



Public Affairs Council



L'Association
Française des Conseils
en Lobbying
et Affaires Publiques

Country briefing Public Affairs in France

March 9th, 2022



With you today



Nicolas Bouvier

President of 

Partner at **BRUNSWICK**



The current French landscape

- Presidential and parliamentary elections
- Business trends



Regulatory framework for lobbyists

- One of the most stringent system in Europe
- Some further changes expected



Challenges and opportunities for public affairs

- Elections
- French Presidency of the EU



The current French landscape



April 2022 – a new President





June 2022 – a new Parliament



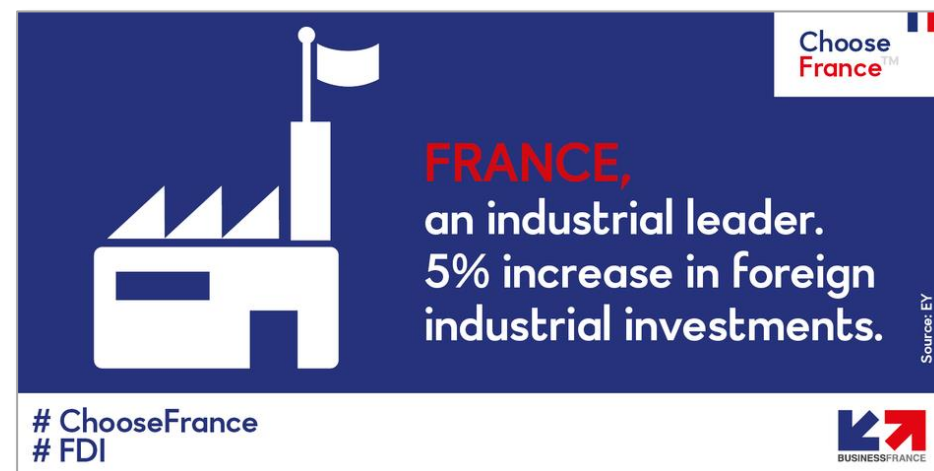
June 12th and 19th

577 seats

5-year mandate

1/3 not candidate





Still significant challenges ahead





Regulatory framework for lobbyists in France

One of the most stringent systems in Europe

A tight definition of « *representation of interests* »



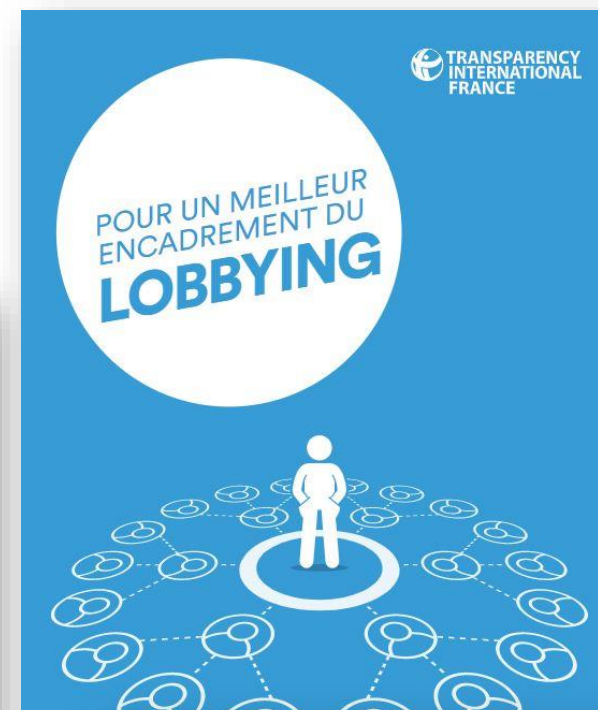
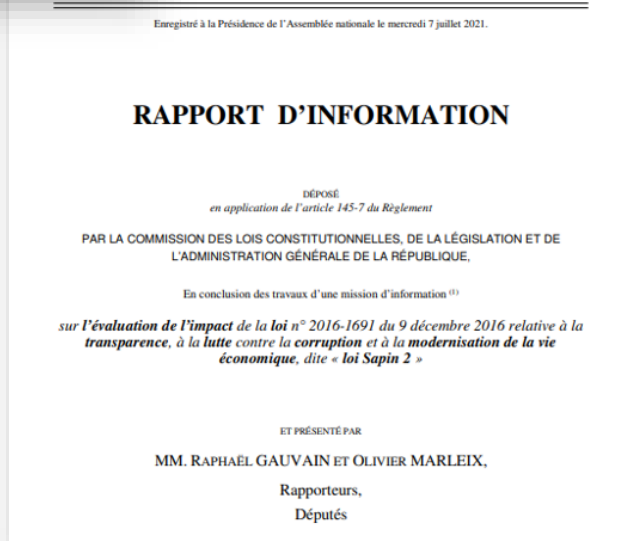
Compulsory registration (2.408)

Code of conduct

Yearly activity reports (41.055)

Financial disclosure

A system soon to be enlarged to local authorities (> 100.000 inhab)

