

**Document CWG-FHR-8/27
19 January 2018
English only**

Contribution by the Secretariat

ITU HQ PREMISES PROJECT
MEMBER STATES' ADVISORY GROUP (MSAG)
SPONSORSHIP POSSIBILITIES FOR THE HQ PREMISES PROJECT

Attached is a document on sponsorship possibilities for the HQ Premises Project which will also be submitted to the 4th meeting of the Member States' Advisory Group (MSAG) to be held on 24 January 2018.

ITU HQ PREMISES PROJECT
Member States' Advisory Group (MSAG)
Sponsorship possibilities for the HQ Premises Project

Summary

This document presents sponsorship possibilities for the HQ Premises Project.

Action required

The MSAG is invited to **take note** of the document and provide any guidance and action as appropriate, including possible submission of this document to Council 2018.

1 Background

1.1 ITU's iconic new HQ building will dominate the South side of Place des Nations, at the hub of International Geneva and the heart of the European UN presence.

1.2 ITU premises have benefitted greatly from the generous donations and sponsorships from Member States and private sector members over the years. The construction of the New Building will provide a key opportunity for sponsors to gain visibility and allow personalisation of the elements sponsored.

2 Sponsorship Principles

2.1 At its 2017 ordinary session, ITU Council endorsed the document C17/67, "Improving the stability and predictability of the financial base of the Union", including Annex 1 on Principles for Resource Mobilization. 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 Members.

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, the Principles for Resource Mobilization and the Financial Rules and Regulations of ITU and 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 (such as periodic renewals, as well as ongoing maintenance and other operational costs) over the sponsorship period.

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

3.3 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 5'000-12'000, 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:**

Delegate Lounge: open space adjoining conference rooms.

Delegate Cyber-café: open space. Either technical equipment or furnishing;

Infirmary: 150 sq.m. total for various rooms, including breastfeeding room

Gymnastics/Dance/Sports Room: 100 sq.m.

Music Rooms: 30 sq.m; 30 sq.m.

Multi-faith Prayer Room: 20 sq.m.

Relaxation Room: 13 sq.m.

Cafeteria: 1000 sq.m

VIP restaurant: 100 sq.m.

Amateur Radio Room (station 4U1ITU): decoration and technical equipment.

4.5 **External Spaces including Courtyard Garden.**