



EUROCAM

2024 Annual Report

A foundation uniting Traditional Complementary
and Integrative Healthcare (TCIH) organisations

COLLABORATION | ENGAGEMENT | ADVOCACY

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A MESSAGE FROM EUROCAM'S CHAIR

As we reflect on the past year, I am proud of all that we have achieved together. 2024 was full of positive outcomes, despite the numerous challenges we faced. Our determination and resilience enabled us to make significant steps in promoting Traditional Complementary and Integrative Healthcare (TCIH) in Europe.

We closed 2024 with a small financial surplus. The year will be remembered for the new partnerships that emerged, extended outreach activities undertaken, new projects and strategies initiated and the skilled staff and members that joined EUROCAM.

EUROCAM is only able to develop and grow due to our members. Therefore, member engagement is at the heart of what we do.

In 2024 we agreed on a new organisational structure to maximise our effectiveness. We established a monthly internal newsletter for our members, to keep members updated on our current activities and inform them about the latest news from the EU political scene. Through this work we strengthened our collaboration with our members which resulted in increased communication and engagement.

Members are actively involved through our six working groups, each focusing on different topics within TCIH. These working groups work diligently to deliver EUROCAM's agreed projects and strategies. This is all done on a **voluntary** basis. In reading all that has been accomplished by our working groups, the commitment of our membership is undeniable.

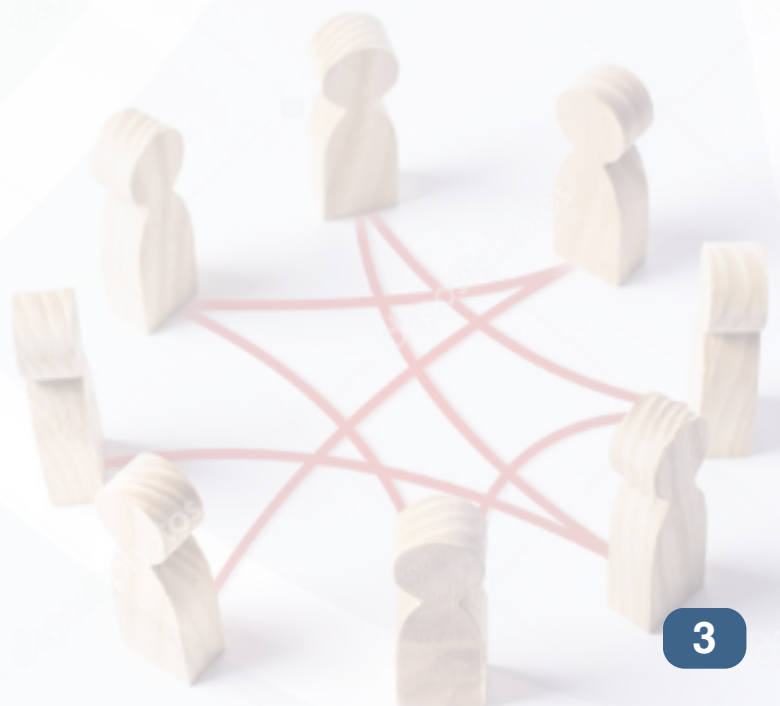
EUROCAM is focused on advocacy, and over the year we engaged in outreach to Members of the European Parliament (MEPs) and European Commission (EC) officials following the elections resulting in meetings with policy makers.

We also organised Advocacy and Communication Capacity Building Training aiming to equip members and partners with essential understanding to advocate for and communicate effectively about TCIH with decision-makers.

As we look to the future, we are excited about the possibilities that lie ahead. We will continue to build on our successes and explore new opportunities to expand our reach and deepen our impact. In closing, a heartfelt thanks to our members, dedicated staff, partners, and donors. Together, we are making a difference creating a healthier and sustainable future for all.

