



# AGE Platform Europe's Code of Ethics

## On Donations from Corporate Actors

### Who we are

AGE Platform Europe (AGE) is an international non-profit association established under the Belgian law in 2001. AGE is the largest coalition of older people's organisations in Europe. With more than 100 non-profit organisations, we elevate older people's voices, bringing their experience and aspirations to the table to celebrate ageing and fight the equality for all ages. AGE is supported by a professional secretariat established in Brussels, Belgium and led by the Secretary General.

### AGE vision

Together, we advocate for a Society For All Ages.

Guided by values of equality and participation, we seek to combat ageism, promote human rights throughout the life course and create equal opportunities to live full and dignified lives.

### AGE mission

Our mission is to ensure that older people are at the European table and participate in the debates to an inclusive society. We work to voice and defend the interests of older people in the European Union and to raise awareness of the

issues that concern them. To this end, AGE places great importance on the leadership and active involvement of older people in all its activities.

## AGE funding

To protect the independence and image of AGE as the voice of older people in Europe, AGE's core mission is mainly funded by membership fees, subscriptions and donations from members and by grants from public authorities or other non-profit organisations.

## AGE principles on corporate donorship

To support our work and vision of a Society For All Ages, AGE receives long-term or ad-hoc donations from suitable corporate actors. Through donations, corporate actors help AGE to:

- Support the movement for age equality;
- Sustain older people's restless efforts to defend their rights, promote life-long participation in society, and provide peer-support on the ground;
- Grow the capacity of our network to bring self-advocates to the fore; and
- Increase the impact of our advocacy work.

AGE welcomes corporate donations provided that the following principles are respected:

- Donor is not seeking to influence AGE advocacy work;
- Donation does not pose a threat to the independence or image of AGE as the independent voice of older people;
- Donor may not use AGE's logo without prior written approval. All requests for use of the AGE name or logo must be submitted to AGE Secretariat.
- Donation shall/does not jeopardise AGE's regular sources of income, present, and future (EU grants and membership fees);
- Donation shall/does not pose a threat to AGE members nor jeopardise their own fundraising activities;
- Donation is addressed to AGE and it does not bind AGE members;

- Donation must neither create a monopoly nor a dependency to an external donor; donations should be diversified;
- Donation complies both with EU and Belgian legislations and is in line with the [World Health Organisation's rules for engagement with non-state actors](#):
- To make donation fully transparent, AGE will:
  - publish the list of donors on its dedicated page which is publicly available on AGE website at: <https://www.age-platform.eu/about/funding/>
  - clearly identify the funds in AGE internal and public accounting documents;

AGE can refuse a donation at any time if one of the above conditions is no longer fulfilled.

## AGE decision-making on donations

As part of our internal due diligence process on external donations, we review every potential partnership opportunity by assessing the risks and benefits of a potential donation. The Secretariat oversees the gathering of information on donation proposals, while the Executive Committee, on the recommendation from Secretary General, decides and informs the Council of Administration. The Secretariat is then responsible for implementing the Executive Committee's decision.

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