a reputable organisation which can be verified;
- 4.6. Scientific initiative: all data should be made available and should be peer reviewed
- 4.7. Publication: MUK should see and review the final publication
- 4.8. Event: MUK should see and review the agenda
5. Application Process
 - 5.1. Please complete the Mesothelioma UK Endorsement Proforma and submit to the charity's operational team. The proforma should be signed by the person with overall responsibility for the initiative or event to be endorsed. Include event agendas and as much detail as possible. The operational team will review the application and notify the applicant within 7 working days from receipt.
6. Approval
 - 6.1. This policy will be reviewed annually in line with the dates on the cover sheet



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Appendix 1: Mesothelioma UK Endorsement Application Proforma

Organisation name:	
Contact name:	
Address:	
Email:	
Phone number:	
What are you seeking endorsement for: (e.g. education event, publication, conference poster)	
Date:	
Agenda attached:	
Has a Mesothelioma UK team member been involved? If yes, who?	
If no, will a MUK team member be involved in the future?	
What type of endorsement are you looking for from MUK?	
Have you received any commercial sponsorship? If yes, from who?	
Will the event raise funds for Mesothelioma UK?	