Warmest regards,

Elisa Baldini



OUR MISSION AND WHO WE ARE

The objective of EUROCAM is to promote and facilitate TCIH's role in enhancing and maintaining citizens' health, highlighting health promotion and TCIH's contribution to preventative healthcare.

- EUROCAM focuses on TCIH's place in EU public health policy and programmes.
- EUROCAM emphasises the accessibility and affordability of TCIH.
- EUROCAM advocates for TCIH with EU policymakers

The healthcare we want focuses on the whole person, is participative, respects individual choices as well as cultural diversity and integrates clinical experience and patient values with the best available research information.

EUROCAM is an independent, non-profit, and non-governmental European umbrella organisation of patients and practitioners from the TCIH field, founded in 2009. EUROCAM represents acupuncture, Ayurveda, anthroposophic medicine, herbal medicine, homeopathic medicine, naturopathic or traditional European medicine, reiki therapy, and Traditional Chinese Medicine.

EUROCAM is the leading European network for TCIH (Traditional Complementary and Integrative Healthcare). EUROCAM has achieved recognition by policymakers in the European Parliament and the European Commission's Directorate-General for Health and Food Safety (DG SANTE). EUROCAM hosts the Secretariat of the Members of European Parliament (MEP) Interest Group on 'Integrative Medicine and Health', organising webinars and engaging with DG SANTE and other EU Institutions and Civil Society Organisations (CSOs). EUROCAM is a non-State actor accredited by the WHO Regional Committee for Europe to attend meetings of the Regional Committee.

EUROCAM IN NUMBERS

EUROCAM represents 97.000 TCIH patients and practitioners:

**5,000 Doctors
interested in Plurality in
Medicine**

**2,600 Medical Doctors
trained in Homeopathy**

**3,000 Homeopathy
practitioners**

**450 Ayurveda
practitioners**

**3,500 Anthroposophic
medicine doctors**

**14,000 Traditional
Chinese Medicine
practitioners**

**7,850 Reiki
practitioners**

**58,000 Homeopathy
and anthroposophic
medicine patients**

2024 HIGHLIGHTS



Forming a new partnership with the Charité Competence Center for Traditional and Integrative Medicine.



Launching the 'Refocusing Health' project (2024 - 2026) facilitated by a donation from Triodos Foundation.



Joining a new consortium of organisations for an EU Grant application for the European project Medview



Attending the 74th Regional Committee of WHO EURO in Copenhagen which facilitated the establishment of new contacts and fostered fruitful discussions about the Traditional Medicine strategy with country representatives.



Lobbying on the EU Pharmaceutical strategy to minimise the impact of anti-homeopathy amendments.



Providing free advocacy and communications training over 6 sessions, to our membership to enable them to better advocate at national and EU levels.

REPORTS FROM OUR WORKING GROUPS – MAKING IT ALL POSSIBLE

1. AMR (ANTI-MICROBIAL RESISTANCE)

During the Antibiotic Awareness Week in November 2024, EUROCAM organised a webinar “Promising Research Horizons: The TCIH’s Contribution to Tackling AMR in Europe”. The event was well attended and raised awareness that TCIH is missing in strategies to tackle AMR. (<https://cam-europe.eu/antimicrobial-resistance-a-missing-strategy-2/>).

Several distinguished speakers built a positive argument for investment in researching the TCIH sector to unlock the potential that is untapped. As a sector TCIH has excellent case examples that should make policy makers take notice.

EUROCAM will continue to promote the concept of fostering health to reduce reliance on antibiotic medicines. There are approaches in TCIH that can replace antibiotic medicines and reduce the reliance of medical staff and patients on antibiotic medicines. TCIH methodologies also tend to aim at enhancing the normal natural resilience of the patient. Improved natural resilience also improves our system’s defences to infection thus further reducing the need to rely on antibiotic medicines.

EUROCAM promotes a definition for health by Huber et al in the BMJ (<https://www.bmj.com/content/343/bmj.d4163>) which should guide health policy: “the ability to adapt and self-manage in the face of social, physical, and emotional challenges”.

