

# EUROPE DECIDES

JULY 2013

## 2014: THE YEAR OF EUROPE'S DEMOCRATIC (R)EVOLUTION?



**2014 will be a pivotal year in the European Union's history. The European Parliament elections will be the first pan-European test of public opinion since the Greek crisis erupted, triggering a wider loss of confidence in the euro and in the EU more generally.**

Opinion polls – and recent election results in many parts of Europe – suggest a high level of dissatisfaction with traditional parties and a great opportunity for gains by extremist and populist forces on the Right and Left. The perception that the European Parliament elections are of a lesser importance to people's daily lives – that this is a 'free hit' at national governments – is likely to fuel a protest vote.

However, the 2014 European Parliament elections are only one part of a wider year of change. Under the Lisbon Treaty, the results of the elections will influence the choice of a new President of the European Commission. The major European political parties are set to name candidates for the Commission presidency and national parties are being asked to give these candidates prominence during the election campaign.

Subsequently, new commissioners – including a new High Representative for Foreign Affairs and Security Policy – will be nominated and approved. Member states will choose a successor to Herman Van Rompuy as President of the European Council.

Other roles may come into the mix too: a permanent president for the eurozone, a president for the constitutional convention that may take place in 2015, a new Secretary-General of Nato (almost certainly a European) and, later, a new Secretary-General of the United Nations (where the rotation system means the 'Eastern European Group' – the only region never to have had led the UN – stands a good chance of taking that position).

With the presidency of the European Parliament also to be decided – and with recognition of the need to have a balance in the top jobs between north and south, east and west, rich and poor, (eurozone and Schengen) 'ins' and 'outs', Right and Left, and men and women – the task looks enormous. The key piece of the jigsaw will be the choice of Commission President: this first decision will determine what balances need to be made in the choice of the High Representative, the President of the European Council and, to a lesser extent, the President of the European Parliament.

This *Burson-Marsteller Insight* looks at the various issues to be resolved in 2014 and the likely candidates for the main positions. It is the first part of **Europe Decides** – a series that will, over the next eighteen months, follow Europe's democratic (r)evolution and the key decisions that will set the European Union's course for the rest of the decade.

More information on Europe Decides will be available on Twitter (@europedecides) and, from September, on our dedicated website (europedecides.eu).



### EUROPEAN PARLIAMENT

The eighth direct elections to the European Parliament will be held between 22 and 25 May 2014 across all of the European Union's 28 member states.

Institutionally, these are elections like none of the previous polls, granting an unprecedented role to the MEPs in the post-election landscape. Politically too, they are unique: no elections to the European Parliament have taken place against a backdrop of such crisis, pessimism and Euroscepticism.

#### Choosing a Commission President

From an institutional point of view, the key innovation is the link between the European Parliament elections and the choice of a new President of the European Commission.

The Lisbon Treaty – in both Article 17 of the Treaty on European Union and Declaration 11 annexed to the Treaty

– highlights that the choice of the candidate for the Commission presidency will be made *"taking into account the elections to the European Parliament"*.

As such, it will become essentially a party-based choice rather than a nationality-based decision, as has been the case so often in the past.

A Commission Recommendation, published in March 2013, put flesh on these bones: European political parties should make known their candidate for the Commission presidency and the candidate's programme. National parties should make known their affiliation to European political parties. Election broadcasts should feature the candidate that party is backing for the Commission presidency.

In theory, the centre-right European People's Party (EPP), the centre-left Party of European Socialists (PES), the Alliance of Liberals and Democrats for Europe (ALDE) Party and other pan-European political parties will select candidates for the Commission presidency, with the winning party's

**58%**  
of Europeans support the idea of parties presenting Commission candidates at the EP elections  
*(Eurobarometer 78)*

candidate (or one that can command a majority among MEPs) put forward by the European Council for election by an absolute majority of all MEPs. This would be an institutional revolution, giving the new President unprecedented democratic legitimacy.

In practice, things are likely to be very different: more evolution, less revolution. Member states will want to maintain their power to select the candidate, taking into account his or her acceptability to MEPs.

The British government has already published a paper playing down the changes and picking apart the Commission's Recommendation on this issue of candidates and other aspects of the elections. Other national leaders may begin to reconsider the wisdom of selecting 'official candidates', fearful that it will restrict their freedom to choose.

