



Endorsement policy

Introduction

This policy document covers the arrangements for the RC (UK) in its working and interacting with for-profit organisations, companies and business (collectively referred to as ‘industry’), and with not for-profit organisations (NPO) or individuals, in all activities related to:

- project/product development or research
- branded products
- projects/products initially developed by industry, not for-profit organisations or individuals that further the aims of both the applicant wanting to work with the RC (UK)
- education and training products.

In this policy, the different categories of the working relationships that the RC (UK) may have with industry/NPO/individuals (partnership or endorsement or statement of support) are defined and the requirement for each of those categories (and accompanying RC (UK) action) is made clear. The processes involved in establishing and maintaining those relationships are made explicit, so as to avoid difficulties arising through inappropriate relationships, and to ensure that the relationships of endorsement or partnership or statement of support are in line with the stated policies and aims of the RC (UK) (<https://www.resus.org.uk/about-us/>).

Establishing a relationship with industry/NPO/an individual

An application by industry/NPO or an individual for endorsement or partnership or statement of support with the RC (UK) is made by completion of the [proforma below](#).

The application will be reviewed and ratified by the Executive Committee and Trustees after its assessment by the Senior Management Team (SMT) along with named subject matter expert/s (SME). Any decisions will be reported at the next Executive Committee meeting and formally minuted.

Legal requirements

Legal consultation may be required as part of the application, and all applicants should take the RC (UK) [Corporate partnership policy](#) into consideration when considering submission.

The RC (UK) will always fully meet the requirements of the Charity Commission for England and Wales.



The RC (UK) will meet any other requirements including requirements for contracts, Service Level Agreements (SLAs), Memoranda of Understanding (MOU) and HM Revenue and Customs legislation. Each product/project will be assessed, and the correct lawful course of action will be followed.

Data protection requirements

The application will be stored electronically within the RC (UK) systems. Unsuccessful applications will be deleted after six months. Successful applications will be stored for the duration of the agreement and then deleted one year after the discontinuation of the agreement.

Relationship of members of the RC (UK) to partnership, endorsement or statements of support

All members of the RC (UK) including staff, the Executive Committee and Board Trustees must apply this policy each occasion that a relationship with industry/NPO or an individual is considered. Chairs of RC (UK) subcommittees and working groups must ensure that their subcommittees and working groups adhere to this policy by declaration at each meeting and with any other activities that they are engaged upon whilst acting on behalf of the RC (UK). Each committee and group member must provide an annual updating of their COI as required within the [COI policy](#).

Equality

The RC (UK) will not enter any relationship intended specifically to give one member of industry, NPO or individual competitive advantage over another. Reference to a particular product/service by generic or trade name in the RC (UK)'s publications or information services never, in itself, constitutes partnership, endorsement or acts as a statement of support for that product or service. Within the RC (UK)'s publications, this applies also to pictures of products/service, including items of equipment.

Openness and transparency

The RC (UK) will report collaborations and financial contributions received from industry, NPO and individuals in its financial report and accounts, and within its annual report. Wherever the RC (UK) has received assistance from industry, be that financial or in kind, this will be stated on publicity and any other materials associated with the particular project, service, activity or education material, whether these be printed or digital or in some other format.



Independence and impartiality

Before seeking financial contributions from industry, the RC (UK) will ensure it has a thorough understanding of the other party through a due-diligence process. Where financial support is offered, the RC (UK) will seek to be clear about the company's expectations, ensuring that these are in line with the RC (UK)'s charitable aims. The RC (UK) name, logo or any of its materials may not be used by industry without our written agreement and the RC (UK) will retain editorial control over any content that refers to the relationship.

Avoidance of conflict

The RC (UK) reserves the right to be judicious about its collaboration with and support to external bodies. The RC (UK) has a policy not to have industry partnerships, relationships or match-funding bids with organisations that are not aligned with the RC (UK)'s aims (<https://www.resus.org.uk/about-us/>). This includes, but is not limited to tobacco and alcohol companies, betting agencies, weapons industry, or any company or organisation whose activities conflict with the RC (UK)'s mission statement (<https://www.resus.org.uk/about-us/>). The RC (UK) expects all partner organisations to be forthcoming about new relationships that may undermine or conflict with the RC (UK)'s aims or activities (<https://www.resus.org.uk/about-us/>).

Right to withdraw endorsement or support

The RC (UK) reserves the right to withdraw endorsement or support should information become available indicating that the product, project, publication, statement or involvement of the other organisation is contrary to aims of the RC (UK). This decision will be made in consultation with the Executive Committee and Trustees. Should this happen, all reference to the RC (UK) must be removed from the organisation's website/literature or other promotional material with immediate effect as its association with the RC (UK) will have ceased.



1. Products and projects

Levels of engagement

The RC (UK) will allocate differing categories of approval depending on increased public/professional profile of the organisation and its level of engagement in the project or product. These categories will determine how the RC (UK)'s position is acknowledged and whether the RC (UK) logo may be used.