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EUROCAM to date has not seen an AMR strategy that promotes the resilience of the population (and animals and crops, farms) to reduce reliance on antibiotic medicines. The organisation shall continue to propose the value of this as an important strand of AMR strategy and to create a space where the TCIH sector can develop its full potential.

2. EU PHARMACEUTICAL LEGISLATION REVIEW

As part of the revision of EU Pharmaceutical legislation, EUROCAM intensively advocated the European Parliament, calling on MEPs to maintain the current legislative provisions for Homeopathic Medicinal Products. Despite these efforts, the European Parliament’s position, adopted in April 2024, proposed removing the term “medicinal” when referring to homeopathic medicinal products. The proposed deletion could have potentially created unnecessary confusion, led to misinterpretation of the nature of these medicines and their improper use. Thanks to the intense lobbying by EUROCAM, this change was prevented.

3. FUNDRAISING

Diversification of funding

A new governance and support structure enabled EUROCAM to re-examine its existing capacities. This resulted in a strategic decision to invest in attracting project funding as a key pillar for diversifying EUROCAM's income streams. This effort resulted in successful applications for projects (see below) in which EUROCAM is either steering content itself or acting as a supporting partner by participating in different work packages.

In addition, EUROCAM re-established relationships with TCIH-friendly partners to solicit co-funding for specific activities (e.g., events). EUROCAM also increased its efforts to attract donations from the wider public, including individuals and organisations with an interest in EUROCAM's advocacy activities but not necessarily familiar with the EU policy realm. To this end, a QR code was created to permit easy and immediate financial contributions via a secure payment system, which began to be test-driven by EUROCAM members during the final months of the year and will be rolled out more broadly in 2025.



- **Refocusing Health Project**

A key element of EUROCAM's fundraising effort is to increase its involvement in health-related projects. To this aim, EUROCAM inaugurated its "Refocusing Health" project (September 2024 - December 2026), made possible by a grant from Triodos Foundation. Over the next two years, this initiative will enable EUROCAM to establish a stronger link between TCIH and One Health principles by exploring the ways in which TCIH modalities, through their holistic, inclusive approach and focus on resilience, not only help improve the physical and mental health and wellbeing of individuals but can also contribute to a more sustainable ecosystem. By stressing the interconnectedness of human, animal and environmental health, TCIH modalities are firmly aligned with One Health principles. They encourage individuals to develop a greater awareness of limited resources, including by emphasising protection of the environment and biodiversity against the effects of overconsumption and climate change.

Refocusing Health serves as an umbrella for EUROCAM's One Health-related advocacy actions, events and other activities in line with its strategic priorities.

It enables EUROCAM to leverage its broad network of partners and issue-specific experts to highlight good TCIH practices and demonstrate their wider societal value, which will help strengthen EUROCAM's One Health narrative. The AMR webinar organised by EUROCAM in November (see above) double functioned as the public launch for Refocusing Health, advocating the urgent need to use antimicrobials prudently and consider available TCIH practices to strengthen natural defences.

The project's outputs will be communicated via quarterly newsletters and video contributions, supported by policy events involving EU policymakers, TCIH and topical experts, EUROCAM members and partners.

• EU-Funded Projects

2024 was a promising year for EUROCAM, as the organisation expanded into the dynamic field of EU-funded projects. This marks an important step forward in our mission to promote Traditional Complementary and Integrative Healthcare (TCIH) across Europe.

Our dedicated advocacy efforts have fostered recognition and trust, resulting in invitations from various stakeholders to participate in proposals. EUROCAM's role will primarily focus on our expertise in advocacy and communication, ensuring the effective dissemination of project outcomes and promoting policy change.

