

EU Funding for Corporations and Trade Associations



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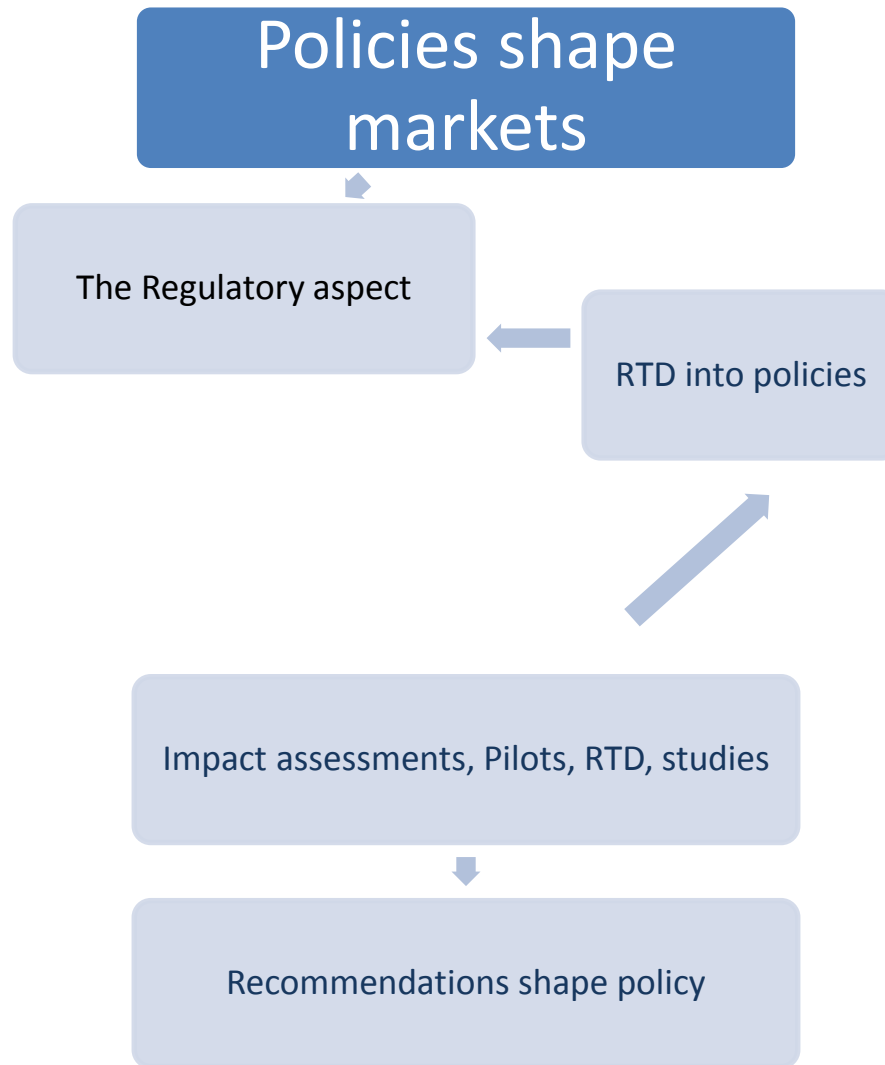
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- A Brussels-based, independent European consultancy with more than 25 years' experience in the heart of the EU.
- A multilingual, multinational team of consultants located in Brussels, Dublin, Milan, Madrid, Sofia, and Athens with partners in the US and Asia.
- Work with corporate clients to understand EU labyrinth, create visibility and to tap EU funds.



1. Policy shapes markets
2. EU drives investments
3. EU co-funds CSR & not for profits
4. Institutions as customers





EU drives Investments



Public sector sales drying up in
austerity.

