

# Public Affairs in the European Union

6<sup>th</sup> February 2024



# We shape decisions to achieve progress in a world of uncertainty

50 consultants based in Berlin and Brussels.



As part of the WPP network, 365 Sherpas is connected throughout Europe.

## Our tools



Corporate communication



Crisis & Special situations



Representation of interests



Change communication



Development of organisation



Campaign consulting

## Customers from various sectors



Energy



Public Sector



Health



Mobility



Finances



Digital / ICT



Consumer goods



Trade



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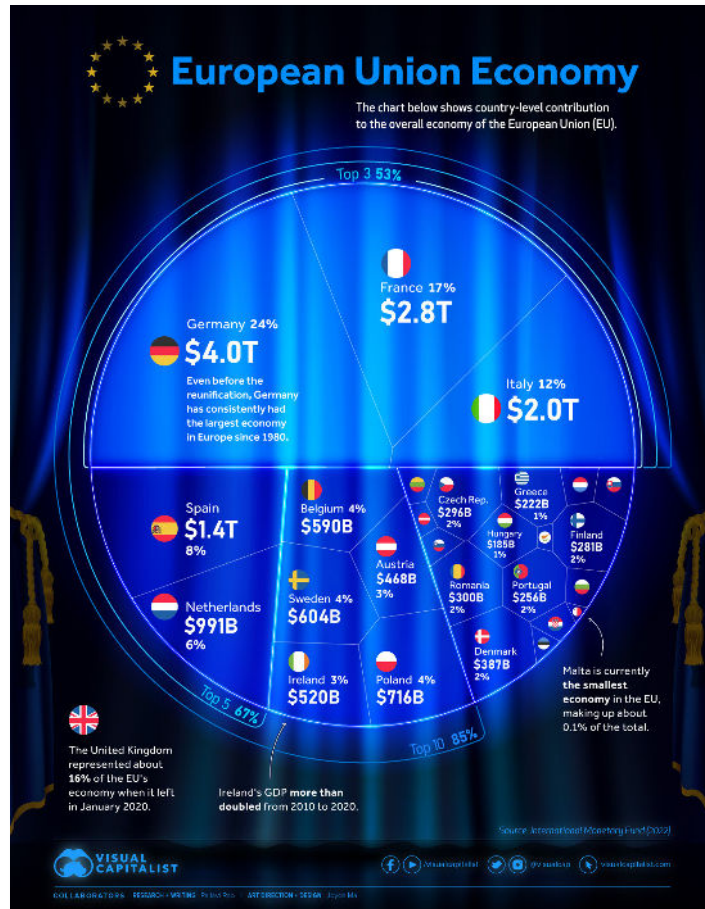
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## Public Affairs in the European Union

**Political challenges and tips how to address them.**

# European Union – economic soft power on the other side of the Atlantic.



Source: World Economic Forum

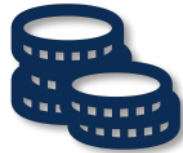
Put together, the GDPs of **Germany** (\$4 trillion) (nearly 30%), **France** (\$2.7 trillion) and **Italy** (\$1.9 trillion) make up more than half of the EU's entire economic output.

These three countries are also the most populous in the EU, and together with **Spain** and **Poland**, account for 66% of the total population of the EU.

