



Best in Brussels.eu

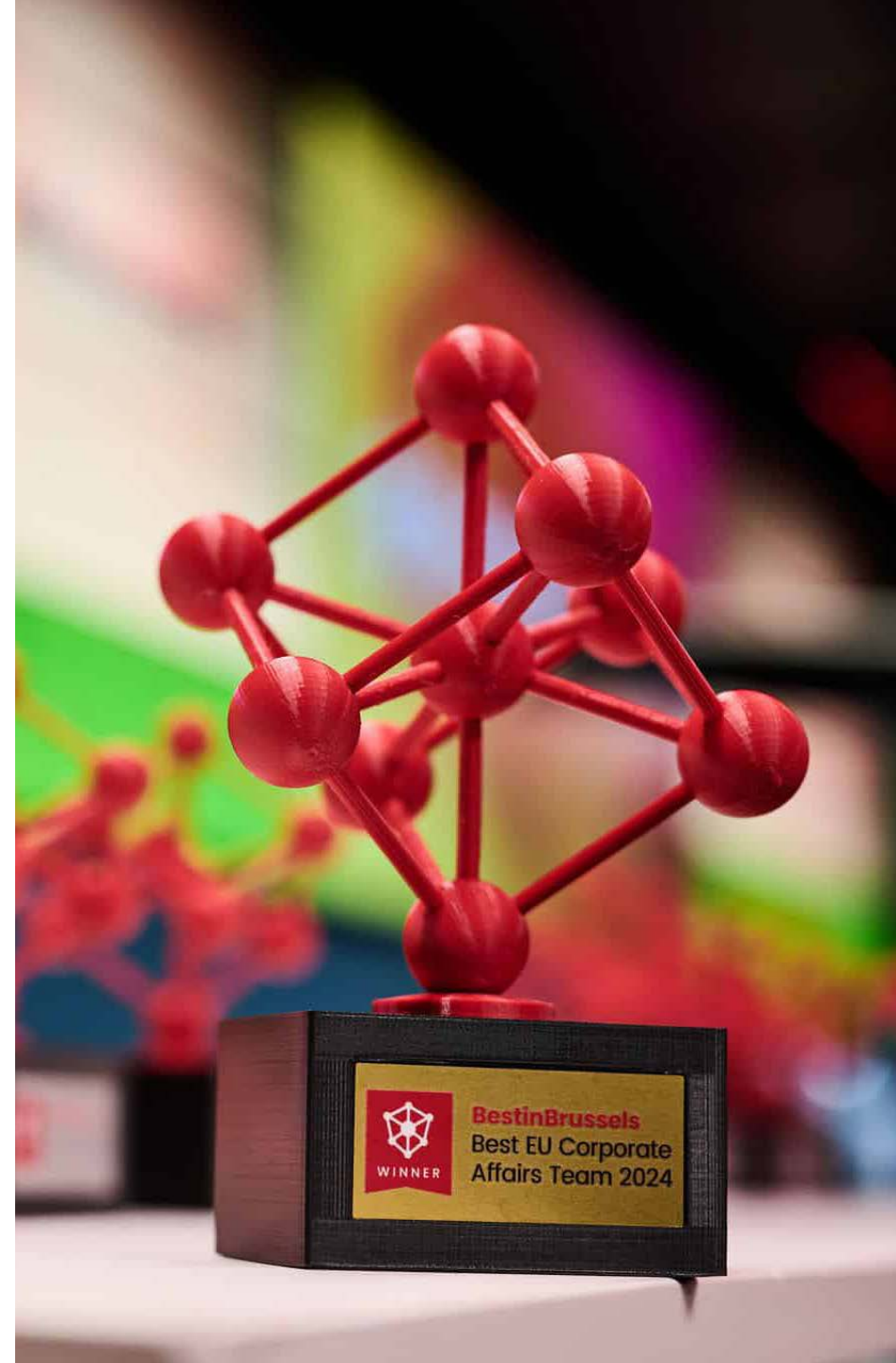
Best EU Public Affairs Campaign

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About BestinBrussels

Every major commercial, not-for-profit, and governmental organisation lobbies in Brussels. The lobbying sector contributes hundreds of millions of euros to the Brussels economy, and fosters better EU policy-making for business and citizens. BestinBrussels is the “go-to resource” for organisations worldwide wanting public affairs advice and support in EU affairs. BestinBrussels is unapologetically pro-lobbying and seeks to promote best practice, the best firms and the best professionals in the business. Thanks to BestinBrussels’ sponsors, we will have donated 120,000 euros to UNICEF and homeless charities this year since we launched in 2019. Our annual BestinBrussels Guide has been downloaded by tens of thousands of public affairs professionals from our website www.bestinbrussels.eu



BestinBrussels 2025 Award for Best EU Public Affairs Campaign

We have conducted an annual survey of over 500 Brussels public affairs professionals, spanning members of the European Centre for Public Affairs (ECPA), the Society of European Affairs Practitioners (SEAP), the European Public Affairs Consultancies' Association (EPACA), and our Top 240 BestinBrussels Consultants.