EUROCAM became a partner in an EU grant application for **ECHOMED-MEDVIEW (Horizon Project)** in late **2024**. We are thrilled to share that this project was approved for funding in early 2025 by the European Commission. Notably, it achieved the highest score and ranked as the top project in its specific call. ECHOMED-MEDVIEW aims to develop an application that enhances interaction among policymakers, citizens, researchers, healthcare practitioners, academics and SMEs. The project will commence in Spring/Summer 2025.

EUROCAM will continue to collaborate in applications for EU-grants and other funding in 2025 that will further EUROCAMs objectives.

medview

4. MEPs (MEMBERS OF THE EUROPEAN PARLIAMENT)

The working group began its activities in 2024 by drafting manifestos on integrative oncology, mental health, and antimicrobial resistance (AMR).

Following the MEP breakfast roundtable on Integrative Oncology, organised by the MEP Interest Group on Integrative Medicine and Health in the European Parliament the previous year, 53 Members of the European Parliament (MEPs) were contacted. This outreach resulted in several constructive follow-up meetings.

In May, a political webinar on integrative oncology was held as a follow-up event. MEP Manuel Ripa, a member of the Interest Group, contributed significantly by bringing a strong political perspective. This was also the first time EUROCAM organised such an event in partnership with Charité. In November, our work was noted during a webinar on AMR.

With the European elections in June 2024, the engagement of the broader EUROCAM network became crucial. While advocacy at the EU level remains central to our efforts, we recognised the need to strengthen national-level advocacy to amplify our impact. To support this, we launched the Advocacy and Communication Capacity Building course - from June to November - to all EUROCAM member associations' members.

In parallel, we mapped the ENVI and SANT committee members and prepared targeted letters for outreach. For MEPs unfamiliar with our work, we created an informational EUROCAM flyer outlining our achievements over the past 15 years at the EU level.

As a strategic shift for this parliamentary term, we have decided to prioritise individual engagement with MEPs rather than working through the Interest Group structure.

5. ONCOLOGY

In 2024, EUROCAM continued to foster strategic collaborations to advance integrative medicine within European healthcare discussions.

A key milestone was a new partnership with Charité – Universitätsmedizin Berlin which kicked off with the organisation of an Integrative Oncology webinar.

On 27 May 2024, EUROCAM hosted the webinar "***A New Look into Cancer Care: The Added Value of Integrative Oncology***", organised on behalf of the MEP Interest Group on Integrative Medicine and Health, in collaboration with Charité. The event brought together leading experts, policymakers, and patient representatives. The discussions underscored the need for greater research efforts, patient-centred care models, and policy support to enhance access and affordability of integrative oncology treatments across Europe.

There were 494 registrations with a total of 181 attending the event. Most of the registrations were healthcare professionals and researchers. The panellists reinforced the call for a European Network on Integrative Oncology.

EUROCAM continued advancing policy discussions at the 6th International Congress on Integrative Medicine (ICIM) in Porto, Portugal – EUROCAM led the organisation of a seminar on the topic of "***EU Politics and Cancer Policies***" on 7 December 2024. The session provided a platform for experts to discuss the challenges and opportunities for advancing integrative oncology within EU healthcare policies, with a focus on how the European Commission and the EU Parliament can enhance support for integrative oncology, improve research funding, and ensure better integration of holistic cancer care within national healthcare systems.

6. WHO-TCIH

During the summer, EUROCAM in cooperation with the Coalition for Traditional, Complementary and Integrated Healthcare (TCIH.org) proposed many improvements to the draft WHO Traditional and Complementary Medicine (TCM) Strategy 2025-34. Several of the suggestions were incorporated in the new draft that was proposed to the WHA members at the beginning of 2025.

EUROCAM welcomes this draft strategy which is ambitious and supportive of our sector. The strategy is achievable if countries are prepared to work with our sector for the betterment of citizens across the EU.

