

Burson-Marsteller

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Kathy Sinnott MEP complaint about David Earnshaw

We understand that Kathy Sinnott MEP, an Irish Member of the Independence and Democracy Group whose largest member party is the UK Independence Party, has submitted a complaint to EPACA about David Earnshaw and Burson-Marsteller. Ms Sinnott believes that David Earnshaw should have stated that he was a Managing Director of Burson-Marsteller in a paper published by the European Parliament on the Commission's proposal relating to advanced therapies and that his failure to do this was a breach of the EPACA code of conduct.

Burson-Marsteller view this as a private matter between David Earnshaw and the European Parliament. His work for the Parliament as an independent expert is done in an entirely private capacity and not as a public affairs consultant for Burson-Marsteller. As such, we do not believe this is a matter for EPACA. In any case, David Earnshaw was entirely transparent with the European Parliament about his relationship with Burson-Marsteller and he was not lobbying on behalf of any organisation. It was the Parliament, not David Earnshaw, who decided how to identify him on the report.

David Earnshaw works part-time for Burson-Marsteller as a Managing Director (a global job level). Burson-Marsteller contracts his services via his company David Earnshaw sprl. In addition to his work for Burson-Marsteller David is visiting Professor at the College of Europe, Bruges and an author.

In October 2005 David Earnshaw sprl responded to a call for tender from the European Parliament to act as an independent expert on health and pharmaceutical policies. David has previously worked for the Chairman of the Environment Committee for six years, for pharmaceutical company SmithKline Beecham and for development and humanitarian NGO Oxfam. He is also Vice Chairman of the Brussels Labour Party and a visiting Professor at Bruges. He is also co-author of the book "The European Parliament". His full cv was attached to his response to the invitation to the tender and all his interests were clearly and transparently identified including his work for Burson-Marsteller and fully disclosing that he advises pharmaceutical industry clients. His cv as submitted to the Parliament in the response to the call for tender clearly states under his most recent career and appointments:

"2004 - College of Europe, Bruges - Visiting Professor
2002 - Burson Marsteller, Brussels (part-time) - Managing Director, directing and providing EU healthcare and pharmaceutical-related policy consultancy for several major pharmaceutical companies, trade associations and professional/medical organisations"

David was awarded a contract by the Parliament and in March 2006 at Parliament's request he submitted a paper on the Commission's proposal relating to advanced therapies which was subsequently posted on the Parliament's website. It was the Parliament who published this and chose how to identify its author without consulting David Earnshaw.

David Earnshaw conducts his work for the Parliament in an independent capacity - not as a Burson-Marsteller consultant - and David Earnshaw sprl is paid by the Parliament for this work. The views expressed by David Earnshaw in his paper on advanced therapies are entirely his own. They do not represent the views of Burson-Marsteller or our clients. Neither Burson-Marsteller or any client was consulted by David Earnshaw on the contents of his paper.