



Office Address
Square de Meeûs 18, 1050 Brussels

Telephone Number
+3223202524

Email Address
brussels@logos-pa.com

Website Address
logos-pa.com

Key Specialisms

- ☑ Aerospace & Defence
- ☑ Association Management
- ☑ Digital Services & Technology Hardware
- ☑ Energy
- ☑ Healthcare
- ☑ Sustainability & Environment
- ☑ Transport

Brussels Office Since

📅 1998

Number of Public Affairs Consultants

👤 logos employs 30 consultants and senior experts who collectively speak 12 languages. MCI Benelux employs 105 consultants in Brussels. Globally, MCI Group has more than 2,700 colleagues worldwide.

About logos

Firm Description

logos provides tailor-made advocacy and outreach solutions based on a combination of technical expertise, political savvy, and razor-sharp communications. We excel at building relationships and compiling the evidence for innovation-friendly public policy. We have been servicing clients for 20 years.

Clients trust us to steer alliances, activate communities, and engage with policymakers. They rely on our strategic insight and creativity to make themselves heard in Brussels and beyond. While our heart is boutique, our reach is global.

Ownership Structure

Established in Belgium, logos is owned by MCI Benelux. In 2012, logos joined MCI Group, an international communications and association management group.

International Structure

logos operates from Berlin, Brussels, Geneva, Paris and Washington, D.C. Since 2012, we have integrated MCI Group with its 62 offices in 31 countries.

Key Strengths

Our strengths include:

ADVOCACY

- Political intelligence & policy monitoring
- Strategic advice
- 360° perception surveys
- Government relations

COMMUNICATION

- Communication campaigns
- Social media
- Media relations
- Video, print and digital assets

COALITIONS

- Industry associations
- Innovation alliances
- Public-private partnerships
- EU funding

PUBLIC DIALOGUE

- Concept and programme development for policy events

- Stakeholder management
- Consensus building
- Event management

Key Clients

5GAA, ATVEA, CAPIEL, CEMEX, Euralarm, European Commission, ESSM, FIM, HINO, IMEC, IRU, Japan Automobile Manufacturers Association, RECHARGE, SAE International, The SeaCleaners, ZTE.

Thought Leadership

logos consultants publish regular posts on our blog about regulatory challenges and policy trends in Europe. We focus on societal shifts such as digitisation, decarbonisation and the emergence of the sharing economy. We analyse how these ongoing transformations are leading industries to converge and seek partnerships beyond their traditional realm.

logos also organises or facilitates multi-stakeholder debates involving industry, civil society and policymakers.

For the European elections in May 2019, logos compiled an EU Tracker that anticipated the possible consequences of the electoral results in terms of EU leadership and political majority.

Quorum

#TheImplementers

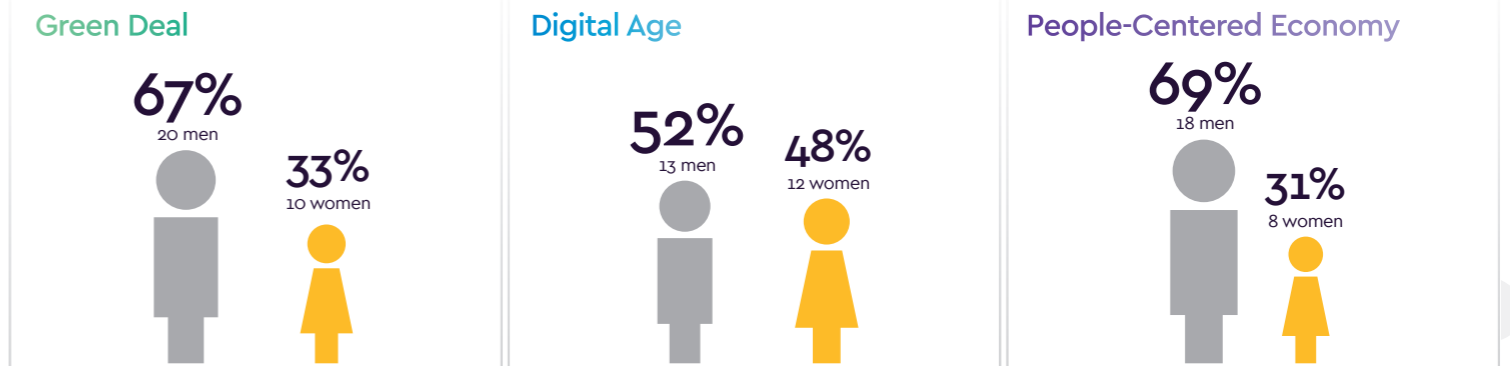
1 February – 30 June 2020, updated following Brexit.



logos has created an organisational chart for each of the top priorities – Green Deal, Digital Age and People-Centre Economy – of the Von der Leyen commission. For each institution – Commission, Parliament and Council (including its rotating presidency), the charts show #TheImplementers, the leading EU policymakers and officials that will have the responsibility to turn objectives into achievements. [Download them here.](#)

Gender

European institutions are falling short of reaching a gender-balanced leadership. Meanwhile, the Parliament and the Commission are close to a gender balance among #TheImplementers working on the digital age priority. The gender unbalance among #TheImplementers working on the Green Deal and People-Centre Economy priorities calls for some action. Let's hope that future nominations will help to fill the gap.



