



Public Affairs In a Changing European Union

February 23, 2023

YOUR SPEAKERS



JOÃO SOUSA

Managing Director

European office & Global practice

PUBLIC AFFAIRS COUNCIL



LARA CONTRERAS

Public Affairs Manager, ESG Specialist

LLORENTE Y CUENCA (Madrid)



TODAY'S AGENDA



INTRODUCTION



PUBLIC AFFAIRS IN A CHANGING EU



CASE STUDY - PUBLIC AFFAIRS IN
SPAIN



QUESTIONS/DISCUSSION

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PUBLIC AFFAIRS COUNCIL PROFILE



EUROPEAN MEMBERSHIP ORIENTATION

1954
founded

12 000
individuals

**WASHINGTON
BRUSSELS**
office locations

23

700
total members

**NONPARTISAN
NONPOLITICAL**
politics

total
staff

≈ 140
events/year



Interested in
learning more?



Brussels Study Tour

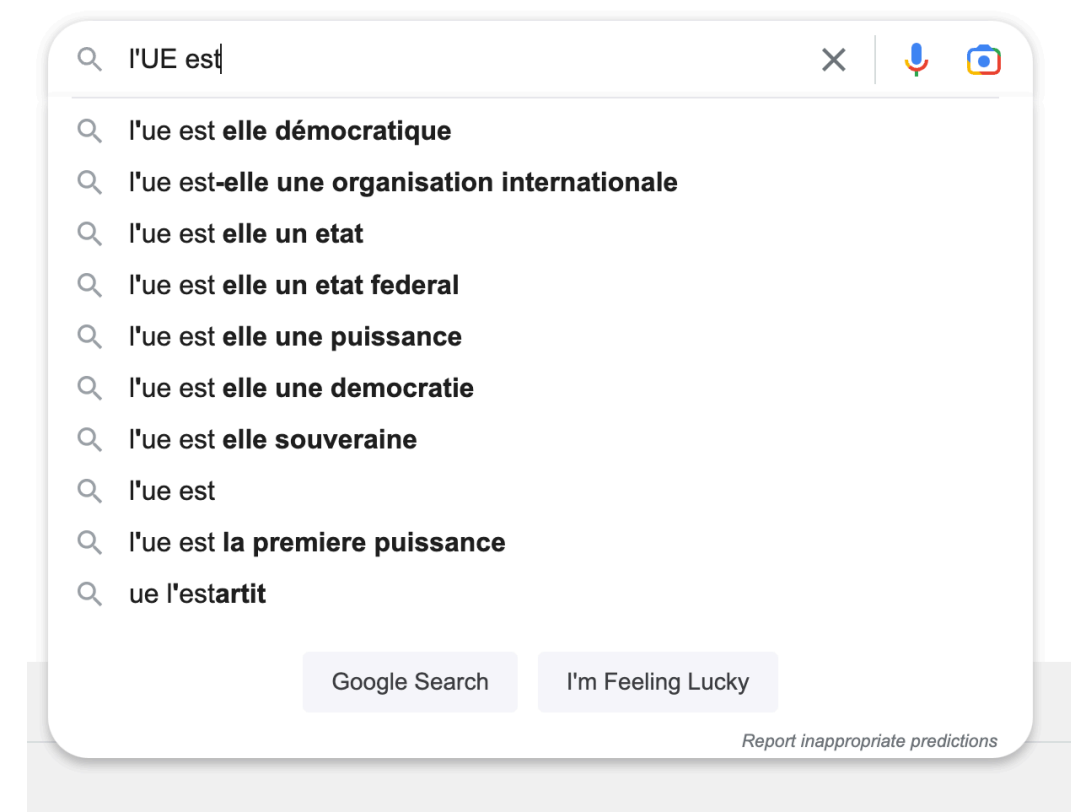
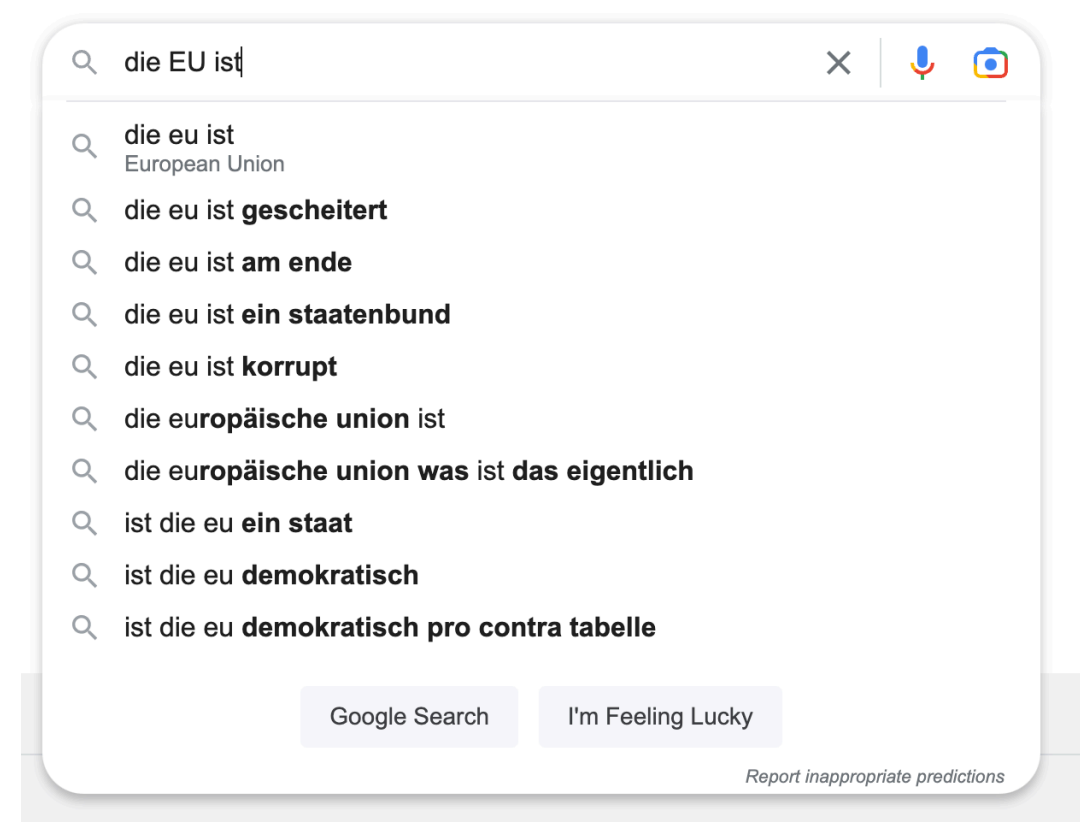
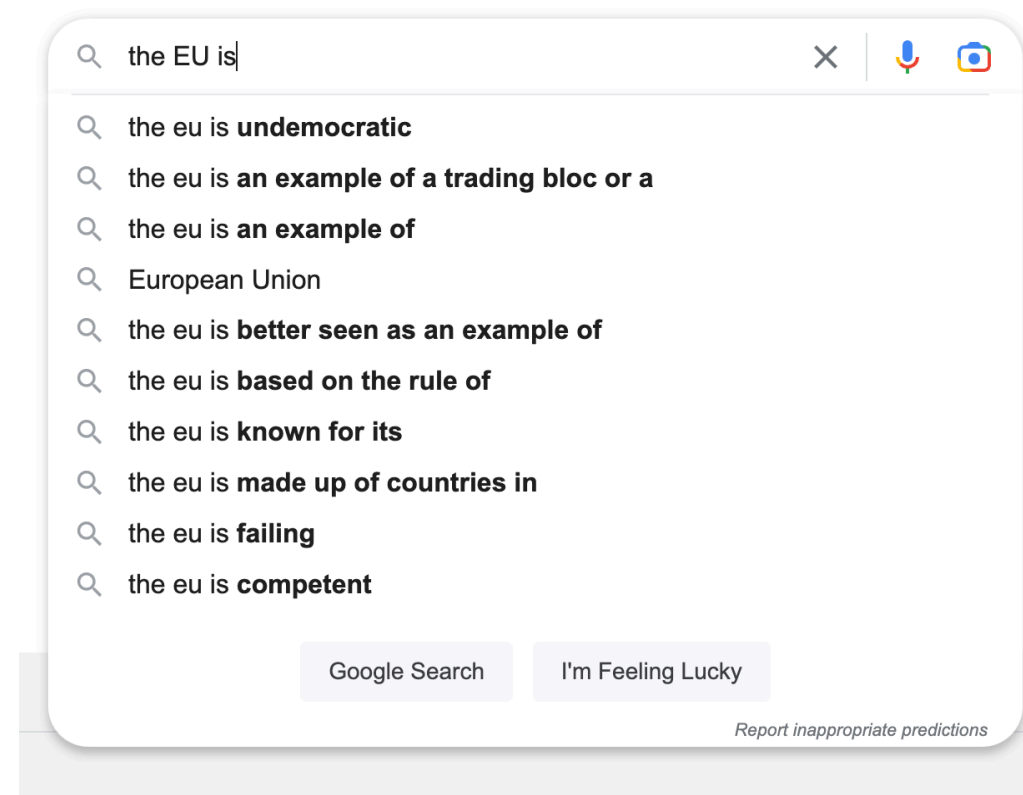
June 22-23, 2023 (in-person in Brussels)

