

# ATTITUDES ON THE ENVIRONMENT

In 2011, four of the top five global risks were environmental, according to the World Economic Forum. In 2013, with economic uncertainty persisting throughout Europe, economic and social risks topped the list; rising greenhouse gas emissions was the only environmental concern to make the top five. With little European Member State appetite for new environmental legislation, expect the Commission to continue to prioritise the environment by positioning it as a solution to economic woes through the bolstering of green business.



Implementation of existing legislation

## IMPLEMENTATION OVER INITIATION

With Europe shifting its focus towards the economy, it can be expected that rather than bringing forth new environmental regulations, Europe will shift toward implementation of existing legislation. **The Commission's 7th Environmental Action Plan**, which proposed virtually no new regulation, sent a clear signal on this shift towards implementation.



83%

of citizens think that the **efficient use of natural resources** could boost economic growth in the EU.

## NATURAL RESOURCES, A GLOBAL CHALLENGE

There are 7 billion people in the world and we are quickly moving from a period of abundant resources to a scarcity of resources. Public opinion in Europe shows that there is an **increasing concern about resource scarcity**, with 33% of Europeans identifying strong concerns. Many key stakeholders, however, believe there are economic opportunities in being resource efficient.



## EUROPE STILL CARES ABOUT BEING GREEN

Public opinion in Europe supports this global positioning with **77% of European citizens ranking environment factors as influential on quality of life**, second only to economic factors (85%). Furthermore, 95% of EU citizens feel that protecting the environment is important to them personally.

77%

Environmental factors influence my quality of life

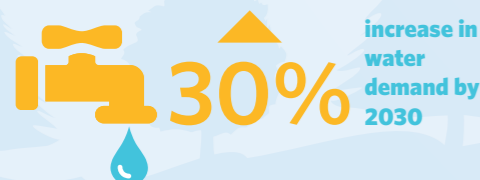
95%

Protecting the environment is important to me

# TOP TRENDS IN THE EU

## FROM ABUNDANCE TO SCARCITY, ADDRESSING EUROPE'S WATER

Scarcity of water and other natural resources is seen as a key challenge for Europe. With global demand for water expected to increase by 30% by 2030, Member States are looking to protect their supplies through Brussels. The issue, prevalent on the mind of citizens according to a 2011 Eurobarometer, has forced Europe to put its ambitions on paper: the **Blueprint to Safeguard Europe's Water Resources**.



## EUROPE'S PRIMARY ENERGY RESOURCE: ENERGY EFFICIENCY

A competitive Union is Europe's priority and energy efficiency remains key to the future of competitive energy pricing and long-term energy security. After the adoption of the **Energy Efficiency Directive in 2012**, Europe is already looking towards tomorrow - the European Council took the first step in May 2013 to address "what should be done at the level of the EU to further increase energy efficiency?"

## AIR QUALITY

With the issue of air quality remaining a major concern for European citizens, 2013 was dedicated the **'Year of Air'**. European air policy, traditionally an area in which Europe has been both active and successful, is undergoing a thorough review of existing legislation as well as the main sources to help keep Europe's citizens safe from pollutants.



## A STRONGER FOCUS ON RESOURCE EFFICIENCY AND WASTE

The **EU's 7 Environment Action Programme** lays out a plan "to turn the EU into a resource-efficient, green and competitive low carbon economy". A focus on life-cycle approach, environmental labelling and greener products can be expected. Waste is seen more and more as a resource and both prevention and recycling will continue to be key elements of waste legislation.

# Case studies

## ISOPA

For over 15 years FH Brussels has supported the European trade association of manufacturers diisocyanates, the main raw materials for polyurethanes (ISOPA). This longstanding relationship includes providing regular strategic support on issue management and working with the industry on direct engagement with policymakers on issues from ranging from chemical legislation to energy performance of buildings and waste. This is complemented by a fully integrated communications campaign to promote the benefits of polyurethane material and even building a polyurethane passive house in Brussels.

## BALTICSEA2020

In June 2011, FleishmanHillard was enlisted by BalticSea2020 to support them with the reform of the European Union's Common Fisheries Policy (CFP) and reverse the negative environmental trend occurring in the Baltic Sea. This reform is a unique opportunity for BalticSea2020 to ensure that the new European policy allows fish stocks to rebuild, ensuring a sustainable environment and a sustainable fishing industry in the Baltic Sea area. The advocacy campaign yielded significant achievements with the adoption by each European institution of progressive deals, supporting an ambitious reform of the Common Fisheries Policy and a sustainable future for EU fisheries.

## FLEISHMANHILLARD GOES GREEN

FH prides itself on our thought leadership; on going beyond the ordinary. The Brussels office has lead the way on sustainability both within FleishmanHillard and our industry. In 2007, FleishmanHillard Brussels initiated the 'FleishmanHillard Goes Green' campaign to become the first consultancy in Europe to go carbon-neutral. Since then we have continued our efforts to integrate sustainability into the daily life and culture of FleishmanHillard.



# 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:



Aaron McLoughlin

SVP & Senior Advisor  
FleishmanHillard Brussels  
35 Square de Meeûs  
1000 Brussels, Belgium  
+32 (0)2 285 46 09  
Aaron.McLoughlin@fleishmaneuropa.com



Caterina Geremei

Associate Director  
FleishmanHillard Brussels  
35 Square de Meeûs  
1000 Brussels, Belgium  
+32 (0)2 285 46 20  
Caterina.Geremei@fleishmaneuropa.com

## Our Brussels clients past and present:



# Environment Practice

FH Manufacturing & Industrials Team



Europe has perhaps the most environmentally progressive citizens and regulations in the world, and is a leader when it comes to driving international standards and commitments.