



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:

- 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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