## EU regulation is driven by multiple factors.



447 million  
citizens



14 522.3 bn  
€ GDP



23 million  
businesses



...employing  
nearly 128  
mio persons



965 bn €  
intra-EU  
exports in  
services



3 428 bn €  
intra-EU  
exports in  
goods



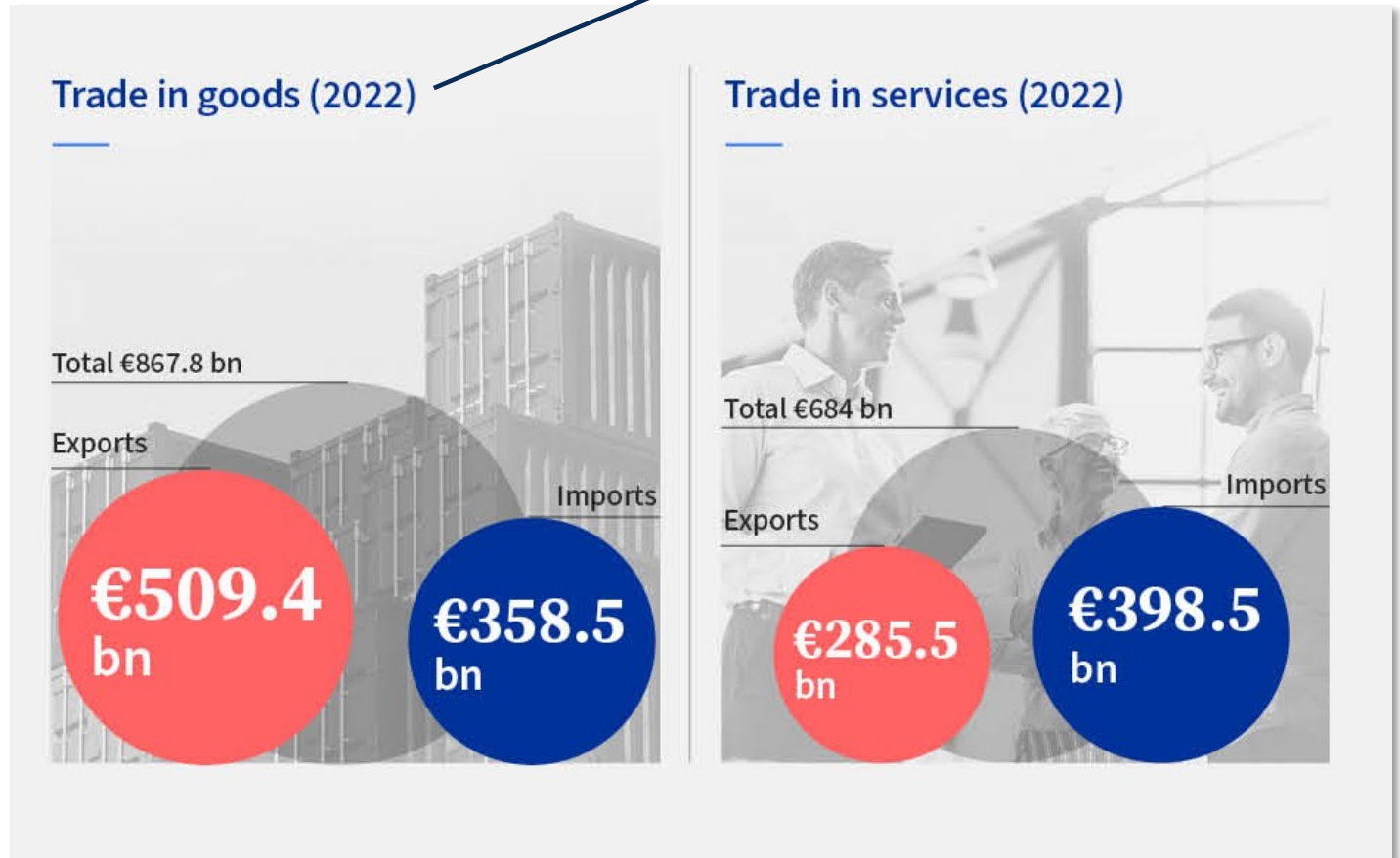
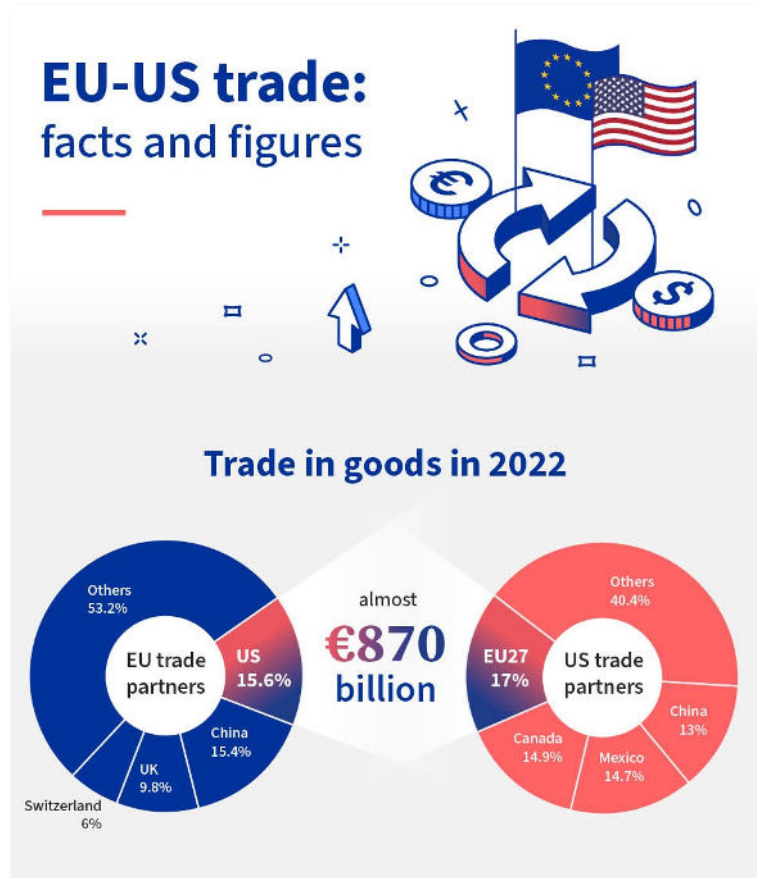
8 163 bn €  
intra-EU  
investments

