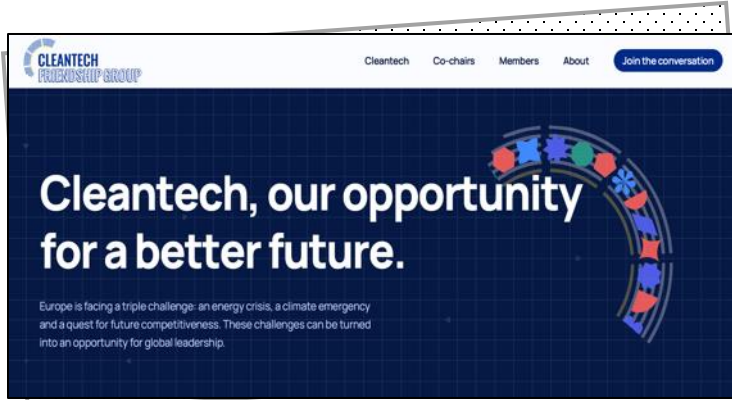


SustainablePublicAffairs



Market-led sustainability



Key messages

1. The Green Deal is not going to be rolled back entirely. It is here to stay, though its 'shape' will evolve with political dynamics / realities.
 - 'Reindustrialise and decarbonise' narrative
 - EU strategic autonomy / sovereignty (geopolitics and geoeconomics)
2. Increasingly complex EU policy-making landscape to navigate in terms of reputation-management and influencing regulatory affairs. Sustainability at centre of this new political dynamic given its saliency and opportunity to mark political dividing lines.
3. As a public affairs professional, in the next 5 years you will need to navigate multiple scenarios from the 'sustainability' angle:
 - Compliance: Implementation agenda
 - Influencing: EU policy framework post-2030 (e.g. for energy and emissions reductions)
 - Reputation / image: your customers values vs. 'extremes' gaining policy influence

Where do we come from?

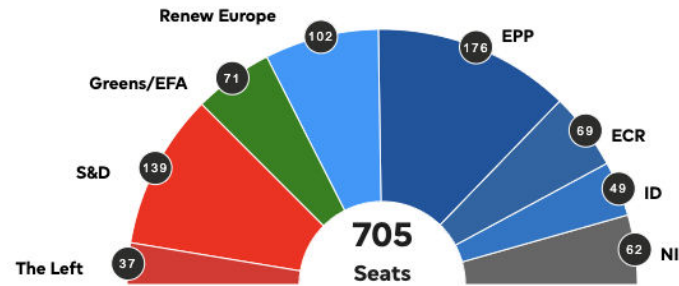
Sustainability on top of the agenda



Where are we going?

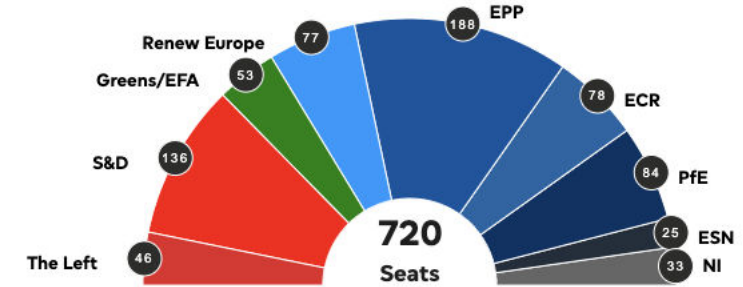
Institutions

2019-24 (outgoing)