No European political party is likely to gain an overall majority in the new Parliament, so there will be a need for coalition-building and compromise candidates – either from the pool of 'official candidates', or new nominees.

## THE KEY POSITIONS UP FOR GRABS IN 2014

### European Parliament

751 MEPs

Two Presidents (each serving two-and-a-half-years)

19 Bureau members (14 VPs; five quaestors)

22 committee chairs (including two sub-committees)

Political group leaders

### European Commission

President

Vice-President / High Representative

26 other commissioners, including around six vice-presidents

### European Council

President

### Other EU positions and roles with European interest

President of the Constitutional Convention?

President of the Eurozone

Nato Secretary-General

United Nations Secretary-General (from Jan 2017)

mainstream parties or the election process itself.

It is not impossible that formerly 'fringe' groups could form up to 30 per cent of the new European Parliament. Some analysts think even 40 per cent could be possible. The mainstream, pro-integration parties may have to work together to pass legislation and elect or approve candidates for the key positions.

Compromises in the choice of a Commission President may have to be made in such a way that may undermine the initial good intentions of having candidates for the Commission presidency playing a figurehead role in the elections. This dynamic may, of course, present new problems: if there is not a 'loyal opposition' and all the main parties work together, further dissent can be channelled only through 'anti-system' parties.

Among the main parties, the Socialists have a good opportunity to capitalise on dissatisfaction with centre-right governments and be the biggest group in the Parliament for the first time since 1999. The EPP is likely to lose seats and the ALDE Group may suffer from the decline of the German and British Liberal parties, which currently account for nearly 30 per cent of the total number of ALDE MEPs.

The European Conservatives and Reformists (ECR) Group (including the British Conservatives) will face its own challenge: it needs the safe return of sufficient candidates to re-form as well as these MEPs to be from enough member states to qualify as a political group. In 2009 its existence rested on the presence of individuals from a handful of member states, and the ECR may once again have to pick up such individuals to complement its core membership from the Czech Republic, Poland and the UK.

A new extreme-right alliance may be formed, and the far-left group may be reinvigorated thanks to a protest vote. Like at previous elections, around half the membership of the Parliament will change, bringing new faces, new ideas, and new things to learn.

### The party manifestos

The European political parties have already started planning their manifestos ahead of the 2014 elections. The EPP has started

drafting its programme, while the PES, the ALDE Party and the European Greens are still at an early stage.

The parties will be adopting their draft manifestos, and their candidates to be Commission President, during their annual congresses, probably around February 2014.

### The candidates for the Parliament's key roles

Presidents of the European Parliament serve 30-month terms, so two MEPs will head the institution during the five-year mandate. A deal between the EPP and the Socialists seems most likely, and the current Leader of the EPP Group, Joseph Daul, has already stated his wish to become Parliament President, perhaps for the first half of the new mandate.

The new leader of the Socialists would be the most likely candidate for the second half of the presidential term (the current leader, Hannes Swoboda, has already signalled that he will not stand for re-election as an MEP). There are no clear front-runners for the leadership, although the current vice-presidents and the former Bulgarian foreign minister, Ivailo Kalfin, are possible candidates.

However, some 'big beasts' may enter the fray and seek to win the Parliament presidency. Michel Barnier, the current Commissioner for the Internal Market and Services, is rumoured to be planning to take a leave of absence from the Commission in April 2014.

He may well be a candidate in the elections and seek to be Parliament President or EPP Group leader (replacing Mr Daul - another Frenchman). Guy Verhofstadt - if his ambitions to be Commission President are thwarted - may seek to make a deal with the EPP or Socialists and grab one of the terms as President.

Viviane Reding has stated her belief that nominees for the European Commission should come from among elected MEPs, so is likely to stand - and may eye the EPP Group leadership if she fails to land the Commission presidency (she was an MEP from 1989 to 1999).

It is mooted that Martin Schulz will return as President of the Socialist Group if he fails to become Commission President.

This work will be difficult: national leaders do not want a Commission President who has too much power or is seen as having popular legitimacy, as it lessens their ability to direct what the Commission does; however, to satisfy the Parliament they need to put forward a candidate that commands broad support and who is nominated in a way that respects the institutional innovation of 'official candidates'.

