



# Public Affairs in the European Union: *Influencing Brussels & National Capitals*

February 06, 2024

# YOUR SPEAKERS

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Managing Partner

365 SHERPAS



# TODAY'S AGENDA

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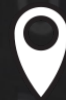
**INTRODUCTION**



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CAPITALS - BERLIN**



**QUESTIONS/DISCUSSION**

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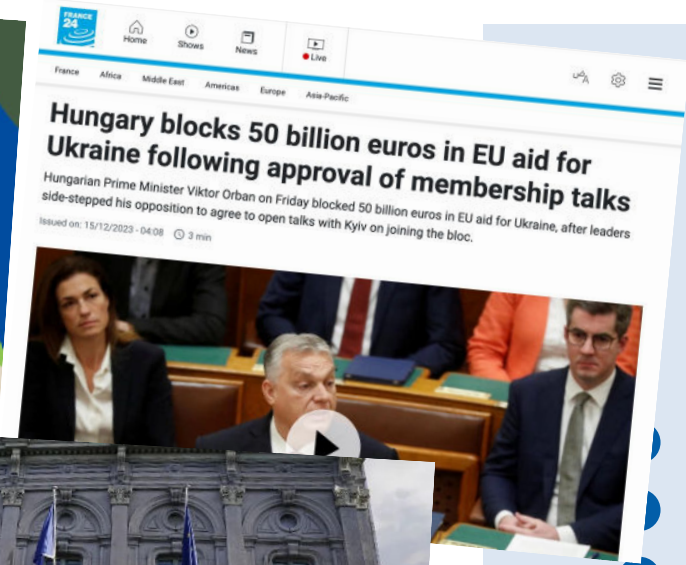
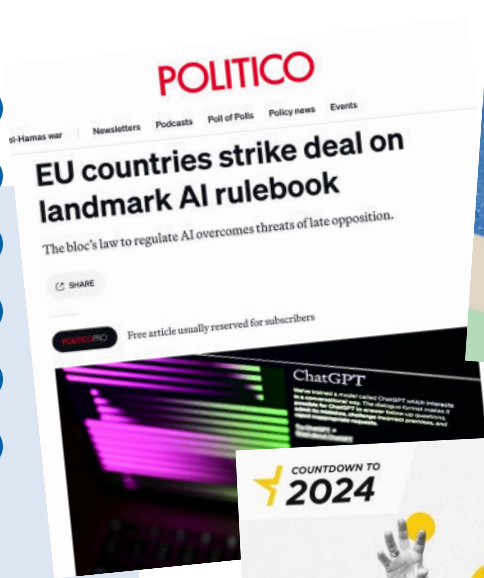


## **Brussels Study Tour**

June 20-21, 2024 (in-person in Brussels)

More info: [www.pac.org/europe](http://www.pac.org/europe)

