

Endorsement Policy

December 2025

Purpose

The International Confederation of Midwives (ICM) frequently receives requests to endorse or support various organisations, statements, publications, research projects, meetings, conferences, events, and other related outputs (collectively referred to as **outputs**), either through use of the ICM logo or other forms of recognition.

Such requests come from a wide range of sources including organisations, partners, individuals, ICM member associations and educational institutions, amongst others.

ICM sets the Global Standards for the midwifery profession; as such ICM recognises the importance of its role and the significance of its endorsement. Endorsement is also a mechanism by which ICM can recognise significant work for the midwifery profession, prepared by third parties.

Endorsing validated outputs supports ICM's mission to advance the midwifery profession globally. By promoting autonomous midwives as the most appropriate caregivers for childbearing women and in keeping birth normal, contributes to improving the sexual, reproductive, maternal, newborn and adolescent health (SRMNAH) of women, gender diverse people and their families.

This policy outlines ICM's approach to endorsement. It sets out the process for applying for and receiving endorsement, including the criteria for evaluation.

Scope

This policy applies to all requests for endorsement by ICM, including formal written endorsement of a document, statement, event, or any other form of output, as well as requests for use of the '*Endorsed by ICM*' logo.

The policy does not cover use of the '*ICM Member Logo*' by the organisation's member associations. That usage is governed separately under the *ICM Member Logo Usage Policy*.

Endorsement

Overview

ICM can endorse outputs that are aligned with its vision, mission, values and strategic priorities. Endorsement means that ICM fully supports the output, including any research or guidance contained therein and considers it to be of high value to the global midwifery and wider SRMNAH community.

Who grants endorsement

Endorsement is granted by the ***Endorsement Committee*** following an in-depth review. The Endorsement Committee is comprised of the Chief Executive, Chief Midwife and Head of Advocacy and Communications. All applications are reviewed against the criteria set out below.

What does endorsement mean?

Outputs that are endorsed by ICM can use the dedicated *Endorsed by ICM logo* on the output. Specific guidance will be provided on how it can be used. Use of ICM's main logo is expressly forbidden.

Criteria for endorsement

ICM only endorses high quality, evidence-based outputs that have been thoroughly reviewed by its staff and subject matter experts within ICM's network.

Any decision to endorse or not endorse a specific output is independent of any other relationship with an organisation or individual.

The Endorsement Committee makes all final decisions on endorsement. The Endorsement Committee reserves the right to decline endorsement at its discretion.

All outputs (written and events) must meet the following criteria

1. Alignment with ICM

Endorsement will only be considered if the item is aligned with, and does not conflict with ICM's:

- Vision and Mission
- Triennial Strategy
- Values
- Professional Framework for Midwifery (including Global Standards)
- Core documents including definitions, position statements, standards and guides, amongst others
- Programmatic work
- Policies

2. The organisation

Endorsement will only be considered if the applicant organisation or individual:

- Is a reputable not for profit organisation
- Is not applying for endorsement of the entire organisation
- Is not applying for endorsement of commercial products (for events see below)
- Is not a political entity
- Can provide information on how the output will be disseminated and used

For written outputs

Quality, content and regulation

Endorsement will only be considered if the content meets the following criteria:

- ICM has been involved in the preparation of the output from the start of its development and/or has been given the opportunity to provide detailed comments and feedback; this is especially important for written outputs (e.g. documents, papers, etc)
- The output is of very high quality with a high level of academic rigour applied
- The output is relevant to midwifery and the wider global SRMNAH context
- The output has been developed with appropriate involvement from midwives and midwifery academics / experts
- The output does not breach the WHO International Code of Marketing Breastmilk Substitutes
- The output does not breach any of the applicable laws and regulations of the Netherlands

For events

Criteria

Endorsement will only be considered if the event meets the following criteria:

- **For ICM Member Association events:** the member association is in good standing (membership fees are up to date) and is the main or sole organiser
- **For events organised by other organisations:** the event is aligned with ICM as detailed in *1. Alignment with ICM* and the organiser meets the criteria outlined in *2. The organisation*. The event delivers high quality content with a high level of academic rigour applied and is relevant to midwifery and the wider global SRMNAH context
- Conference sponsorship adheres to ICM policies on [Sponsorship and Commercial Partnerships](#)
- The event provides high-quality continuing education for midwives, with equitable and ethical processes for abstract submission and assessment, as well as attendance
- A speaking opportunity or equivalent is provided for an ICM leader, and one fully-funded opportunity for one ICM leader or representative to attend the event (please note the second requirement is preferred, not mandatory, subject to the event organiser's financial constraints)

Process

The end-to-end process can take up to three months from receipt of the application for endorsement.

1. Application form submitted

The application form can be found in Appendix 1. The form must be completed in full and emailed to communications@internationalmidwives.org.

2. Review

Application evaluated against criteria by staff and experts as appropriate. Further information may be requested to inform the recommendation.

3. Endorsement Committee

Paper submitted to the Endorsement Committee including a recommendation based on the evaluation.

4. Decision

The Endorsement Committee makes the final decision. Which is then communicated to the applicant.

- If endorsement is approved, the Communications team will liaise with the applicants on next steps, including use of the *Endorsed by ICM* logo and related terms and conditions.
- If endorsement is declined, the Communications team will write to the applicant to inform them of the decision.

Transparency

ICM will maintain a record of endorsed outputs and provide the rationale for endorsement upon request.

ICM will also record all declined requests and the rationale for the decision.

Duration, review and withdrawal

ICM endorsement is valid for two years from the date of endorsement. At the end of the two-year period it is the responsibility of the author(s) to reapply for endorsement.

Endorsement only applies to the current, reviewed version of any individual output. Any future changes or updates to the endorsed item must be re-submitted.

ICM reserves the right to withdraw endorsement at any time, without providing rationale.

Other Related Documents

- ICM Member Logo Usage Policy

- Permissions and Licensing

Review

This policy will be reviewed every three years to ensure compliance with any changes in policy, best practice, and legislation, unless required earlier by law or organisational directives.

Approved by Sandra Oyarzo Torres on 11 December 2025

Next review: December 2028

Signature:



Sandra Oyarzo Torres, ICM President

Document Control

Approved by	President
Responsible Owner	Head of Organisational Projects
Created	July 2025
Revised	-
Approved	11 December 2025
Next Review	December 2028
Version	1.0

Appendix 1 – Application form

Application for Endorsement by ICM

1. The organisation / individual

Contact name	
Email address	
Phone number	
Job title	
Organisation (if applicable)	
Website	
Overview of the organisation	
Any other relevant information	

2. Overview of the output or event

What would you like ICM to endorse <i>(Include link or submit attachment with this form)</i>	
What is the objective of the output?	
Why do you want ICM to endorse it?	

<p>Is there a date / timeline by which you require endorsement?</p> <p><i>(ICM endeavours to take this into consideration if possible)</i></p>	
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3. Further information on the output

(Statements, publications, research etc, for events go to table 4)

Who is the audience?	
Where do you intend to publish it?	
Have other organisations been asked for endorsement or have others already endorsed it?	
Has midwife / midwife academic input been sought - if so, how?	
Who funded the creation of the output?	
Are you looking for any other support	

from ICM in addition to endorsement? <i>(i.e dissemination via communication channels)</i>	
Any other relevant information	

4. Events

Provide details of the programme <i>(Link or attachment if available, or concept note)</i>	
Who is the audience for the event?	
Has the national midwives association endorsed the event? <i>(For non-member association events)</i>	
Details of all commercial partners, sponsors and other organisations asked to endorse	

Provide details of the speaking opportunity and attendance for ICM leader	
Process for abstract submission and acceptance	
Any other relevant information	