



ESPGHAN

European Society for Paediatric
Gastroenterology, Hepatology and Nutrition

Rue Pellegrino Rossi 16
1201 Geneva, Switzerland
www.espghan.org

Memorandum of Understanding

between

>>Paediatric Society in Bosnia and Herzegovina<<

And

The European Society for Paediatric Gastroenterology, Hepatology and Nutrition with its office at Rue Pellegrino Rossi 16, 1201 Geneva, Switzerland ("ESPGHAN")

And

Page Medical Communications Ltd with its office at First Floor, 8 High Street, Ely, Cambridgeshire, UK, CB7 4AJ ("Page Medical")

Each a "Party" and together the "Parties".

WHEREAS >>NATIONAL PAEDIATRIC SOCIETY<< is a general paediatric association.

WHEREAS >>NATIONAL PGHN SOCIETY<< is a National paediatric GHN association.

WHEREAS ESPGHAN is a multi-professional organisation whose aim is to promote the health of children with special attention to the gastrointestinal tract, liver, and nutritional status, through knowledge creation, the dissemination of science-based information, the promotion of best practice in the delivery of care and the provision of high-quality education for paediatric gastroenterology, hepatology and nutrition professionals in Europe and beyond.

WHEREAS PAGE MEDICAL is a global healthcare and education agency providing Public Relations, Communication and Education support to ESPGHAN under a service agreement.

THEREFORE, the Parties wish to set out in this Memorandum some overarching aims and principles agreed between the Parties to provide a framework that will allow for the optimal success of the **Functional Abdominal Pain (F.A.P) Campaign in 2024**.

1. Effective Date, Term and Purpose

- 1.1. THIS MEMORANDUM OF UNDERSTANDING (“MoU”) is made this >>06.03.<< 2024 (the “Effective Date”), by and between the Parties, and sets out the relationship between the Parties and their respective obligations relating to the F.A.P Campaign.
- 1.2. The term of this MoU shall be from the Effective Date for a period of one year unless terminated earlier in accordance with paragraph 17.2 below (the “Term”).
- 1.3. This MoU provides the overall framework and structure to manage the relationship between the Parties, their responsibilities, and to set the strategy for the promotion of this campaign.

2. Objective of the Functional Abdominal Pain Campaign

The purpose of the F.A.P Campaign is to create and raise awareness and understanding of Functional Abdominal Pain amongst healthcare professionals, parents, and policymakers at a local, regional, and national level. Additionally, the campaign seeks to foster understanding and collaboration between >>NATIONAL PAEDIATRIC SOCIETY<<, >>NATIONAL PGHN SOCIETY<<, and ESPGHAN

3. Responsibilities of >>NATIONAL PAEDIATRIC SOCIETY<< and >>NATIONAL PGHN SOCIETY<<

- 3.1. >>NATIONAL PAEDIATRIC SOCIETY<< and >>NATIONAL PGHN SOCIETY<< will be responsible for:
 - Promoting the campaign at the national level by:
 - Dissemination of the campaign materials to primary care organisations to display
 - Promoting materials on social media
 - Organising local online or physical events to promote the campaign
 - Translation of slide deck to local language is optional according to the preferences of the individual societies. Please note that the intellectual property belongs to ESPGHAN. Societies should not alter the layout or branding and should ensure that the ESPGHAN logo is clearly visible if translating the slide deck independently.
 - Reporting success back to ESPGHAN at the end of the campaign with key metrics such as:
 - Press Coverage
 - Number of public / HCP events
 - Engagement level of social media



- Photos / Videos of the campaign being used locally
- Policymaker interactions

4. Responsibilities of ESPGHAN

4.1. ESPGHAN will be responsible for:

- Providing scientific support and expertise to the creation of the materials in English
- Providing approval of all materials
- Promotion of the materials in English to all ESPGHAN members
- Promotion of the campaign through ESPGHAN social media and press contacts
 - Disseminating the press release to national media including lay press, scientific press, and television.
 - Encouragement of Healthcare Professionals to talk about F.A.P to policymakers to create awareness of the condition.

5. Responsibilities of Page Medical

5.1. Page Medical will be responsible for:

- Creation of the following materials in English:
 - A short introductory video: welcome message and overview by ESPGHAN President Ulrich Baumann and ESPGHAN Liaison Officer Sanja Kolacek, on the importance of the campaign.
 - Video and slide deck of presentation by ESPGHAN expert Marc Benninga
 - Patient/Parent Support Leaflet
 - Patient/Parent Poster
 - Healthcare Professional Poster
 - Short press statement
- Organising the translation of the deliverables above into the local language excluding the videos and the slide deck, which will remain in English only.
 - Provision of all translated materials as .pdf files to >>National Language<<.