# WHAT IS THE EUROPEAN UNION TODAY?



# EU institutions

## *The European Commission 2019-24*



*Berlaymont building, Brussels*

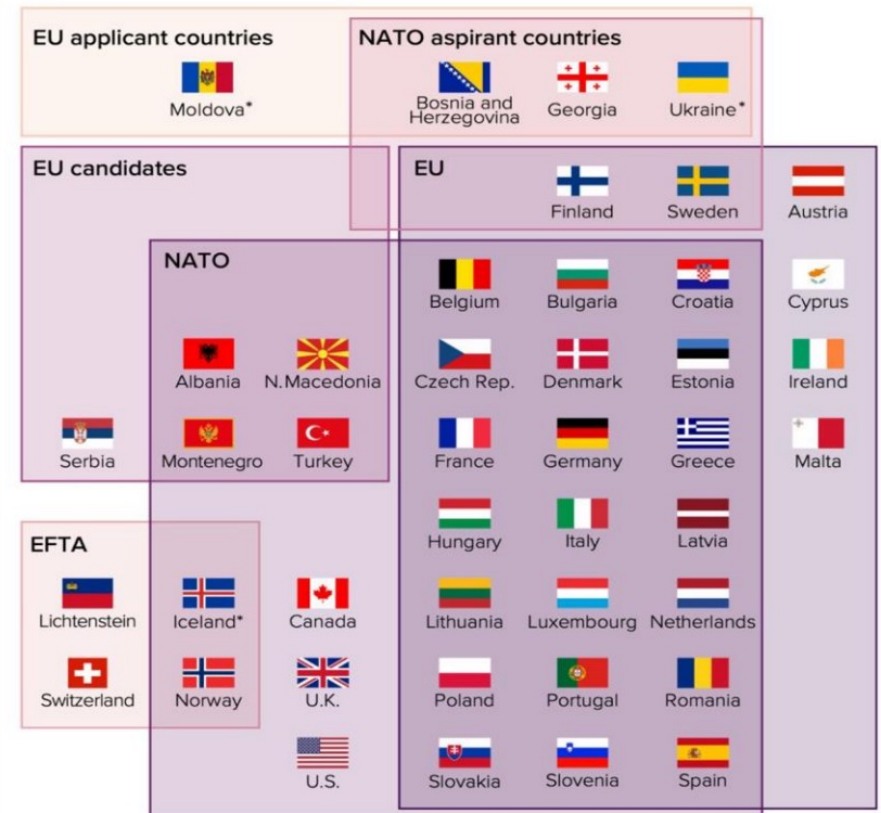


# EU institutions

## *The Council of the EU & Member-States*



*Justus Lipsius building, Brussels*



