

EU Influence

from POLITICO

By SARAH WHEATON

Tips, tales, traumas to [@swheaton](#) or [influence@politico.eu](#) | [View in your browser](#)

HOWDY. Welcome to this week's EU Influence. This is a space where I like to shamelessly beg for party invitations. (I'm legit working at them, as you'll see below.) You know who has ignored these pleas? My own government. Thanks for nothing, U.S. Mission to the EU, for leaving me off your Independence Day reception guest list and then [flaunting it on Twitter](#). A big cohort of American diplomats are having their send-off this weekend as they leave Brussels for new assignments, so be sure to say farewell to your favorite Yankee FSO, just in case.

FREE TREAT: Our sister newsletter Paris Influence is [outside the paywall this week](#). *Bon appetit!*

UKRAINE INFLU-WARS

BAN MOVES FORWARD: Following months of calls from the European Parliament (and a unilateral ban), the French Presidency of Council of the EU is [now triggering the process](#) to suspend representatives of Russian interests from the transparency register. That means their credentials to enter the EU institutions won't be valid.

SANCTION COMPLICATIONS: The sixth sanctions package banned most of the activities we associate with lobbying in the EU, including "business and management consulting or public relations services," along with things like accounting and auditing.

But lobbying is wider than that, and the language still leaves a lot of questions: Does this mean trade and other associations have to kick Russian members out, for example?

"This is far from being clear actually," Paul Varakas told me. He's the president of the Society of European Affairs Professionals — the lobbying lobby, if you will.

"We know from previous experience that interpretation of the scope of the sanctions varies across the EU," Varakas told me in an email. Member countries are responsible for enforcing sanctions, and since most EU-level associations are registered in Belgium, it's up to the Belgian authorities to define the nuances.

"In general, unless the relevant association is active in one of the sectors impacted by sanctions adopted (for example aviation, oil and gas, airports, aircraft manufacturers, cybersecurity, cryptocurrencies, ...), there is no obligation to act any differently with Russian members," he said. But things like membership fees could be caught up in sanctions for affected industries. Associations and NGOs that get EU grants might also see complications.

Don't even ask: Teneo is feeling burned after Teneo Restructuring Ireland sought clarity from the Irish government about whether it was allowed to provide liquidation services to sanctioned entities — only to find itself subject of the [following headline in the Irish Times](#): “Ireland lobbied by consultancy firms on scope of Russian sanctions.”

PITCHING THE PITCHMAKERS: PR titan Richard Edelman, chess star/democracy activist Gary Kasparov and Ukrainian Foreign Minister Dmytro Kuleba urged marketers gathered at an awards ceremony in Cannes not to lose focus on Ukraine. “Russia’s propaganda is strong. Your creativity is much stronger,” Kuleba said, [according to AdWeek](#). That wasn’t the only meta-campaign happening at the Cannes Lions festival this week — more on that below.

OMG THIS.



GREENWASH GUILT-TRIP

GREENPEACE CRASHES CANNES: While the film festival may be more famous, the French Riviera resort is also home to a splashy awards program for marketing: the Cannes Lions Festival of Creativity. That means it’s also the perfect venue to influence the influencers.

For Greenpeace, that means going hard against the admen and -women who’ve crafted pitches for polluting producers like fossil fuel companies and carmakers. Some 300 such campaigns have won Lions awards since the Paris Agreement was signed in 2015.

“There’s obviously a lot of talent in this industry,” said Silvia Pastorelli, a Greenpeace spokeswoman, calling Tuesday from the NGO’s Rainbow Warrior ship anchored at Cannes. “We want them to ditch their fossil fuel clients and put their creative minds to the service” of the planet.



Greenpeace activists staged a protest at the Cannes Lions Festival of Creativity | Greenpeace

Flotilla protest: Just in the past few hours, kayakers ferried nearly 40 Greenpeace activists to raid marketing agency WPP’s private space on the beach —with some rowers dressed in cartoon dog costumes. The message draws on the [This Is Fine meme](#).

Other potential targets: Greenpeace is [calling out](#) companies that have made net-zero or sustainability pledges, but are nonetheless helping promote contributors to climate change, including, along with WPP, Accenture, Publicis and Edelman.

Renouncing the prize: Ad-exec-turned-climate-campaigner Gustav Martner [crashed the stage](#) on Monday to give back a prize he won in 2007 for an auto ad, and called for a ban on fossil fuel advertising. He has a [full mea culpa in Euronews](#).

For those of you saying, “I am in Brussels, not Cannes, and I do Policy, thank you very much, not [shudders] advertising. Why should I care about this?” I hear you. Keep in mind: Pastorelli is also the lead organizer of a [European Citizens Initiative](#) to ban fossil fuel marketing and event sponsorships — à la Big Tobacco.

