



# Public Affairs in the European Union

## *Strategies and Tactics for Effective Advocacy*

October 15, 2024



## SESSION AGENDA

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- 📍 The European Union at the end of 2024
- 📍 Key trends and issues for the EU at the dawn of 2025
- 📍 The EU public affairs landscape
- 📍 Mapping and engaging with your new EU stakeholders
- 📍 Effective approaches in an EU context
- 📍 In sum: Good practices for effective lobbying in Brussels
- 📍 Adjourn

# *The European Union at the end of 2024*

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# The EU is part of a risky and uncertain world





# How do Europeans feel about the world?

Which of the following areas should the EU address as a priority?



What are the main challenges the EU is facing?



Source: Eurobarometer, July 2024

# How do Europeans feel about Brussels?

## What made citizens vote

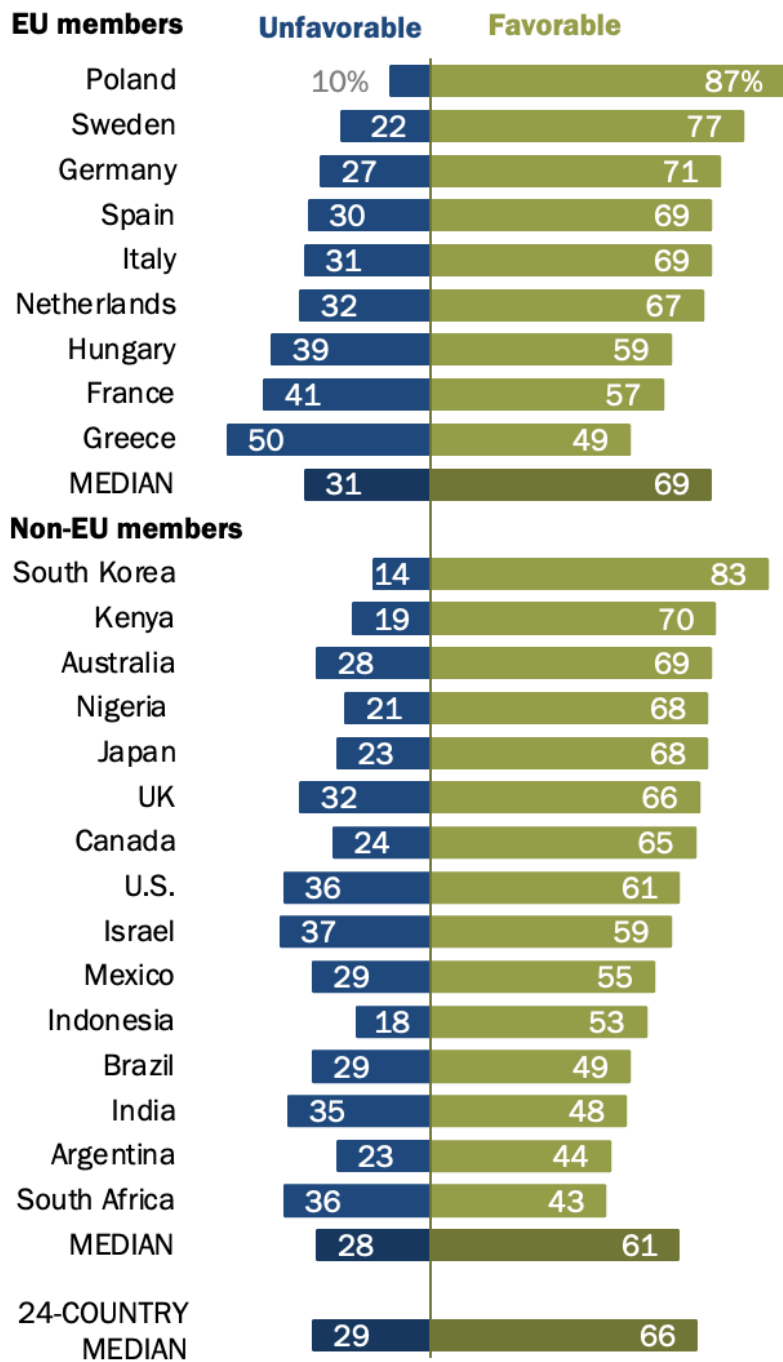
Top 7 most mentioned topics that encouraged them to vote



Source: Eurobarometer, July 2024

## Most people – especially those in EU member states – see the EU positively

% who have a(n) \_\_\_ opinion of the European Union



Note: Those who did not answer are not shown.  
Source: Spring 2023 Global Attitudes Survey. Q3c.

PEW RESEARCH CENTER

Source: Pew Research, Oct 2023



# Key trends & issues for the EU at the dawn of 2025

## Internal landscape: EU is becoming increasingly complex and political

- European Commission – A geopolitical Commission with a focus on global competitiveness
- European Parliament – With growing powers, but increasingly fragmented (and polarized)
- European Council & Member States - Power to the capitals
- EU & national elections – the rise of the Eurosceptics and extremes



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## External trends: Geopolitical threats and managing complexity

- The war in Ukraine
- 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?