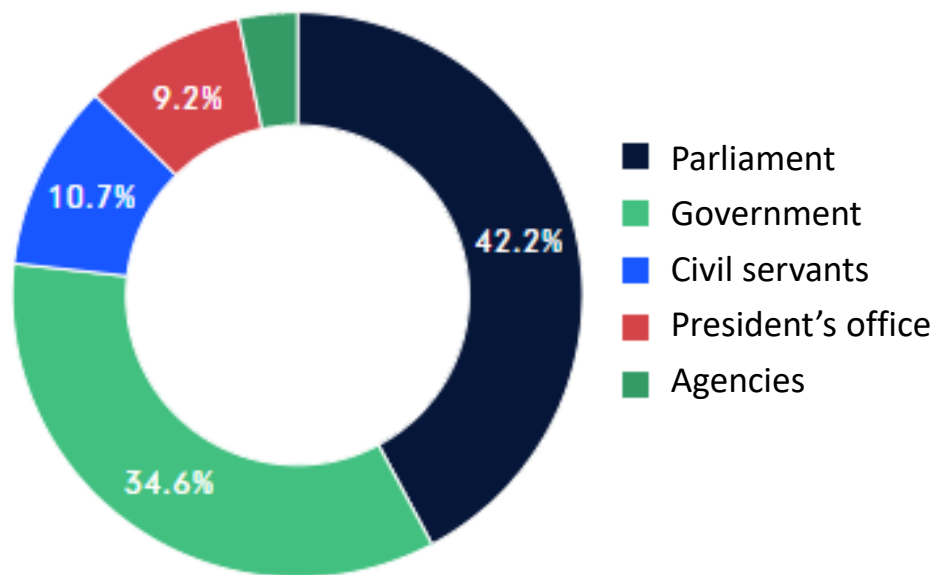




Challenges and opportunities for public affairs

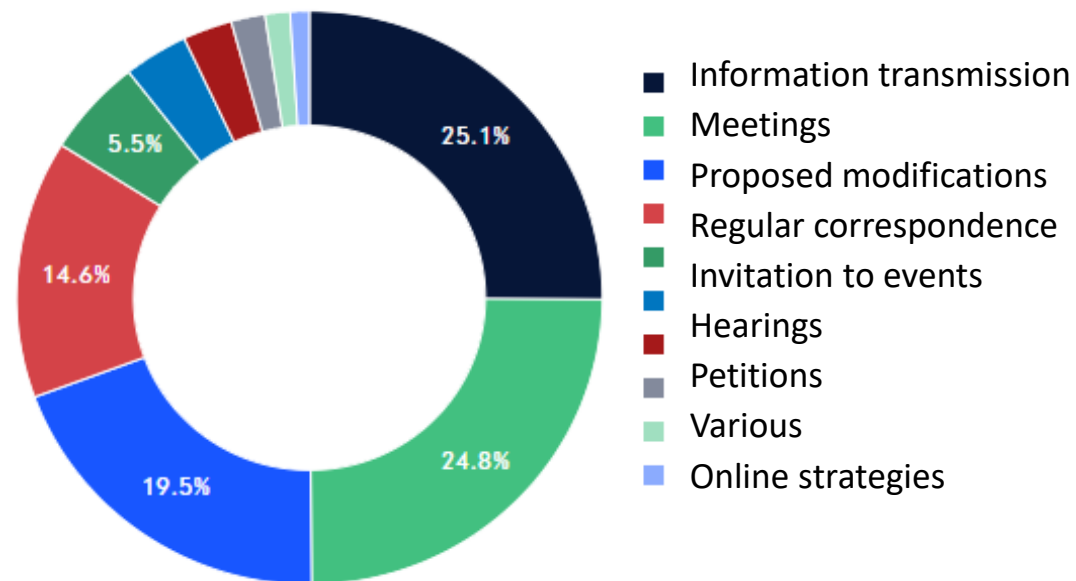
A fully legitimate activity

Decision makers targeted



HATVP data

Type of activities



But still an easy scapegoat



New dynamics in the European Union?



Building on our 30-year legitimacy

Corruption? Advocacy? Useful for democracy? A new activity? Writing the law? Delayed framework? Good and bad lobbies?



TRUE or FALSE

Only for large multinationals?
Manipulation, influence peddling?
Only for tobacco, weapons or chemical industries?

<p>M1 - LOBBYING DIAL DE... ● Needs Review</p>	<p>M2 - LOBBYING CORRU... ○ No Status</p>	<p>M3 - LOBBYING AFFAIRE... ● Needs Review</p>	<p>M7 - CARNET D'ADRESS... ● Needs Review</p>	<p>M8 - INTERETS PARTICUL... ● Needs Review</p>	<p>M9 - NOUVEAU OU ANG... ● Needs Review</p>
<p>M4 - VISION DEONTOLO... ● Needs Review</p>	<p>M5 - ENCADREMENT RE... ● Needs Review</p>	<p>M6 - LOBBYING TRAVAIL ... ● Needs Review</p>	<p>M10 - RESERVE AUX GRA... ● Needs Review</p>	<p>M11 - LOBBIES FONT LA ... ○ No Status</p>	<p>M12 - BONS ET MAUVAIS... ● Needs Review</p>