

# Ambassador Charter



**The Blood Transfusion Centre (BTC) of the Luxembourg Red Cross has the mission to meet the hospitals' needs for quality blood products at all times.**

**To support blood donation promotion and engage the population, the BTC is launching an "Ambassadors" programme. This programme aims to create a network of individuals or companies (the ambassadors) ready to support our communications and promote blood, platelet, and plasma donation.**

As an ambassador, I commit to:

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- Mobilising my contacts to promote blood donation
  - Relaying communications put forward by the Blood Transfusion Centre
  - Complying with the Luxembourg Red Cross code of conduct and ethics [code of conduct and ethics \(FR\)](#).
  - Speaking on my own behalf and not on behalf of the Blood Transfusion Centre
  - Only sharing information provided by the Blood Transfusion Centre

**For any questions, please feel free to contact**

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