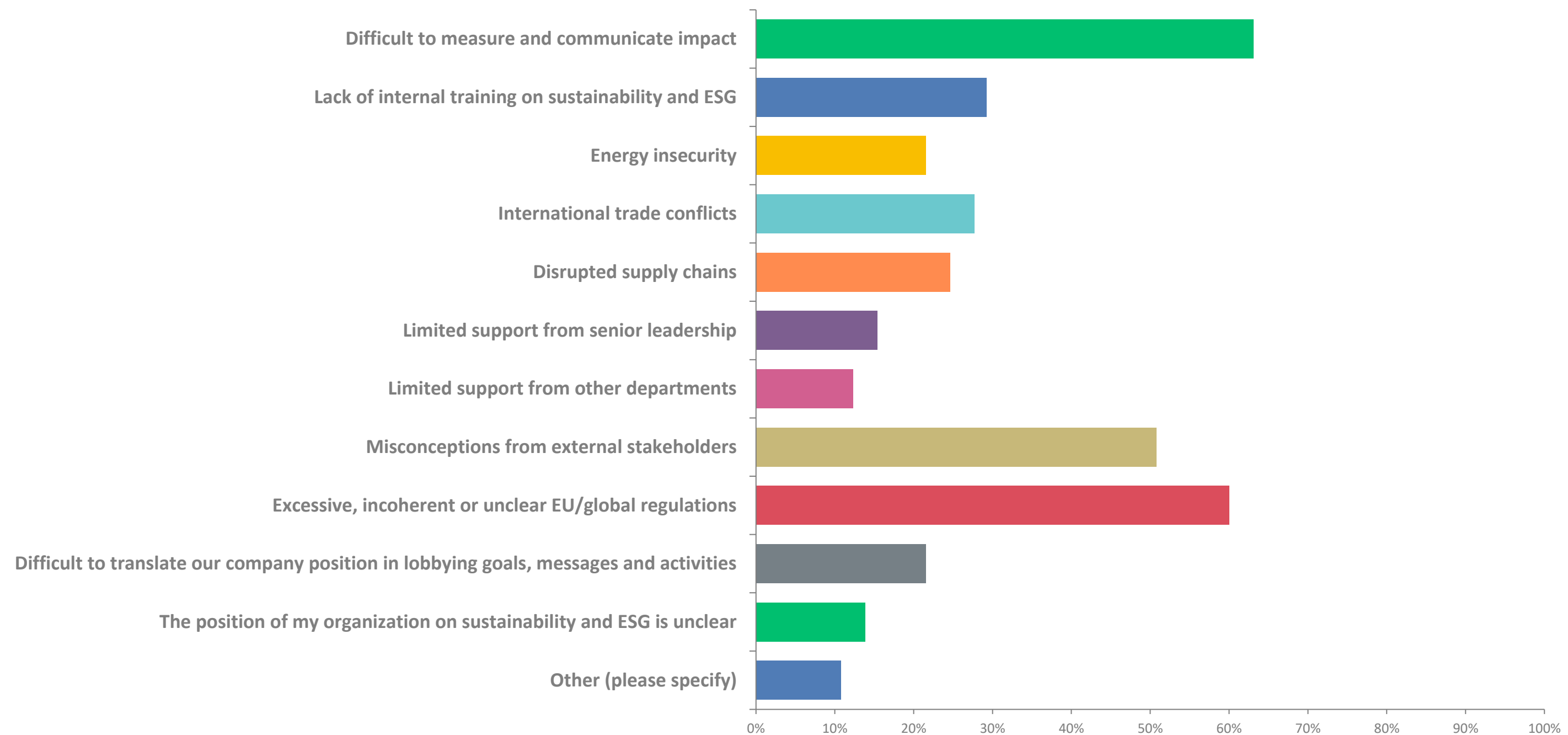
# European public affairs leaders worry about political risk



Source: Public Affairs Council, "Trends in European Public Affairs 2023 Survey"



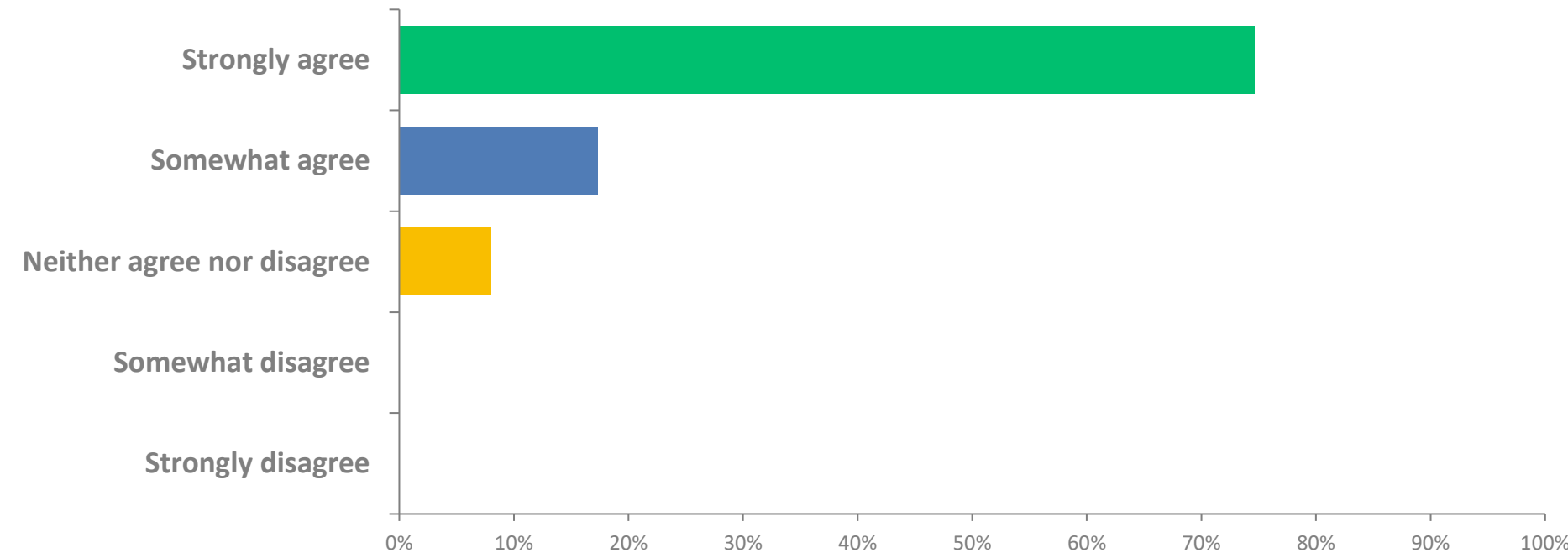
# Sustainability is one of the key perceived challenges