6. Financial arrangements



6.1. The fee payable to Page Medical for material production in English will be covered by ESPGHAN.

- a) ESPGHAN will pay for the translation costs of the materials listed below, and as stated in Section 3.1, on the understanding that >>NATIONAL PAEDIATRIC SOCIETY<< and >>NATIONAL PGHN SOCIETY<< will undertake the responsibilities for promotion and reporting as outlined in section 5.1.
- b) Any additional services required by >>NATIONAL PAEDIATRIC SOCIETY<< and >>NATIONAL PGHN SOCIETY<< will be subject to the fee agreed in advance and will be payable directly to PAGE MEDICAL.

7. Consultation and Project Managers

7.1. Each Party shall appoint an individual responsible for the day-to-day implementation of the MoU and to act as the principal liaison person between the Parties to ensure the smooth implementation of the MoU and the Campaign (the "Project Manager").

>>NATIONAL PAEDIATRIC SOCIETY<< appoints:
Name Pediatric Society in Bosnia and Herzegovina
Position. Hajrija Maksić, President
Email address hajrija.maksic@gmail.com

ESPGHAN appoints:
Sanja Kolacek
ESPGHAN Liaison Officer
sanja.kolacek@gmail.com

Page Medical appoints:
Nicolina Manzo
ESPGHAN Account Manager
nicolina@pagemedical.co.uk
+44 7950 432684

7.2. Changes in Project Managers shall be communicated by email and unless due to an unexpected emergency at least four weeks in advance of any changeover.



8. Public Communications and intellectual property

- 8.1. All public communications that mention the F.A.P Campaign should highlight that this is a joint campaign between ESPGHAN and the national Paediatric Societies. In social media the #ESPGHAN should always be used.
- 8.2. The intellectual property belongs to ESPGHAN, and the materials should not be altered without prior permission from ESPGHAN.

9. Brand Use

- 9.1. Each Party acknowledges that the other Party's name, trademarks, and brand (whether registered or not) are the property of that Party and are protected under applicable laws and shall not use the other Party's name, trademarks, or brand without the Party's prior written consent. >>NATIONAL PAEDIATRIC SOCIETY<< and >>NATIONAL PGHN SOCIETY<< acknowledge ESPGHAN's status as a not-for-profit entity with public health objectives and will not use ESPGHAN's name, trademarks or brands in any manner that could compromise ESPGHAN's objectives and mission.

10. Responsibility

- 10.1. Each Party shall be solely and fully responsible for all work performed by its employees, agents, servants, sub-contractors. Each Party shall take all reasonable measures to ensure that all personnel it engages on the Project conform to the highest standards of moral and ethical conduct, including but not limited to ensuring appropriate fraud and anti-corruption procedures are in place and regularly monitored. Each Party will immediately notify the other Party in the event of any serious suspicion or proven case of fraud or corruption.
- 10.2. A Party will not be liable for any action, omission, negligence or misconduct of the other Party's employees, officers, agents, servants and sub-contractors, (even if consulted with respect to the appointment) not for any insurance coverage for such aforementioned persons or entities, nor for any costs, expenses or claims associated with any illness, injury, disability, death or other claims of any nature of aforementioned persons or entities.



11. Fraud and Corruption

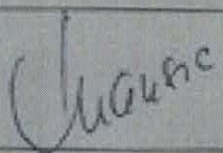
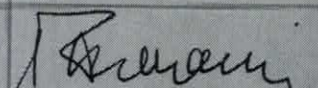
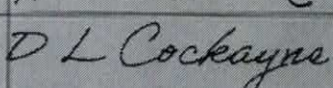
11.1. The Parties agree that all activities carried out pursuant to this MoU must be executed in accordance with the highest possible ethical standards. Fraud and misconduct will not be tolerated by either Party.

12. Review and Termination

12.1. Either Party may decide to terminate this MoU at any time by giving written notice.

13. Signatures

In witness whereof, the Parties hereto have executed this MoU as of the date of the last signature that appears below with application as of the Effective Date:

Organisation	Signature	Name and Position	Date
>>NATIONAL PAEDIATRIC SOCIETY<<		Hajrija Maksic, Chair	06.03.2024
>>NATIONAL PGHN SOCIETY<<			
ESPGHAN		Ulrich Baumann ESPGHAN President	19.03.2024
Page Medical		Page Medical Director	19.03.2024