Source: European Commission

- ✓ **Harmonisation of standards** and laws to ensure a common market and allow companies to scale up to become European and global champions (Brussels effect)
- ✓ Green Deal: decarbonisation and **sustainability objectives** – first climate neutral continent by 2050
- ✓ **Digitalisation** and its effects (data protection, AI, platforms)

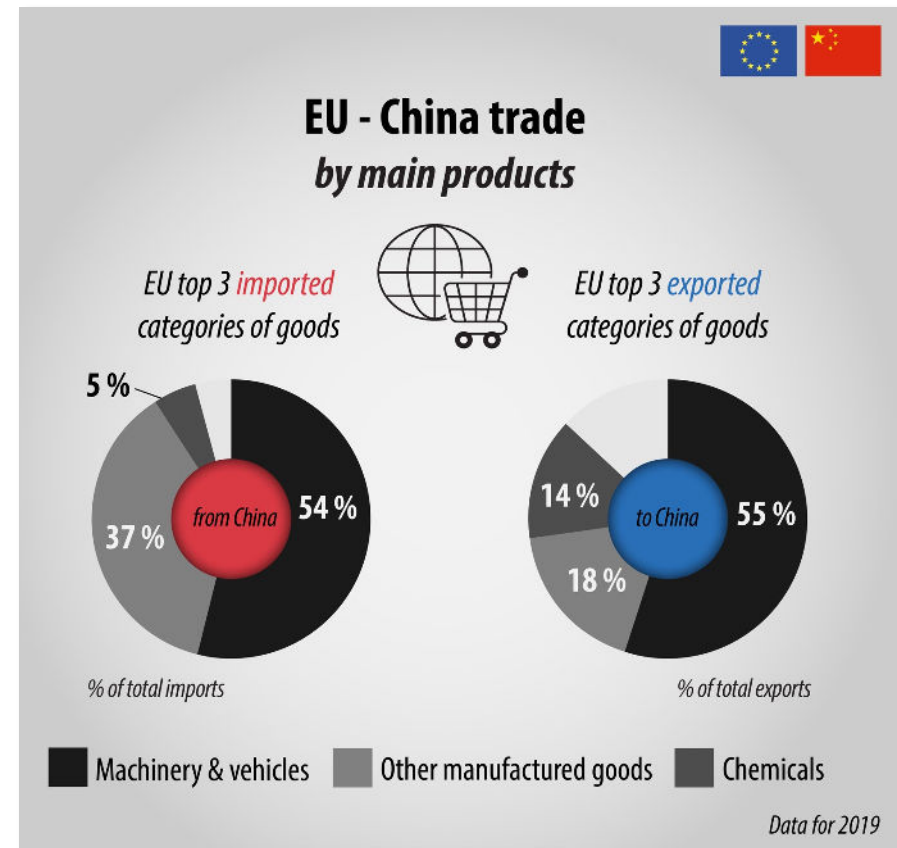
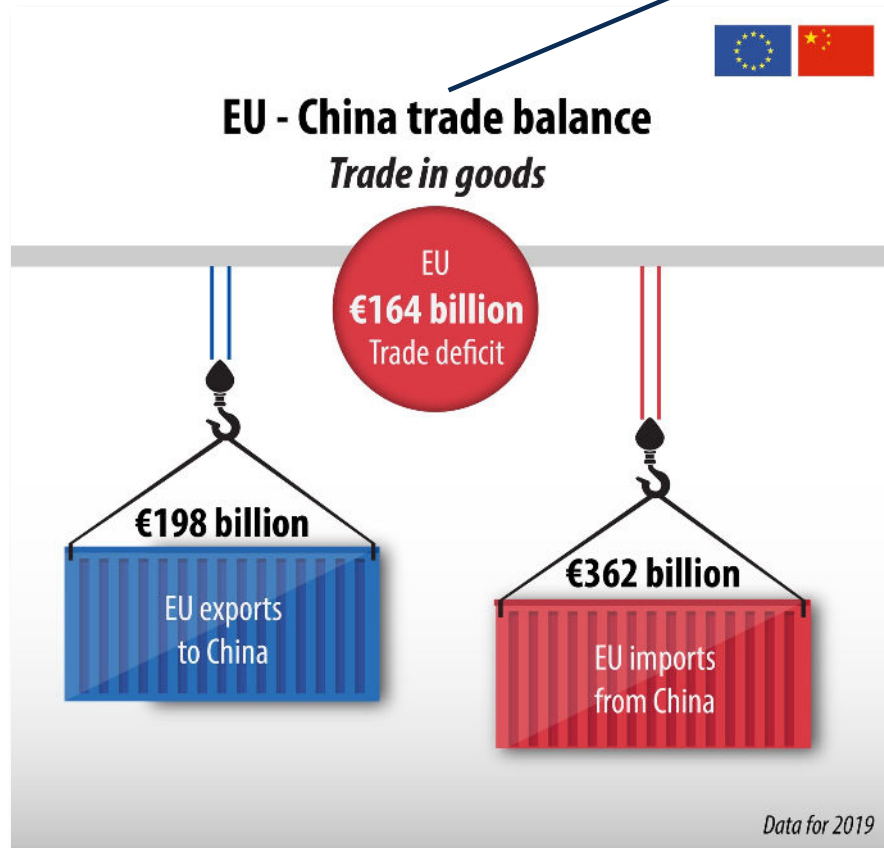
# Political challenges I: Preserve good EU – US economic relations.