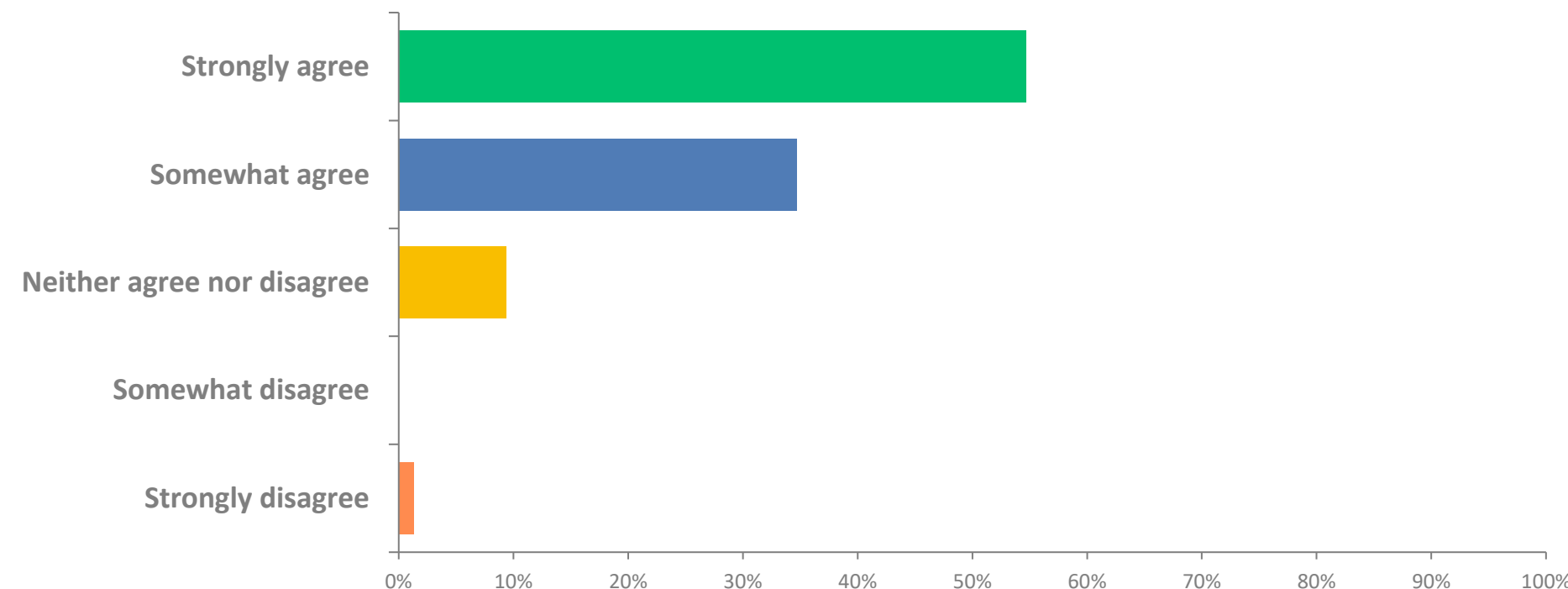
Source: Public Affairs Council, "Trends in European Public Affairs 2023 Survey"



# Public Affairs perceived as more strategic than before



*"My public affairs team plays an important role in helping my organization manage the impact of external risk."*



*"The public affairs function is perceived inside my organization as more strategic today than it was 2 years ago."*

Source: Public Affairs Council, "Trends in European Public Affairs 2023 Survey"



# Perceptions of lobbying (and lobbyists) in Brussels (I)

From the following list, what would you say are the positive aspects of lobbying?

	All	AT	CZ	DE	DK	FI	FR	GR	HU	IT	NL	NO	PL	SE	ES	UK	EU
Raising the local & national importance of an issue	50	50	60	74	23	60	53	37	30	70	67	26	50	55	35	72	44
A constructive part of the decision-making process	48	63	50	48	32	40	53	53	67	67	53	61	3	45	45	38	52
Sharing expertise	47	50	50	61	39	63	40	17	30	43	50	61	63	52	48	22	60
Translating technical & scientific information into relevant information	40	50	30	48	29	60	40	53	20	30	17	39	37	39	29	44	58
Providing the right information at the right time	39	75	43	65	26	50	7	33	23	40	47	35	43	26	32	41	38
Other (Please specify)	8	6	7	10	23	3	7	0	3	13	10	10	3	10	16	6	2

Source: BCW, survey on public affairs perceptions, 2013



# Perceptions of lobbying (and lobbyists) in Brussels (II)

From the following list, what would you say are the negative aspects of lobbying?

	All	AT	CZ	DE	DK	FI	FR	GR	HU	IT	NL	NO	PL	SE	ES	UK	EU
Interest not clearly outlined/lack of transparency	57	50	53	65	39	80	43	37	60	60	67	58	90	65	52	50	48
Not providing neutral information	55	44	73	65	68	47	60	53	30	60	57	58	37	55	45	56	67
An undue influence of the democratic process	23	28	20	58	16	30	30	23	10	20	13	3	10	13	39	41	12
Too many contacts/an annoyance	23	25	37	10	29	30	33	13	10	10	17	26	13	23	13	28	37
Reserved for the elite	20	28	7	23	16	17	20	17	37	27	7	23	10	29	32	22	12
Other (Please specify)	8	13	13	6	6	3	3	7	3	20	10	10	0	16	10	3	4