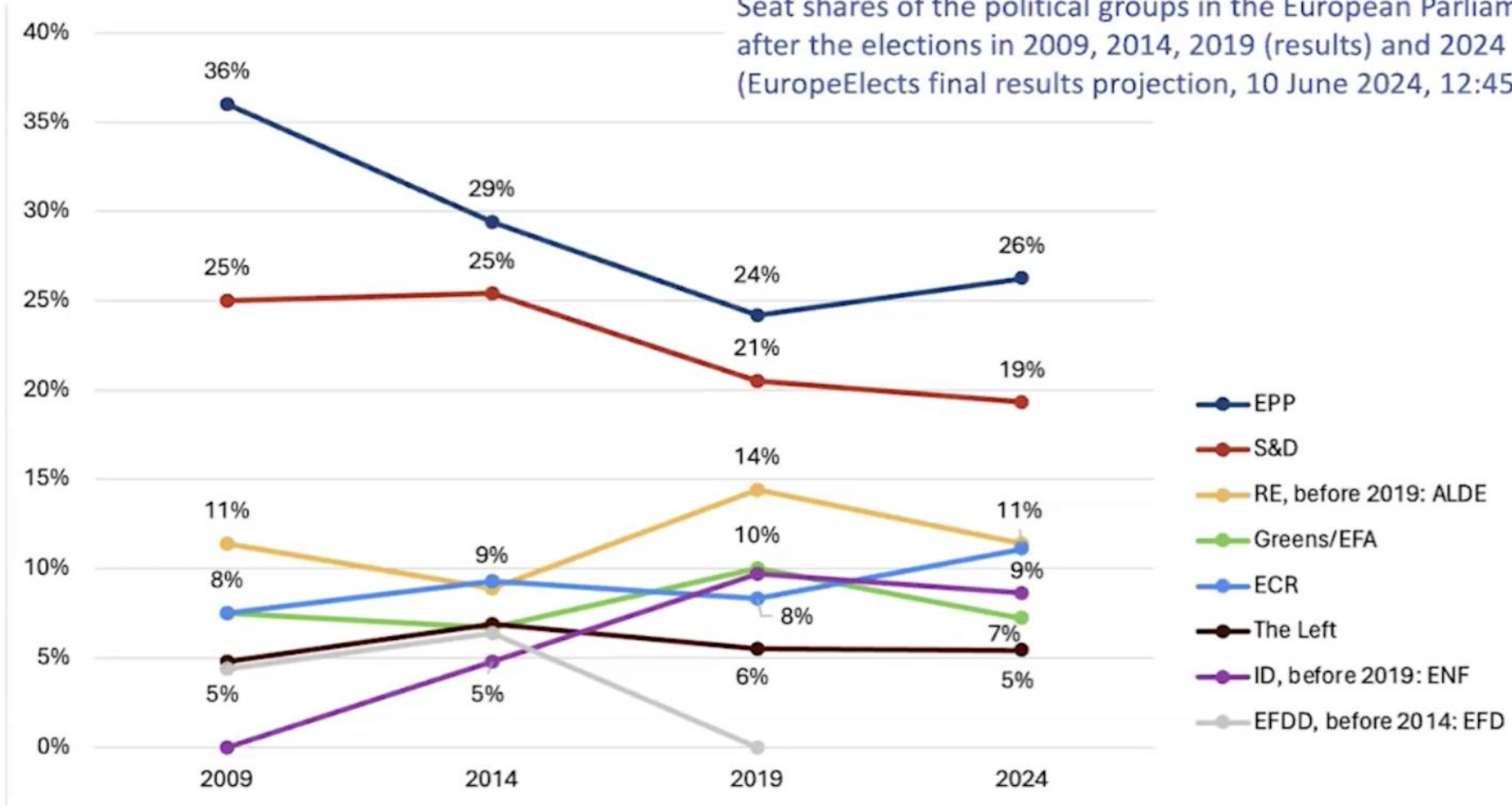
Political groups in the European Parliament	Number of seats	% of seats
EPP – Group of the European People's Party (Christian Democrats)	176 ●	24.96%
S&D – Group of the Progressive Alliance of Socialists and Democrats in the European Parliament	139 ●	19.71%
Renew Europe – Renew Europe Group	102 ●	14.46%
Greens/EFA – Group of the Greens/European Free Alliance	71 ●	10.00%
ECR – European Conservatives and Reformists Group	69 ●	9.78%
ID – Identity and Democracy Group	49 ●	6.95%
The Left – The Left group in the European Parliament – GUE/NGL	37 ●	5.24%
NI – Non-attached Members	62 ●	8.79%

2024-29 (incoming)

