

**TRANSITION COUNCIL
3rd session**



**10-13 December 2024
Headquarters, France**

10 – TECHNICAL ACTIVITIES

10.1 – LAP

10.1.2 – Note on the Council’s request for advice about advertising under the IGO status

Note by LAP

1. INTRODUCTION

Following a request from the Council during its 80th session, LAP27 has discussed the matter of advertising within IALA’s communications and events under the organization’s IGO status.

2. DISCUSSION

Several questions regarding the advertising in the e-bulletin were raised by the participants. These questions included specifically the advertising arrangements, such as membership categories and the detailed arrangement for the advertising arrangements including choice of applicants, impartiality, prices, conflict of interest and governance etc.

With regard to other international organizations, IMO and IHO do not have advertising in their news publication. IALA has a unique role as it has Affiliate Industrial Members as a membership category. Advertising in the e-bulletin has been considered one of their specific membership rights in the association.

The discussion continued to evolve from advertising in the e-bulletin to the sponsoring of IALA events such as the symposium, the IALA conference and other events related to the Organization.

LAP 27 agreed that while it is not explicitly forbidden for an international organization to accept advertising and sponsoring, the criteria and governance need to be more transparent and publicly available.

LAP 27 advises to have a policy on advertising and sponsoring developed by the Secretariat with a focus on transparency and clearly defined rights and obligations for advertising and sponsoring.

The draft policy will be discussed again by LAP 28 in May 2025 with a final advice to Council 02 in June 2025.

The Secretariat is requested to develop a policy on advertising and sponsoring of events and in publications as an input paper to LAP 28.

3. THE TRANSITION COUNCIL IS REQUESTED TO

Note the advice provided by LAP.