

Introducing
FleishmanHillard's

FH 2050

Climate and Sustainability Practice

*Understanding, navigating
and adapting to the
climate & sustainability
agenda.*

SUSTAINABILITY & CLIMATE IS EVERYBODY'S BUSINESS

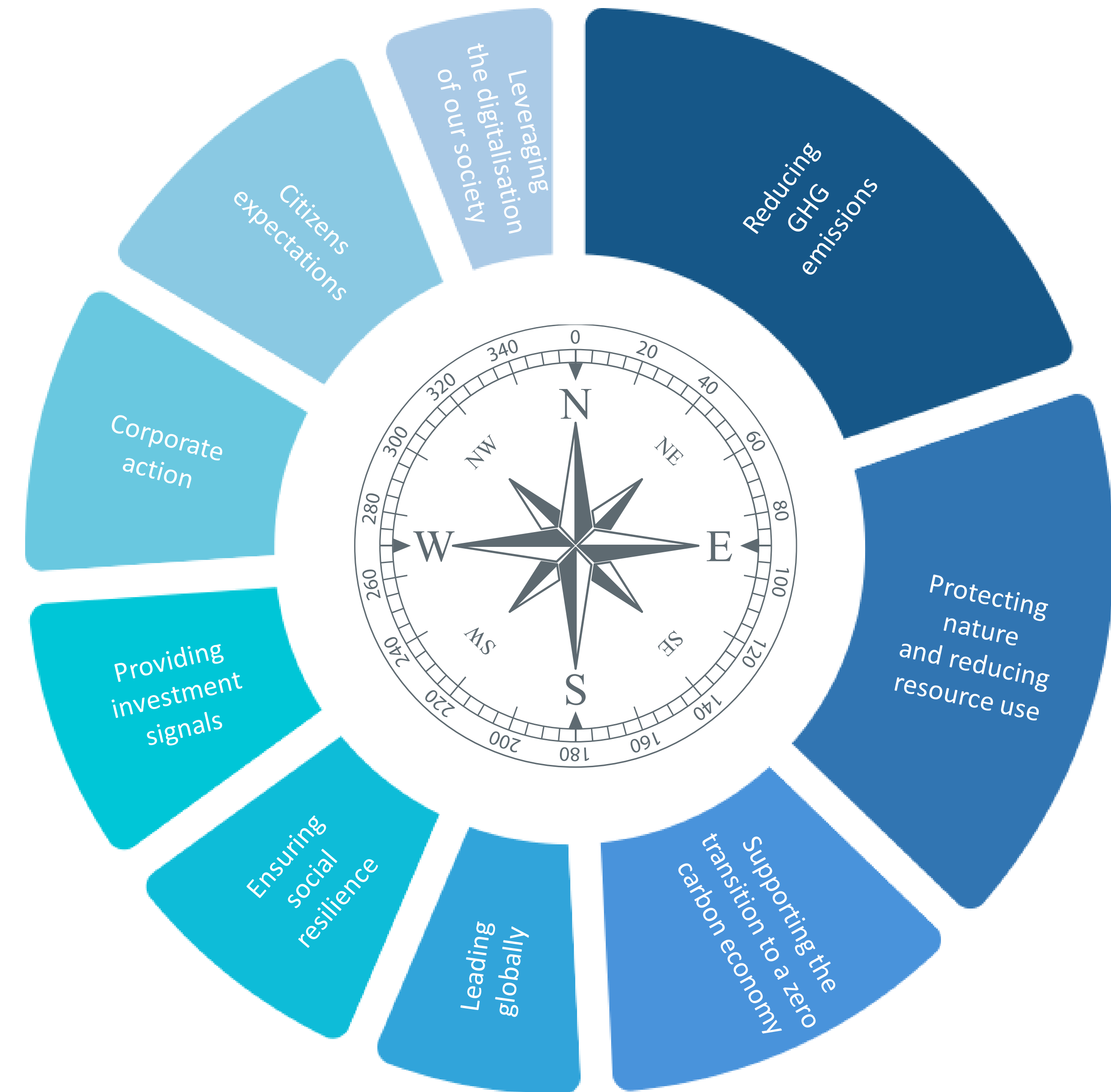
*"The European Green Deal will be our motor for the recovery. [...] By using the **European Green Deal as our compass**, we can turn the crisis of this pandemic into an opportunity to rebuild our economies differently and make them more resilient"*

President of the European Commission,
Ursula von der Leyen



The impact of the COVID-19 crisis and Europe's recovery will act as a **catalyst** for these priorities to increase Europe's social resilience, reinforcing societal priorities and state capitalism.