### A more fragmented and more unpredictable Parliament

'Commanding broad support' may be the biggest challenge in choosing the Commission President: the centre-right, Socialists and Liberals are likely to be squeezed as never before. Since the last European Parliament elections in 2009, the mood in Europe has changed dramatically, with bail-outs and bail-ins, an economic, social and political crisis, and the rise of anti-European, anti-establishment and extremist parties in national and regional elections.

The rise of groups on the Right and Left, such the United Kingdom Independence Party (Ukip), the Five-Star Movement in Italy, Syriza and Golden Dawn in Greece, the National Front in France, and Jobbik in Hungary - to name only a few - has caused concern in Brussels. The fortunes of these parties - often loosely- or poorly-organised - may fade before next year, but they will undoubtedly be boosted by a protest vote or by apathy towards the

**43%**  
of Europeans  
voted in the  
European  
Parliament  
elections in  
June 2009

## TIMELINE THE KEY DECISION POINTS IN 2014

### FEBRUARY

European political parties nominate candidates for Commission presidency

### 14-17 APRIL

Last plenary session of 7th European Parliament



## EUROPEAN COMMISSION

### Choosing the Commission President

With the Parliament elections over, the European Council will meet to decide how to interpret the results and which name to put forward to MEPs as the candidate for President of the Commission. Behind the scenes the role of European Council President Herman Van Rompuy will be critical.

With the recent large increase in the European Commission's powers over national budgets as a result of the economic crisis, the member states' choice will be a vital one. Democratic legitimacy will be an important factor, and MEPs are unlikely to allow EU leaders to interpret the new rules too loosely. However, it is likely that member states – especially the larger countries – will prefer a 'Barroso' figure to a 'Delors' figure (although it could be argued that the Delors' dynamism would be useful to the EU in the current circumstances).

Once nominated, the Parliament will vote. If the candidate fails to gain the support of more than half of all MEPs, the European Council will have one month to propose a new candidate. Last time, José Manuel Barroso overcame this threshold (even though it was not a formal requirement in 2009). With a significant rump of anti-establishment and Eurosceptic MEPs likely to be elected, there may need to be a 'grand coalition' to unite behind a candidate, thereby avoiding a (perceived) crisis and allowing the new President time to build a team.

The EPP, PES and ALDE Party will nominate their candidates for Commission President at their congresses. However, the European Greens are planning an online 'open primary' to decide on their candidate. José Bové, a French MEP and anti-globalisation candidate, has already put himself forward.

From the EPP, possible candidates include Mr Barroso, Viviane Reding (currently a Vice-President of the Commission), Jyrki Katainen (the Finnish Prime Minister) and Enda Kenny (the Irish Prime Minister).

From the PES, the current President



There are likely to be many new faces around the Commission table in November 2014

of the European Parliament, Martin Schulz, is currently the strongest contender. The ALDE candidate seems set to be Guy Verhofstadt, the Leader of the Liberal group in the European Parliament and a former Belgian Prime Minister.

### Building a team

The new Commission President will then have to build his or her team in collaboration with the member state governments. It is unclear whether the nominee will begin talks with member state governments before or after his or her election by the European Parliament: an earlier start would give the new President more time to prepare but such a move may be considered presumptuous by the Parliament.

In any case, a Commission President selected from among the 'figurehead' candidates at the European Parliament elections will mean an interesting new dynamic: increased legitimacy may give the new President a greater determination to politicise the College of Commissioners so that it reflects the composition of the new European Parliament (possibly more centre-left) rather than the composition of the European Council (currently more centre-right).