German share trade in goods: 220 billion (25%)



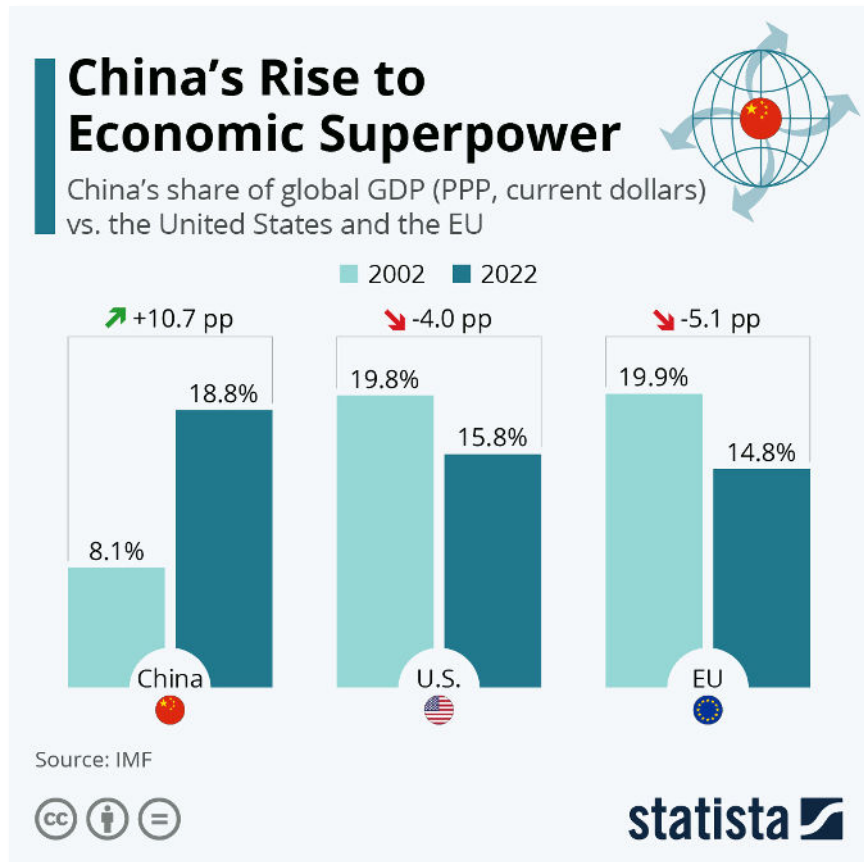
# Political challenges II: Strategic and systemic rival China.

German share trade in goods: 200 billion (35%)

