

Ethical guidelines

Approved by the Board of the Norwegian Cancer Society
7 June 2023

Fundamental principles

The Norwegian Cancer Society's ethical guidelines shall ensure that we contribute for the benefit of society and achieve our three primary goals:

- that fewer people will get cancer
- that more people will survive cancer
- better quality of life for persons affected by cancer, including relatives and those left behind

As well as the ethical guidelines governing our external activities, the Norwegian Cancer Society has internal guidelines governing employee behaviour, and clear rules governing impartiality.

Our vision is “a life without cancer.”

Our values are:

- Trustworthiness
- Openness
- Respect
- Engagement

The Norwegian Cancer Society is a non-profit, secular association with no ties to any political party. No external actor may direct our specialist assessments or views on policies of interest. We always protect our good reputation.

How the Norwegian Cancer Society handles ethical dilemmas

The ethical guidelines are not intended to be exhaustive. In cases where they provide insufficient guidance, the Norwegian Cancer Society's fundamental principles shall be the guide.

The Norwegian Cancer Society's social responsibility

The Norwegian Cancer Society shall be a driving force for a sustainable society. Sustainability shall form the basis of our choice of direction and behaviour. We have adopted our own sustainability strategy and selected three Sustainable Development Goals to which we aim to make a particular contribution: These are:



Environmental problems are among the biggest threats to good health, and the Norwegian Cancer Society shall be run with the lowest possible climate footprint.

The Norwegian Cancer Society does not produce any products itself, nor does it have a major environmental impact through its work, but we have an indirect impact on the environment through what we consume and those with whom we interact.

A clean and sustainable environment which promotes good health is a human right. Human rights also play a key role in the work of achieving social sustainability. The Norwegian Cancer Society works to promote respect for human rights and decent working conditions, and will contribute to positive change over time, partly by setting requirements and influencing those with whom we interact.

The Norwegian Cancer Society complies with Norwegian legislation, has high ethical standards, and expects the same of its contracting parties.

We make it clear that supporting the work of the Norwegian Cancer Society is voluntary. The Norwegian Cancer Society has been approved by the Norwegian Control Committee for Fundraising, and performs fundraising work and administers funds appropriately.

The Norwegian Cancer Society's funds shall be administered responsibly, and the Norwegian Cancer Society does not invest in companies that either directly, or through the entities under their control, produce tobacco or tobacco products. The Norwegian Cancer Society's financial management complies with the "Guidelines for observation and exclusion from the Government Pension Fund Global" (Oil Fund).

Information from the Norwegian Cancer Society shall be trustworthy and quality-assured.

The Norwegian Cancer Society is trustworthy in dealing with personal information and demonstrates caution and respect regarding persons who share this.

We achieve the best results together

Cooperation with other organisations, authorities, researchers, health trusts, foundations and businesses, across sectors and national borders, plays a major role in enabling the Norwegian Cancer Society to achieve its three goals and Sustainable Development Goals. By bringing in a range of expertise and resources, we solve complex challenges. Furthermore, cooperation and partnership create strength, learning and the opportunity to have a wider reach.

The Norwegian Cancer Society shall not enter into agreements with parties or persons with whom we do not wish to identify ourselves.

Gifts

Generally, anyone may give the Norwegian Cancer Society gifts, and we shall receive them with great respect and gratitude.

However, the Norwegian Cancer Society must not receive gifts that we find out originate in illegal activity or the tobacco industry.

Furthermore, the Norwegian Cancer Society may decline gifts from other parties or persons with whom we do not wish to identify ourselves. This is particularly applicable if the gift will be used for or it is conceivable that it may be used for marketing that could conflict with the Norwegian Cancer Society's ethical guidelines.

Special obligations for our contracting parties

The Norwegian Cancer Society shall have no contact with the tobacco industry

The use of tobacco is extremely harmful to health, leads to addiction, and is the main cause of preventable cancer. Tobacco has a negative impact on virtually every Sustainable Development Goal. There is a special sub-goal under the UN's Sustainable Development Goals to strengthen the implementation of the WHO Framework Convention on Tobacco Control.

The Norwegian Cancer Society shall not accept gifts from, or in any way partner with, the tobacco industry (tobacco companies, -producers, -wholesalers, -importers, tobacco businesses, members of tobacco advocacy organisations, organisations established by or funded by the tobacco industry, Foundation for a Smoke-Free World or similar).

Nor, as a general rule, may the Norwegian Cancer Society partner with parties which further the strategic interests of the tobacco industry or receive funding or similar from the tobacco industry. Exceptions may be made in individual cases where it is appropriate and in line with the fundamental principles of the Norwegian Cancer Society. Any actor that wishes to enter into an agreement with the Norwegian Cancer Society must state whether they work with or have worked with the tobacco industry in the last three years in a way which could further the strategic interests of the tobacco industry. This is understood to mean lobbying, consultancy work, marketing, legal services etc. Potential contracting parties must also state whether they have been funded by, or have in any other way received benefits from, the tobacco industry in the last 10 years.

A contracting party must also inform the Norwegian Cancer Society immediately if, during the term of the agreement, they form a partnership which furthers the strategic interests of the tobacco industry or receive benefits from the tobacco industry.

Pharmaceutical industry and medical equipment industry

The Norwegian Cancer Society shall be independent of the pharmaceutical industry and medical equipment industry. We shall be completely open about all our partnerships with them, and we shall not receive contributions that could raise doubts about our independence. The Norwegian Cancer Society shall also assess whether partnerships with the pharmaceutical industry or medical equipment industry comply with the industry rules of the Association of the Pharmaceutical Industry in Norway (LMI) on partnerships with patient and user organisations, which are designed to ensure that such partnerships are open, transparent and without influence.

Need for information

The Norwegian Cancer Society shall assess any potential agreement and contracting party from the perspective of:

- the Norwegian Cancer Society's three goals, vision and values
- whether the entity's production and products have a known cancer risk
- respect for fundamental human rights and decent working conditions (the Transparency Act)
- impact on the Norwegian Cancer Society's reputation

Entities and persons who are in dialogue with the Norwegian Cancer Society about a potential agreement shall, before entering into such an agreement, provide information about the situation at their entity, including partnerships with other parties, which they know are, or assume could be, relevant to the above assessment.



NORWEGIAN **CANCER** SOCIETY