

# The FH Approach

- a conversation we have with our clients

What is your goal for the year?	DEFEND	MAINTAIN	GROW
Product	I need to defend my product	I need to maintain my license to operate	I need to introduce a new product on the market
Organisation or Country	I need to defend my reputation	I need to communicate and align internally	I need to raise my profile
Marketplace	I need to defend my commercial freedom	I need to shape a business-friendly environment	I need to access new markets

For more information, contact:

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Our Brussels clients past and present:



## Energy Practice

Brussels



The Energy sector remains the bedrock of industrial society, providing the basic inputs that power up factories, offices and technologies of all kinds, and underpin mobility and competitiveness.

Europe's energy sector faces a series of challenges that interlink with broader competitiveness and environmental issues. The challenges are sharpened by the long-running tension between EU legislative requirements and Member State rights' to determine the right energy mix in their countries. FleishmanHillard successfully navigates the various policy and geographical dimensions.

**TOPPING THE BRUSSELS LEGISLATIVE AGENDA:**

- Completion of the EU Internal Energy Market for electricity and gas by 2014
- Resuscitating EU emissions trading system (ETS), cornerstone of EU policy to cutting emissions
- Launching new post-2020 energy and climate package
- Energy prices and facilitating new energy investments in the EU
- Amending Fuel Quality Directive and methodology for calculating emissions from fossil fuels



Fossil fuels' share of the total energy mix in the 27 European Union Member States eased slightly in 2010, because of recession, to 76.1%.



Crude oil and its family of petroleum products, like diesel, continues to dominate the energy mix, at 35% in 2010, with expectations this will ease to just 32% by 2030.

Natural gas was 25.1% of the overall mix in the EU, while renewable energy was 12.5% of total consumption in 2010, with much of those renewables coming from hydropower and biomass.



The EU's overall energy import dependency was 52.7% in 2010; oil and gas import dependency is expected to increase to around 80% by 2035.

Coal remains the third biggest energy source, at around 16% in 2010, aided by high natural gas prices, weak carbon prices, and surplus coal deliveries from the U.S.



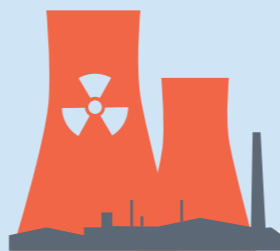
**UK**

The biggest gas market in the EU by overall demand, though gas production continues to decline. As a percentage of total consumption, gas had about 40% of the UK overall energy mix, the second highest after the Netherlands.



**40%**  
of UK overall energy mix is gas

**77%**  
of electricity from Nuclear



**FRANCE**

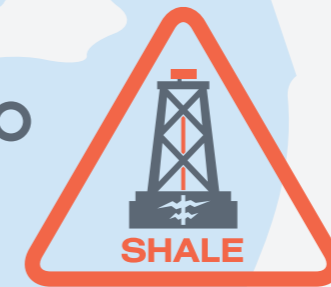
The biggest nuclear power producer in the EU, receiving 77% of its electricity needs from nuclear in 2010.



**49%**  
renewable energy consumption rate by 2020

**SWEDEN**

The country with the highest renewable energy consumption target under the Renewable Energy Directive by 2020 of all EU Member States; received one-third of its total energy from renewables, largely biomass, in 2010.



**EU**  
leader in shale oil development

**ESTONIA**

The EU leader in shale oil development and a global leader in this fuel resource, Estonia receives more than half its total energy from shale oil.

**GERMANY**

The biggest energy consumer in the EU, with fossil fuel comprising around 80% of the overall energy mix.



**80%**  
of energy mix is fossil fuel

**Case Studies:**

**BP**

For the past three years, FleishmanHillard has worked with BP to organise high-level events that bring together top EU policy stakeholders, including MEPs and Ambassadors. Under the banner of "Energy Matters," the BP-sponsored events have provided an intimate forum for BP to exchange its views with high-level policymakers on a variety of important energy policy issues and to establish an ongoing dialogue with key policymakers.

**GASNATURALLY**

A grouping of major European gas associations, GasNaturally enlisted FleishmanHillard Brussels in 2013 to take its campaign to a new level by helping elevate awareness among EU stakeholders of the environmental and economic benefits of using natural gas. FH Brussels helped GasNaturally successfully launch its marquee annual event, Gas Week, in April at the European Parliament.

**SHV ENERGY**

FleishmanHillard Brussels has worked with SHV Energy, a Dutch family-owned energy company, since 2008. In 2012, FH Brussels helped the company grow its presence in social media with a series of initiatives that put a spotlight on delivering cleaner and more affordable energy solutions, like liquefied petroleum gas, to rural communities.

**THE GLOBAL ENERGY PRIZE**

The Global Energy Prize (GEP) in Moscow looked to FleishmanHillard Brussels to attract greater media coverage of the 2013 GEP Laureates' announcement in May. Using its experience with media and global network within the FH family, FH helped the GEP secure its most comprehensive media coverage since the award started just over a decade ago.

(All statistics from most recently available data from Eurostat report: 'Energy Markets in the EU in 2011'; and from European Council President Herman van Rompuy)