To support the draft strategy of WHO, EUROCAM sent a delegation of six people, with the support of one representative of the Charité Competence Centre for Traditional and Integrative Medicine, to the WHO Europe Regional Committee in Copenhagen in October 2024. EUROCAM engaged with countries' representatives sharing EUROCAM's critical message around endorsing the draft strategy. Mrs Cristal Skaling-Klopstock, representing patients using TCIH approaches, read out a strong statement to the full delegation of countries in favour of the inclusion of TCIH into healthcare. The statement was acknowledged and referenced by several people in the audience.

After the event, EUROCAM followed up with countries that were open to our messages and stayed in close contact with the WHO Europe office to support and follow the evolution of the WHO TCM Draft 2025-34 before its presentation for a vote at the WHA in May 2025.

FINANCIAL OVERVIEW 2024

EUROCAM started 2024 with a positive balance of **€10,048.75**. The total realized income was €29,120, just below the budgeted **€32,334**, but sufficient to cover expenses and result in a solid net surplus.

Most income came from affiliated organisations (**€16,688**), with additional contributions from associated organizations, grants, and private donations. A notable grant of €6,000 was received from the Triodos Foundation for the “Refocusing Health” project. The remainder came from WALA, Weleda, a Slovenian partner, and a homeopathy organization.

Thanks to one member promoting EUROCAM with a **QR code in their clinic**, donations from private citizens increased significantly, with large quarterly gifts resulting from this effort.

Expenses were well-managed at **€19,268**, far below the budget of **€32,376**. Noteworthy savings occurred in operations and travel. Project spending for “Refocusing Health” totalled **€2,569**, and the unused portion of the Triodos grant will be earmarked as a **reserve** for future project activities.

EUROCAM closed 2024 with a **positive net result of €9,852**.



FINANCIAL OVERVIEW 2024

Category	Realisation 2024	Budget 2024
Opening Balance	€10,049	
Income		
Fees affiliated organisations	€16,688	€13,484
Fees associated organisations	€3,460	€7,350
Educational program	€0	€1,500
Donations from citizens	€1,175	
Grants & Funds	€7,797	€10,000
Total Income	€29,120	€32,334
Expenses		
Secretariat & operations	€6,019	€15,360
Communications	€2,756	€2,756
Consultancy and advise	€4,400	€7,500
Travel	€0	€3,350
Projects (Refocussing Health)	€2,569	
Other expenses	€3,524	€3,410
Total Expenses	€19,268	€32,376
Net Result	€9,852	-€42

GOVERNANCE

EUROCAM fully transitioned to a modified governance structure in 2024. The General Board, composed of all member associations, is responsible for decision making and agreeing strategy for the organisation. The General Board meets quarterly.

The Executive Committee is responsible for reviewing ongoing tasks being undertaken by the working groups and discussing any relevant information to ensure the smooth running of the organisation. The Executive Committee meets monthly.

Over the period, an ad-hoc working group was created to focus on governance matters. Composed of Wieneke Groot, Edward de Beukelaer and Zofia Dymitr, the Governance Working Group met several times to discuss possible changes to the voting rights of affiliated organisations.

Guidelines were drafted and presented to the General Board at two meetings in 2024. The final guidelines were agreed in early 2025. It was agreed an Affiliated Organisation needs to be an 'Umbrella' organisation in one or more European countries and must be based within the WHO definition of Geographic Europe. If these two criteria are met the organisation may apply for Affiliated Organisation status, pay the full membership fee and receive voting rights.

The in-depth discussions demonstrated the robustness of EUROCAM's governance as well as the importance of gaining full support from the General Board to implement changes. It was essential not to compromise EUROCAM's founding principles - to unite umbrella organisations of patients, physicians, practitioners, and veterinarians in the Traditional, Complementary, and Integrative Healthcare (TCIH) sector.

EUROCAM'S EXECUTIVE COMMITTEE



Elisa Baldini
Chair



Drs B.W. Groot
Treasurer



Edward De Beukelaer
DVM, MRCVS,
VetFFHom



MSc. Adrienne Waldt
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