More info: www.pac.org/europe

What is the European Union?



What is the EU?



The EU Institutions

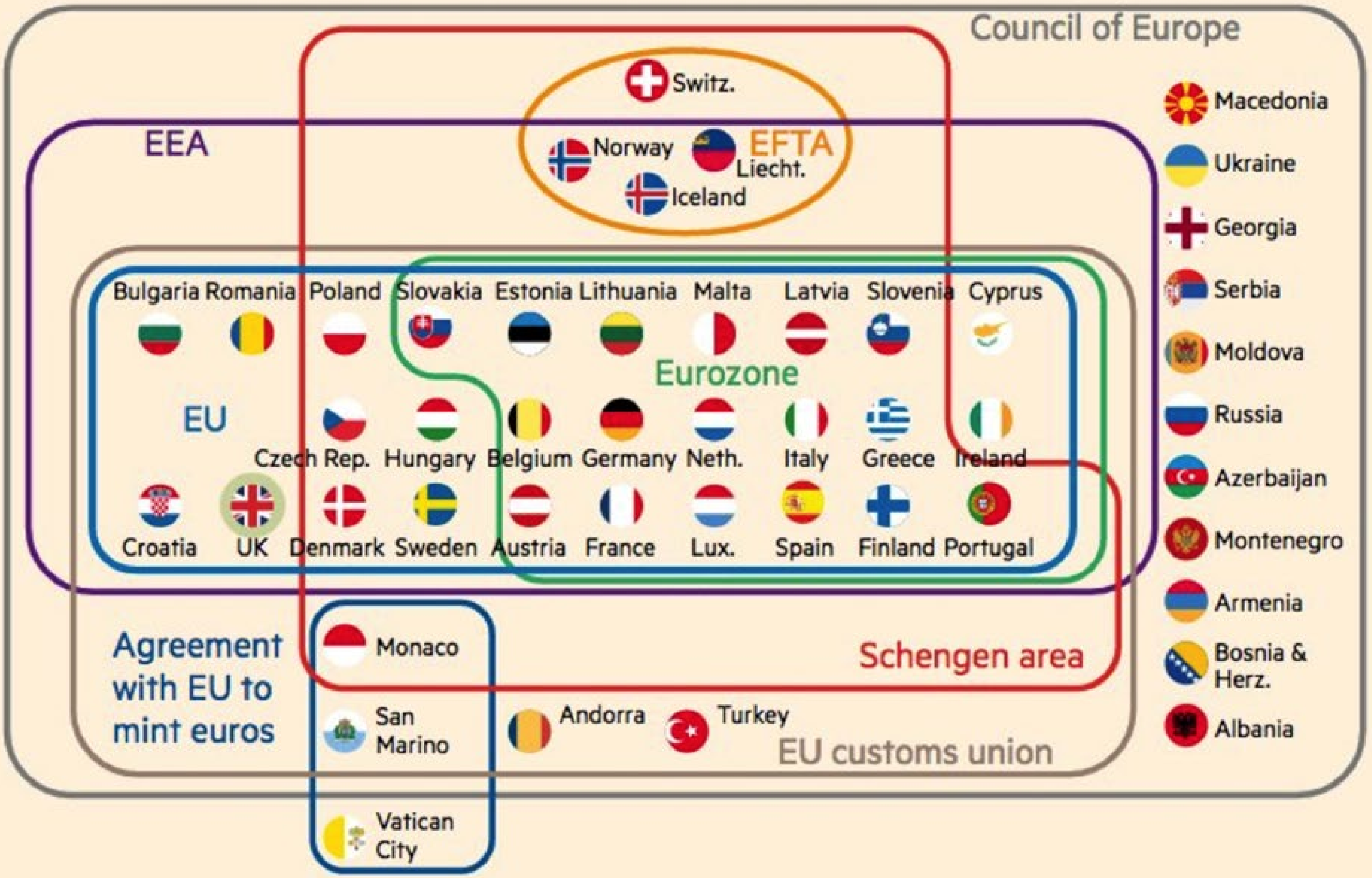


The European Commission 2019-2024

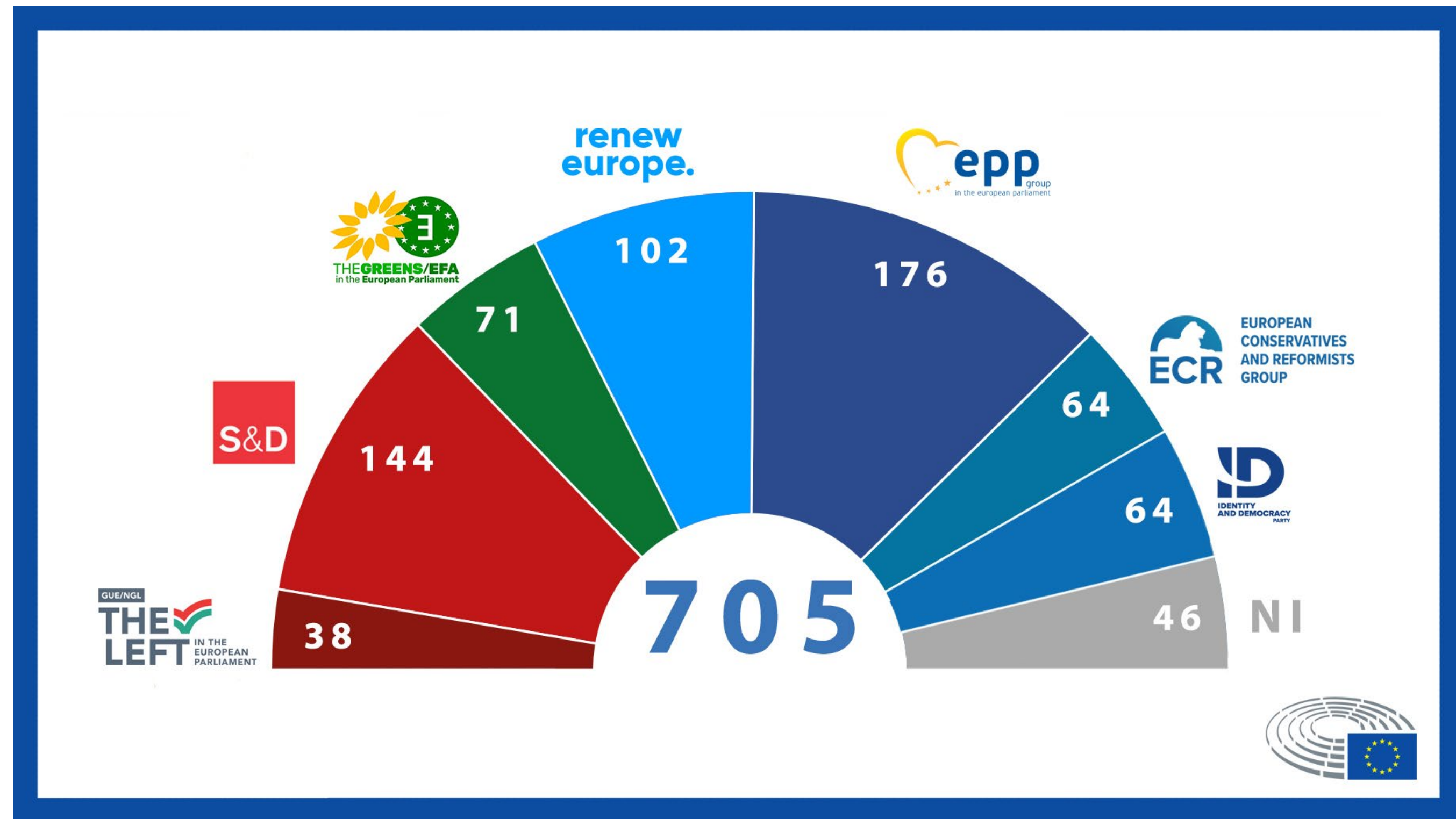
The European Commission



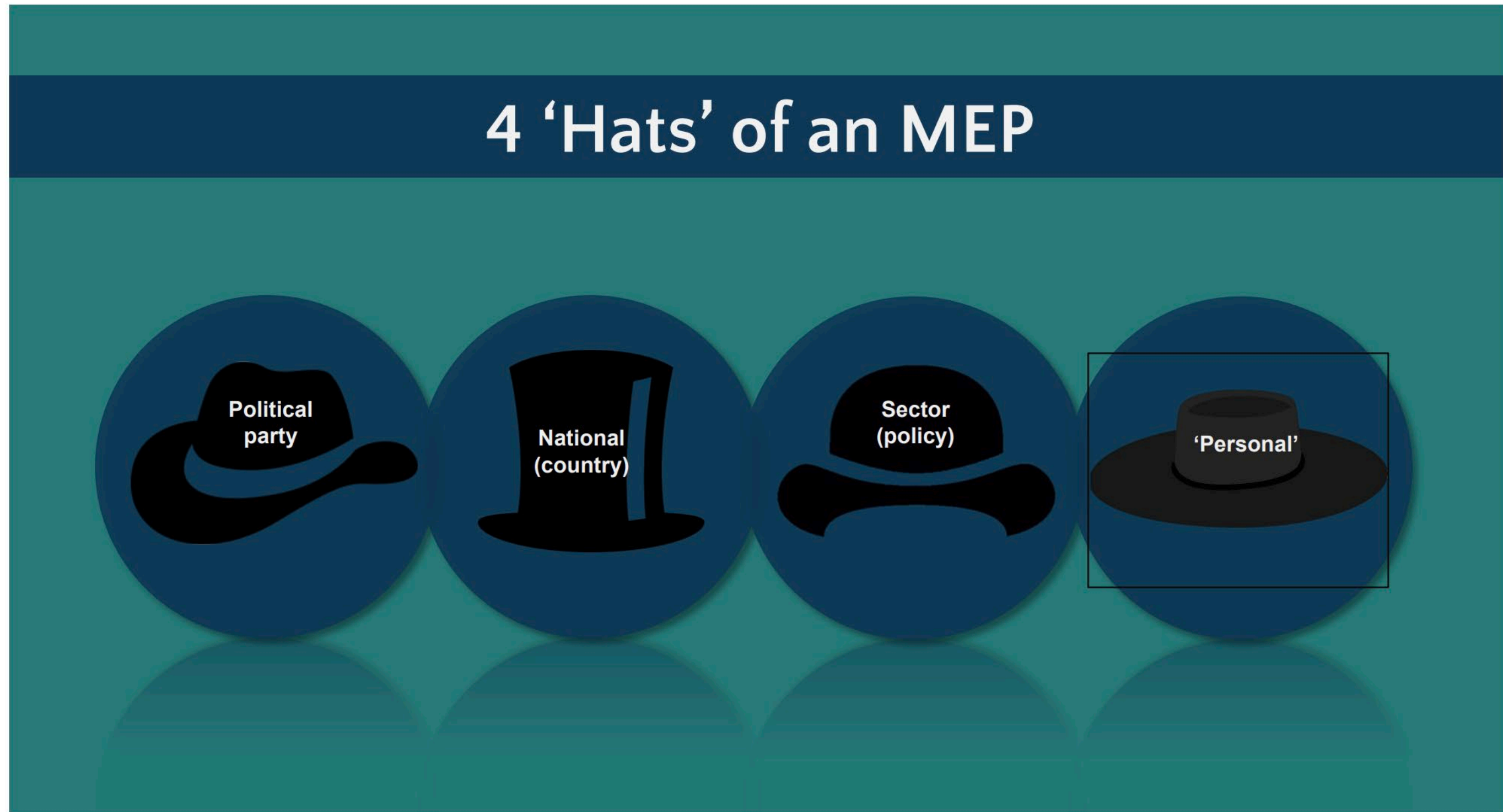
Member States



The European Parliament



The 4 “hats” of an MEP



Key trends & issues for the EU in 2023

Internal landscape: EU is becoming increasingly complex and political