Fossil fuel-sponsored events are “happening in Brussels all the time,” Pastorelli noted. These events give these companies “social license” and allow them to “appear in eyes of decisionmakers as an important stakeholder to consult.”

ON THE RECORD

“In [the Dutch] diplomatic service, only 32 percent of the ambassadors are women. While [among those] 25 years [old], when people come into a ministry, we have about as many men and women who are accepted. So something goes wrong.”

— Pieter Jan Kleiweg de Zwaan, the Netherlands' ambassador to Belgium, addressing how good starts on gender parity can fall apart at the leadership level, at the Brussels Binder party, June 21.

INTEGRITY DEPT

GRECO UPDATE: Germany and Belgium are no longer considered to be “globally unsatisfactory” in their level of compliance with anti-corruption recommendations for MPs and judges by the Group of States against Corruption (GRECO), following [last week's plenary meeting](#). That means progress on systems to report meetings with lobbyists and conflicts of interest. ICYMI, read my [interview](#) with the head of the Council of Europe's anti-corruption body.

CORPORATE ACCOUNTABILITY DEAL: On Tuesday, MEPs and capitals reached a deal on the Corporate Sustainability Reporting Directive, which would require big companies (and subcontractors) to report impact figures on human rights, the environment and social standards.

This reporting has been “patchy, unreliable and easily abused,” said Renew MEP Pascal Durand in a [press release](#). The aim is to prevent greenwashing and make “having a clean human rights record... just as important as having a clean balance sheet.”

New players: MEPs successfully pushed to open the audit market and allow “new certified players to become major players and not just leave it in the hands of the financial auditors, notably the big four.”

****Join Mechthild Wörsdörfer, deputy director general of the European Commission's department of energy** at POLITICO Live's event “Offshore wind: the green energy panacea with some hurdles” on July 5 at 10:00 a.m. CEST for a compelling discussion following the publication of the Commission's RePower EU strategy. [Register now!](#)**



APÉRO ANECDOTE OF THE WEEK: *(To be awarded only when there's a clear winner — and when the laureate agrees to be identified.)*

This week's inaugural award goes to **Danielle Piatkiewicz**, program director at **Alliance of Democracies**, who was fresh off the Copenhagen Democracy summit.

Over women's lib-themed cocktails at the **Brussels Binder** birthday party, she shared a tale of heroism, of how she fished a jammed ear piece out of the ear of a member of President Barack Obama's security detail with a pair of tweezers and received a commemorative Secret Service pin for the deed — and of surrealism, casually counting down Ukrainian President Vladimir Zelenskyy ahead of his virtual address to the summit. Such are the diverse demands an events coordinator must be prepared to meet in these strange times.

PARTY HOPPING

FOODDRINKEUROPE — WHO'S LOBBYING WHOM? “You guys, you know how to throw a party,” observed DG SANTE Deputy Director General **Claire Bury** at Thursday’s **FoodDrinkEurope**’s garden party and BBQ on the lawn of the Museum of Natural Sciences. “I’m so glad that I moved out of digital — those guys are so boring.”

Birthday presents: Bury, offered the Big Food lobby plenty of rhetorical gifts at its 40th birthday bash, praising FoodDrinkEurope’s “internationally recognized” technical expertise and the “game changers” in its contribution to a code of conduct. “Your leadership stands out in this business, in this town,” said Bury, who joined SANTE two years ago.

That’s amore? She also recounted an anecdote, via colleagues, about the FoodDrinkEurope Congress 2015. It was held in the EU’s pavilion at the Milan Expo, and even though the Commission paid for the venue, “some people thought that the team from Food Drink Europe was part of the Commission, we were so close,” Bury said.

It’s complicated: Bury thanked the crowd for supporting the Commission’s Farm to Fork strategy and expressed hope she’d be invited back for the 50th birthday. But that might not be such a sure bet. Once the speeches were over, my conversations seemed to focus on SANTE’s tensions with industry.

BRUSSELS BINDER — PROBABLY TRUE BUT UGH: Cargill R&D Director Geert Maesmans had some messaging advice to the (mostly women) gathered at the Dutch perm rep for the Brussels Binder’s fifth anniversary party on Tuesday: Stress the economic benefit of having gender diversity at an organization. “Even if you don’t like women, hey, it’s good for your wallet,” he quipped, to laughter.

Dangerous? “There are environments in which speaking up as a man on behalf of women is extremely dangerous,” Maesmans said, without specifying.