In recent years, we included two simple questions; to name one trade association and one company who exemplify best-practice and best-in-class EU lobbying in Brussels. The winners with the most votes have included Microsoft, AmCham EU, Spotify, EFPIA, Mozilla and CEFIC along with close runners-up who received multiple votes as well as honourable mentions. This year we will change the Award to celebrate the best public affairs campaigns in Brussels.

Each application will be considered by the BestinBrussels Judging Panel comprised of Emma Brown (President of SEAP), Isabelle De Vinck (Chairwoman of EPACA), and Christophe Lecureuil (Executive Director of ECPA). Mark Dober (Author of BestinBrussels & Managing Partner, Dober Partners) will act as Adjudicator and Organiser of the Award.

The BestinBrussels Judging Panel will confirm the "Winners" with the most votes, along with close runners-up who will be "Shortlisted" for their respective awards. BestinBrussels will also highlight a list of "Honourable mentions" to denote the other best campaigns from the EU public affairs community who submit their campaigns.

If you work in public affairs for a trade association, company, consultancy or law firm in Brussels we invite you to **submit a brief written description in up to 2 pages**, to describe your campaign. The campaign can be big or small but should have had an impact. We understand that many campaigns are ongoing, although others may have a clear beginning and end such as a vote or adoption of a regulation, while others may have softer awareness-raising objectives for instance.

Feel free to attach as much written, visual or multimedia collateral as you wish in a single email.

The Winners and Shortlisted Nominees will be presented Awards at the launch of the new BestinBrussels 2025/26 Guide taking place at 5pm in Brussels on **26 June**.

Please note Applications will not be considered after **23 May 2025**. To win an award, you must fulfill our Eligibility Criteria, and your submission should contain critical elements of a campaign detailed below.

Your 2 pager and attachments should be emailed to
→ info@doberpartners.com

Award Eligibility Criteria

The “Best EU Public Affairs Campaign Award” celebrates best practice public affairs among the EU business community based in Brussels. Therefore, the applicant must be registered with the EU Transparency Register either under either the category of “Companies and groups” or “Trade and business associations”.

Where the Campaign included support from a “Professional consultancy” or “Law firm” registered with the EU Transparency Register, they should be mentioned by name and their contribution highlighted.

To qualify for the Award, the Campaign should have some, if not all of the following five elements: Impact on EU Policy Outcomes; Innovative Strategy and Approach; Stakeholder Engagement; Reputation and Awareness Raising; Scope and Long-Term Impact.



Awarding a Best Campaign Award for lobbying campaigns targeting EU policy-making should be based on a set of clear, measurable, and qualitative criteria. These criteria should include at least the following elements.

1. Impact on EU Policy Outcomes

- **Alignment with Goals:** Did the campaign achieve its stated objectives? Was it effective in influencing specific EU policies, legislation, or regulations?
- **Demonstrable Results:** Were there tangible changes in policy proposals, directives, or public consultations that can be attributed to the campaign's efforts?
- **Timing and Relevance:** Did the campaign engage policymakers at the right stages of the legislative process, such as early in drafting or during critical negotiations?

2. Innovative Strategy and Approach

- **Creativity:** Did the campaign employ innovative tools or unique strategies that stood out in a crowded advocacy environment?
- **Multi-Channel Engagement:** Did it effectively use a mix of traditional lobbying, digital advocacy, public affairs, or grassroots mobilization?
- **Data-Driven Advocacy:** Was the campaign built on strong evidence, research, and analytics to support its position?

By evaluating lobbying campaigns against these criteria, the award would recognize not just success in influencing policy but also ethical, innovative, and impactful advocacy that aligns with the values of the EU policy-making process.

3. Stakeholder Engagement

- **Coalition-Building:** Did the campaign succeed in creating partnerships or alliances with other stakeholders (e.g., NGOs, trade associations, or think tanks)?
- **Transparency:** Was the campaign conducted in a transparent and ethical manner in compliance with EU lobbying standards (e.g., EU Transparency Register)?
- **Public and Private Engagement:** How effectively did it engage both policymakers (e.g., MEPs, EU Commissioners) and the broader public?

4. Reputation and Awareness Raising

- **Positive Impact on Reputation:** Did the campaign enhance the reputation of the organization or association within EU circles?
- **Public Perception:** Was the campaign perceived as contributing positively to societal or economic challenges addressed by EU policy?
- **Awareness Raising:** Did the campaign raise awareness among policy-makers and key stakeholders of an important issue?

5. Scope and Long-Term Impact

- **Longevity:** Did the campaign have a lasting impact on the policy landscape or set a precedent for future advocacy efforts?
- **EU-Wide Scope:** Did the campaign address issues relevant across multiple Member States rather than focusing narrowly on national interests?