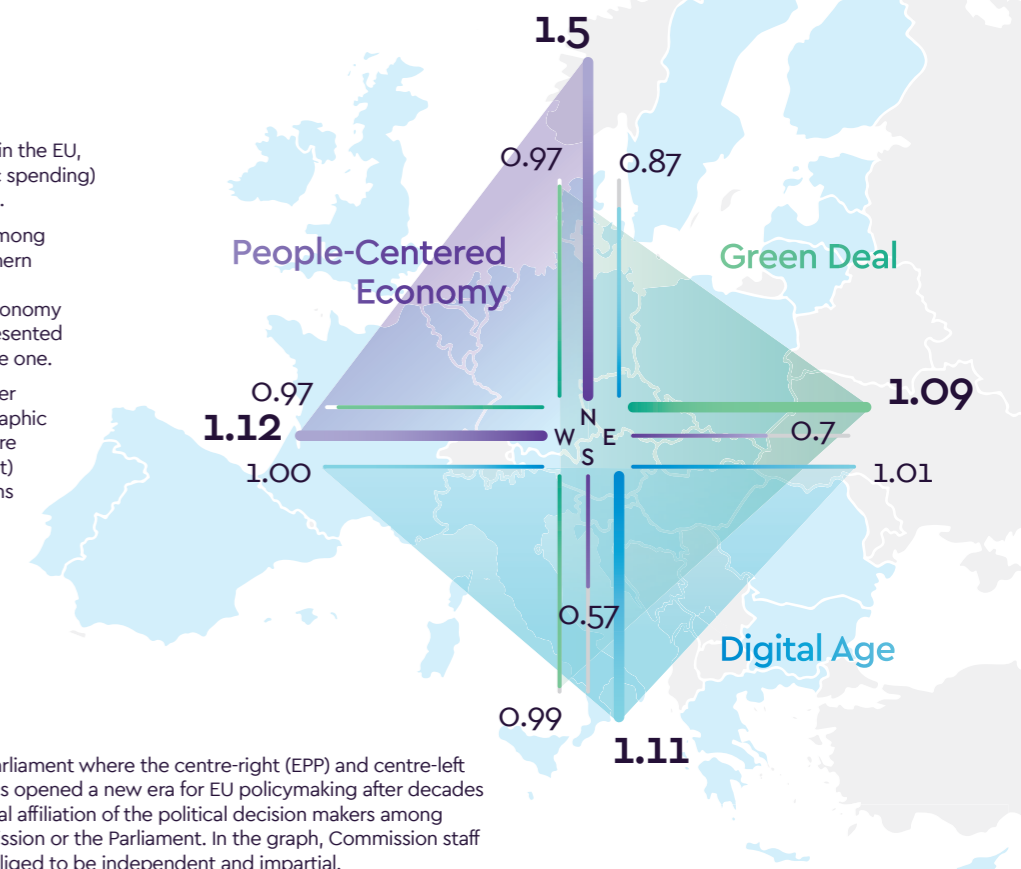
Geography

Geographical divides often shape the policy debate in the EU, whether on economic matters (protectionism, public spending) or value-based issues (e.g., the rule of law, migration).

As shown, Eastern Europeans are overrepresented among #TheImplementers working on the Green Deal; Northern and Western Europeans are overrepresented among #TheImplementers working on the People-Centre Economy priority; whereas Northern Europeans are underrepresented among #TheImplementers working on the Digital Age one.

The map shows the extent to which each area is either under- or overrepresented, compared to their geographic distribution. Each figure indicates the ratio of the share of #TheImplementers coming from the East (vs. West) on the relative demographic size of Eastern Europeans (compared to Western Europeans).

In a nutshell, a figure below 1 means that the region is underrepresented. And vice versa.



Politics

In May 2019, the European elections led to a hung parliament where the centre-right (EPP) and centre-left (S&D) parties no longer jointly hold the majority. It has opened a new era for EU policymaking after decades of two-party dominance. The chart shows the political affiliation of the political decision makers among #TheImplementers working for the European Commission or the Parliament. In the graph, Commission staff have not been taken into account since EU staff is obliged to be independent and impartial.

