

---

# INTERNAL RULES of EHEDG

## Bylaw No. 5

### Communication

---

This document was adopted by the EHEDG Executive Committee on 10<sup>th</sup> December 2020

---

Bylaw number 5 describes:

#### EHEDG Events

- Events - internal
- Events - external

#### Membership Relations

- Communication structure
- Membership relation management

#### External Communication

- Communication policy
- Utilization of the “EHEDG Logos” referenced in article 9 and 10
- Liaison and affiliation with other organizations referenced in article 12
- Strategy for communication tools

of the Internal Rules of EHEDG effective 1<sup>st</sup> January 2021

## **EHEDG Events**

### **Events - internal**

An EHEDG World Congress on Hygienic Engineering & Design shall be organized every second year in a suitable location recommended by the SubCom Regional Development and decided by the ExCo. The goal of the congress is to share and update on latest developments in the area of hygienic engineering & design for food safety.

Target participants shall be EHEDG members as well as potential members from the relevant industries and academia. Responsible for organizing the congress shall be a team consisting of a representative of the SubCom Communication, a Chair from a Regional Section, the EHEDG Headquarters, the Treasurer/Secretary and a professional local event organizer if required. The ExCo approves the venue, the budget and the congress program.

The EHEDG World Congress should be self-financed by delegate fees and sponsorships.

An EHEDG Plenary Meeting shall be organized preferably in conjunction with the World Congress, and in years when congresses are not organized, the Plenary Meeting will be held preferably in conjunction with an ExCo meeting. Target participants for Plenary Meetings shall be the EHEDG ExCo, the Regional Chair and Co-Chairs as well as Working Group Chairs and Co-Chairs. The goal of the Plenary Meeting is to share and update on recent and planned activities of EHEDG. Responsible for organizing the Plenary Meeting shall be a Chair of a Regional Section, the EHEDG Headquarters and the Treasurer/Secretary. The ExCo approves the venue, the budget and the meeting program.

The Plenary Meeting shall be financed by approved central EHEDG funds.

Internal regional events and workshops shall be organized by the SubCom Regional Development when required. The goals, objectives, location, participation and timing of the meetings shall be decided by the Chair and the Co-Chair with their respective teams. Funding can be made available from central funds but in which case it has to be included in the annual central budget process and approved by the ExCo.

### **Events – external**

Non-EHEDG local events can be organized and managed by SubCom Regional Development when required. Funding can be made available from central funds but has to be included in the annual central budget process and approved by the ExCo.

Participation in international exhibitions shall be planned by SubCom Communication, managed by the EHEDG Headquarters and included in the approved EHEDG budget. Participation shall be limited to the world's leading trade fairs. The purpose of participation shall be to promote the EHEDG product portfolio and capabilities, and to attract and acquire new members.

Invitations to international events not organized by EHEDG will be evaluated by SubCom Communication before acceptance by the ExCo. EHEDG will participate only if participation provides value to EHEDG and if the right representation can be made available.

An EHEDG Events Policy is written (Bylaw 5.1) to explain details on management of events.

## **Membership Relations**

### **Communication structure**

The four main communication channels handled by the EHEDG Headquarters are the Website, the Newsletter, direct mailing and a yearly publication (EHEDG Connects). Content ownership, publication frequency, layout according to corporate identity and number of print copies shall be with the responsible SubCom or the responsible member of the ExCo.

### **Membership relations management**

Membership correspondence and administration such as membership applications, working group membership, invitations to events, technical support and Website access are handled by the EHEDG Headquarters.

Membership terminations shall be handled as described in the Internal Rules, article 11.

Questions which cannot be dealt with directly by the EHEDG Headquarters will be referred to the relevant SubCom or the responsible member of the ExCo and answered in the shortest possible time. Answers to questions of a general nature will be published to all members.

## **External Communication**

### **Communication policy**

The policy of EHEDG is to be reactive on external media communication depending on current topics of interest as approved by the ExCo.

EHEDG will proactively promote communication in specialized media if consistent with its mission. The respective SubCom shall be responsible for the content of such communication.

Invitations to press publications shall be evaluated by SubCom Communication before presented for acceptance by ExCo. EHEDG will participate only if participation provides value to EHEDG.

Proactive communication with legislators and key stakeholders is necessary for EHEDG to obtain global recognition as formulated in the mission statement. A yearly plan and budget shall be established by SubCom Communication and approved by the ExCo.

Non-members will be referred to the public part of the Website for general information about EHEDG and its products. Detailed information shall be only available to EHEDG members after log-in. Non-members shall always be offered a current information package and be informed of the membership benefits. The information package shall be kept up-to-date and provided on request by the EHEDG Headquarters.

## **The utilization of the “EHEDG Logos” as referenced in the Internal Rules, article 9 and 10**

The following protected logos are available:

- Neutral EHEDG logo
- Company membership logo
- Institute membership logo
- Regional logos (e.g. EHEDG Japan)
- Certified equipment logos

All above logos are owned and protected by EHEDG. The utilization is referenced in the conditions for use. A suspected misuse or abuse of an EHEDG logo must be reported to the Secretariat who shall initiate an investigation and intervene with the company or person who is misusing the logo asking for immediate withdrawal of such publications. Any new EHEDG logos must be approved by the ExCo.

## **Liaison and affiliation with other organizations referenced in the Internal Rules, article 12**

Regional Sections are encouraged to collaborate with local or regional organizations in the area of food safety and hygienic design. Unless these local or regional organizations become formal members of EHEDG, the information shared must remain restricted to the public part of the EHEDG Website.

EHEDG shall seek affiliation with a limited number of organizations that pursue the same or related objectives. These affiliations shall be approved and formalized by the ExCo. Affiliations shall be maintained only as long as they provide value to EHEDG and its members.

An ExCo member or a SubCom shall be appointed for coordination of the relationship with each affiliation. The sharing of internal EHEDG information shall be decided from case to case by the coordinator responsible.

## **Strategy for communication tools**

The website is the major information platform and primary information tool of EHEDG. The EHEDG Headquarters shall have the overall responsibility to maintain the Website.

The membership database, currently hosted by EHEDG, shall be the major tool to maintain current member data, including categories of members, as well as the composition of Working Groups and Regional Sections. The overall maintenance of the membership database shall be the responsibility of the EHEDG Headquarters. Membership data must be proprietary to EHEDG and subject to EHEDG confidentiality policy.

**Social Media:** The SubCom Communication together with the Secretariat will evaluate and propose, for the ExCo to decide, a suitable platform for internal communication between EHEDG members as a complement to the Website