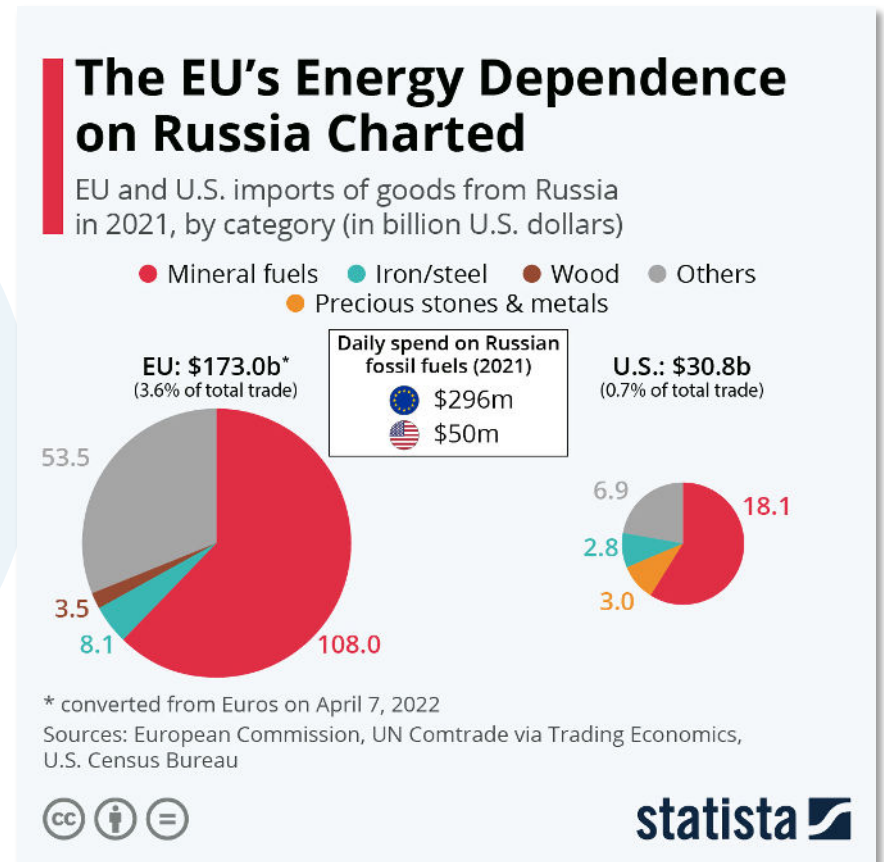




# Political challenges III: Polycrisis push Europe into transformation!

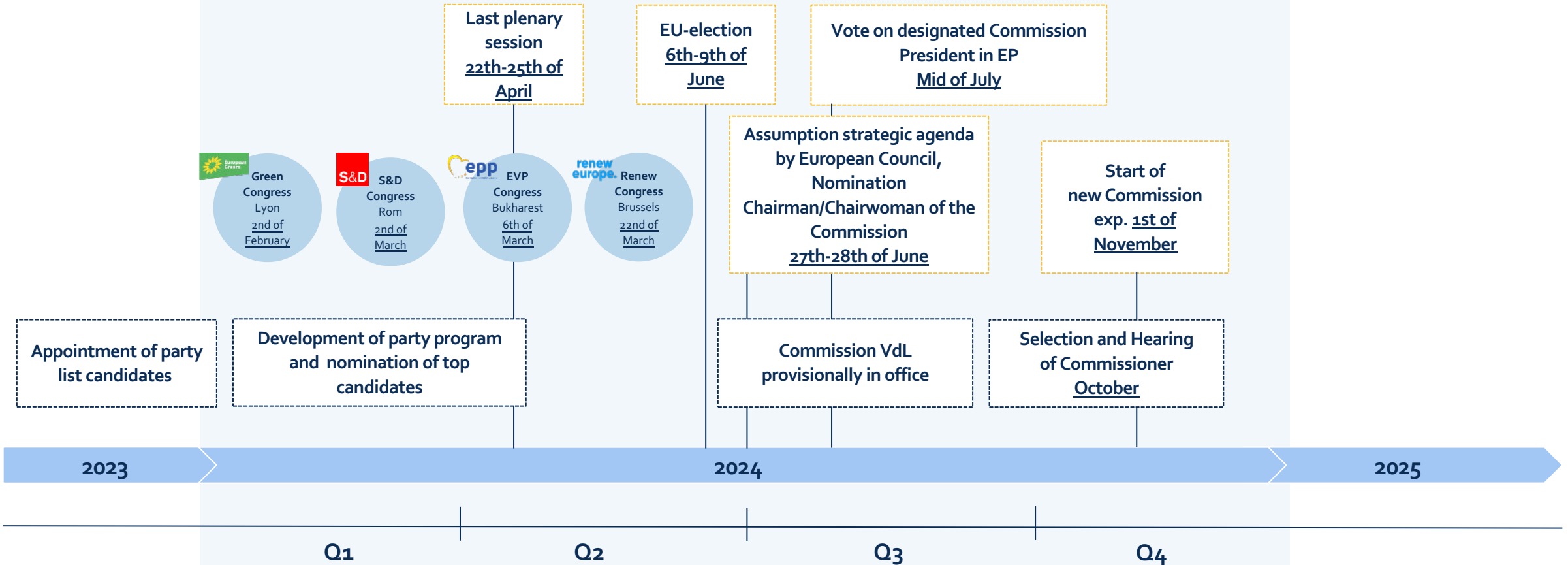


## The European Green Deal Climate-neutral by 2050



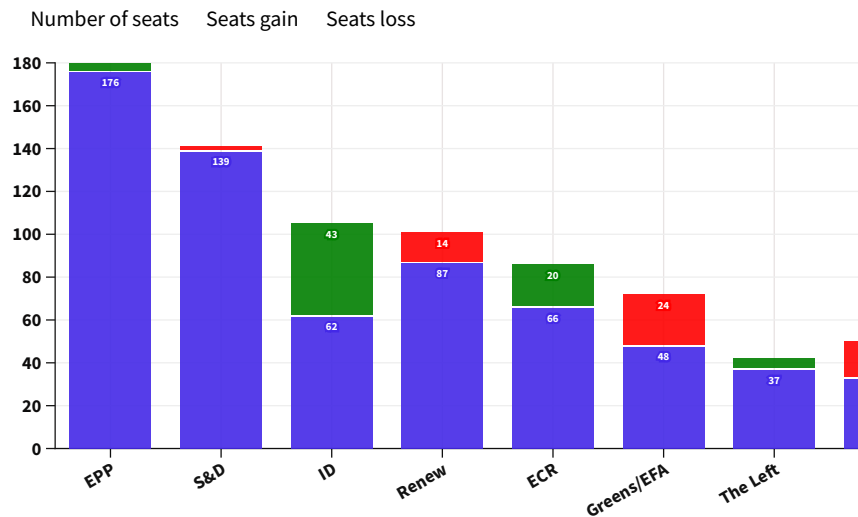


# European elections June 24 – decisive for economic & regulatory path ahead!



# Shifting majorities across the EU will impact decision making.

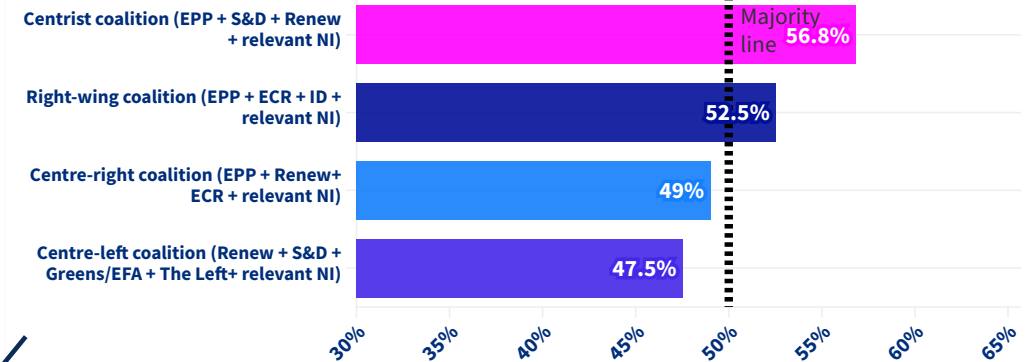