European Commission – “A Geopolitical Commission”

European Parliament – Flexing its muscles (and raising its voice)

European Council & Member States - Power to the capitals

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External trends: Fragmentation of issues and managing complexity

The war in Ukraine and the energy crisis

Sustainability, Climate and the Green Agenda

Europe’s evolving role in a multi-polar global landscape

Tips and good practices for lobbyists

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



Tips and good practices for lobbyists



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

Alliances and coalition building are critical to generate influence



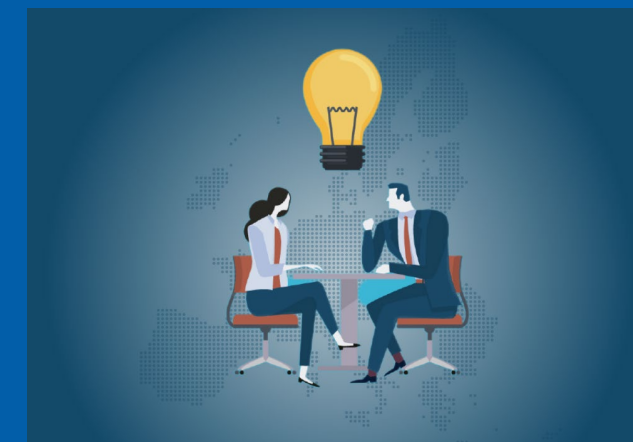
Tips and good practices for lobbyists

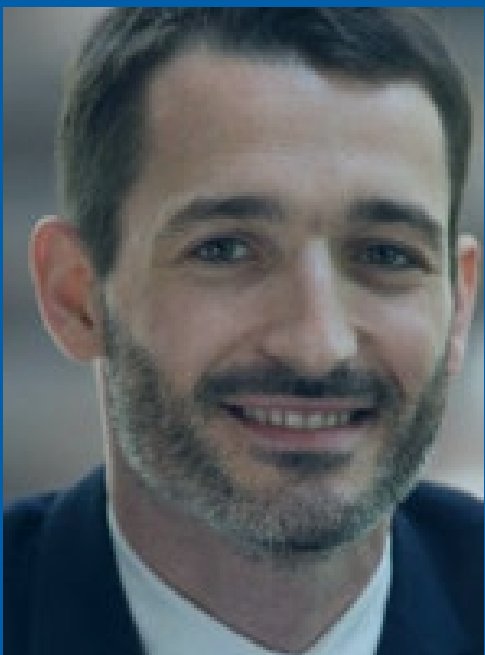
- Brussels ≠ Washington: Learn about process, timings, personalities & context
- Alliances and coalition building are critical to generate influence
- The road to Brussels goes through other EU capitals



Tips and good practices for lobbyists

- Brussels ≠ Washington: Learn about process, timings, personalities & context
- Alliances and coalition building are critical to generate influence
- The road to Brussels goes through other EU capitals
- Lobbying is all about communication





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✉ jsousa@pac.org

@joppsousa



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