Source: BCW, survey on public affairs perceptions, 2013



# Perceptions of lobbying (and lobbyists) in Brussels (III)

## Which of the following factors influence your decision to speak to a lobbyist?

	All	AT	CZ	DE	DK	FI	FR	GR	HU	IT	NL	NO	PL	SE	ES	UK	EU
If the lobbyist is transparent about whom he represents	64	75	57	74	71	73	37	83	43	70	57	77	70	71	26	63	69
If the topic is in my field of expertise	59	69	53	71	68	53	47	53	37	63	53	48	53	74	32	84	73
If the topic is of interest to me	54	50	70	55	29	77	50	23	30	67	70	68	23	65	42	59	71
If the lobbyist is well prepared	40	56	20	71	48	47	23	17	17	47	40	45	50	48	10	47	50
If I know the lobbyist	32	50	23	29	48	57	27	50	0	30	30	39	7	23	13	44	35
I have an obligation to speak to anyone calling me	21	9	30	13	39	17	20	10	23	60	3	29	3	16	42	16	12
If the lobbyist or his organisation is listed in a public register of lobbyists	19	9	10	29	16	17	10	30	20	50	17	3	20	6	6	19	29
I never speak to lobbyists	2	0	0	3	0	3	0	0	3	3	7	0	3	0	0	0	2
Other (please specify)	6	6	10	6	3	0	3	0	7	13	7	10	3	10	3	9	2

Source: BCW, survey on public affairs perceptions, 2013

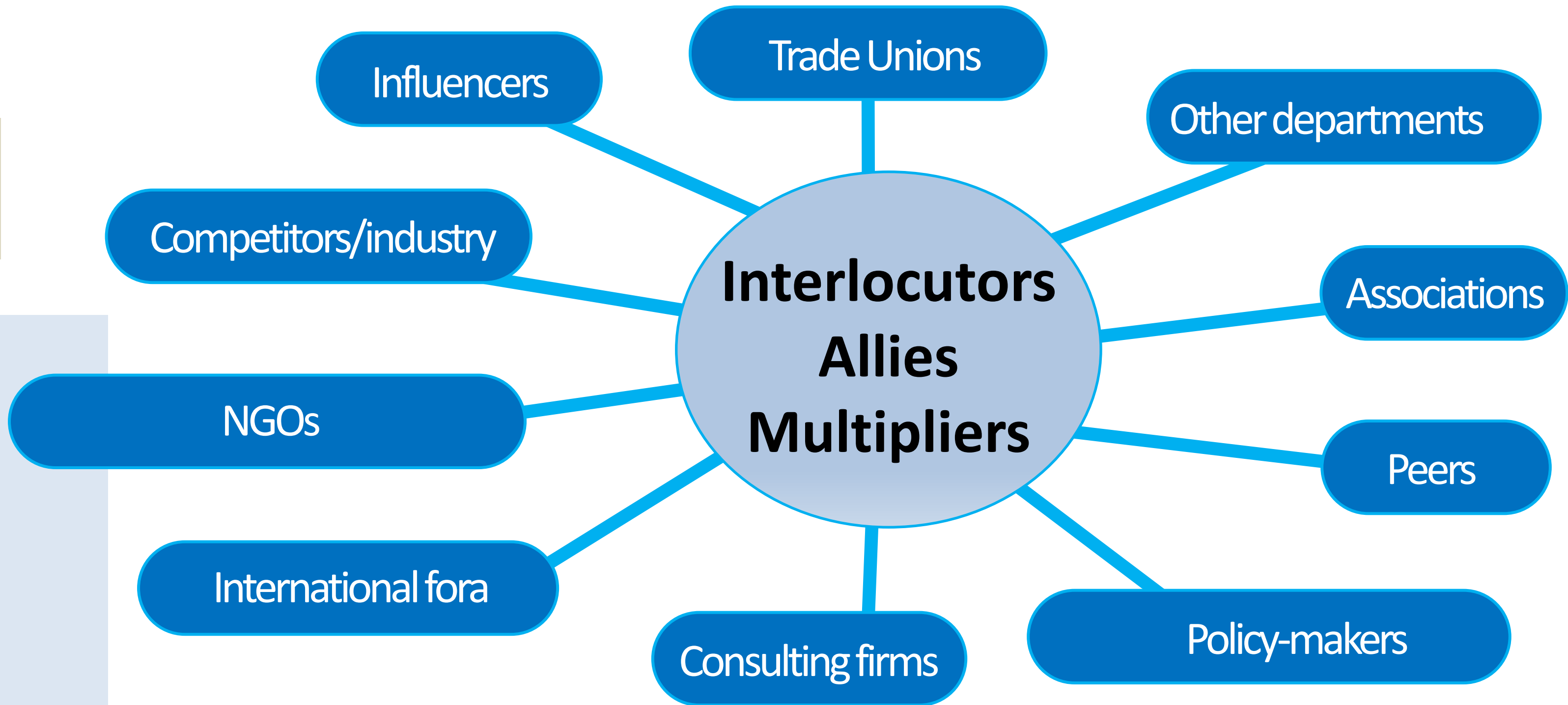


# Mapping & Engaging With Your New EU Stakeholders

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# Who are your European stakeholders?