Projection of changes of power among political groups after EP 2024 elections  
Including potential recruitment of new parties



Note: Data elaborated in January 2024.



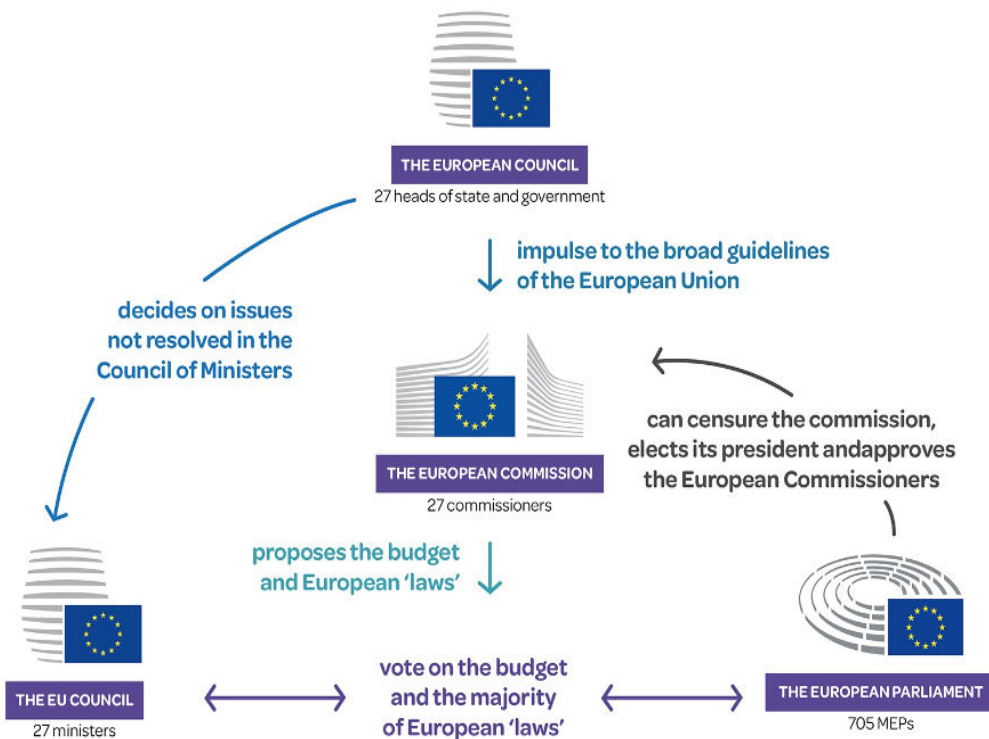
Projected seats by coalitions after the European Parliament elections in 2024



Note: Data elaborated in January 2024.

