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NOTE

From:	General Secretariat of the Council
To:	Delegations
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Subject:	Sponsorship of the Presidency of the Council of the European Union: guidance on best practice

1. Further to the discussions in the meeting of the Members of the Working Party on Information of 29 September 2021, the General Secretariat undertook new consultations on the draft Guidance for Presidency best practice on the use of sponsorship.
2. Following-up these renewed consultations, a new draft of this guidance is contained in Annex.

Draft Guidance for Presidency best practice on the use of sponsorship

The Member State holding the six-monthly Presidency is responsible for the costs not covered by the Council's budget, in particular as regards the organisation of informal meetings, seminars, and social and cultural events on the occasion of the Presidency, and chooses autonomously how it will finance such costs.

Member States holding the six-monthly Presidency that consider using private sponsorships to cover some costs of the above-mentioned activities are advised to carefully consider the possible impact of the choice of sponsors on the reputation of the Council or the EU.

Should the Member States holding the six-monthly Presidency decide to use private sponsorship to cover some costs, it should put in place all measures necessary to avoid any actual or perceived conflict of interests and any possible reputational risks for the Council or the EU arising out of the sponsorship.

The sponsorship cannot affect, or be seen to affect, the decision-making of the Council in any way or be provided in exchange for specific visibility for the sponsors in relation to the policy-making of the Council. In particular, the Council's name or logo cannot be used by the sponsor in its activities.

Member States holding the six monthly Presidency are encouraged to establish clear and transparent rules on sponsorship selection, including award criteria based on good governance, the subject-matter of the sponsorship and sponsorship benefits, and to make the list of sponsors publicly available.