

PAC POLICY COMMUNICATIONS WORKSHOP

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FOURTOLD

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About Fourtold

Introduction to Fourtold

Fourtold is an independent, B-Corp registered public affairs and communications consultancy helping global businesses build trust in an uncertain world.

We specialise in integrated, connected campaigning supported by data and evidence to explain the science and technologies that can help advance and secure our society.

FOURTOLD

4

practices

Health

Digital

Sustainability

Policy Comms
& Campaigning

EU insiders

Journalists

Campaigners

Policy Experts

12

Languages

9+

Nationalities

Certified

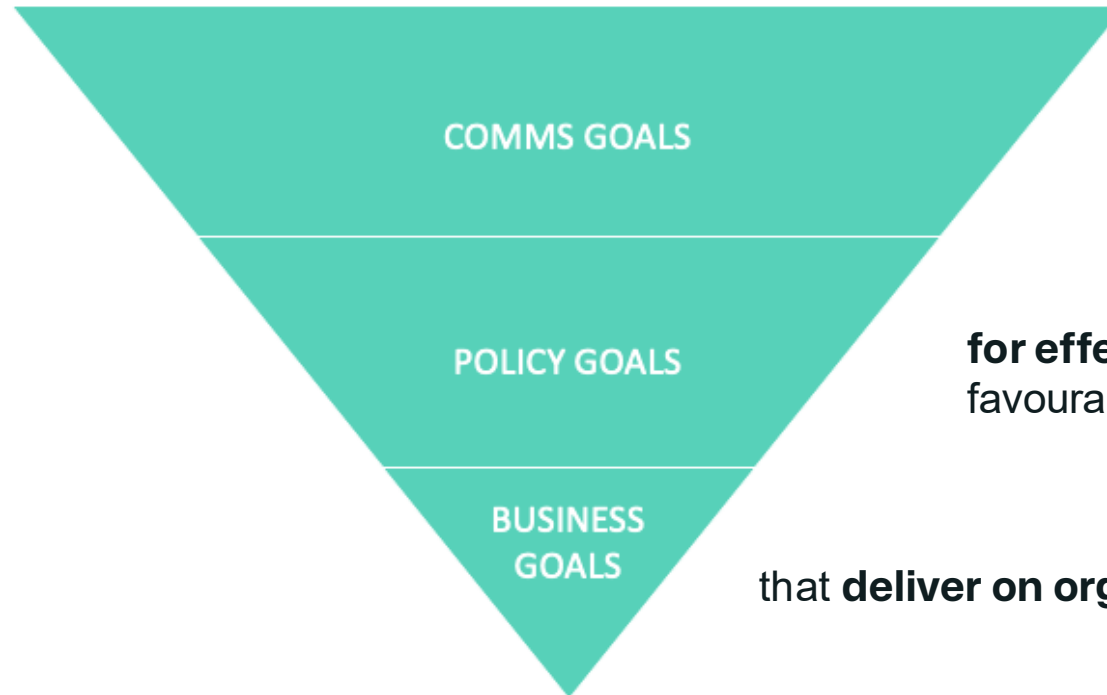


Corporation

Advocacy in surround sound

- Shaping the environment in which advocacy happens.
- An upstream, strategic discipline and function (rather than downstream amplification only).
- Fully integrated into public affairs strategy.