Even though governments nominate candidates for the Commission – and usually pick someone from a governing party – a desire by the Commission President to reflect the majority in the European Parliament

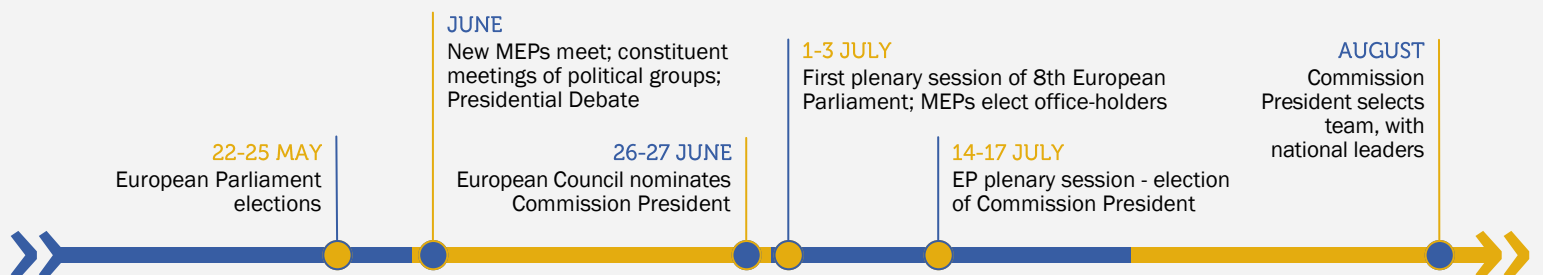
**12**  
There have been twelve Presidents of the European Commission so far - five from the centre-right, five from the centre-left and two Liberals

may lead him or her to request that governments select a nominee from a different political party - although the Commission is likely to remain a 'coalition' in party terms. The new President may even ask national governments to choose a candidate, where possible, from among that country's MEPs.

What is more likely is that the new President will want an improved gender balance in the Commission, and may ask some governments to reconsider their choices. Tension between the newly-found legitimacy of the Commission President and the legitimacy of member state governments may result.

The internal organisation of the Commission will be another key issue in the new President's heavy in-tray: will the directorates-general be restructured? Will the unwieldy, 28-strong College of Commissioners be streamlined – possibly with the vice-presidents heading teams of commissioners dealing with broadly-themed areas, such as economic policy, industrial and enterprise policy, and foreign policy?

As for the personalities likely to feature in the new College, Pascal Lamy or Martine Aubry are potential candidates from France. Mikołaj Dowgiałewicz, the Polish Europe Minister during the country's 2011 EU presidency, is hotly tipped, and Frank-Walter Steinmeier, a German social democrat, may get the nod from Angela Merkel as part of a grand

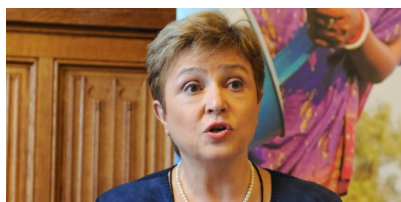


coalition agreement (provided that Martin Schulz does not become President).

Nick Clegg, the UK's Deputy Prime Minister, was once thought to be a likely candidate but with David Cameron under continual pressure from Eurosceptic MPs, a Conservative seems more likely – possibly Andrew Mitchell. A confident, pro-European Commission President may even suggest, for example, the outgoing Tory MEP and Chair of the Internal Market Committee, Malcolm Harbour.

Renominations and the stability of the Commission may also be a factor: national governments may be encouraged to put forward current commissioners for a further term with the expectation that doing so would win them a vice-presidency of the Commission or a major portfolio.

For example, Neelie Kroes, despite her age, is a safe pair of hands and helps the gender balance. She may well have the upper hand over other potential Dutch candidates. Kristalina Georgieva (pictured below) and Cecilia Malmström may also be re-appointed and get promotions.



All the nominees will then be subject to hearings and approval, as a College, by the European Parliament. This process has caused delays in the past – Rocco Buttiglione, Ingrida Udre and Rumiana Jeleva were all jettisoned for fear of the College being rejected as a whole – and twists and turns can be expected.

However, the likelihood of the Parliament being split between pro-Europeans and Eurosceptics rather than (or as well as) between Right and Left makes this prospect less likely this time. Barring any major hiccups, the three main groups may well close ranks and back the new President's team – provided no 'jokers' are imposed on an incoming President by inflexible prime ministers.

An awareness of this possibility is likely to increase the power of the new President to choose his or her own

**64%**  
of Europeans  
under the  
age of 30  
say they are  
likely to vote  
in the 2014  
European  
Parliament  
elections

(Flash  
Eurobarometer  
375)

team and put pressure on national leaders to comply.