Source: Politico Europe

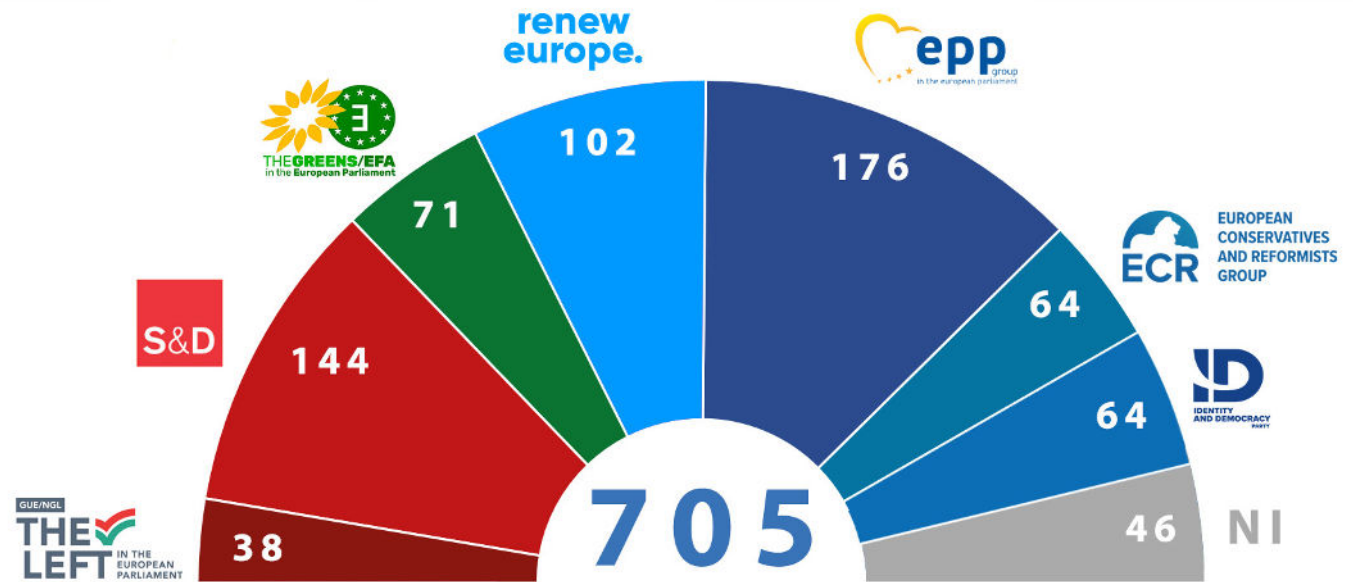


# EU institutions

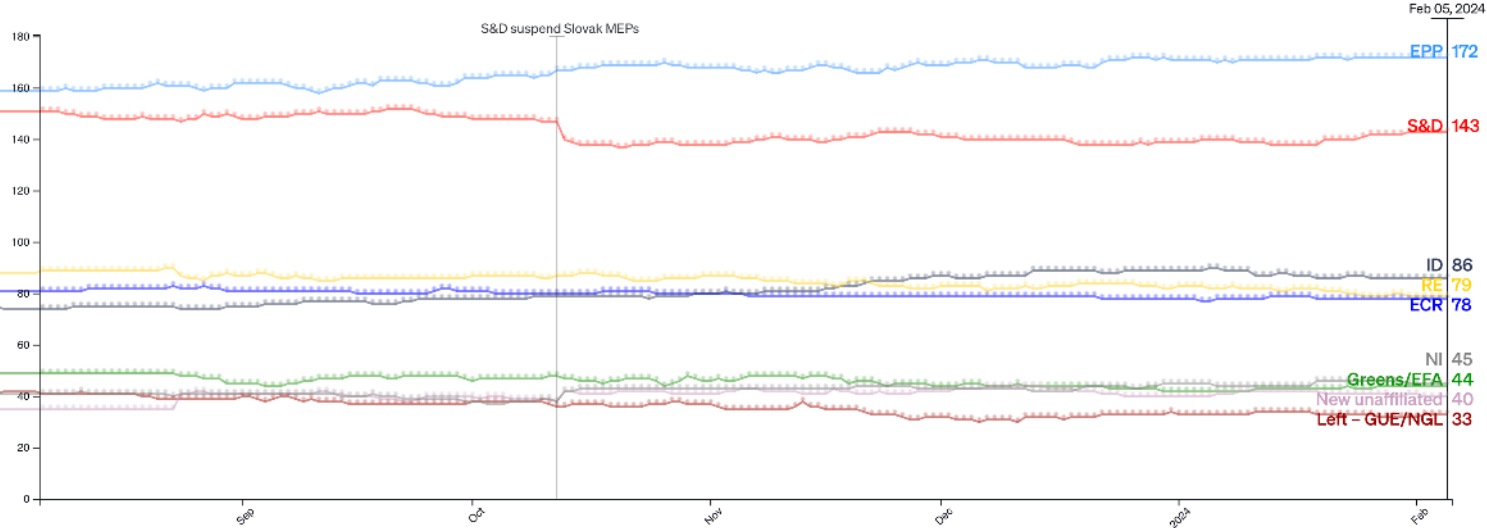
## *The European Parliament*



Bridge connecting the Altiero Spinelli and Paul-Henry Spaak buildings of the European Parliament, Brussels



