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ohanapublicaffairs.eu

Brussels Office Since

📅 2019

Number of Public Affairs Consultants

👥 9

Key Specialisms

- 🍷 Agriculture & Agribusiness
- 🧪 Chemicals
- 🍷 Food and Drink
- 🏠 Personal & Household Goods
- 👥 Association Management
- 🌱 Sustainability & Environment

Key Clients

H&M Group, VF Corp, Protect Our Winters Europe, MyClimate, European Outdoor Group, Organic Cotton Accelerator, Syre, Sustainable Fashion Academy

Please see our list of clients on the EU Transparency Register – ID number 616845734550-41

Testimonials and why clients like to work with us

Sympatex. Partnering with Ohana has transformed our approach to regulatory challenges in the textile industry. Their expert guidance and clear, actionable insights enable us to actively engage in shaping new EU regulations, fostering sustainability and innovation. The team's knowledgeable, professional dedication and exceptional customer service make them an invaluable asset to our business. – Rüdiger Fox, CEO

About Ohana Public Affairs

Firm Description

Ohana is a boutique public affairs consultancy specialised in sustainability and dedicated to making the European Union's policies and processes easy to understand and readily actionable within organisations.

Ohana goes beyond traditional public affairs consultancy. We're your strategic partner in navigating EU policies while advancing sustainability. Our collaborative, tailor-made approach ensures open and continuous dialogue, helping organisations turn policy challenges into opportunities.

The name "Ohana" was chosen to reflect the company's philosophy and values, the idea of belonging to a 'community' and guiding our actions by their impacts on the collective.

More importantly, Ohana is about driving positive change through public affairs and a fundamental belief that it is possible to work with businesses and help them grow while still advancing sustainability.

Ohana is a proud member of the 1% for the Planet movement.

Ownership Structure

Independent owned by founder.

International Structure

1% for the planet

Key Strengths

We believe that close collaboration is the key to solving the many environmental challenges posed to all of us as we transition into a more sustainable society. This means that our consultants will not only help you understand what these challenges mean for your organisation, but also fully support and engage with your team to implement the solutions that can lead to strategic advantages in the long term.

Our values are simple but they guide us in everything we do:

1. Walk the talk: our clients are sustainability believers and so are we!

2. Constructive voice: our clients commit to public affairs and policy making as a force for creating a society that is fair, protects the planet and people.

3. Respect: we're a diverse team with different backgrounds, opinions and beliefs. We respect this with no judgement.

4. Collaboration: we establish a two-way dialogue with everyone we collaborate with.

The Ohana Approach, as we call it, is based on three key pillars that shape our methods and engagement from start to finish.

1. CHANGE ROOTED IN REALITY: We work directly with companies and EU decision-makers, ensuring industry concerns and societal challenges are heard within the European policy sphere. Our goal is to shift the boundaries and make a real, positive impact on policy.

2. CHANGE THROUGH AWARENESS-RAISING: A better world starts with awareness. We empower citizens and businesses to challenge the status quo, take responsibility, and drive environmental and climate action forward.

3. CHANGE THROUGH COLLABORATION: Sustainable change happens together. By bringing industries, NGOs, governments, and citizens into the conversation – even the sceptical ones – we foster inclusive, lasting solutions for a better future.

Ohana blog: Stay up to date and learn more about the latest in sustainable development policy through our blog. Our dedicated team of public affairs experts will share commentary, tips and reports. <https://www.ohanapublicaffairs.eu/the-blog/>



Navigating EU Policy, Advancing Sustainability

Founded in March 2019, Ohana set out to be the first public affairs consultancy exclusively dedicated to sustainability.

Ohana's mission is to make EU policies and processes easy to understand and readily actionable within organisations. In a collaborative spirit, we develop tailored strategies based on the needs of each client and work in close proximity with their teams to make it happen. With a dedicated team of passionate and diverse public affairs professionals, we provide the following services:

PUBLIC AFFAIRS

- **POLICY MONITORING & STRATEGIC AWARENESS:** beyond simply 'monitoring' the legislation, we offer tailored analysis and recommendations so that you can take actionable steps.
- **STRATEGY & POLICY ENGAGEMENT:** we support you in both developing and implementing impactful public affairs strategies, turning insights into influence.
- **PROPOSING ENGAGEMENT TOOLS:** we suggest engagement tools rooted in reality, backed by figures and supported by specific examples.
- **ADVOCACY STRATEGY DEVELOPMENT:** based on your organisation's priorities and policy positions, we identify the right messages, messengers, & moments to act.
- **REPRESENTATION:** our consultants will be available to represent your organisation at any political debate or event.

BUSINESS READINESS & IMPLEMENTATION SUPPORT

- **ADAPTING TO NEW LEGISLATION:** we guide you through the practical implications of evolving EU policy, offering tailored recommendations, training, and strategic input.
- **WEBINAR-BASED SERVICES:** live webinar sessions specifically designed to cover the most relevant topics for your organisation.
- **REGULATORY ALIGNMENT & GAP ANALYSIS:** we support organisations, industry standards, multi-stakeholder initiatives and NGOs in reviewing how existing practices align with evolving EU legislation

SECTOR EXPERTISE



- **TEXTILES:** With a strong track record in the textile, apparel and footwear industry, Ohana partners with companies to drive sustainable change through policy expertise, strategic alliances, and tailored advocacy.
- **AGRI-FOOD:** The agri-food sector is undergoing a major transformation, with EU policies reshaping how we grow, process, and consume food. Ohana's expert consultants help businesses navigate these changes, turning sustainability challenges into strategic opportunities.

GET IN TOUCH TO FIND OUT MORE

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