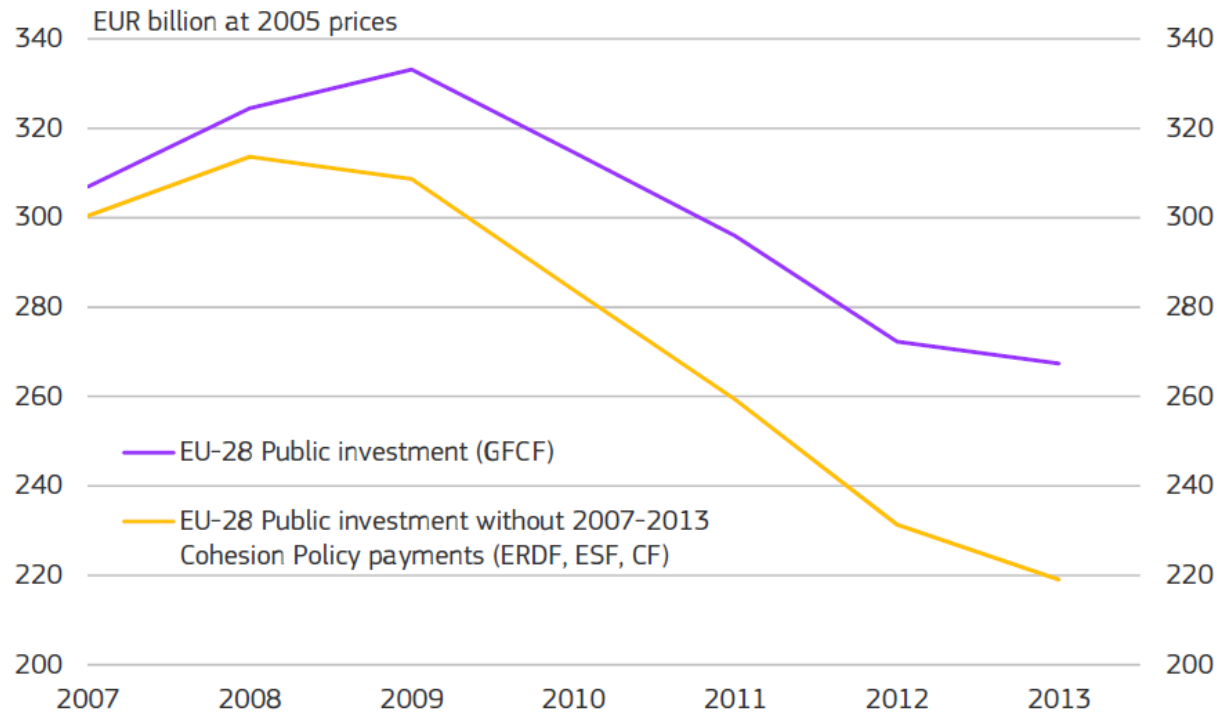


EU compensates for diminishing
public investments

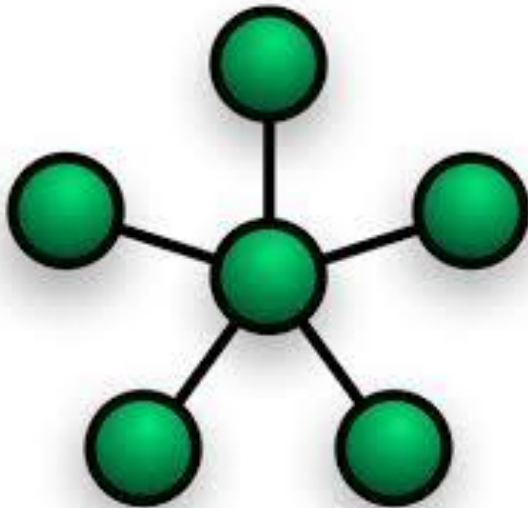


By understanding EU investments
you understand where PS sales will
go

Figure 1 Impact of Cohesion Policy on public investment, 2007-2013



Source: Eurostat and DG REGIO




- Testa
- PNR
- Schengen Systems
- Visa System
- Tax & Customs
- etc

- EU designs central systems
- Then replication in 28 MS
- Replicable sales opportunity
- Importance of early Central involvement



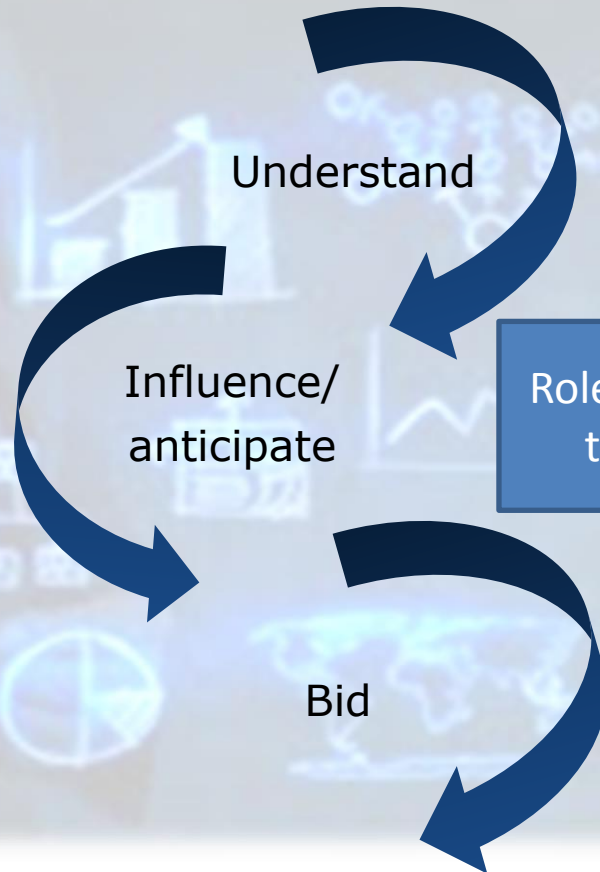
- Sales structures generally geographic and unbundled from GA
- RTD & Labs generally not aligned with public policy
- Challenges posed by EU procurement rules (timing, IPR, administrative burden, etc)
- Can you as GA practitioners get corporate attention to align these services?
- The “new” Commission: will they promote European champions? Will US providers have equal access? Will Chinese providers have equal access ?

What funds are we talking about?

Brussels-driven programmes (around Euro 100 bn)				Country-driven programmes (Euro 350 bn)	External Aid Programmes (Euro 80 bn)
Cosme	Consumer	Creative Europe	Customs 2020	European Structural and Investment Funds 	<ul style="list-style-type: none">- ENI- IPA- DCI- EDF- ECHO
EaSI	Erasmus +	Europe for Citizens	Fiscalis 2020		
Health	Hercule III	Horizon 2020	Internal Security Fund		
Justice	Life	Pericles 2020	Rights and Citizenship		
Budget of institutions (EC, Council, EP, EIB & agencies) + others (ESA, CERN, etc)					

Budgets for 2014-2020

Possible
role for PA
team



- Follow the policy cycle
- Understand the funding cycle
- Mapping stakeholders
- Anticipate future needs
- Engage with decision makers
- Promote/showcase solutions
- Build project pipeline
- Partner with strong allies
- Prepare for bidding



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