

**Kathy Sinnott MEP**

**European Parliament,**

**Strasbourg**

Phone: 0033388175692 or Brussels: 003222845692

**Mr. Adam McCarthy**

**EPACA**

Dear Mr. McCarthy,

I would like to make a formal complaint about Mr. David Earnshaw, Managing Director of Burson-Masteller, a member of your organisation, and therefore, of course, bound by your code of conduct. I am not particularly happy about challenging a professional's reputation, especially to a peer review body. However this case seems so unprofessional, I felt impelled to do so.

In September this year Mr. Earnshaw, in the role of an expert, submitted the attached briefing note to the European Parliament Environment Committee. As you can see from the briefing he neglected to mention his position with Burson-Masteller, and the fact that his company indeed has business associations with companies interested in the subject matter of the briefing note. In fact from reading the briefing, one would draw the impression that Mr. Earnshaw was an independent, providing his particular expertise in a narrow field, a far cry from Managing Director of an influential public relations firm.

Below are what may be relevant parts of your code of conduct:

*In their dealings with the EU institutions public affairs practitioners shall:*

*a) identify themselves by name and by company;*

*b) declare the interest represented;*

*(c) neither intentionally misrepresent their status nor the nature of their inquiries to officials of the EU institutions nor create any false impression in relation thereto;*

*(d) neither directly nor indirectly misrepresent links with EU institutions;*

*(e) honour confidential information given to them;*

Sincerely

Kathy Sinnott MEP