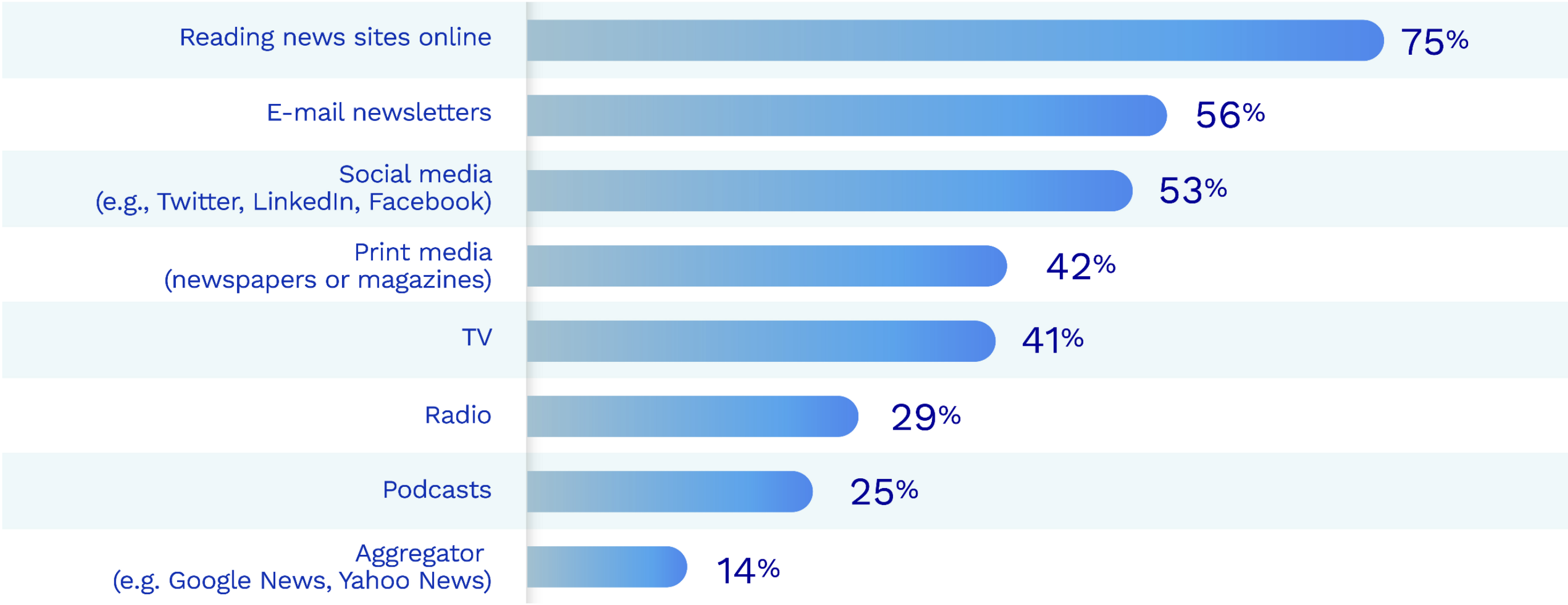
# MAPPING YOUR KEY STAKEHOLDERS

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Impact <i>How much does the project impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the project? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
<i>EXAMPLE</i> <b>Nurses &amp; Midwives Union</b>		<i>High</i>	<i>High</i>	<i>Maintaining working conditions for nurses</i>	<i>Agree for union members to implement the new reforms</i>	<i>Going on strike</i>	<i>Monthly round-table discussions</i>
<b>Patient Advocacy Group</b>		<i>High</i>	<i>Medium</i>	<i>Maximising quality of care for patients</i>	<i>Communicate with other stakeholders to express their support for reforms</i>	<i>Making complaints about quality of service after the reports</i>	<i>Information and feedback meetings every 6 months</i>
<b>Sunday Times Newspaper</b>		<i>Low</i>	<i>High</i>	<i>Getting a good story</i>	<i>Print stories that support the new reforms</i>	<i>Printing stories that oppose the new reforms</i>	<i>Quarterly press meetings</i>