# European Elections 2024 – Latest polling trends

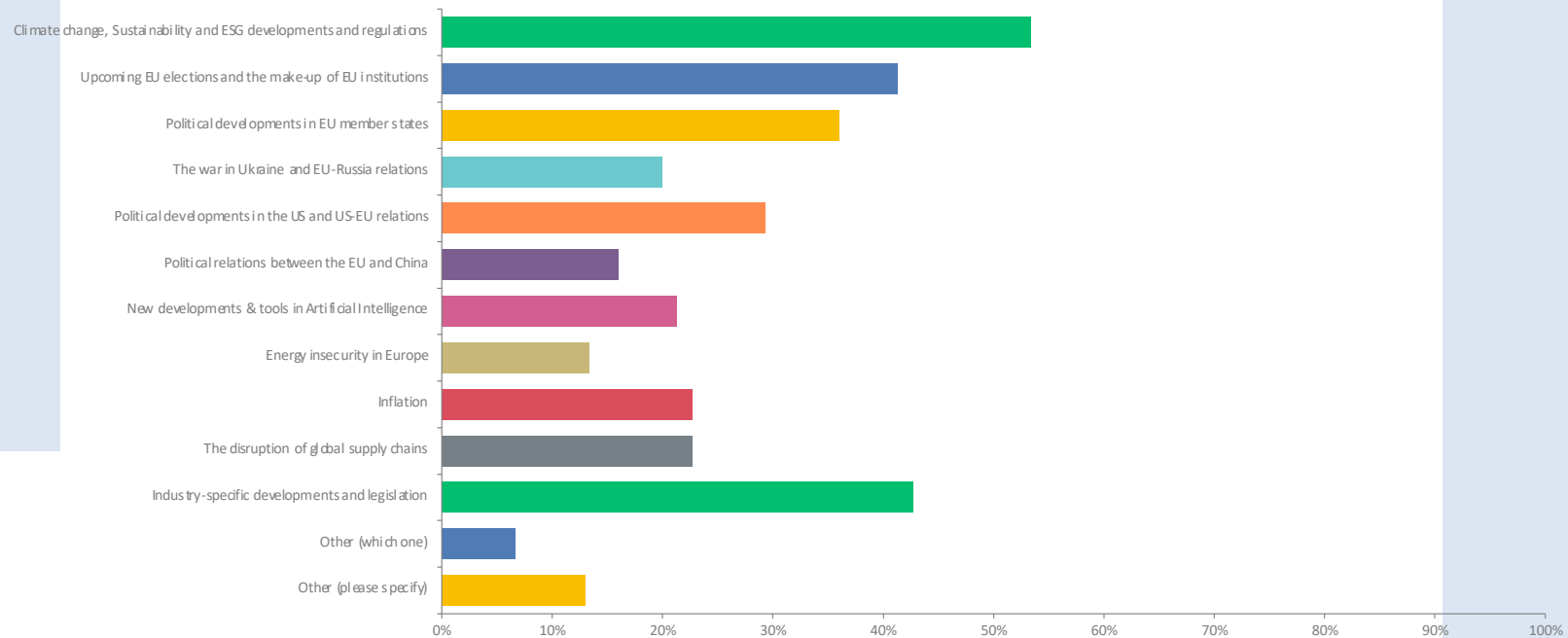


<p><b>European People's Party</b> Leadership: Manfred Weber EP affiliation: EPP</p>	<p><b>Progressive Alliance of Socialists and Democrats</b> Leadership: Iratxe Garcia EP affiliation: S&amp;D</p>	<p><b>Identity and Democracy</b> Leadership: Marco Zanni EP affiliation: ID</p>
<p><b>Renew Europe</b> Leadership: Stéphane Séjourné EP affiliation: RE</p>	<p><b>European Conservatives and Reformists</b> Leadership: Ryszard Legutko &amp; Nicola Procaccini EP affiliation: ECR</p>	<p><b>Non-inscrits</b> EP affiliation: NI</p>

Source: Politico Europe website, visited 05 Feb. 2024

# Public Affairs in Brussels – What’s keeping leaders up?

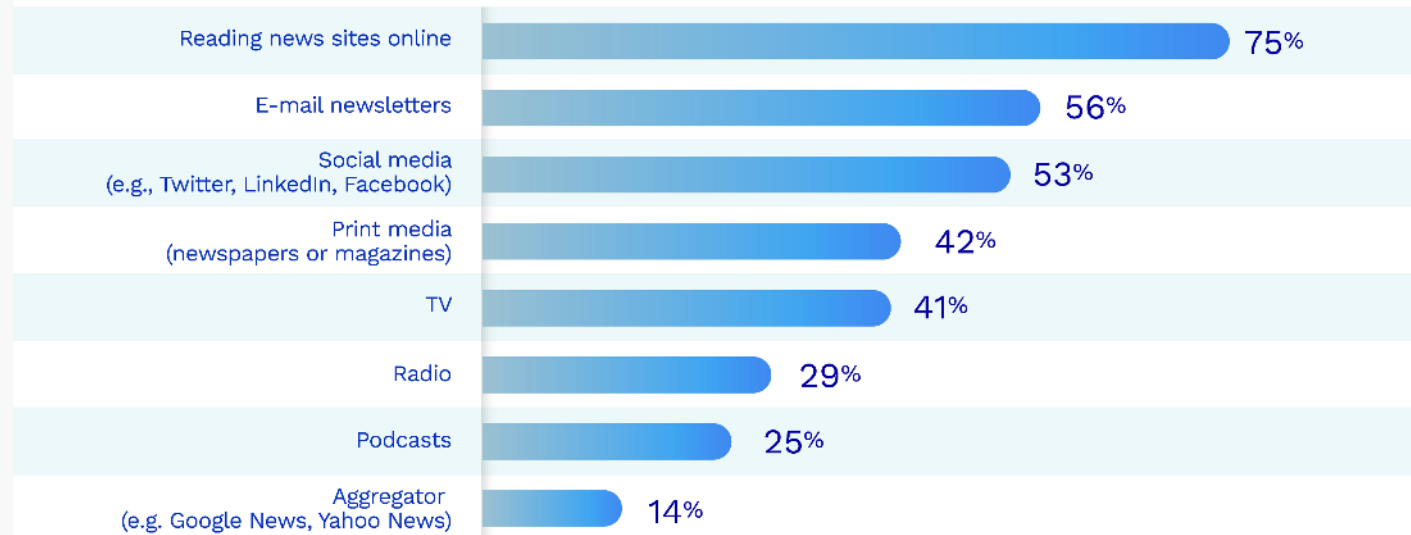
*EU Public Affairs Trends Survey 2023, by the Public Affairs Council*