### The High Representative

Given the position of the High Representative for Foreign Affairs and Security Policy as a Vice-President of the Commission, the choice of a new 'High Rep' will necessarily have to be made in conjunction with the selection of the other commissioners.

Candidates in the frame for this position include Anders Fogh Rasmussen, the current head of Nato, Carl Bildt, Alexander Stubb and Radosław Sikorski, respectively the Swedish, Finnish and Polish Foreign Ministers, and Kristalina Georgieva.

The general disappointment with the performance of Cathy Ashton – despite having been given the Herculean task of building and running the External Action Service at the same time, and her success on Kosovo – would suggest a 'big-hitter'. However, Britain, France and Germany, as major individual actors on the world stage, may well press for a less dynamic figure in this role.

As one of the 'big' jobs, along with the Commission and European Council presidencies, the choice of High Representative is likely to be taken as part of a package to ensure political, gender and geographical diversity.



## EUROPEAN COUNCIL

The final big piece of the jigsaw is the choice of a President of the European Council. This is the most closed of all the processes: 28 EU leaders will select a current or former member of the European Council to occupy the new Europa building and chair their meetings from 2015 to 2017.

The opaque nature of the process makes it more difficult to predict, but the 'Van Rompuy' model of a low-profile but effective conciliator is likely to be followed, with EU leaders preferring not to be outshone.

Potential candidates include Enda Kenny, the Irish PM, who leads a Conservative-Labour coalition in Dublin and who impressed in his handling of the EU budget negotiations. Anders Fogh Rasmussen is another possibility. His selection would overcome the political difficulty of the Denmark naming a Liberal as the country's Commission nominee.

Donald Tusk, the Polish PM, had been mooted for the European Council and Commission jobs, but recently stated that he would remain in Warsaw until the next Polish elections in 2015.



Will EU leaders choose another Van Rompuy-style figure as the new President of the European Council?

22 SEPTEMBER  
TO 1 OCTOBER

EP hearings of  
commissioners-designate

20-23 OCTOBER

EP plenary session -  
approval of 2014-2019  
European Commission

1 NOVEMBER

New European Commission  
takes office

1 DECEMBER

New President of the European  
Council takes office

## THE CONTENDERS

### SOME OF THE NAMES IN THE FRAME FOR THE TOP JOBS IN 2014



**MARTIN SCHULZ** PES, GERMANY  
EP PRESIDENT

**2014: Commission President... or High Representative?**

The frontrunner for the PES candidacy will have a big claim if the Socialists win the elections but his nationality, reputation for combativeness and lack of executive experience may be a barrier - and would Merkel nominate an opponent? May return to lead Socialists in the European Parliament if other ambitions falter.



**ENDA KENNY** EPP, IRELAND  
IRISH PRIME MINISTER

**2014: Commission or European Council President?**

Kenny has a good profile for the European Council job in particular - a consensus-builder (he is in a coalition government with Labour) from a small member state who has had some success at EU level with his successful steering of negotiations on the EU's long-term budget during the Irish Presidency. Possibly a better bet for the Council job than for the Commission.



**JOSÉ MANUEL BARROSO** EPP, PORTUGAL  
COMMISSION PRESIDENT

**2014: Commission President?**

Barroso has shown himself to be a safe pair of hands and someone with whom the member states can work. However, there is little enthusiasm for a third term, and EU leaders may decide that continuity does not send the right message about tackling the crisis. Barroso remains in the frame as a slim possibility - a consensus candidate if other options meet resistance.



**GUY VERHOFSTADT** ALDE, BELGIUM  
ALDE LEADER IN THE EP

**2014: Commission President?**

Vastly experienced and a committed pro-European, he is a good communicator and well-respected - but it is unlikely that ALDE will win the elections. His federalism will put off some member states and there are Liberal candidates for other top jobs. May return to Parliament, possibly as President, and is likely to be a factor in any deal.



**PASCAL LAMY** PES, FRANCE  
WTO DIRECTOR-GENERAL

**2014: Commission President?**

Lamy is an experienced Brussels player, having headed Jacques Delors' office and been Trade Commissioner. He is widely respected for his intelligence and negotiation skills, but may be seen as 'yesterday's man' and would have to derail the Schulz juggernaut. A good option for the Commission if the PES wins but national leaders don't want Schulz.