# HOW DO YOUR STAKEHOLDERS CONSUME INFORMATION?

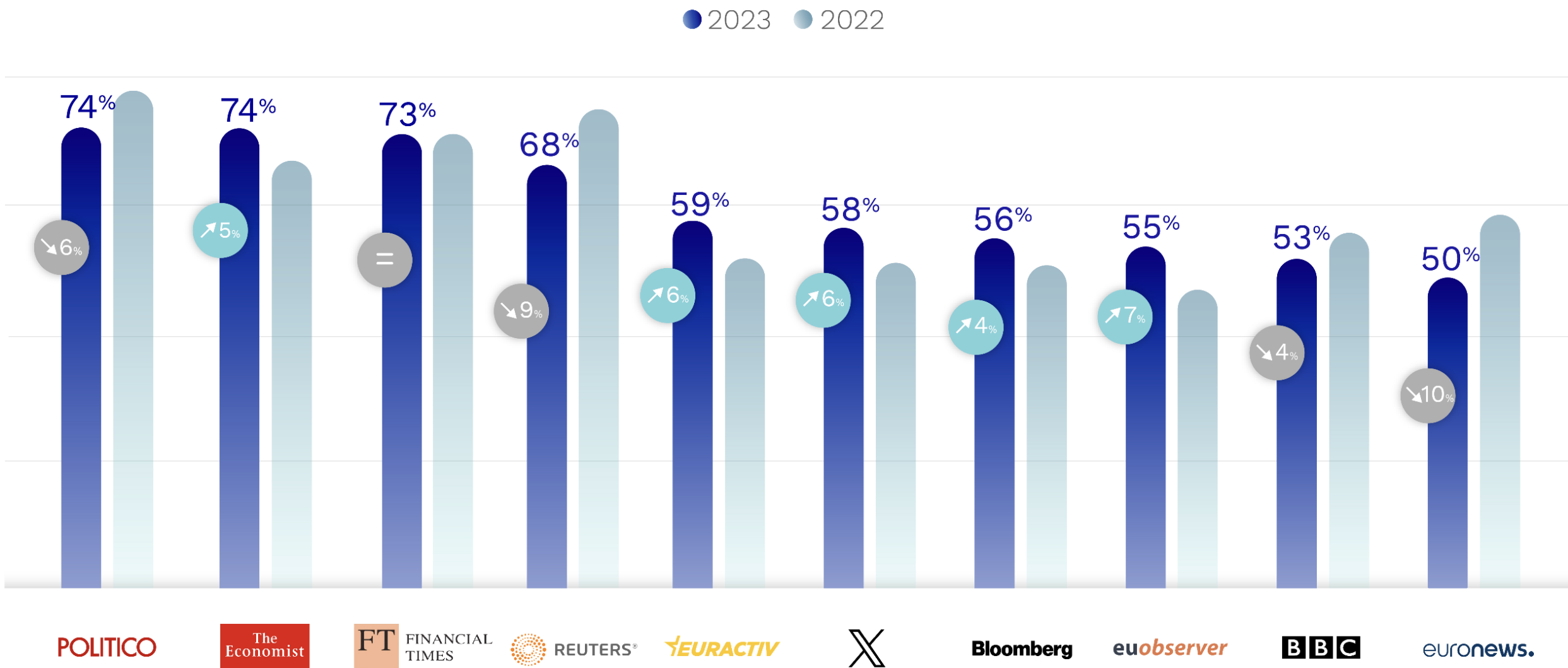
## Accessing EU news and information



Source: BCW, EU Media Poll, 2023

# Traditional media – Most influential sources in Brussels

## Most influential news sources (comparison with 2022)

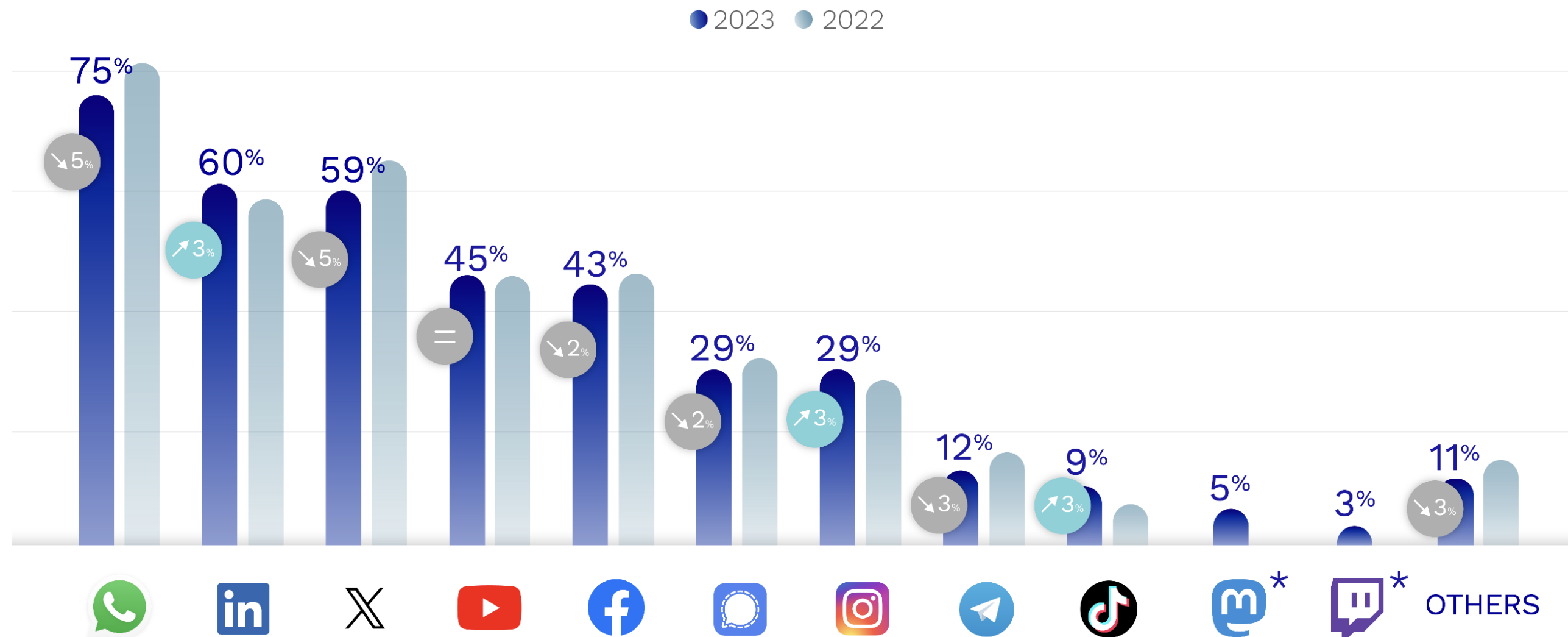


Source: BCW, EU Media Poll, 2023



# Social Media – Where are your stakeholders?

## Most used social media apps on a weekly basis

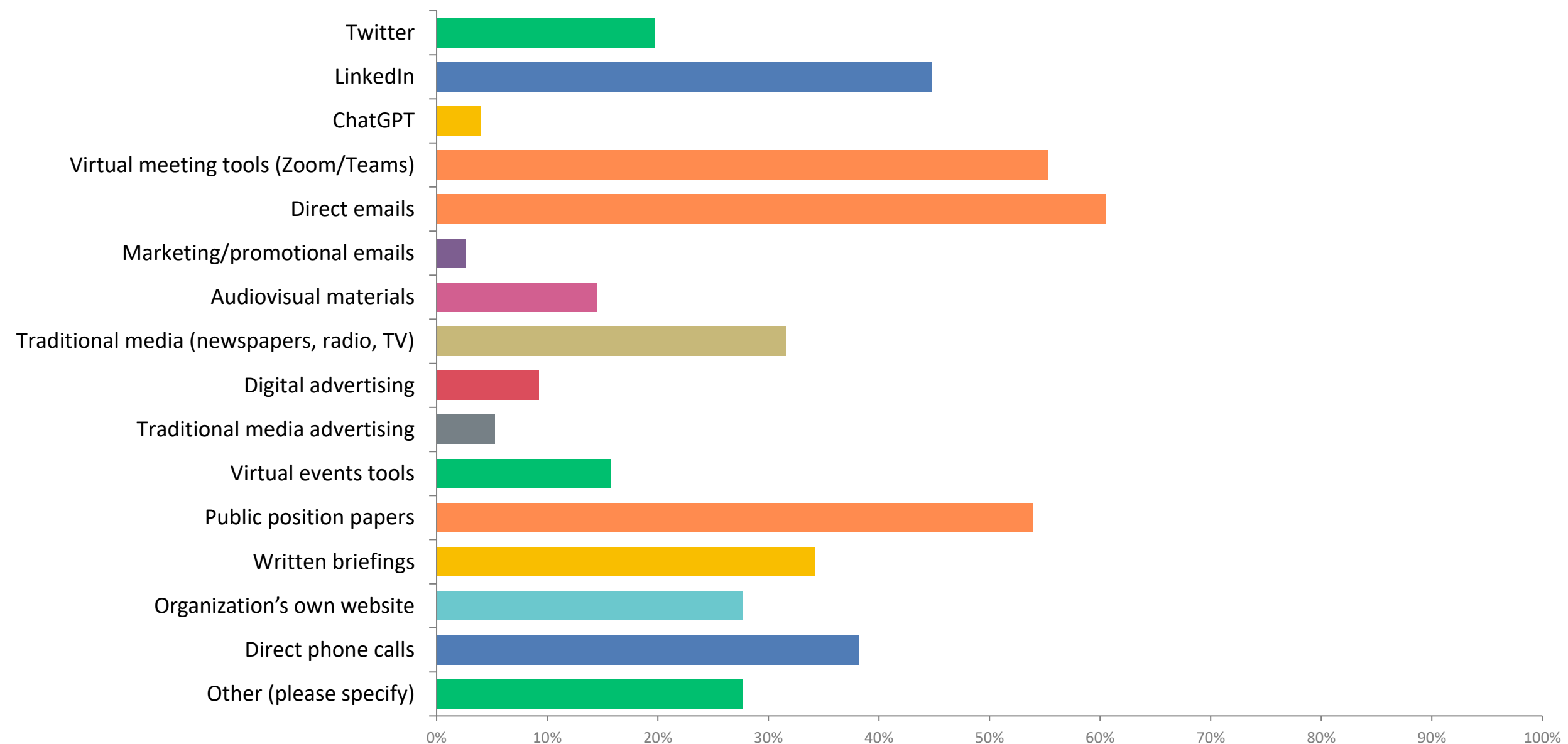


\*new entrants to the poll

Source: BCW, EU Media Poll, 2023

# Top Tools for External Engagement

Which of the following tools do you consider as the most critical for your organization's successful engagement with external stakeholders?



Source: Public Affairs Council, "Trends in European Public Affairs Survey 2023"





# Effective Approaches in an EU Context

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# MAKE IT SIMPLE

The coordination issues inherent in a highly regionalized structure put emphasis on an efficient organization of public governance, as the presence of multiple networks, layers and actors may lead to duplication of structures with weakened governance and higher administrative costs.

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European Commission







PA

Public Affairs Council

MAKE IT EASY

(to be on your side...)



Giant Trojan horse protests EU-US trade deal (TTIP) in Brussels

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# MAKE IT CONCRETE





European Commission

1,236,068 followers

7h • 🌐

The conclusion is clear.

Fully vaccinated people are less likely to die with Covid19 than those who are not vaccinated.

The higher the vaccination rate, the lower the death rate.

#COVID19 #VaccinesWork

VACCINATION

% adult population fully vaccinated

DEATHS

per 1 million population, 14-day period

93	IE	15
92	PT	10
92	MT	0
89	DK	10
87	BE	29
84	ES	4
83	FI	7
83	SE	3
82	IT	9
81	FR	7
81	DE	20
81	NL	17
80	CY	5
76	LU	13
74	AT	35
72	LT	69
72	GR	75
69	CZ	69
68	HU	135
67	EE	113
66	LV	266
64	SI	56
62	PL	49
55	HR	168
54	SK	29
43	RO	267
29	BG	325