*Which of these factors do you think will have the biggest operational impact in your organization in the next 12 months?*

# How do EU policy-makers access information?

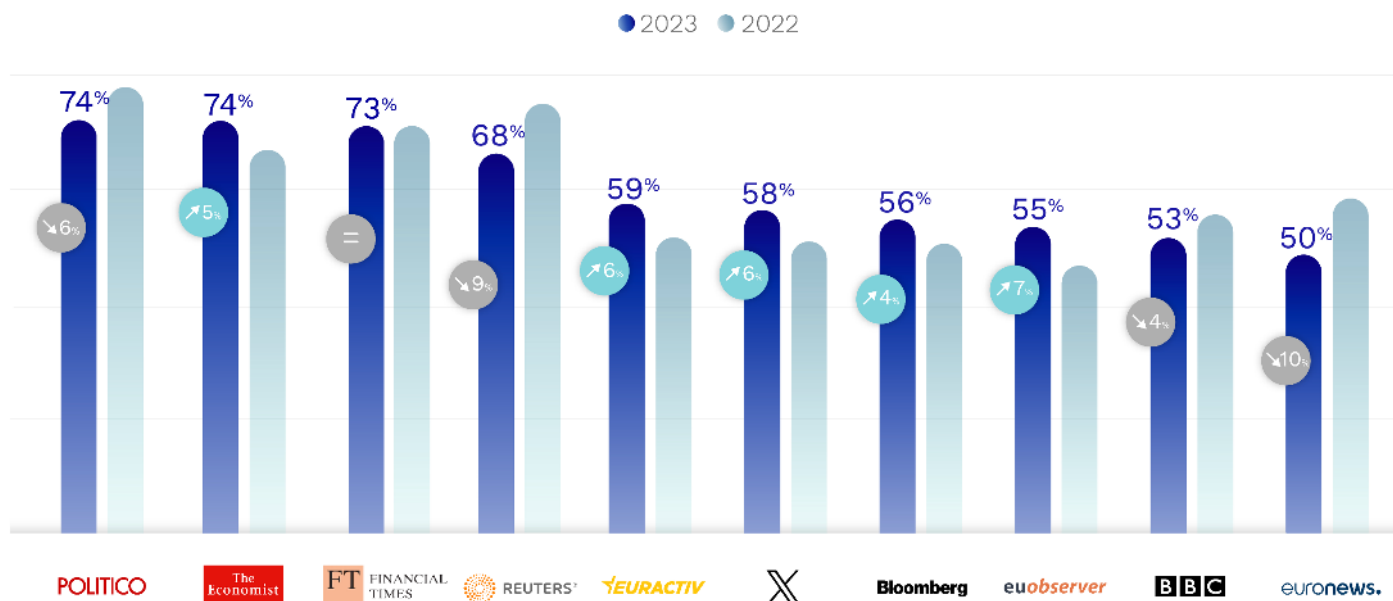
## Accessing EU news and information



Source: BCW, EU Media Poll, 2023

# Most influential news sources in Brussels

## Most influential news sources (comparison with 2022)



Source: BCW, EU Media Poll, 2023

# Key trends & issues for the EU in 2024

Internal landscape: EU is becoming increasingly complex and political

European Commission – A Geopolitical Commission

European Parliament – With growing powers, but increasingly fragmented (and polarized)

European Council & Member States - Power to the capitals

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- European Council & Member States - Power to the capitals

## External trends: Geopolitical threats and managing complexity

- The war in Ukraine and the energy crisis
- Sustainability, Climate and the Green Agenda
- Elections in the US & the transatlantic alliance
- US-China-EU relations, “the rise of the rest” & the new Middle East – The decline of EU influence?

# Good practice for effective lobbying in Brussels



Brussels ≠ Washington: Learn about process, timings, personalities & context





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Building alliance and coalitions is key for influence



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The road to Brussels often goes through national capitals



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Building alliance and coalitions is key for influence

The road to Brussels often goes through national capitals

Lobbying is all about communicating, persuading and influencing



# LET'S CONNECT!

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