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NOTE

From:	General Secretariat of the Council
To:	Delegations
No. prev. doc.:	7518/20
Subject:	Sponsorship of the Presidency of the Council of the European Union: guidance on best practice

1. Further to the detailed opinion to the Ombudsman's Draft Recommendation which was approved by written procedure by the Council on 6 May 2020 and transmitted to the Ombudsman the same day (document 7516/20), members of the the Working Party on Information examined in their informal videoconference of 12 May 2020, draft Guidance for Presidency best practice on the use of sponsorship.
2. Following-up these discussions, a new draft of this guidance is contained in Annex. Amendments are underlined.
3. It is also recalled that to stress the non-binding character of this guidance, the draft text would be inserted by the GSC, in the Handbook for the Presidency under the section on financial responsibility. ¹

¹ <http://www.mvep.hr/files/file/2018/181212-handbook-of-the-presidency-02-2018-1.pdf> Page...

Draft Guidance for Presidency best practice on the use of sponsorship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 use of sponsorship on the reputation of the Council or the EU.

Should the Presidency decide to use private sponsorship to cover some costs, it should 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 Presidency should put in place all measures necessary to avoid these activities being perceived as activities of the Council.

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.

Presidencies 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.