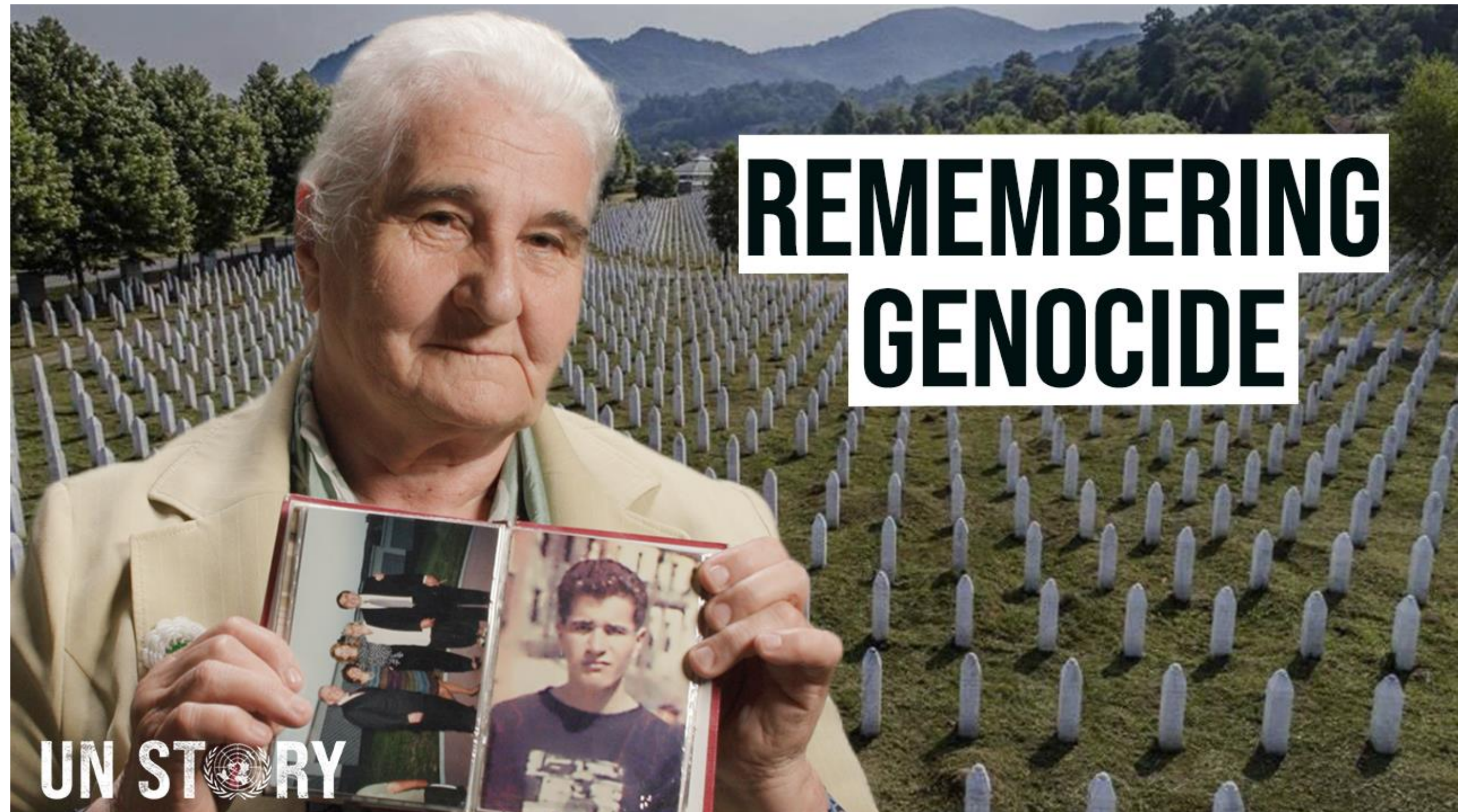
Source: ECDC, November 2021

Joao Sousa and 20,419 others

672 comments



**MAKE IT  
CREDIBLE**

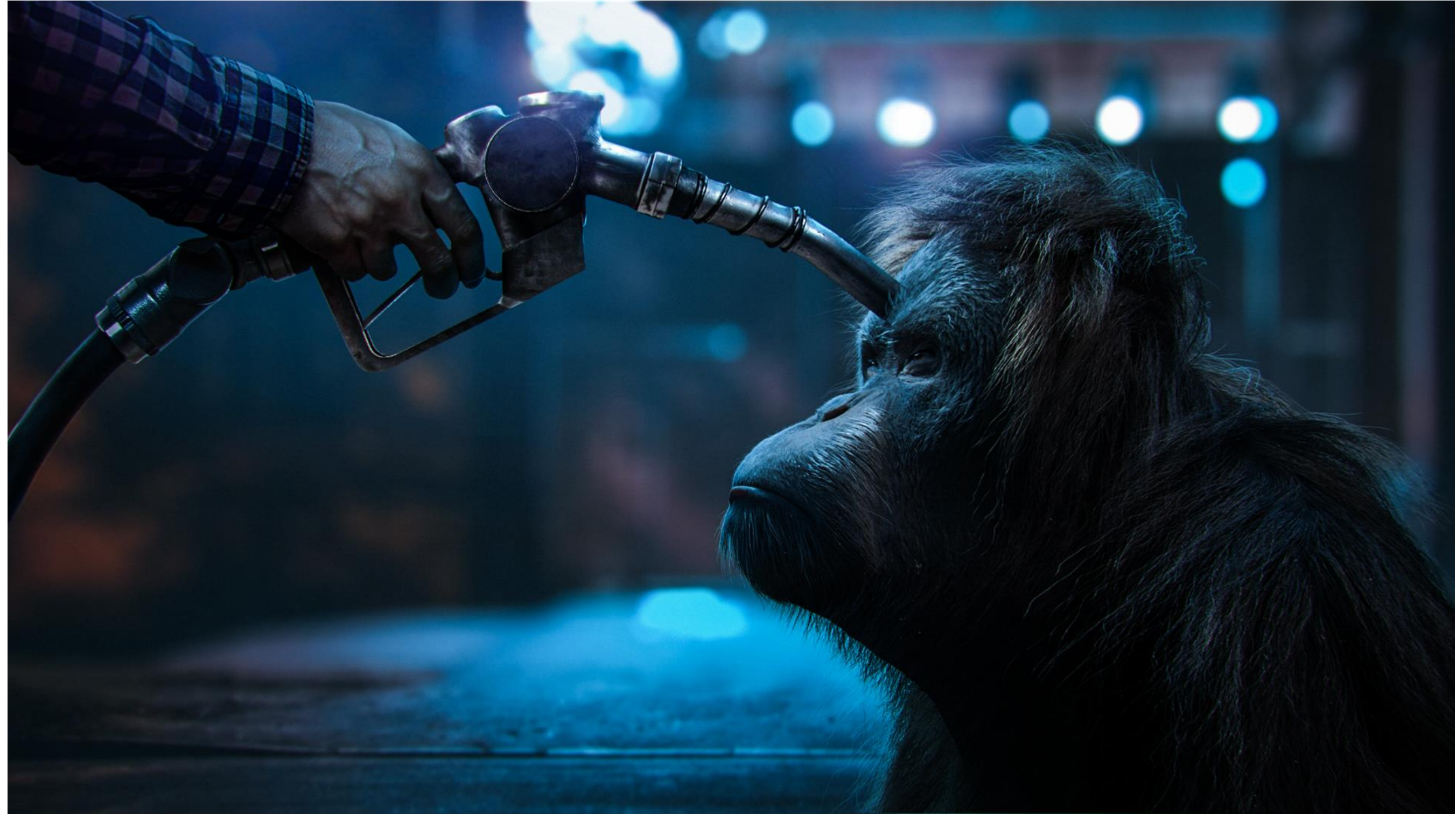


**REMEMBERING  
GENOCIDE**

**UN STORY**



**MAKE IT  
EMOTIONAL**



# Good practice for effective lobbying in Brussels

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





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

Building alliances and coalitions is key for influence



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The road to Brussels often goes through national capitals





# Good practice for effective lobbying in Brussels

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

Building alliances and coalitions is key for influence

The road to Brussels often goes through national capitals

Lobbying is all about communicating, persuading and influencing





# QUESTIONS?





# Interested in learning more?

- [How to Work with the New EU Parliament](#) (Oct 17)
- [Strategic Planning for EU Public Affairs for 2025](#) (Nov 14)
- [Public Affairs Best Practice in Brussels](#) (Nov 19)
- [Sustainability for EU Public Affairs Teams](#) (Nov 26)
- [\*\*EU Decision-Making Masterclass\*\*](#) (Dec 3)
- [\*\*European Digital Advocacy Summit\*\*](#) (Dec 4 & 5)





# LET'S CONNECT!

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