

# Instinctif

PARTNERS

## Office Address

Rue du Trône 60, B-1050  
Brussels, Belgium

## Email Address

brussels@instinctif.com

## Telephone Number

+32 (0) 2 626-9500

## Client Contact

William Dazy, Managing Partner

## Website Address

brussels.instinctif.com

## Brussels Office Since

📅 Policy Action Ltd. since  
July 1999, sold to Instinctif  
Partners in Oct. 2011

## Number of Public Affairs Consultants

👤 8 Full Time Employees

## Key Specialisms

- ⊕ Chemicals
- ⊕ Digital Services &  
Technology Hardware
- ⊕ Energy
- ⊕ Food and Drink
- ⊕ Healthcare
- ⊕ Sustainability & Environment

## About Instinctif Partners

### Firm Description

Instinctif Partners is an EMEA business communications consultancy. As partners in change, we help navigate societies' constantly changing rules. We provide an integrated service drawing on expertise in public affairs, as well as communications, capital markets, content & design, digital, insight and sustainability. Our aim is to build trust through transparency and honesty, so that together with our clients, we can be a force for good.

Our team in Brussels provides boutique consultancy support to clients across public relations, public affairs and coalition and association management and advocacy. We support organisations along all the steps of their advocacy journey, from basic monitoring and intelligence gathering to strategic advice, sustainable development and pan-European campaigns.

### Ownership Structure

Instinctif Partners is majority owned by LDC, the private equity arm of Lloyds Banking Group.

### International Structure

Instinctif Partners employs more than 320 full time employees across Europe, Africa & the Middle East, acting for clients across the globe, from large quoted multi-national corporations and business associations to small- and medium-sized businesses just starting out on their journey.

### Key Strengths

We have a diverse team of experts in public affairs and public relations to help clients navigate the EU labyrinth, as well as their own advocacy and sustainability journeys. Our polyglot team has worked in EU institutions, NGOs, media and multinational companies.

We provide services ranging from basic monitoring and intelligence gathering to strategic advice, media and committee training, pan-European campaigns, and crisis and issues management. We've got deep expertise across sectors including health, sustainability, technology, food and agriculture, transport, energy and the environment. Our work drives both policy and reputational outcomes and real, measurable commercial value.

### Thought Leadership

Instinctif regularly publishes thought-leadership research on a variety of topics, including recent articles on Europe's Pharmaceutical Strategy, Beating Cancer Plan and COP26.

### Key Clients

IP Europe, Health First Europe, European Alliance for Access to Safe Medicines, Nomad Foods, Koura Global and Accord Healthcare.

### Testimonials and why clients like to work with us

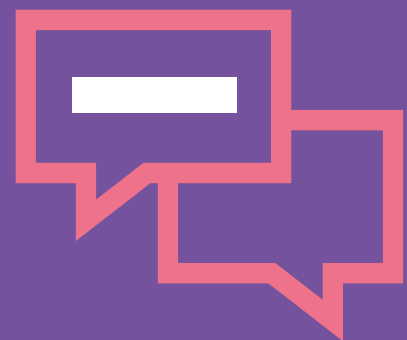
Our recent client satisfaction survey showed 95% were "net promoters", with more than one third of clients saying they were "extremely satisfied" with our work. Key factors for this vote of confidence were our "can do" attitude, the personal commitment and involvement of senior team members, our knowledge and expertise, proactivity, creative ideas and solutions, our network and relationships, and our media relations competence.

# We help navigate the ever-shifting political landscape and regulatory space

Our public affairs team helps build relationships, reputation, and influence in the political and public policy space through stakeholder engagement, building coalitions, and the media in Brussels and beyond.

Our advice, insights, and actions influence clients' operating environments and help shape their strategies and decisions. Our knowledge of the regulatory landscape equips our clients to navigate the rapidly changing times in which we live.

We help clients shape their communication strategies based on our deep insight into what is being said and done in governments, parliaments and town halls across EMEA. Our advice is informed by policy specialists, delivering valuable foresight into future priorities to guide business strategy, unlock opportunities and manage risk.



**Get in touch**

+32 2 626 9500 | @IP\_Brussels | brussels@instinctif.com