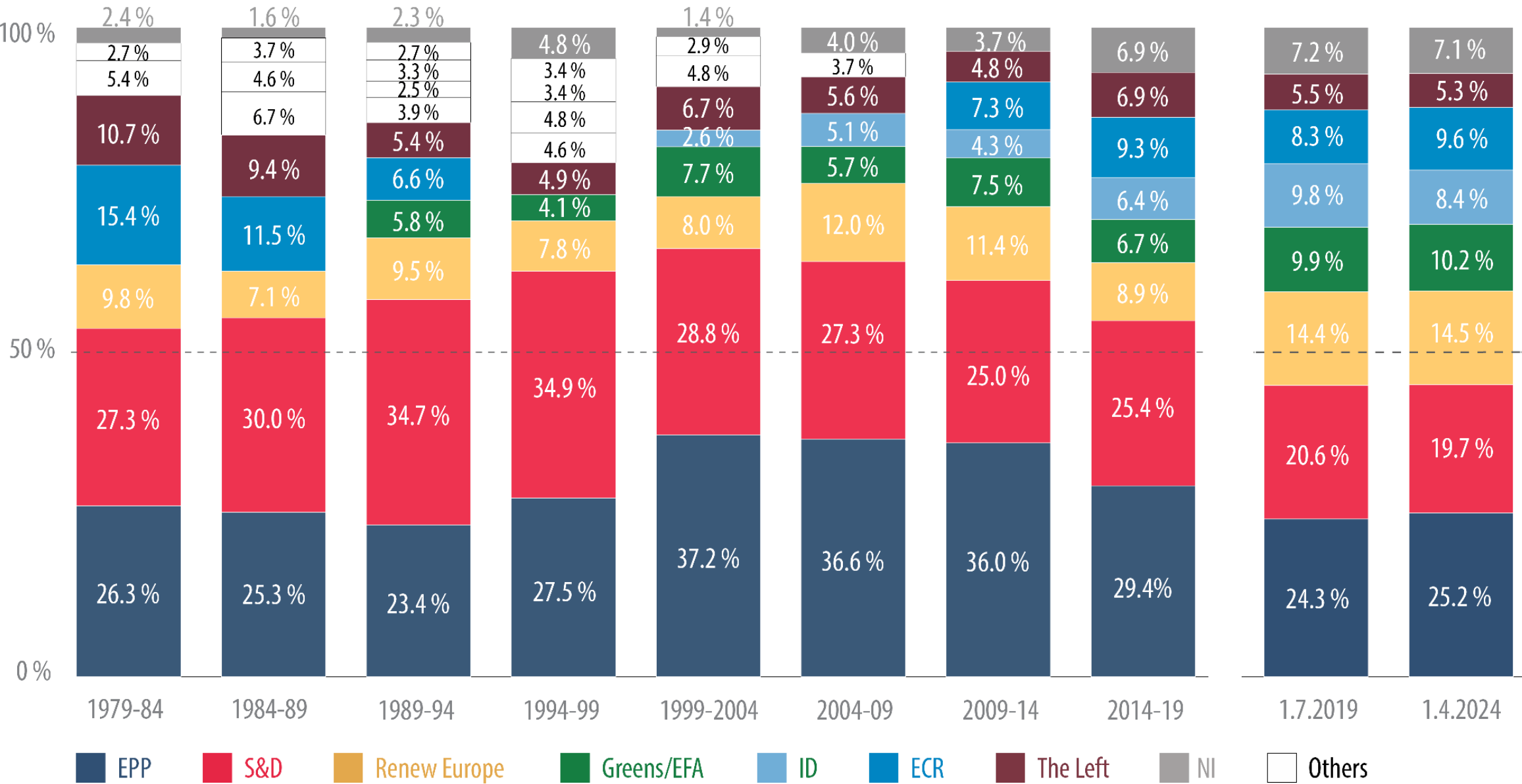


Political groups in the European Parliament	Number of seats	% of seats
EPP – Group of the European People's Party (Christian Democrats)	188 ●	26.11%
S&D – Group of the Progressive Alliance of Socialists and Democrats in the European Parliament	136 ●	18.89%
PfE – Patriots for Europe	84 ●	11.67%
ECR – European Conservatives and Reformists Group	78 ●	10.83%
Renew Europe – Renew Europe Group	77 ●	10.69%
Greens/EFA – Group of the Greens/European Free Alliance	53 ●	7.36%
The Left – The Left group in the European Parliament – GUE/NGL	46 ●	6.39%
ESN – Europe of Sovereign Nations	25 ●	3.47%
NI – Non-attached Members	33 ●	4.58%

