

Fundraising at CERN: Ethical Policy

Adopted by the Director-General of CERN on 1st March 2022

The mission of CERN is to provide for international cooperation in pure scientific research in particle physics, facilitate contact between scientists, provide advanced training and make the results of its work generally available.

“*CERN & Society*” is an initiative that aims to disseminate the benefits of CERN’s mission to the widest possible public, through education and outreach, innovation and technology transfer, culture and art, thereby emphasizing the central role of science in society.

Purpose and Scope

Founded on the Organization’s core values, this policy sets out the spirit and principles under which CERN will exercise its fundraising activities for *CERN & Society*, with commensurate levels of due diligence. It applies equally to any other fundraising undertaken at or on behalf of CERN or its experiments. Accordingly, references to CERN as a fundraiser should be understood to extend to all such fundraisers.

The term “fundraising” in this policy includes solicitation as well as receipt of support such as donations, grants and sponsorship, whether in cash or in kind¹. For clarity, the terms “support” and “supporter” shall be used except where specificity is required as to the type of fundraising.

This policy is not intended to address support from national governments of non-Member and non-Associate Member States to CERN, whether paid directly or via a related entity such as a foundation or funding agency, and where such support exceeds a threshold of 750,000 CHF per annum, or where the non-Member State is in the process of becoming a Member or Associate Member State of the Organization. Decisions as to whether CERN should accept such support shall be made by the CERN Council, on the proposal of the CERN Management.

¹ “Donations” refers to irrevocable charitable contributions given with no expectation of benefit to the donor.

“Grants” refers to contributions from trusts, foundations or other organizations, typically pursuant to an agreement with CERN, with no expectation of tangible benefit to the grant-making body.

“Sponsorship” refers to a transaction, pursuant to an agreement with CERN, whereby benefit with a measurable market value is granted in return for financial or material consideration.

This policy is subject to periodic review. The most recent version is available online at: <https://cernandsocietyfoundation.cern/page/policies>

CERN's commitment to ethical fundraising

CERN shall act ethically, respectfully and in accordance with the highest standards in fundraising.

CERN shall endeavour to provide the necessary operating resources for *CERN & Society*. No funds raised shall be used for fundraising overhead costs unless specifically disclosed to the supporter.

CERN shall ensure that nobody working or volunteering for or at CERN shall accept commissions, bonuses or payments, in cash or in kind, directly linked to funds raised in accordance with this policy.

CERN shall apply support exclusively to the projects identified with the supporter or in the relevant appeal. Where this proves unnecessary or impossible, CERN shall discuss alternatives with the supporter or, that failing, direct the support to other *CERN & Society* projects.

CERN shall maintain the personal and financial information of its supporters on a "need to know" basis only and in accordance with the CERN Data Privacy Protection Policy. Such information shall not be sold or otherwise traded.

CERN shall report periodically on its fundraising activities in a fundraising report, which shall be submitted for information to the CERN Council and subsequently made public. This report shall disclose the primary fundraising campaigns and projects at CERN. Except as specifically agreed otherwise with a supporter or his third party intermediary, supporters who give in excess of CHF 100,000 shall be identified in the relevant fundraising report.

CERN shall appropriately acknowledge receipt of support.

Criteria for support

In principle, CERN shall fundraise from individuals, trusts and foundations, companies and other bodies that may wish to support *CERN & Society*.

Acceptance of support is always at the discretion of the Director-General, who shall apply the principles of this policy.

CERN shall not solicit or accept support, which could:

- endanger CERN's capacity to carry out its mission;
- impede CERN's independence or freedom;
- result in a conflict of interest or the appearance thereof;
- be regarded as controversial or prove detrimental to its image and reputation;

or, where:

- the legality or sustainability of the source of funding cannot be verified;
- the support was not obtained in accordance with this policy;
- the aims, objectives or activities of the supporter are inconsistent with those of CERN.

In principle, CERN shall not fundraise from companies currently bidding for CERN contracts². An exception may be made only where a long-term relationship exists between CERN and the company and subject to detailed scrutiny to ensure there is no conflict of interest or compromise of the bidding process. Under no circumstances will CERN fundraise in exchange for reduced contractual requirements, discounted rates or prioritization in the CERN tender process.

CERN shall never fundraise from supporters whose principal activities are related to, or who receive significant income from,

- the weapons, armaments or other military industry; or,
- the production, marketing or distribution of tobacco products.

For projects substantially comprising activities for children, CERN shall not fundraise from supporters whose principal activities are related to, or who receive significant income from, the production, distribution or sale of alcohol.

² The term "contracts" includes, but is not limited to, supply contracts, research and development partnership contracts, and technology transfer contracts.

CERN shall only accept support from anonymous sources upon completion of a rigorous third-party vetting procedure, carried out by, *inter alia*, a third party nominated by CERN, applying the letter and spirit of this document.

Recognition of donations and sponsorship

As an Intergovernmental Organization, CERN exercises its mission for the common good. Its name and logo are legally protected, and its reputation for independence and excellence must never be prejudiced. The CERN logo may not be used without express, written permission from CERN; this applies by analogy to the logos of the experiments and the CERN & Society Foundation.

CERN has developed the following brand for *CERN & Society*:



Subject to certain criteria, and with the written permission of CERN, this brand may be used to indicate support of CERN.

Donations and grants are recognised by CERN, in principle, by a letter of appreciation and official receipt. Should any additional recognition be offered, CERN shall make every effort to ensure consistency and proportionality. The supporter may include *CERN & Society* (or the relevant CERN recipient) on an appropriate list of projects supported or in public disclosure documents required by law or its constitutive documents.

Sponsorship implies an exchange of benefit, the nature of which shall be defined, in substance and duration, in writing between the sponsor and CERN and which shall be subject to agreed conditions and continued compliance. CERN is highly selective in identifying and accepting sponsors, with due regard to the impact of the sponsorship, its other sponsors, consistency and proportionality.

Process and Coordination

Fundraising at CERN is under the executive authority of the Director-General, who shall establish:

- a central fundraising office; and,
- a Fundraising Advisory Board.

All fundraising undertaken in accordance with this policy shall be registered with the central office, in order to ensure consistency and compliance, and to avoid duplication of efforts.


Fabiola Gianotti
Director-General