



The European Transparency Initiative

An Update from GPlus Europe

As you may be aware, the European Commission's Register of Interest Representatives is opened from today, June 23 2008. The Register is the main pillar of the Commission's European Transparency Initiative and is designed, in the words of the Commissioner responsible, Siim Kallas, "to safeguard citizens' trust in the legitimacy of the European decision-making process."

Registration is open on a voluntary basis to professional consultancies and law firms, to "in-house" lobbyists and trade associations active in lobbying and to NGOs and think tanks.

The opening of the Register is not in any sense a deadline. Companies need to take the time necessary to study and apply the guidelines published by the Commission on May 27. Some of them lack precision and will be variously interpreted by different companies. But they have no legal force and registration does not win any particular privileges. GPlus is happy to discuss the guidelines but we are not in a position to advise clients on the details of information they should include in their registration documents.

GPlus is a member of the European Public Affairs Consultancy Association (EPACA) which is in the process of issuing a recommendation in favour of registration. EPACA is putting the finishing touches to guidelines that will help members to comply on a common basis with the registration requirements. It is thought likely that EPACA members, including GPlus Europe, will be in a position to join the register in the autumn.

Since its launch in December 2000, GPlus has closely adhered to a code of conduct adopted by its founders. Among other things, this commits the company to:

- Working in a transparent and honest way
- Never offering financial or other inducements to politicians or officials
- Maintaining high professional and ethical standards in all our dealings with clients, suppliers and other business partners

Thus our commitment to transparency in the representation of interests of all kinds is longstanding.

GPlus Europe
23 June 2008