Defining policy communications



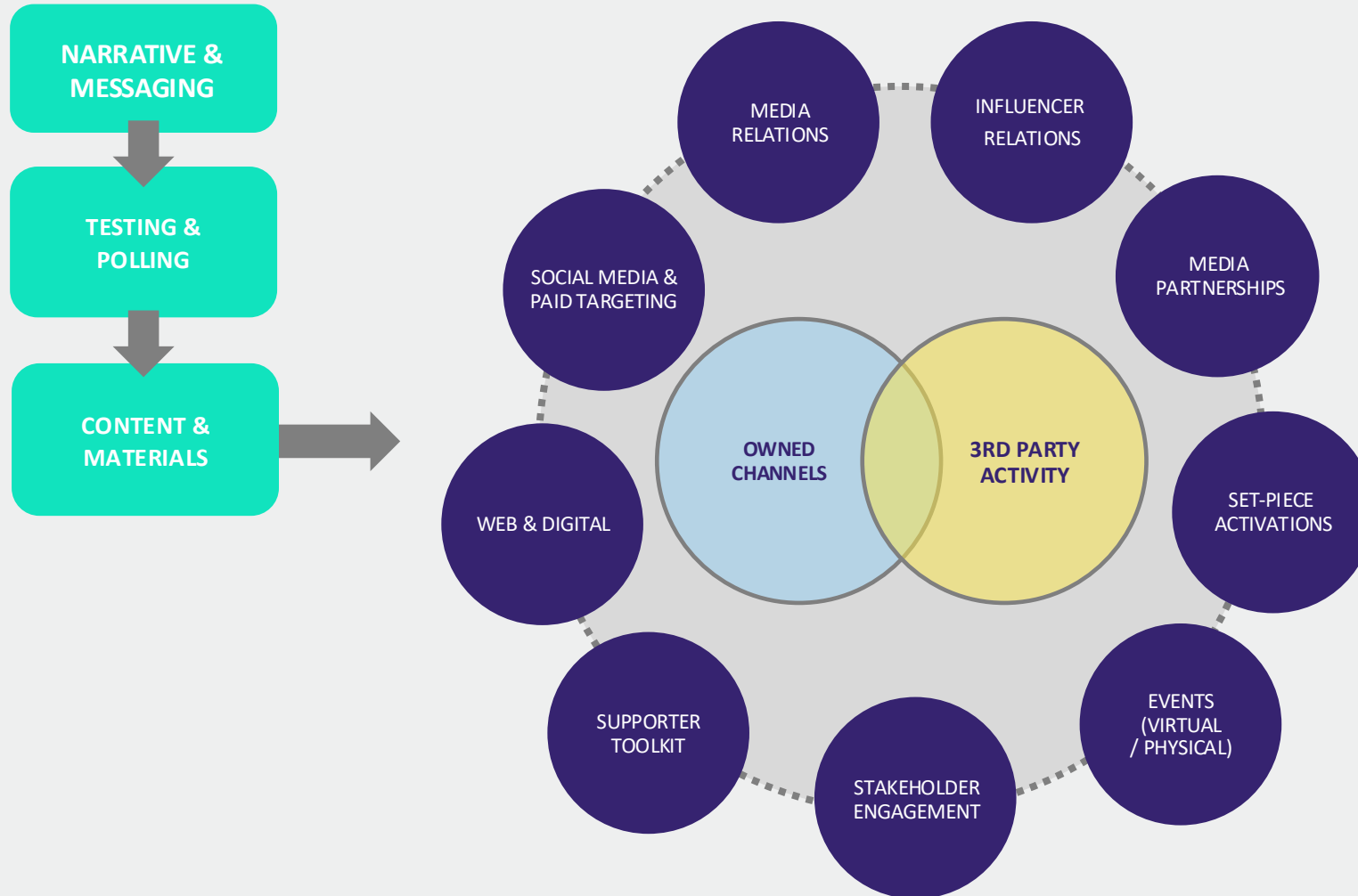
Define the LANDING ZONE for advocacy and shape the 'zone of acquiescence'

for effective engagement resulting in favourable public affairs outcomes

that **deliver on organisational goals.**

Defining EU policy communications

Footer: Proposal



Discussion:

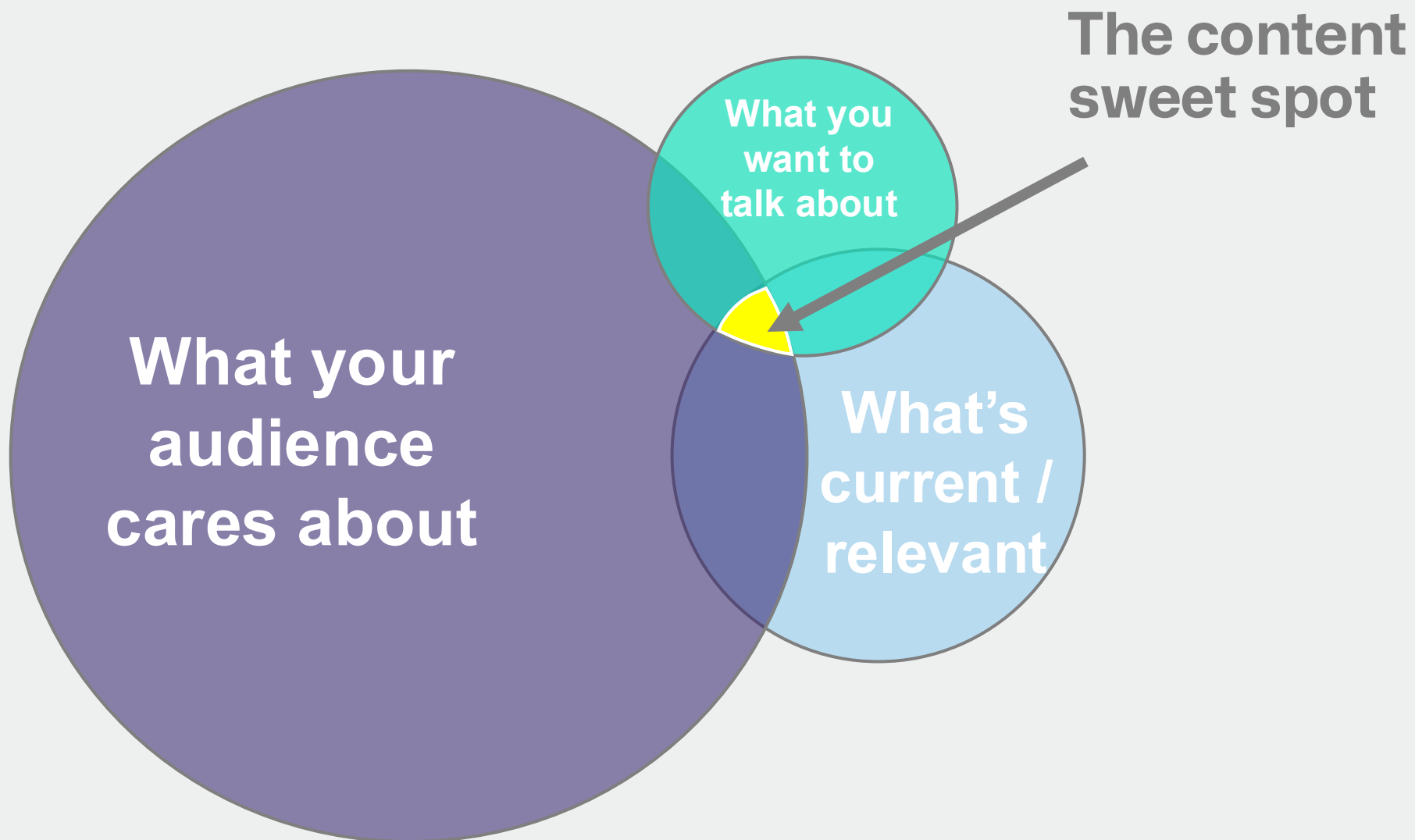
Where is policy comms situated in your organisation?

Is it given strategic weight?

Is it fully integrated with public affairs, or treated separately?

What matters?

Footer: Proposal



What matters?

TRUSTED ADVOCATES

Engaging the right messengers
and persuasive influencers

CHANNEL AGNOSTIC CREATIVE

Surround sound
engagement

FORENSIC ANALYSIS

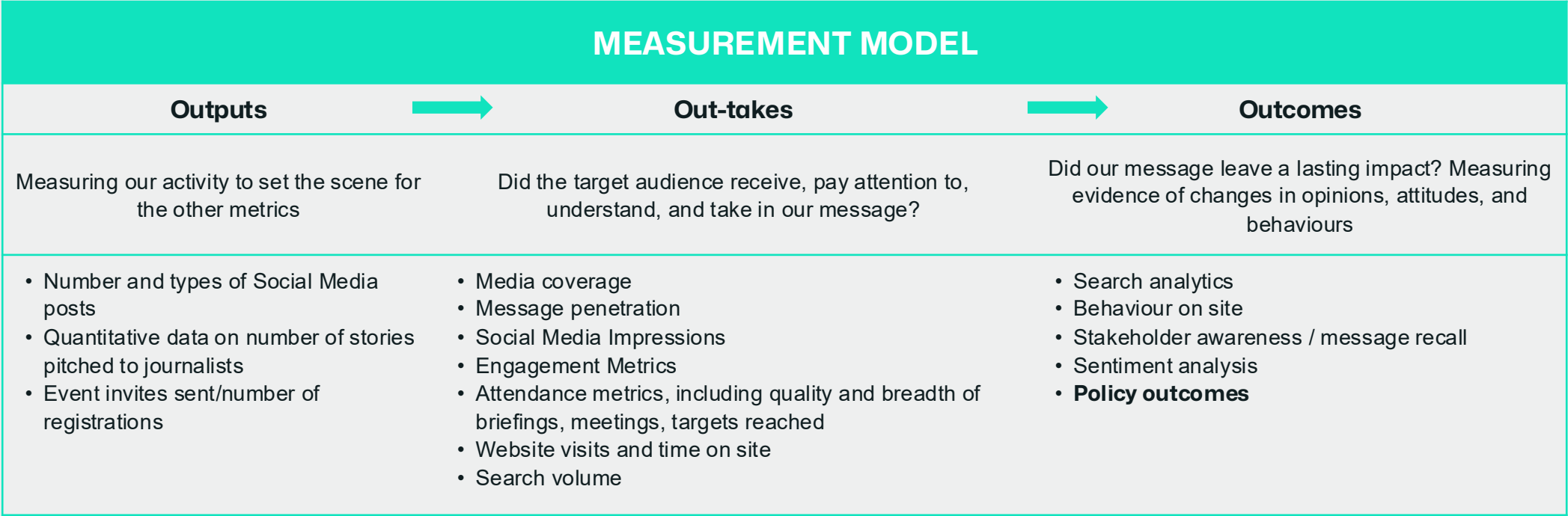
To create deep understanding
and insight into audiences their
position and what influences them