Seat shares of the political groups in the European Parliament after the elections in 2009, 2014, 2019 (results) and 2024 (EuropeElects final results projection, 10 June 2024, 12:45)

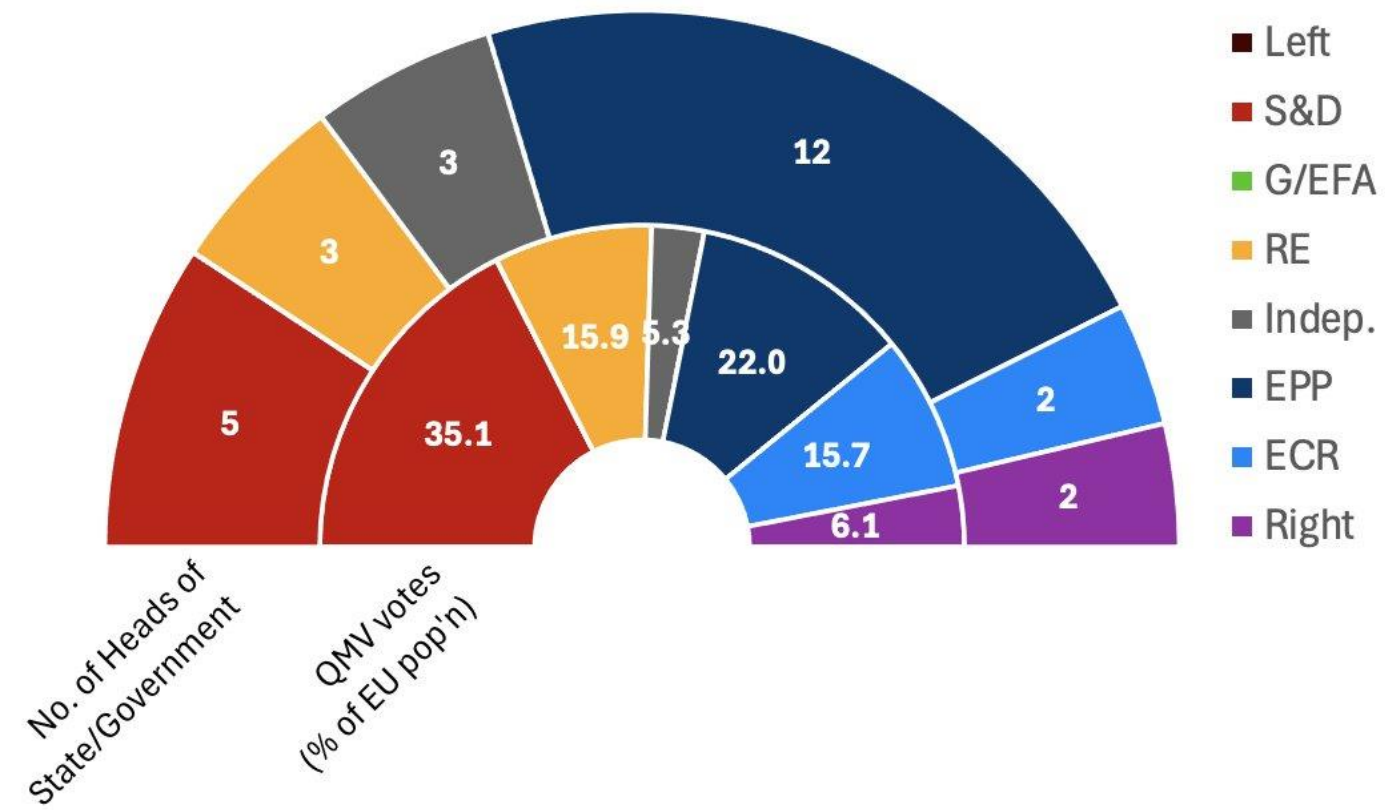


Strengths of the political groups in each parliamentary term

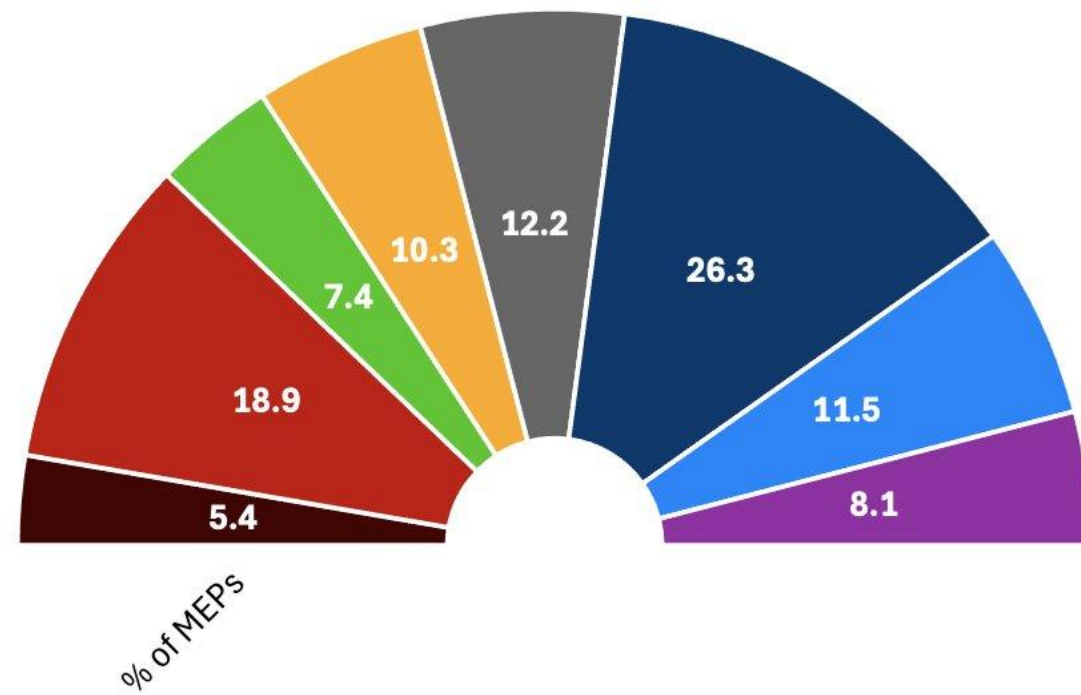


Source: DG Communication, European Parliament.

European Council



European Parliament



Official Commission structure



[†]Pending formal nomination. National proceedings ongoing.

The power dynamics



Implications for the EU institutions

1. **‘Mainstream’ holds for now, but shifts to the right.** The median MEP in the new European Parliament is EPP.
2. **No far-right earthquake for Europe as a whole**, but (i) in some EU countries (ex: France) and (ii) key moment as far right moves from being on the rise to being part of power (ex: Italy and Meloni). Normalisation due to size / numbers.
3. **Continuation and reinforcement of long-term trend of fragmentation.** Continued weakening of the ‘center’ / mainstream parties.
4. Expect to see **more issue-specific and ad-hoc alliances in the new European Parliament.** EPP as king-maker and sliding to right in alliances willing to make (ex: migration).
5. **Muddling through and less decisive.** Lowest common denominator logic continue and risk: (i) not able to focus on real priorities (avoiding difficult discussions with winners and losers), and (ii) not reach ambition needed for upcoming challenges. Lack of Franco-German (or other) motor.

