

HE Mr Iztok JARC - Ambassador

Permanent Representation of Slovenia
Rue du Commerce 44
1000 Bruxelles
Belgium

Berlin, 16 August 2021

Sponsorship in the Slovenian EU Presidency

Dear Mr Jarc,

Many thanks for your response to my letter which I received on 21 April 2021.

We have been waiting to respond to you so that we can take into account the start of Slovenia's EU Presidency, the [Guidelines](#) for sponsorship which have now been agreed by the European Council and the reality of how sponsorship is appearing in the Slovenian Presidency.

With these aspects in mind, I would like to come back to you on some commitments made in your letter, and supported by the Guidelines and to address where these commitments have been contravened by one of your sponsorship partners.

1) Slovenia's sponsors for the Presidency

We have seen that Slovenia has chosen to have one main sponsor (Radeče papir nova) and eight other sponsors to your Presidency.

In your letter you stated that you will *"beforehand carefully consider the possible impact of the choice of each sponsor (partner) on the reputation of the EU"*, and *"establish clear and transparent rules on sponsor selection."*

I ask if you would kindly send me documentation of these rules and decisions and contracts made with the sponsorship partners.

2) Behaviour of these sponsors – in particular Radeče papir nova

In your letter you make the following commitments, that are strongly supported by the Guidelines:

- *"These sponsorships will not affect or be seen to affect any policy making decisions during our Presidency."*
- *"we will forbid that the logo from our sponsors and the EU logo will be seen together."*
- *"We will observe closely all the activities of our sponsors to make sure that the Council's name or logo will not be used."*

I would therefore like to ask you how it is possible that on the website of **Radeče papir nova** the following articles appear?

"As the main partner of the Slovenian Presidency of the Council of the EU, we proudly entered a completely new role, which, in addition to great responsibility, brings us also an exceptional opportunity for even greater international recognition, promotion of our creativity, innovation, mastery and tradition in the

paper industry which we cherish for 285 years already. **We will make the most of the many meetings at the highest EU level to present our top solutions.** We will focus on our special papers with high security, for banknotes, passports, visas, such as tax stamps and other valuable solutions. Our papers also prove authenticity with a watermark, security thread, security particles, chemical sensitivity and more.” [source](#)

“Well prepared and with optimism as one can see in the accompanying photo, today we expected a distinguished and large delegation of ministers for employment and social affairs of the EU and the Western Balkans at their second meeting in Brdo near Kranj. [...] **That’s why we’re here.** We present our complete, comprehensive range of the highest quality, security paper solutions that we provide in RPN. Especially in areas that require a lot of formal administration, such as employment and social policy, high security and document protection are crucial. This is also why we have developed a special, antibacterial paper that is protected also against coronavirus.” [source](#) – this is an official Council activity and the EU logo is present in the photograph.

In addition, there is a [promotional video](#) for the company featuring the Council logo for the Slovenian Presidency.

I ask you to explain clearly how such breaches of your commitments can happen and to assure the public that these promotional articles linked to the formal meetings of the Council will be taken offline and this will no longer happen with any of the companies selected.

In the public interest I am sharing a copy of this letter with Mr Jeppe Tranholm-Mikkelsen, Secretary-General of the Council. It will also be shared with the media and on social media, as well as any response received.

I look forward to hearing from you.



Thilo Bode
Executive Director of foodwatch international

c.c. Mr Jeppe Tranholm-Mikkelsen, Secretary-General of the Council