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| **Council 2018 Geneva, 17-27 April 2018** |  |
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| **Agenda item: ADM 18** | **Document C18/47-E** |
| **8 February 2018** |
| **Original: English** |
| Report by the Secretary-General | |
| Sponsorship possibilities for the HQ Premises Project | |

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| Summary  This document presents sponsorship possibilities for the HQ Premises Project.  Action required  The Council is invited to **take note** of the document and provide any guidance and action as appropriate, including possible circulation of this document to Member States in advance of PP-18.  \_\_\_\_\_\_\_\_\_\_\_\_ |

# 1. Background

1.1 ITU’s iconic new HQ building will face Place des Nations in the heart of International Geneva.

1.2 ITU premises have in the past benefitted greatly from the generous donations and sponsorships from Member States and Sector Members. The construction of the New Building will offer a unique opportunity for sponsors to contribute to the future home of ITU and gain recognition.

1.3 This document has been developed in close collaboration with MSAG, whose guidance is much appreciated. A draft version of this document has been discussed and supported by MSAG in its fourth meeting (24 January 2018).

**2. Sponsorship Principles**

2.1 At its 2017 ordinary session, ITU Council endorsed the document [C17/67](http://www.itu.int/md/S17-CL-C-0067/en), “Improving the stability and predictability of the financial base of the Union”, including Annex 1 on Principles for Resource Mobilization (that is also annexed to this document). The following general principles guide any sponsorship activity in ITU:

2.2 **Adherence to UN principles**: ITU will only offer sponsorship opportunities to entities that exhibit behaviour which is in line with UN principles, including human rights, labour, environment and anti-corruption.

2.3 **Advancement of ITU goals**: The objective of the sponsorship arrangement needs to be articulated clearly and must be consistent with the overall ITU goals as outlined in its Constitution and Convention and ITU Strategic Plan. Furthermore, while the sponsor does not need to be a telecommunications/ICT company or entity, they should have activities related to the work of ITU, which could be highlighted as part of the sponsorship visibility.

2.4 **Clearly defined roles and responsibilities**: The sponsorship arrangement must be based on a clear understanding of respective roles and expectations, with accountability and a clear division of responsibilities between ITU and the sponsor.

2.5 **Maintenance of integrity, independence, impartiality, and good name**: Sponsorship arrangements must not diminish or negatively affect ITU’s integrity, independence and impartiality and must not confer any unfair advantage. In particular, they must not convey or suggest a direct or indirect endorsement of a company/organization, its policies, products or services. Nor should the sponsor be seen as potentially influencing ITU policies or providing an inside track to ITU’s decision-making processes.

2.6 **Ensuring transparency**: General information on the nature and scope of sponsorship opportunities should be available on the ITU website and communicated to all ITU membership.

# 3. Sponsorship Principles as applied to the New Building

3.1 The following draft guidelines provide transparency, fairness, and financial predictability for the Union in the organization of any sponsorships to be received to support various elements of the new building, such as for conference/meeting rooms and their related technology, provision of equipment, facilities, etc. These guidelines are consistent with the principles for resource mobilization endorsed by Council 2017.

- Opportunities for sponsorship shall be made known and available to the entire membership of the Union, with a transparent process for the advertising, pricing, and selection;

- Sponsorship arrangements shall comply with the general principles mentioned in section 2 above; with Annex 1 “Principles for Resource Mobilization” (from document C17/67); with the Financial Rules and Regulations of ITU; and with ITU procurement principles and rules;

- To avoid unbounded future costs to the Union, visibility and other benefits to sponsors are not offered on a permanent basis;

- Sponsorships received by ITU must fully cover all direct and indirect costs of the element funded by the sponsorship during the agreed sponsorship period. For example, the sponsorship period of a conference room would be limited to the expected lifetime of the equipment and furniture; but could be open to extension provided the cost of replacements are covered by the sponsor. Indirect costs would not include costs that ITU would in any case incur without such sponsorship (e.g. maintenance and replacement of defective items).

