

The logo for EASO (European Association for the Study of Obesity) features the letters 'EASO' in a white, sans-serif font. The letter 'O' is replaced by a stylized green circle with a white outline, suggesting a globe or a medical symbol. The background of the entire page is a dark blue gradient with abstract, glowing blue geometric shapes and lines, creating a futuristic and technological aesthetic.

EASO

European Association for the Study of Obesity

CORPORATE MEMBERSHIP 2024-26

2024-2026 Corporate Membership

Corporate Membership represents an opportunity for industry partners to provide unrestricted support for core EASO activities, whilst benefitting from a tiered series of partnership benefits depending on membership level. Core activities include projects undertaken within the key themes of obesity related **research, education and policy**.

Who is EASO?

Established in 1986, EASO is a federation of 37 National Obesity Associations from across the European region. In official relations with WHO EURO, EASO is the voice of European obesity professionals, representing a community of over **20,000** scientists, academics, health care practitioners, physicians, public health experts, early career researchers and students.

EASO hosts the annual European Congress on Obesity and convenes experts from all areas of obesity to undertake initiatives in obesity related **research, education and policy**.

Vision: Identifying and solving the challenges of obesity through collaborative action with multidisciplinary stakeholders underpinned by a strong scientific understanding

Mission: To improve health outcomes across society, EASO empowers, advocates and educates its members to research, prevent, diagnose, treat and manage obesity.

What is our reach?

EASO is a federation of 37 National Associations across Europe:

Northern Region: Belgium; Denmark; Finland; Germany; Iceland; Ireland; Netherlands; Norway; Russia; Sweden; United Kingdom.

Middle Region: Austria; Croatia; Czech Republic; France; Georgia; Hungary; Lithuania; Poland; Romania; Slovakia; Slovenia; Switzerland.

Southern Region: Armenia; Azerbaijan; Bosnia Herzegovina; Bulgaria; Greece; Israel; Italy; Malta; Montenegro; North Macedonia; Portugal; Serbia; Spain; Turkey.

EASO's network of over 180 specialist multidisciplinary treatment centres together treat over 500,000 patients annually. Research COMs participate in clinical trials and clinical research.

The EASO Early Career Network (ECN) is a community for early career professionals that collaborate on projects and share experiences and expertise. Training and education opportunities are available to members of the network by application.

EASO was founded to represent, support and develop our national association members. We build competency through medical education and advocacy training, and we build capacity through grants, awards and in-kind support.

How is EASO Funded?

EASO operates a blended funding approach. We receive funding from four main sources:

- Membership Income
- Congress Income
- EU Research Project Funding
- Industry Partnerships

EASO also welcomes in-kind funding, with recent examples being technical and agency support. Please note that EASO projects are funded using a multi-funder approach; therefore all relevant industry or foundation partners are offered the same opportunities to support and participate in these projects.

Research Impact

- EASO convenes scientific experts to identify and promote research priorities, and to secure increased obesity research funding. EASO has been a partner in over 30 research consortia since 2022
- EASO recognises, showcases and facilitates scientific excellence via awards and research grants. In 2023 EASO presented its Prize for Excellence in Obesity, 4 New Investigator Awards, and an Early Career Best Thesis Award. Research grants related to these awards exceeded €350,000
- EASO amplifies research results via scientific and media platforms
- EASO creates and supports a network of research consortia and Early Career Researchers.

Education Impact

- EASO develops and delivers high quality education for cross-disciplinary healthcare professionals. EASO has partnered with over 15 international medical societies to deliver obesity education to 1000s of practitioners
- EASO empowers healthcare professionals with obesity knowledge and skills and ultimately drives change in clinical practice. Our ECO regularly attracts >2500 attendees from over 70 countries, >900 abstracts, >150 presentations and significant international media and social media coverage. ECO generates over 11 million impressions, with EASO responsible for more than 3.5 million of these
- EASO creates a community of practice supporting interdisciplinary obesity care. Our COMs network now comprises >150 centres, reaching 500,000 patients annually.
- EASO supports the practitioners and researchers of the future, with the ECN network now approaching 1000 members, monthly webinars attended by >300, and research grants exceeding €350,00 annually.

Policy Impact

- EASO influenced the 2021 update of the EU Commission definition of Pre-Obesity and Obesity.
- EASO builds capacity, with 6 in-country policy clinics in 2022/23, and >200 participants in the EASO 'Advocating on Obesity' masterclass series.
- EASO provides policy evidence in partnership with key EU institutions, through the EASO Taxonomy of Obesity Exercise, Cost of Inaction Study and Payor Survey.
- EASO increases awareness amongst key stakeholders. World Obesity Day generates over 225 million impressions, with WOD Europe (via EASO) generating over 8.5 million.

EASO Corporate Membership

Corporate Membership fees provide an important source of unrestricted funding and enable EASO to:

1. Cover a portion of operational costs associated with our activities at regional and national levels. These costs normally fall outside any administrative expenses associated with the planning, management and execution of specifically funded projects. They may include:
 - Secretariat support to the Board of Trustees, Executive Committee, and Working Groups
 - Organisation and coordination of EASO meetings and member communications
 - Strategic planning and project coordination
 - In-person policy engagement meetings and initiatives with groups such as WHO EURO, the EU Commission and MEP Interest Groups
 - National Association advocacy training and support
 - Media outreach, including press release distribution, media briefings, monitoring, and measurement
 - Social media communications and campaigns coordination
 - Website maintenance, management and content generation
 - Representation of EASO at key non project-related meetings and events, as well as participation in activities with partner organisations (e.g. WOF meetings, EU Coalition meetings)
 - Secretariat activities that are not directly related to projects (HR, Business development, partnership management, training etc.)
 - Governance and related costs (auditing, charity and company returns, process development, training)
2. Fund mission-critical activities that do not attract, or do not attract sufficient, support to execute these activities (e.g. EASO led research, policy evidence generation, National Association grants and awards).

Tiered Membership Structure

Member Recognition and Benefits	Gold	Silver	Bronze
Logo recognition on the Partnership section of the EASO website	✓	✓	✓
Acknowledgement in EASO Annual Reports	✓	✓	✓
Acknowledgment during EASO's Annual General Meeting	✓	✓	✓
Link to company website on EASO website	✓	✓	
Tailored intro video for your internal use on your partnership with EASO	✓	✓	
Subscription to EASO Newsletter	✓	✓	✓
Meeting and Event Collaboration			
Member representatives (max 3) are invited to an annual EASO Industry Networking event at the ECO	✓	✓	✓
Member is entitled to Full ECO registrations	5	3	2
Invitation for two company representatives to attend EASO WOD Europe policy and/or education events (1 for Bronze)	✓	✓	✓
Attendance at EASO events (e.g. COMs Summit, Masterclass, ECN Masterclass)	2	1	
Presentation at EASO COMs Summit	✓	✓	
Develop Collaborative Projects			
Meeting to share non-promotional information with the EASO Board	✓	✓	✓
Annual Strategic Meeting with EASO Board of Trustees	✓		
Co-create multi-stakeholder, pan-European projects and initiatives (e.g. education, research or policy projects) based on outcomes of leadership meeting discussions and agreements	✓	✓	

Separately Funded Activities

Several EASO activities/initiatives are funded separately from our Corporate Membership core support programme. Our primary funders are given priority to support these projects, details of which are available via a separate prospectus.