

LYKKE

ADVICE

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Client Contact

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lykkeadvice.eu

Brussels Office Since

📅 2016

Number of Public Affairs Consultants

👥 4 full time public affairs advisors + one intern

Key Specialisms

- 📍 Agriculture & Agribusiness
- 📍 Education
- 📍 Energy
- 📍 Association Management
- 📍 Sustainability & Environment
- 📍 Transport

About Lykke Advice

Firm Description

Lykke Advice is an independent Brussels-based lobbying agency. Our aim is to provide advice to companies and associations seeking a specific, hands-on and tailor-made service from an agency that values quality outcomes. We only take on clients we believe in, and then we help them to grow their influence in Brussels.

Working within public affairs to influence policymaking in Brussels requires a deep understanding of complex legislative structures, mechanisms and a strong network in the EU bubble. Our team offers these vital elements and can help strengthen our clients' partnerships and alliances.

We're a young and creative team, with proven experience, and we believe that representing a client in Brussels takes a strong commitment and high level of engagement to provide a unique service that is fit-for-purpose.

Our aim is to provide clients with valuable strategic advice and a high-quality execution of it. We involve clients from the early stages of strategy design and allow for flexibility along the creative journey – this is key to a successful outcome.

Ownership Structure

Independent

International Structure

We work in Brussels but also help our clients with EU related public affairs at the national level.

Key Strengths

We know how to work in a political environment and understand the different stakeholders and the value of high-level information based on facts and science. We cover a variety of topics and value both the strategic overall work but at the same time never forget the small important technical details.

We work with clients in a way that fits with their theme, aim and goals. We do not offer the same package to all clients. Lykke Advice is adaptable and will find a unique approach for each client that best suits their needs.

We work in an open and transparent manner, and we are always clear about who we represent when we meet politicians or other relevant stakeholders.

We value alliance building and always try to find or create alliance partners for our clients to make them better, stronger and for the clients to gain more knowledge about the different sides of a political argument.

Key Clients

International Fur Federation, Aggeres, Biohit, Plexigrid.

Testimonials and why clients like to work with us

"Biohit is a Finnish healthtech operating globally. We have worked with Lykke Advice to raise awareness of the benefits of modern health technology among MEPs and other EU decision-makers. Lykke Advice has successfully helped us navigate through multiple EU layers to find relevant discussion partners. I can warmly recommend their services." Jussi Hatala, CEO, Biohit

At Plexigrid, we are dedicated to driving the energy transition through innovation, and navigating the complex regulatory landscape is a key part of that mission. Lykke Advice has been an invaluable partner in advancing our regulatory efforts at the EU level. Their deep expertise, strategic guidance, and unwavering commitment have made a tangible difference in our work. Their attentiveness and dedication to our cause set them apart, and we highly recommend them to any organization seeking top-tier public affairs consultancy. Lovisa Urheim, Head of Strategic Initiatives, Plexigrid



Navigating EU Affairs with Confidence

Tailor-Made Strategies Delivering
Impact in a Dynamic Europe

- ✓ Legislative and Policy Monitoring
- ✓ EU Public Affairs Training
- ✓ Representation and Alliance Building
- ✓ Association Management
- ✓ Lobby Planning and Strategies
- ✓ Events

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