



European Public Affairs Consultancies' Association

Press release

European Public Affairs Consultancies' Association launches EPACA Charter

*EPACA Charter represents 'gold standard' for Brussels public affairs consultancies,
engendering highest level of trust of clients and political stakeholders*

*Signing up to Transparency Register just one precondition for being accredited Charter
status*

Brussels, Wednesday 01 October 2014 — The European Public Affairs Consultancies' Association today launched the EPACA Charter, a set of new commitments and undertakings that establishes the gold standard for Brussels-based public affairs consultancies. The EPACA Charter was launched at a breakfast meeting organised by EPACA with the European Ombudsman Emily O'Reilly, who received a copy of the Charter from EPACA Chairman Karl Isaksson.

EPACA members already apply the highest ethical standards of the public affairs industry in their dealings with all stakeholders, adhering to robust professional principles and operating commercially-sound businesses that comply with stringent legal and corporate practices.

The Charter builds upon these three pillars of ethics, professionalism and corporate governance in introducing a set of clearly-defined requirements EPACA members must respect in order to accede to Charter status. These include, but are not limited to: being signatories of the Transparency Register of the European Parliament and Commission and including their registration number in their communications materials; adhering to the codes of ethics of the European Parliament and Commission; proactively abiding by any codes of ethics applied by their clients, and paying interns, to mention but a few.

Commenting on the launch of the Charter, EPACA Chairman Karl Isaksson said:

"Over the past decade EPACA has been at the forefront in driving and embedding the highest professional standards for the Brussels public affairs consultancy sector. We were at the very origin of the Transparency Register itself. Launching the EPACA Charter is the



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logical next step in consolidating our work of the past decade. As the industry's gold standard, the Charter sets acceding EPACA members apart from other public affairs agencies in terms of professionalism, ethical standards and corporate governance, and demonstrates to clients the benefit of working with EPACA member consultancies."

Accession to the Charter is open to and optional for all EPACA members. In order to accede to Charter status, members must declare the measures they have put in place that allows them to meet the Charter requirements. Charter compliance will be ensured through randomised auditing by EPACA of member consultancies that have signed up to the Charter.

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About EPACA

EPACA – The European Public Affairs Consultancies' Association – is the representative trade body for public affairs consultancies working with EU institutions. It was launched in January 2005, following a process of consultation among all signatories of a professional [Code of Conduct](#). The Code had been maintained and updated since by our members, and is the basis for all such codes in the EU affairs marketplace.

The association establishes formal self-regulatory arrangements, including a professional practices panel for disciplinary hearings. It currently consists of [38 companies](#) with over 600 staff, and represents a high proportion of the professional EU Public Affairs services providers. EPACA members have elected a [Management Committee](#) of 12 members.