Irony: I realize I’ve only quoted the male panelists at an event celebrating [efforts to promote women experts in the eurobubble](#) — theirs were the comments that were more unexpected. Also preaching energetically to the choir: European Commissioner for Equality **Helena Dalli**, Parliament VP **Evelyn Regner** and Belgian Deputy Prime Minister **Petra De Sutter**.

POLITICO COMPETITIVE EUROPE SUMMIT — PRIVACY PLEASE: Overheard in a room full of lobbyists and political figures at POLITICO’s Competitive Europe summit: “I’m not against industry, not in any way. But please don’t chase after me when I go to the toilet.”

INFLUENCERS

BREAKING — FIPRA: FIPRA International [this afternoon announced](#) **Erik Jonnaert** as its next chairman. He’ll take over on June 30 for **Robert Madelin**, who is staying on as senior strategist. Currently a senior adviser at FIPRA, Jonnaert’s C.V. includes stints in comms at Procter & Gamble, and he was the secretary general of auto lobby ACEA (yep, [that one](#)) until 2019.

FIPRA’s ID: “Honest broker.” That’s how managing partner **Laura Batchelor** put it over lunch Tuesday. The consultancy has always specialized in building broad coalitions across different interest groups to push a policy outcome or perspective. It’s a hallmark of their health care practice that’s increasingly coming to bear on issues related to the green transition.

Talent push: Everyone in town is desperate to recruit new people and hold on to the ones they have — Batchelor says it's what keeps her up at night. Last year, Jonnaert ran a company-wide survey, followed up by focus groups, to understand what was most important to staff. The takeaways:

— **Growing pains:** The consultancy has a consistent ethos, but during a period of rapid growth (57 consultants in Brussels and three more in London; big for an independent firm), it wasn't always communicated consistently across teams. That's driving a focus on "being more articulate and intentional across the board," Batchelor said.

— **Connecting dots:** Files have more overlap than ever, a challenge for consultancies, like FIPRA, that are organized by subject. Issues like the digital and green transitions are interrelated, Jonnaert said. "So it's connecting the dots, in a way, more than ever. That means also making sure that the people working for some clients talk to each other" and "exchange best practices."

Client highlights 2021: Bayer, Tetra Pak, Huawei Technologies, ModernaTX, Siemens, Gilead Sciences. [Transparency register entry](#)

DIPLOMACY

— **Hungary's** Permanent Representative to the EU **Tibor Stelbaczky** is leaving his post, my colleagues at Brussels Playbook [report](#).

— **Clément Beaune**, France's minister for European affairs, [barely managed](#) to win his legislative election and thus keep his job.

CONSULTING AND COMMS

— **Luiza Fundătureanu** joins the [Ogilvy Social.Lab](#) EU team as a senior account manager. She's an alumna of ZN Consulting.

AGRI-FOOD

— **AnimalhealthEurope** elected a new president for a partial term: **Rob Kelly** — SVP and Head of Europe, Russia, North Africa and Middle East region for **MSD Animal Health**. Kelly succeeds the retiring **Hans Dittrich** in both roles; at the veterinary medicines lobby, he'll finish out the second half of Dittrich's two-year term as president.

HEALTH

— **Marcin Rodzinka-Verhelle** [previewed](#) a new job in EU health policy while announcing he's leaving his **European Public Health Alliance** gig as a policy manager (aka lobbyist for lower drug prices) after six months.

— **Jenni Kortelainen**, formerly of Hanbury Strategies, is a new senior account director for the **PNKetchum+** Healthcare Team.

— **Loubna Ouriaghli** is French drugmaker **Ipsen's** new head of government affairs and policy, via RPP Group.

— **EURORDIS** (Rare Diseases Europe) Therapeutic Development Director **Virginie Hivert** has been [appointed](#) to the Management Board of the **European Medicines Agency** as a civil society representative.

FINANCIAL SERVICES

— **Margot Jilet Vesentini** heads to **Allianz** as a senior manager EU affairs, via Insurance Europe.

TRADE

— **Global Counsel** announced a [long slate](#) of hires and promotions. **Alessandro Gangarossa** has been promoted to associate director for trade and manufacturing in the Brussels office. **Yasemin Kavlak** joins that team as a senior associate after more than 11 years at the Turkish Trade Ministry.

REGIONAL DEVELOPMENT

— **Serafin Pazos Vidal** is leaving his post as head of the Brussels office for the Convention of Scottish Local Authorities (COSLA) to become a senior expert at the **European Association for Information on Local Development** (AEIDL).

SHOUT OUT TO: my epic bus source. Very cool that we finally “met,” but I still have no idea who you are. Please get in touch; I’m desperately curious.

THANKS TO: **Paola Tamma** and **Aoife White**; my editor **Nicholas Vinocur** and web producer **Giovanna Coi**.