The sustainability and climate agenda is affecting each and every sector, and no organisation can remain silent on these issues without facing critical **reputational, financial and regulatory challenges**.



FH 2050 – YOUR COMPASS FOR THE SUSTAINABILITY & CLIMATE AGENDA



Mette Grolleman
General Manager, FleishmanHillard Brussels

“Climate change and sustainability have long been significant drivers of European public policy. Now for the first time, the Sustainable Development Goals are mainstreamed into EU policies and initiatives. The Covid-19 crisis has only served to catalyse Europe’s ambition, and focus minds on the green recovery.

Consumer awareness, global leadership and environmental and social resilience are examples of the drivers that will impact change.

For all organisations, across all sectors, managing the regulatory and political environment, being part of the conversation and transforming ambition into action will be an essential part of effective public affairs and communications engagement in the post-covid landscape.

Our new FH 2050 practice combines our deeply embedded sectoral expertise across policy issues like transport, finance, technology, environment and chemicals, with the strength of our integrated communications and reputation management practice to help organisations navigate the reputational, financial and legislative impacts associated with the transition to climate neutrality.”

UNDERSTANDING

NAVIGATING

ADAPTING

What our practice will help you achieve:

- Communicating authentically and meaningfully
- Anticipating and engaging with the evolving policy environment
- Integrating the climate agenda into your organisational strategies
- Turning climate commitments into action
- Driving reputation and change
- Managing crises

OUR 360° SERVICES

1. Policy Expertise

The myriad of regulatory and policy discussions around climate and sustainability pose numerous opportunities and challenges for organisations in all sectors. Translating policy discussions into business implications is essential to understanding what is on the horizon. It starts with understanding the political environment and the role that your organisation can play. Across the financial sector and real economy, FH's policy expertise will paint a clear and holistic picture of the policy horizon, looking ahead to identify how your organisation can best understand and constructively engage with current discussions.

2. Climate and Sustainability Communications

Public demonstrations and policy discussions have shone the spotlight on the climate and sustainability debate, strengthening the link between an organisation's credibility and its position on sustainability. Making your voice heard and having an impact require authentic messaging and strategic communications. FH's experience and excellent track record in communications ensures that your voice cuts through and across with the right message and tone, to the right audiences. From video and content production to social media and media engagement, our team ensures that you are heard and understood.



OUR 360° SERVICES

3. Campaigning and Profiling

Communication on climate change and sustainability is increasing, making the landscape more complex and crowded. FH's extensive campaign expertise and the creativity of our team will define and tailor the right approach and tactics to communicate your views, but also strengthen your profile and reputation in an increasingly complex media, policy and regulatory landscape. Supported by our European and global networks, our team can successfully support you to connect the dots globally.

4. Green Authenticity Gap

With climate action listed at the top of global policy priorities, including in the context of post-COVID recovery, consumers' and citizens' expectations are increasingly attached to the environmental and carbon footprint of companies and human activity. This poses a lasting challenge for companies to demonstrate the magnitude of their green efforts through their products and services. FH can help you identify these expectations and the reality of how your company is perceived in that matter, in order to manage this Green Authenticity Gap.

5. Crisis Communication

The visibility of the climate debate amplifies the extent to which a climate-related crisis can impact company reputation. Managing customer expectations, media scrutiny and business strategy is a challenge that requires swift and efficient action specific to each crisis situation. FH's crisis, media and reputation experts evaluate and analyse the causes and outcomes, identify priorities to ensure the good management of policy and reputation implications.

OUR TEAM



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*Want to discuss the future climate
& sustainability agenda and how
it impacts your sector?*

*Curious to know more about what
this means for you?*

CONTACT US

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