Approval category	Level of engagement
Partnership	<p>The RC (UK) has been involved from the outset, has influenced the project or product development from the planning phase to completion and is satisfied that the work on the project/product has been carried out properly and completed as intended and agreed.</p> <p>The RC (UK) has had the opportunity to comment throughout the process and recommend/discuss/agree changes.</p> <p>A contract SLA or MOU would be expected to be in place.</p> <p>The RC (UK) would normally allow its logo to be used on any associated material following discussion and agreement with the Executive Committee and Trustees.</p>
Endorsement	<p>The RC (UK) was not involved at the outset but has influenced (or had ample opportunity to influence) the progress of the project/product and is satisfied that the work on the project/product has been carried out properly.</p> <p>Contracts, SLA or MOU may or may not be in place.</p> <p>The RC (UK) would normally allow its logo to be used on any associated material following discussion with and agreement of the Executive Committee and Trustees.</p>
Support	<p>The project/product was developed by another organisation but is in line with the RC (UK) aims.</p>



	The RC (UK) would not usually allow its logo to be used on any associated material, but the developer may state that the project/product or its use is 'supported' by the RC (UK).
Not supported	<p>The RC (UK) is asked to support or assess a finished project/product but does not agree with one or more of its scope, relevance, method or recommendations.</p> <p>The project/product is not supported by the RC (UK) and its developer must not state or imply otherwise or use the RC (UK) logo on any associated materials.</p>

Review

Any level of engagement by the RC (UK) in a project or product involving one or more external organisations or persons shall be reviewed annually and reported to the Executive Committee and/or board of Trustees. A decision will be made to continue that engagement or otherwise (if the work is ongoing) and the decision process will be documented. The RC (UK) reserves the right to terminate any contract/agreement/MOU if the relationship is seen to be contrary to the aims of the RC (UK). When that arises, any reference to continued involvement of the RC (UK), any mention of support or endorsement by the RC (UK), and any use of the RC (UK) logo must be withdrawn by the other party.

2. Publications and statements

Levels of engagement

The RC (UK) will allocate differing categories of approval, depending on its level of engagement in development of the publication or statement. These categories will determine how the RC (UK)'s position is acknowledged and whether the RC (UK) logo may be used.

Approval category	Level of engagement
Joint Authorship (Co-authorship)	<p>The RC (UK) has been involved from the outset in development of the publication or statement and is presented as co-author throughout the publication or statement.</p> <p>A contract, agreement or MOU will usually be in place.</p>



	<p>The RC (UK) has had the opportunity to comment on the final draft of the document and recommend, discuss and agree changes.</p> <p>The final document has been approved by the RC (UK) Executive Committee and that approval ratified by the Trustees. The publication or statement will bear the RC (UK) logo.</p>
Endorsement	<p>The RC (UK) is asked to review and comment on a finished or near-finished document and believes that the document is valuable and has no significant reservations regarding its content or its likely impact.</p> <p>Where there has been opportunity to influence, the RC (UK) will endorse it and allow the use of the RC (UK) logo.</p>
Supported	<p>The RC (UK) is asked to review a finished document but is given no opportunity to influence or change it.</p> <p>The RC (UK) believes that the general principles are of value but may have some reservations (e.g. about aspects of the scope or relevance of the document, or of the method used). Where the RC (UK) has reservations, an individual decision will be made by the Executive Committee and/or Trustees as to whether those reservations are strong enough to warrant the document being 'not supported' or to require acknowledgement of the reservations in the document if it is to be supported.</p> <p>The RC (UK) would not usually allow its logo to be used on any associated material, but the developer may state that the project/product or its use is 'supported' by the RC (UK).</p>
Not supported	<p>The RC (UK) is asked to review a finished document but does not agree with one or more of its scope, relevance, method, conclusion or recommendations.</p> <p>The document is not supported by the RC (UK) and the document must not state or imply otherwise.</p>



Review

Any level of engagement by the RC (UK) with a publication or statement involving one or more external organisations or persons shall be reviewed annually by the senior management team and the review's conclusions reported to the Executive Committee and/or board of Trustees. Whilst engagement cannot be withdrawn from a single publication, it may be that further support for future documents is withheld if circumstances or the statements change and the RC (UK) does not agree with the subsequent wording.



Application form

Partnership/endorsement/statement of support Policy

Name	
Position within organisation/company	
Email	
Telephone number	
Contact address	
Short summary of company/organisation aims and activity, including website address	
Proposal/request	
Proposed length of relationship with the RC (UK) (e.g. ongoing or for a specific project, therefore time-limited)	
Benefits for the applying organisation (including any potential financial gain or increased profile arising from the proposal)	
Potential benefits for RC (UK) as identified by company/organisation (including any potential financial gain or increased profile arising from the proposal)	
How will the RC (UK) be informed about progress/development? Include outline plans for review schedule where possible	



Response from RC (UK)

Decision summary (including individual products included in the agreement)	
Decision made by/ratified by	
Level of agreement	<input type="checkbox"/> partnership <input type="checkbox"/> endorsement <input type="checkbox"/> support <input type="checkbox"/> not supported
Use of RC (UK) logo	<input type="checkbox"/> Yes <input type="checkbox"/> No
Use of logo on promotional material/website. If yes, list any limitations on this.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Reasons for decision (in more detail)	
What input has the RC (UK) had to date in the development?	
Review date	
Subsequent information/update (e.g. withdrawal of endorsement, yearly review).	
If unsuccessful, what was the process for informing the applicant?	
How long will records be kept?	