# EYE FILMMUSEUM FUNDING & PARTNERSHIP POLICY

Date: 19 February, 2026

## 1. Purpose

Eye Filmmuseum is the national museum for film and the moving image in the Netherlands. Founded in 2010 from the merger of several film institutions, Eye holds a collection of over 60,000 films ranging from classics to cult cinema. Eye safeguards film heritage, presents and promotes cinema as art in the context of a dynamic visual culture, and engages diverse audiences in dialogue about society through film.

To achieve this mission, Eye draws on three main sources of income: government subsidies (approx. 60%), ticket sales and entrepreneurial revenue (approx. 30%), and support from donors, sponsors, and other partners (approx. 10%).

This policy sets out the principles - consistent with Eye's mission and values - and decision-making process that guide Eye 's engagement with funders and partners, ensuring independence, integrity, and public trust.

## 2. Reference Framework

Eye's approach is grounded in recognised international and sector standards, including the:

- UN Guiding Principles on Business and Human Rights,
- OECD Guidelines for Multinational Enterprises,
- ICOM Code of Ethics for Museums,
- UN Sustainable Development Goals especially those addressing culture, inclusion, and climate action.
- The Dutch Governance Code Cultuur

This policy applies to all forms of external collaboration and financial support, including sponsorship agreements; donations and philanthropic contributions; programme partnerships and co-presentations; commercial activities such as venue hire and corporate events; and strategic partnerships and brand collaborations.

## 3. Guiding Principles

Eye's partnerships and funding relationships are guided by the following principles:

- **Integrity & Independence**: Artistic, curatorial, and scholarly choices remain free from external influence.


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- **Inclusivity & Accessibility**: Eye serves a wide public, reflecting diverse voices and ensuring equal treatment
- **Sustainability**: Action aligned with the Sustainable Development Goals and the Paris Agreement
- **Cultural Responsibility**: Support for established and independent filmmakers and moving-image artists, locally and globally.
- **Transparency & Accountability**: Financial transparency and open engagement with staff, governance, partners, and the public.

## 4. Partnership Standards in Line with Eye's Mission

Eye does not accept donations, sponsorships, or partnerships from donors or partners that:

- Violate or contribute to violations of human rights, equality, or human dignity, or use cultural partnerships to obscure unsustainable or unethical practices ("greenwashing" or "culture-washing").
- Are directly involved in arms manufacturing, tobacco production, systemic labour exploitation, or child and forced labour
- Cause significant and ongoing environmental harm without a credible and measurable transition plan aligned with international climate goals
- Are implicated in systemic discrimination, segregation, or practices recognised under international law as violations of equal rights

## 5. Proportionality of Engagement

Eye recognises the diversity of its external relationships and applies proportional standards:

- **Donations and sponsorships**: Reviewed to avoid undue influence, conflicts of interest, or reputational harm.
- **Corporate venue hires and commercial activities**: These are assessed using a proportionate level of review based on their scale, visibility, and potential reputational risk, as part of Eye's income model. The Sales & Events department facilitates such activities; however, Eye does not endorse or assume responsibility for the content of external events hosted in its venues. All commercial requests are screened to ensure they do not conflict with Eye's mission, values, or public responsibility.
- **Governance-related gifts**: Donations from individuals or organisations linked to Eye's governance (Supervisory Board or Board of Directors) require additional review to prevent conflicts of interest, in accordance with the Governance Code Cultuur.

## 6. Oversight and Decision-Making

Each partnership is reviewed for ethics, integrity, financial, and reputational impact. Sensitive or high-value cases are prepared by the responsible department (*Sales & Events* for venue hires; *Development* for gifts/sponsorships/partnerships),

reviewed with the Management Team, and decided by the Board of Directors; the Supervisory Board is informed in its oversight role, particularly in Red-level cases or partnerships of material financial or reputational significance. Support may be accepted under defined conditions, such as limited visibility or communication boundaries.

All staff, Management, the Board of Directors, and the Supervisory Board contribute to upholding the principles of this policy. While final accountability for partnership decisions rests with the Board of Directors and oversight by the Supervisory Board, Eye encourages staff to remain engaged and informed, fostering a culture of integrity and openness across the organisation.

## 7. Transparency and Public Trust

All major gifts and sponsorships are administered and communicated transparently. Eye retains the right to decline or return donations that compromise its values. When such decisions are made, Eye will communicate the rationale internally to staff and governance bodies and externally to partners and the public when appropriate, while respecting legal and privacy obligations.

## 8. Contracts, Transparency, and Independence

**Agreements & Independence**
All significant partnerships are formalised in written agreements that confirm Eye's full editorial and curatorial independence, define recognition (e.g. logo use), and allow termination if partnership standards in line with Eye's mission are breached.

**Balanced Income & Oversight**
Eye maintains a diverse funding base and avoids dependence on any single partner. Where a partnership represents a significant share of annual income or creates potential influence risk, an enhanced review is conducted and the Board of Directors decides; the Supervisory Board is informed.

**Transparency & Exit**
Major partners are published annually. Eye may end or return support if a partner no longer aligns with this policy, communicating the rationale to staff, governance bodies, partners, and - where appropriate - the public, subject to legal and privacy obligations.

## 9. Review

This policy is reviewed every two years, or sooner if required by legal, ethical, or institutional developments.