



AGE Platform Europe a.i.s.b.l. ■ 111 rue Froissart ■ B - 1040 Brussels
Tel.: +32.2.280.14.70 ■ Fax: +32.2.280.15.22
www.age-platform.eu

Code of ethics for partnership with external stakeholders

(Agreed by AGE Council members on 16 October 2014)

Who we are:

AGE Platform Europe (AGE) is an international non-profit association established under the Belgian law in 2001.

AGE is the largest independent network of seniors' organisations, and civil society organisations working with and for older and/or retired people in Europe. It brings together more than 160 organisations of people aged 50+ representing directly more than 40 million older citizens in Europe.

AGE believes that older people should be able to speak out on their own behalf. To this end, AGE places great importance on the leadership and active involvement of older people in all its activities. This is achieved through members' elected or mandated representatives at the General Assembly, Council of Administrators and Executive Committee. AGE work is informed by a large pool of more than 300 experts nominated by AGE members and gathered in 14 tasks forces.

AGE is supported by a professional secretariat established in Brussels and led by the Secretary General.

What is our mission:

AGE Platform Europe aims to voice and defend the interests of older and retired people in the European Union and to raise awareness of the issues that concern them. AGE is involved in a range of policy, information and project activities to put ageing and older people's issues on the EU agenda and to support networking among older people's groups.



AGE is funded by the European Community Programme for Employment and Social Solidarity (PROGRESS) and from fees contributed by its membership

One of AGE's main activities is informing and influencing EU policy development and programmes to ensure they adequately reflect the needs and interests of all older people. To this effect AGE formulates position papers on relevant EU initiatives, outlining specific policy views and recommendations, which are developed and endorsed by AGE's members.

AGE believes that there needs to be a greater recognition and understanding at European level of the impact of European policies on older people, and older people must have greater opportunities to promote and defend their rights and interests in the relevant policy making processes. AGE works for a more effective civil dialogue at European level, and ensures that this civil dialogue recognises and takes account of older people's views, rights and interests.

How is AGE funded:

In order to protect the independence and image of AGE as the voice of older people in Europe, AGE's regular policy work programme is exclusively funded by membership fees, subscriptions, donations from members and grants from public authorities (European, national or local), or other non-for-profit sources.

For selected projects or on-going initiatives of common interest, AGE may however receive sponsorship and ad-hoc donations from other suitable external stakeholders, including profit-making parties provided the following principles are respected by both parties:

- it would not pose a threat to the independence or image of AGE as the independent voice of older people,
- it would not jeopardise AGE's regular sources of income, present and future (EU grants and membership fees),
- it would not pose a threat to AGE members nor jeopardise their own fundraising activities,
- it complies both with EU and Belgian legislation,
- it is fully transparent, i.e. there is an open signed agreement stating clearly the rights and obligations of both parties and information on how the sponsorship/donation is going to be used and advertised. For that purpose, AGE has developed a range of sponsorship opportunities which is publicly available on AGE website [following this link](#),



- the contract is established between AGE and the sponsor and does not bind AGE members,
- the funds are clearly identified in AGE internal and public accounting documents,
- it does not create a monopoly of one company (sources should be diversified),
- AGE has the right to terminate the agreement at any time if one of the above conditions is no longer fulfilled.

How are decisions regarding external sponsorship taken:

After having received from the Secretariat full information on the proposal, AGE Executive Committee decides on the recommendation to make to the Council who votes to take the final decision in accordance with the Statutes and Internal Rules.

The Secretariat is then asked to implement the Council decision and the Secretary General is mandated to sign and implement the sponsorship agreement on behalf of AGE.

