

**INDUSTRY
AND FOUNDATION FUNDING
WORKSHOP
NICOLA BEDLINGTON**

**“ A STRONG PATIENTS’ VOICE
TO DRIVE BETTER HEALTH IN EUROPE ”**



Starting out.....

- Map all potential industry or foundation sponsors for your organisation- Be Imaginative
- Think ' Diversity' , think ' Transparency', Think different sectors, think ' Multi source'
- Talk to others who have achieved funding
- Think clarity – why do you want the funding
 - Operations
 - Event
 - Project ... etc
- Develop a concept note, plan and realistic budget

Reaching a win win scenario

- Have a candid discussion with your industry counterparts about your and their short-term and long-term objectives
- Compare and contrast your goals and identify very precisely areas of common interest
- Delineate also clearly how you wish to work together and agree on where your collaboration will stop:
 - You will never endorse their product
 - You will never engage in joint lobbying

Reputation and credibility

- No compromise on your core values of independence, integrity and transparency
- Knowing when to say no...
- Diversify your sources of funding so that you never become over dependent on one donor
- Develop your own code of conduct or framework for working with industry (see EPF model)
- Be accountable, effective financial and qualitative reporting

First steps

- Arrange for a face-to-face meeting once contact has been initiated
- Present your advocacy mission, followed by clear and transparent objectives
- Discuss how your group operates in industry relationships and understand or re-confirm how the industry donor itself likes to work
- Mutual recognition and respect of each other's objectives and goals is the critical primary step, before even engaging in discussions on specific support.
- But don't be afraid to talk about the money !

Building long-term relations

- Identify areas where you both can benefit from a sustained effort (patient education, improving patient-physician dialogue, helping the innovation process,...)
- Be honest, be direct, don't avoid difficult discussions
- Behave in a professional manner: come prepared, keep your commitments, be discrete about your discussions

Practical Tips

- Approach companies well ahead of your request with general info about your organisation –create interest
- Get to know the donor's budget planning cycle
- E.g contact companies in late summer before next year budget is locked in!
- If at all possible, agree on a multi-year programme and obtain a multi-year commitment
- When appropriate, create a consortium where different companies are represented and to support common projects driven by your organisation

Maintaining Trust

- Keep and share minutes of your meetings
- Establish written contracts detailing the support you will give each other (financial, personal, other commitments) and the terms
- Communicate regularly and do not hesitate to give positive and negative feedback to each other
- Develop a good personal relationship with your direct interlocutor but also his/her team-mobility

Ethics Check list

- Common sense – if you are not sure whether something is ethical , it probably is not
- If something feels borderline – don't do it
- Any dealings should be able to endure public scrutiny
- Be responsible as PO for content
- Insist on an equal relationship – be confident in your unique expertise, know-how and experience

THANK YOU FOR YOUR ATTENTION!

Follow us on Social Media!



/europeanpatientsforum &



/eupatientsforum

More information:

www.eu-patient.eu

info@eu-patient.eu

“ A STRONG PATIENTS' VOICE
TO DRIVE BETTER HEALTH IN EUROPE ”