**RADOSŁAW SIKORSKI** EPP, POLAND  
POLISH FOREIGN MINISTER

**2014: High Representative?**

Sikorski's speeches on European affairs have raised his profile and standing (although his criticism of the UK's European policy means that his views are not universally appreciated). He stands a good chance of getting a position but may choose to wait for one of the other two roles on offer - Nato Secretary-General or UN Secretary-General.



**JYRKI KATAINEN** EPP, FINLAND  
FINNISH PRIME MINISTER

**2014: Commission or European Council President?**

As a pro-European from a cautious member state, Katainen is in many ways an ideal candidate. His youth and language capabilities (he speaks English and French) are other plus points. However, he is little-known and would have to overcome some bigger EPP names to take the Commission presidency. Possibly a better bet for the European Council job.



**HELLE THORNING-SCHMIDT** PES, DENMARK  
DANISH PRIME MINISTER

**2014: Commission or European Council President?**

The Danish PM is well-known on the European scene, having been an MEP. However, her star has faded as the Danish government loses popularity. The dominance of the centre-right in the European Council, Martin Schulz's Commission candidacy and Denmark's position outside the euro are all problematic for Thorning-Schmidt's prospects.



**ANDERS FOGH RASMUSSEN** ALDE, DENMARK  
NATO SECRETARY-GENERAL

**2014: High Rep or European Council President?**

Rasmussen's stint at Nato has given him significant international experience, especially with regard to working with the United States. However, a bid for the High Representative role may falter due to the left-wing government in Copenhagen. Prestige for Denmark may outweigh party political considerations - but the presidency of the European Council looks more likely.



**MICHEL BARNIER** EPP, FRANCE  
INTERNAL MARKET COMMISSIONER

**2014: EPP Group leader... or EP President?**

Barnier is rumoured to be planning to take a leave of absence from the Commission in April 2014, possibly to stand in the European Parliament elections. Well-respected in the EPP, he would stand a good chance of becoming the President of the parliamentary group, but if the incumbent, Joseph Daul, is to become the EP President, Barnier may be the odd (French)man out.



**VIVIANE REDING** EPP, LUXEMBOURG  
COMMISSION VICE-PRESIDENT

**2014: Commission President?**

Reding has been one of the Commission's most prominent personalities and has had big successes, including the cap on roaming charges. She has had run-ins with member states in the past, which may count against her. She could become the first female Commission President - with a major role in the Parliament a possible consolation prize if her bid fails.



**JOSÉ LUIS ZAPATERO** PES, SPAIN  
FORMER SPANISH PRIME MINISTER

**2014: European Council President?**

The former Spanish PM is still a major figure on the centre-left and may be a compromise candidate if there is a need for a Socialist to fill one of the big roles. He is unlikely to be proposed by the Rajoy government for the Commission job, but is an outsider for the European Council job. The centre-right dominance and his lack of language skills count against him.


**The European Parliament elections in May 2014 may be the first genuinely 'European' elections.**

This might seem an odd claim, given that the Parliament has been elected every five years since 1979. Until now, though, 'Europe' has actually played a minor role in these contests. As mid-term contests in national election cycles, European Parliament elections have been dominated by national politicians and parties rather than by European-level politicians and parties or the future direction of the European Union.

Things could be different in 2014. The eurozone crisis and the EU's response to it have dominated politics in national elections in the eurozone since early 2010. Also, the prospect of deeper economic and political integration is exercising publics both inside and outside the eurozone. There has also been a dramatic rise in support for anti-European parties.

These parties are a response to the economic downturn, perceived EU-imposed austerity, and continued decline in support for the EU. For these parties the 2014 elections will be a unique opportunity to mobilise. Anti-European parties could win 25 to 30 per cent of the vote in several countries next year.

On top of this, there will be a new 'European' element in 2014: the battle for the next Commission President. With the Lisbon Treaty, the European Parliament now formally 'elects' the Commission President. This has encouraged the main European political parties to nominate rival candidates for this post, to lead their campaigns.