Germany has the highest number of delegates in the major European parties (Conservatives and Socialists).

# Germany is key in EU decision making. Here is why.



Germany is the **biggest member state** and has consequently the biggest influence in Council and European Parliament.

The German economy is integrated in **global supply chains**.

The country is at country at the forefront of

- the green transition of industrial production, mobility, energy, chemicals;
- digitalisation of business models and
- geopolitical tensions.

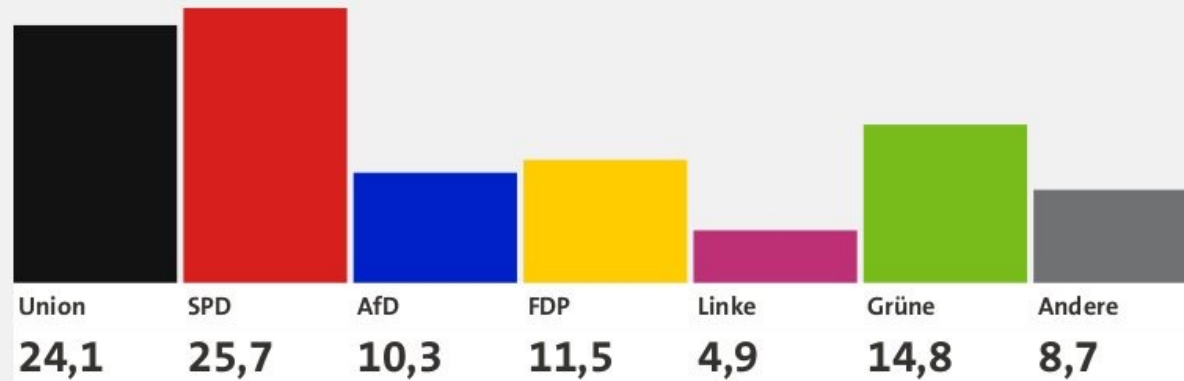
## Germany – between continuity and historical turning point



