



Guiding Principles for the Interaction of the Global Sepsis Alliance (GSA) With Commercial Entities Who Offer Support for the Promotion of World Sepsis Day (WSD) on September 13 or World Sepsis Congress

I. Preamble

WSD was conceived by the Global Sepsis Alliance, which since 2011 has been a registered charity in England and Wales. In order to share the organization of and responsibility for World Sepsis Day (WSD) and to drive forward the targets of the World Sepsis Declaration, the Global Sepsis Alliance called other scientific medical communities and patient advocacy groups to create a broad coalition for World Sepsis Day.

To give organizations that support WSD, but remain outside the GSA, appropriate representation to the governance framework, strategic goals, and global reach of this initiative, a WSD Steering Committee and an international WSD Advisory Board were established to drive, advise and support the governance and roll-out of WSD activities.

The initiation of WSD was made possible by funding provided by the GSA Founding and Member organizations, institutional funds and individuals' pro bono work. To secure the long-term success of WSD and the achievement of the targets by 2020 as published in the World Sepsis Declaration, the GSA and the various national entities which support the WSD will seek funding from the public, philanthropy, private donors, and commercial entities.

Funds solicited in this manner shall be used exclusively for WSD and GSA activities to support and facilitate necessary actions and activities for WSD on the national and global level.

To maintain the reputation of the GSA and all organizations that support the World Sepsis Declaration and annual WSD in the scientific and medical communities and with the public as credible, objective and unbiased entities, the governing bodies of the GSA and the World Sepsis Day Steering Committee agree on the following principles to help ensure independence. These principles should be also applied to funding obtained by national organizations for the support of WSD activities.

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We support
World Sepsis Day – September 13
worldsepsisday.org



II. General Principles for Interaction with Commercial Entities:

1. Independence/ Governance

- 1.1 The GSA and WSD educational activities will be exclusively based on international and national clinical practice guidelines such as the International Surviving Sepsis Campaign Guidelines that were developed by independent bodies. The GSA and WSD Steering Committees do not intend to develop de novo sepsis guidelines.
- 1.2 Interactions between the GSA and commercial entities, and in particular, solicitation of support from commercial entities, are to be under the overall direction of the GSA Executive Board working with the GSA Board of Directors and the WSD Steering Committee.
- 1.3 The GSA will use written agreements with commercial and other external entities for educational grants, corporate support, charitable contributions and business transactions to benefit WSD activities.
- 1.4 Where appropriate, the GSA and WSD Steering Committees will seek funding from a variety of sources. In case support is obtained from a single source GSA and the WSD Steering Committee will exercise special caution to avoid conflicts of interest and guard against any perception of conflict of interest.
- 1.5 The GSA and WSD Steering Committees will not solicit or accept support or agree to allow the GSA's or the WSD logo name to be used in a manner that could be interpreted to indicate endorsement of any commercial product or activity related to the field of sepsis.
- 1.6 The GSA, WSD Steering Committee and international WSD Advisory Board will encourage bodies in individual countries (or groups of countries) to hold funds solicited for WSD in accounts created for the purpose and be accountable for their appropriate and judicious appropriation.

2. Transparency

- 2.1 The GSA and WSD Steering Committee Consolidated Policy on Conflict of Interest, Commitment and Disclosure will be made available to the public on the GSA and the WSD website.
- 2.2 The GSA and WSD Steering Committee will make information concerning corporate sponsorships and sponsors (above 25,000 €), donations and



donors (above 25,000 €), charitable contributions and funding support for WSD events available to its members and the public available on an annual basis through the provision of accounts.

- 2.3 The GSA and the WSD governing bodies as well as their officers commit themselves to act in accordance to the NGO Guidance and Anti-Corruption Principles of Transparency International.

3. Accepting Charitable Contributions from Commercial Entities

- 3.1 The GSA and WSD Steering Committees will control the use of charitable contributions from commercial entities in a manner that is aligned with its strategic plan and objectives of the World Sepsis Declaration and the targets set to be achieved by 2020.
- 3.2 The GSA and WSD Steering Committees will decline charitable contributions from commercial entities where the external entity expects to influence GSA's and World Sepsis Day activities or advocacy positions, or where restrictions required by the external entity would influence the positions and the targets of the World Sepsis Declaration.
- 3.3 The GSA and World Sepsis Day Steering Committees will adhere to applicable tax rules and legal standards for acceptance of charitable contributions.
- 3.4 The GSA and World Sepsis Day Steering Committees may impose reasonable restrictions consistent with their objectives on the acceptance and use of charitable contributions.
- 3.5 GSA and World Sepsis Day Steering Committees will provide recognition of donations by commercial entities that is consistent, appropriate and that does not suggest or imply donor influence over the positions and targets of the World Sepsis Declaration.

4. Accepting Commercial Support

- 4.1 The GSA and World Sepsis Day Steering Committee will only accept support for an activity if the activity is aligned with the positions and targets of the World Sepsis Declaration.
- 4.2 Corporate supporters must provide a product or service that is compatible with the objectives of WSD and the World Sepsis Declaration.



4.3 To diminish any suggestion that a particular commercial entity has undue influence over an activity, the GSA and World Sepsis Day Steering Committees will make reasonable efforts to seek multiple sponsors for WSD activities and WSD promotional materials.

4.4 The GSA and WSD Steering Committees will not place the names or logos of commercial entities or products on WSD-distributed, non-educational “merchandise” items (e.g., tote bags, lanyards, highlighters, notebooks, and luggage tags) that commercial entities are not permitted to give directly to healthcare professionals under generally accepted standards for ethical interactions.

5. Mutual Benefits

5.1 Any supporter and sponsor of the WSD can take the merit of being part of a broad global charity movement that tackles sepsis and aims to save lives.

5.2 The GSA and WSD Steering Committee will create a sponsor-space and listing within the website of the World Sepsis Day.

5.3 WSD sponsors may announce their support of WSD to the media and via their corporate website and, in this context, may use the ‘WSD Official Sponsor’ logo in accordance with the regulations defined by the GSA Board of Directors.

5.4 WSD sponsors may announce WSD events and distribute WSD promotional materials

5.5 WSD sponsors may not use the WSD logo or any WSD promotional materials for the promotion of commercial products.

5.6 Any other activities of the sponsors in the context of WSD and the use of WSD promotional materials require written agreements between the GSA Board of Directors and the sponsor.