PROVEN NARRATIVE

Audience tested and built to
move perceptions, positions and
ultimately drive action



What matters



- Data-driven strategies and insights
- Bespoke measurement framework based on AMEC industry standards
- Detailed reports at agreed cadence
- Commissioning 3rd party research to track how needle is moving

Discussion:

How do you gain insight as part of the planning process?

Is sufficient priority given to this in your organisation?

How do you measure success?

EU comms trends in 2026

- 1 (Re)Positioning on competitiveness, security, strategic autonomy, affordability— AND climate – continues
- 2 Experimenting with AI (for efficiency, insight, content); GEO enters strategy
- 3 LinkedIn the dominant social channel; navigating paid media post TTPA
- 4 Creativity campaigning ('show and tell') getting more established
- 5 Non-traditional allies and alliances sought
- 6 Media networks within ever changing Brussels Press Corps remain critical

Discussion:

What trends are you seeing in 2026?

**How is AI affecting your policy
comms work?**

Case study

Safeguarding European health security by protecting ethanol-based biocidal products

The Challenge

The European Chemicals Agency (ECHA) was considering a proposal to reclassify ethanol in biocidal products, such as hand sanitisers and disinfectants, as carcinogenic and reprotoxic. If adopted, this would have formed the basis for the EU to amend its Biocidal Products Regulation, resulting in a complete ban of ethanol-based biocidal products for public use and severe restrictions for professional use, with a requirement to fully phase out within 5 years. This would have had a profound impact on European health security, as ethanol is widely acknowledged to be essential and without viable alternative for preventing and controlling harmful organisms such as bacteria and viruses, and has widespread use across healthcare, restaurants, agricultural production, scientific research, educational settings, leisure, transportation, and daily life.

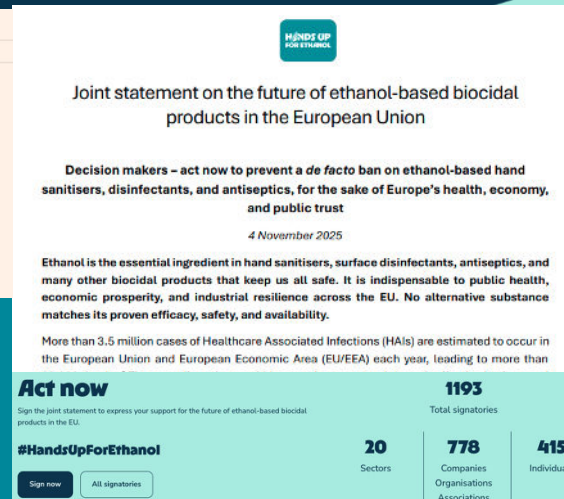
Our Solution

Working with A.I.S.E, the EU association for the cleaning and maintenance products industry, we designed and delivered an integrated public affairs and communications campaign: 'Hands Up For Ethanol'. Alongside original branding and website, we developed a media strategy that generated earned media coverage across tier 1 international and national media outlets, and a social media campaign that garnered engagement from key opinion leaders and reached our target audiences. We created a cross-sectoral, informal coalition, amassing widespread support from affected sectors via webinars, a dedicated public joint statement, and pan-EU, targeted advocacy activations, designed to influence the decision-makers and influencers behind ECHA's decision.