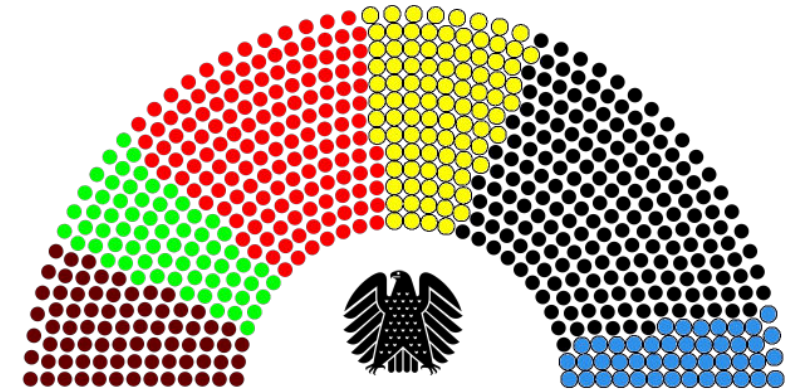


# New German majorities drive the green transition

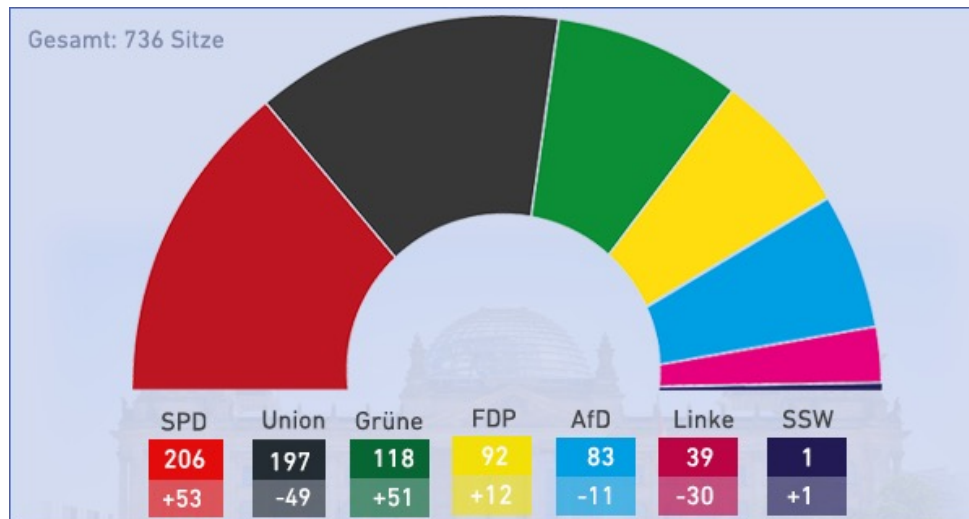
## Ergebnis



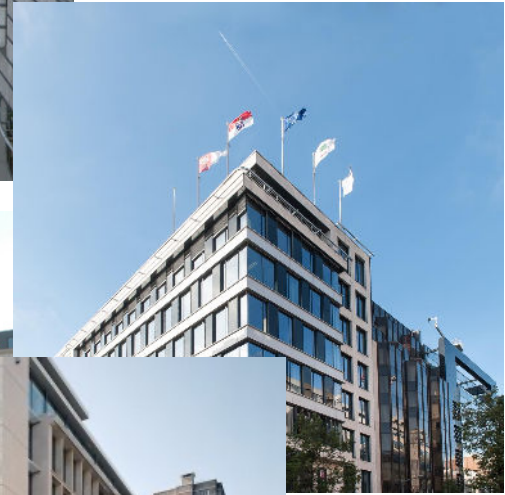
Der Bundeswahlleiter, in %



- ▲ 736 MPs
- ▲ 281 newly elected
- ▲ 192 under 40 Jahre



# Massive representations of German political influence in Brussels





# Massive representations of German business influence in Brussels



Erstunterzeichnende Organisationen:



Handelsblatt

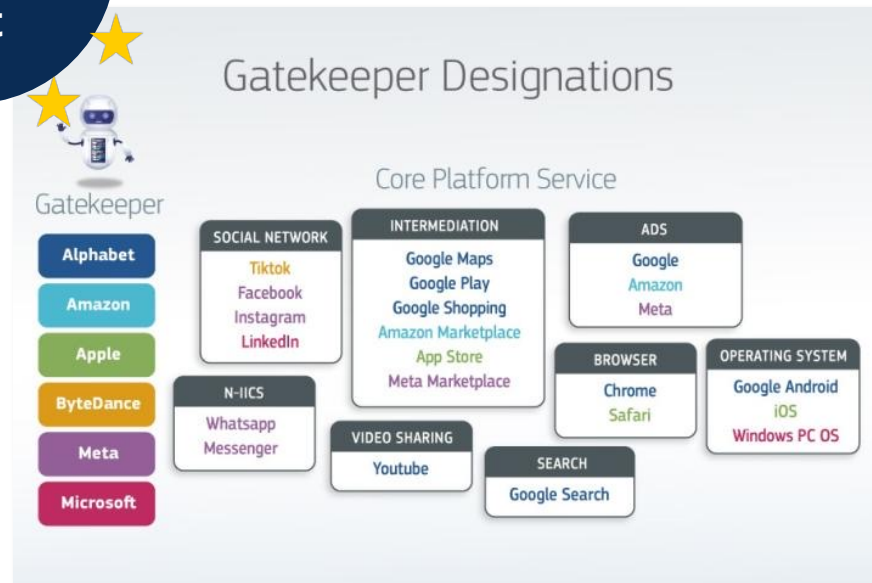


POLITICO

## Franco-German friendship – a driving force of European regulation!



# Cases: EU regulation – driven by Berlin and Paris – impacts business globally



# Suggestion I: Get in touch with your relevant law - and policy makers.

## Top political level



27 Commissioners and their cabinet members

Top administrative level:

Director-General and Directors

Policy Expert level: Head of Unit and Policy Officers

National ministers or heads of governments

Top administrative level:

Permanent Representatives of 27 member states (Coreper I & II)

Experts in working parties

Chairman of political groups  
EPP / S&D / Renew / ECR / Greens

Coordinators of groups in committees (e.g. ENVI / ITRE / IMCO)

Rapporteurs in charge of negotiations of a special law



## Civil society



National capitals

Berlin & Paris

## Suggestion 2: What is generally good to know.

- ✓ Transformation narrative – be part of the solution!
- ✓ Tonality – be friendly, diplomatic, open minded to arguments, listen and understand!
- ✓ Partnership – find like minded business (possible down- or upstream the supply chain or even competitors) and civil society actors!
- ✓ National implementation is key – EU rules have to be transposed into national law, as there are often 'opening clauses' in the laws the national interpretation is key and should be accompanied in the most important market(s).
- ✓ Shape law- and policymaker opinions – Balance out influence of activist civil society movements.

## Importance of PA in times of transformation!

- ✓ PA will more than ever be the **bridge** between the **political arena** on the one hand and **economic realities** on the other.
- ✓ PA underpins **good decision making** with a long-term perspective on climate, sustainability, prosperity and competitiveness.
- ✓ After climate/ sustainability ambitions are decided, PA must help to **moderate** the **results-oriented dialogue** between law- and **policymakers** and business **practitioners**.



Thank you!



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