The hot favourite to be the candidate of the centre-left Party of European Socialists is Martin Schulz, a German Social Democrat and the current President of the Parliament. Other names in the

frame for the PES are Helle Thorning-Schmidt, the Danish Prime Minister, José Luis Zapatero, the ex-Prime Minister of Spain, and Pascal Lamy, the World Trade Organisation Director-General.

Possible candidates for the centre-right European People's Party include Viviane Reding, current a Vice-President of the European Commission, Fredrik Reinfeldt, the Swedish Prime Minister, and Dalia Grybauskaitė, the Lithuanian President. From the other European parties, the Liberals could propose Guy Verhofstadt, the former Belgian premier and now leader of the Liberal Group in the European Parliament, while the European Greens are planning an online 'open primary' to decide their candidate.

With rival candidates for the most powerful position in the EU institutions, the press will contrast the personalities and the 'manifestos' of the main candidates. There could even be a live TV debate that would trigger debate on the key issues facing Europe: should the euro be saved at all costs? Should there be unrestricted free movement of people? Should there be an EU-US free trade area? Should Britain leave the EU? The mainstream media and the blogosphere, as well as politicians and citizens across Europe will debate the answers given by the candidates to these and other questions.

So, next year's elections could be more 'European' than any previous such election. Europe is highly salient in virtually every country. Add the campaign for the Commission President, and there is a chance that for the first time a significant proportion of citizens could consider the future direction of the EU when making their choice at the ballot box.

*Simon Hix is a Professor and Head of the Department of Government at the London School of Economics, and Chairman of VoteWatch Europe*

**WHY DOES ALL THIS MATTER?**

The European Parliament elections have often been dismissed by voters and national governments as an opportunity for a protest vote and of little relevance for people's daily lives.

However, the legislative powers of the European Parliament are now almost equal to those of the Council. It may still not be very visible to many voters, but the impact of the European Parliament cannot be questioned.

The Parliament also has an important role in shaping Europe's 'executive': the candidate for the presidency of the European Commission needs to be approved by at least half of all MEPs (not just those voting) to take office. His or her team of commissioners must face questions from MEPs and be approved, as a body, by the Parliament.

The election campaign and the other institutional changes also give anyone with an interest in European affairs an opportunity to help shape the agenda for the rest of the decade. It is the only pan-European campaigning opportunity – a chance to persuade



politicians from across the continent to commit to your cause. The new Commission will bring new ideas and new commitments: now is the time to contribute to the thinking process.

Burson-Marsteller Brussels' team of experts can provide tailored support – including strategy development, campaign-building, policy analysis, monitoring and training – to help your organisation analyse and influence the changes about to take place.

We have experts in a wide range of sectors, including healthcare, environment policy, chemicals, energy, transport, ICT, food and nutrition, and competition, who can help you get ahead of the game. By working with our colleagues from across the EU, we can provide insight and expertise from Brussels and national capitals.

**COMING UP...**

**Europe Decides** will follow Europe's year of change with a wide range of activities, including events on the institutional changes and their impact on different policy areas, and a website with news and insights into the elections and their fallout from our Europe-wide public affairs network. From early 2014, PollWatch – a collaboration with VoteWatch Europe - will track opinion polls ahead of the Parliament elections.

Our first **Europe Decides** event will be a German election night party on Sunday 22 September, which will follow the results of the Bundestag elections and the choice of Chancellor – a major milestone in the lead-up to the European elections. A further event will be held in the autumn.

Contact us at [bmbrussels@bm.com](mailto:bmbrussels@bm.com) to receive updates from Burson-Marsteller Brussels, or follow us on Twitter (@bmbrussels).

You can also follow **Europe Decides** on Twitter (@europedecides) and, from September, visit our dedicated website ([europedecides.eu](http://europedecides.eu)).

For more information please contact:

**David Earnshaw**  
CEO, Burson-Marsteller Brussels  
[david.earnshaw@bm.com](mailto:david.earnshaw@bm.com)

**Robert Mack**  
Chair, EMEA Public Affairs Practice  
[robert.mack@bm.com](mailto:robert.mack@bm.com)

**David O'Leary**  
Director, Government Relations  
[david.oleary@bm.com](mailto:david.oleary@bm.com)



WINNER  
GOLD AWARD 2013  
PUBLIC AFFAIRS  
CAMPAIGN OF THE  
YEAR