Policy

Letta and Draghi reports



VDL political guidelines & mission letters



Europe's sustainable prosperity and competitiveness plan

Pillar 1: Clean Industrial Deal

- **Industrial Decarbonisation Accelerator Act**
- Aggregate demand mechanism (hydrogen and critical raw materials)
- **2040 Climate Target (90% emissions reduction)**
- - 'New approach on competition policy' to help scaling up European companies in global markets

Pillar 2: Investment Commission

- **Competitiveness Fund supporting IPCEIs (as part of MFF 2028-2034)**
- European Savings and Investments Union, incl. completing the Capital and Markets Union
- Public Procurement Directive revision, incl. enabling preference to European products in strategic sectors

Pillar 3: Better Regulation

- Vice-President for Implementation and Simplification
- Each Commissioner tasked to reduce administrative burdens in their portfolio area
- New 'competitiveness check' on proposed legislation going forward
- Regular dialogues with stakeholders and annual progress reports on implementation

Implications for the EU Green Deal and its implementation

1. **Green Deal will not be rolled back entirely.** Strategic direction at EU level is set. Post-election move from politicisation to delivery. ('Reindustrialise and decarbonise')
2. **Focus on implementation.** Now mostly down to national governments. What can change: the pace. We will see not as much pressure as before + we won't speak about it much because no-one wants to see that.
3. **Rise of competitiveness (including Europe first) and security** up the EU policy agenda.
4. **Regarding environmental policy, expect shift in outcomes due to changed coalitions and majorities.** Revision clauses of environmental legislation need to be managed carefully.
5. **Sectors not tackled by Green Deal** (agriculture, chemicals, water) will be more difficult to do now.
6. Strategic decisions to be taken in next 5 years: **Post-2030 climate framework and EU budget ('Multiannual Financial Framework')**

What are the implications for EU PA?

**How will the sustainability debate
evolve in Europe and what scenarios
should organizations be gearing up for?**

Implications for EU Public Affairs

1. Sustainability & competitiveness.
2. EPP matters most – they are the median voter and enabler of any coalition.
3. Tie policy asks to simplification, operationalization, and implementation. Appetite for new (=more) in sustainability field is low.
4. Influencing: EU policy framework post-2030 (e.g. for energy and emissions reductions)
5. Reputation / image: your customers values vs. 'extremes' gaining policy influence

Q&A

Thank you!



Sustainable
Public
Affairs



is proud to have
a fully circular office at:

#SustainableHub

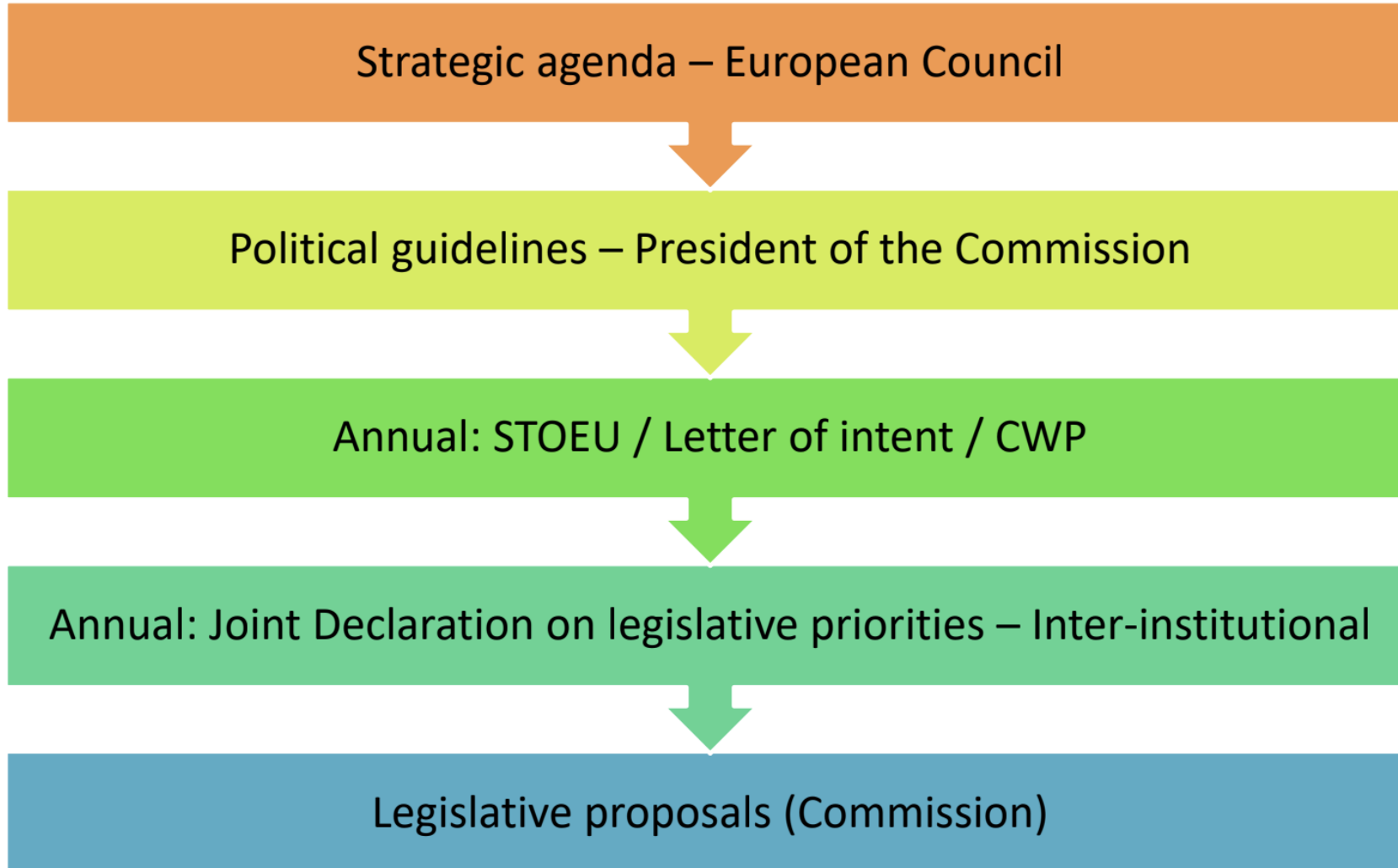
Rue du Commerce 72, 1040 Brussels

info@sustainablepublicaffairs.com




























































































































































































To maximize our own sustainability, we minimise the use of pictures and colors
and our website sustainablepublicaffairs.com is hosted
in the most sustainable way possible, by Infomaniak Green Hosting.

Annex

Strategic planning



Size of political groups in the EP by Member State (as of 1 April 2024)

		EPP	S&D	Renew Europe	Greens/EFA	ECR	ID	The Left	NI	Total
										
DE	30		16 	7 	25 	1 	9 	5 	3 	96 
FR	8		7 	23 	12 	1 	18 	6 	4 	79 
IT	12		15 	4 	3 	10 	23 		9 	76 
ES	13		21 	9 	3 	4 		6 	3 	59 
PL	16		7 	1 	1 	27 				52 
RO	14		9 	7 	1 	1 			1 	33 
NL	6		6 	7 	3 	5 		1 	1 	29 
BE	4		2 	4 	3 	3 	3 	1 	1 	21 
CZ	5		1 	5 	3 	4 	1 	1 	1 	21 
EL	7		1 	1 	1 	1 		4 	6 	21 
HU	1		5 	2 					13 	21 
PT	7		9 		1 			4 		21 
SE	6		5 	3 	3 	3 		1 		21 
AT	7		5 	1 	3 		3 			19 
BG	7		5 	3 		2 				17 
DK	1		3 	6 	2 		1 	1 		14 
FI	3		2 	3 	3 	2 		1 		14 
SK	4		1 	4 		1 			4 	14 
IE	5			2 	2 			4 		13 
HR	4		4 	1 		1 			2 	12 
LT	4		2 	1 	2 	1 			1 	11 
LV	3		2 	1 		1 			1 	8 
SI	4		2 	2 						8 
EE	1		2 	3 			1 			7 
CY	2		2 					2 		6 
LU	2		1 	2 	1 					6 
MT	2		4 							6 
		178 	139 	102 	72 	68 	59 	37 	50 	705 
		EPP	S&D	Renew Europe	Greens/EFA	ECR	ID	The Left	NI	Total
		25.2 %	19.7 %	14.5 %	10.2 %	9.6 %	8.4 %	5.3 %	7.1 %	100 %

3. National parties and European political groups (2): ECR, ID, non-attached