HANDS UP FOR ETHANOL

Find out why the products that keep us safe are under threat

#HandsUpForEthanol



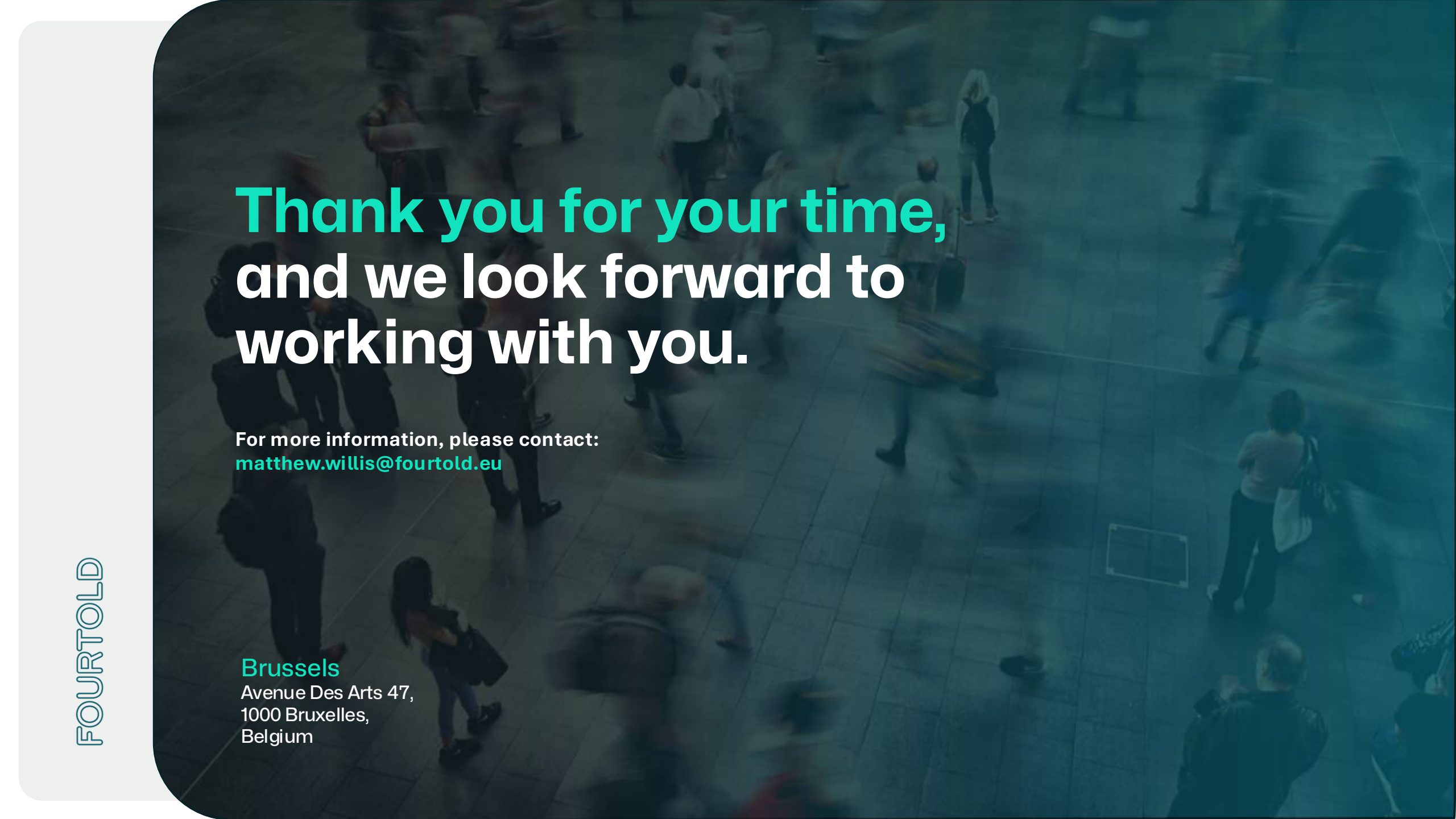
The Results

✓ The European Chemicals Agency adopted an Opinion in February 2026 recommending the **reapproval of ethanol** in biocidal products without re-classification

📄 A **joint statement 1200 signatories**, consisting of companies, organisations, and individuals, representing over 20 sectors across all 27 EU Member States

🌐 Created and mobilised an **advocacy group** via frequent webinars, dedicated social media campaign, campaign website and media engagements.

🏆 This campaign was awarded the **Best In Brussels award for Best EU Public Affairs Campaign 2026**



**Thank you for your time,
and we look forward to
working with you.**

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