3.2 Sponsorship benefits may include “naming” of an element for the sponsorship period.

3.3 The acquisition of goods or services will be subject to ITU procurement procedures.

3.4 The secretariat reserves the right to decline any offer of sponsorship it considers inappropriate.

4 Elements that might be the subject of sponsorship

4.1 The following elements within the project might be of interest to sponsors.

4.2 Conference and Meeting Rooms

- **1 x 500 seat conference room**;

- **1 x 234 seat conference room**;

- **1 x 100 seat conference room**;

To provide the furniture and audio-visual systems in an ITU conference room, the cost per delegate-place can be envisaged in the range CHF 5’000-10’000, plus maintenance. The final cost depends on the room’s technical facilities and level of comfort.

The total budget for audio-visual facilities across the New Building in all rooms is expected to be in the region of CHF 10 million.

4.3 **Physical ICT-Discovery:** the presence of this element is dependent on sponsorship covering the full cost. It will be located outside the new building next to the security lodge. Any sponsorship would need to be offered in a comprehensive form to be included in the detailed design at the latest by October 2018.

4.4 **Other Internal Spaces**:

1. **Delegate Lounge**: open space adjoining conference rooms.
2. **Delegate Cyber-café**: open space. Either technical equipment or furnishing;
3. **Infirmary**: 150 sq.m. total for various rooms, including breastfeeding room
4. **Gymnastics/Dance/Sports Room**: 100 sq.m.
5. **Music Rooms**: 30 sq.m; 30 sq.m.
6. **Relaxation Room**: 13 sq.m.
7. **Cafeteria**: 1000 sq.m
8. **VIP restaurant:** 100 sq.m.
9. **Amateur Radio Room** (station 4U1ITU): decoration and technical equipment.

4.5 **External Spaces including Courtyard Garden**.

Extract from c17/67

ANNEX 1

PROPOSAL: Principles for Resource Mobilization

1. Defining the scope: “Resource Mobilization” in the context of ITU refers to all forms of raising revenues, including both regular budget revenues and extra-budgetary contributions.
2. Setting priorities: As ITU’s primary source of revenues, the top priority for Resource Mobilization is assessed contributions from ITU’s Member States. These contributions are provided to support an agreed Strategic Plan and its implementation through Operational Plans, using the ITU Regular Budget. Therefore, Member States are encouraged to prioritize their assessed contributions as their main financial support to ITU, either by maintaining or when possible, increasing these contributions before considering providing resources for activities outside of the ITU Regular Budget. To this end, the secretariat will encourage, to the extent possible, the support of entities outside of ITU’s membership for extra-budgetary, voluntary contributions, to complement resources provided by members.
3. Ensuring transparency: Opportunities for ITU membership and other entities to support additional activities through resource mobilization campaigns should be made known to the entire membership, and the benefits received by the partner/funder should be modest and in line with ITU rules and procedures, including protocol and common ITU practice.
4. Adhering to UN principles: To complement the support of its membership, ITU will accept funding from/partner with entities that exhibit behaviour which is in line with [UN principles](https://www.unglobalcompact.org/what-is-gc/mission/principles), including human rights, labour, environment, and anti-corruption. ITU shall apply due diligence screening process in line with [UN guidelines](https://business.un.org/en/documents/guidelines) and best practices when considering whether or not to accept funding from or partner with a non-ITU member entity.
5. Achieving ITU goals: The objective of funding (or in-kind contribution/partnership) arrangements must be consistent with the overall ITU goals as outlined in its Constitution and Convention and ITU Strategic Plan.
6. Clarifying roles and responsibilities: Funding/partner arrangements must be based on a clearly stated understanding of respective roles and expectations, with accountability and a clear division of responsibilities between ITU and the funder/partner.

7. Protection of ITU’s reputation: Funding/partnership arrangements must not diminish ITU’s integrity, independence and impartiality and must not confer any unfair advantage. In particular, they must not convey or suggest a direct or indirect endorsement of a funder/partner, its policies, products, or services. A clear distinction must also be made between resource mobilization/partnership and procurement.

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