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rpp-group.com

**Brussels Office Since**

📅 2002

**Number of Public Affairs Consultants**

👤 65

**Key Specialisms**

- 🏥 Healthcare
- ⚡ Energy
- 🇪🇺 EU Funding
- 🌾 Agriculture & Agribusiness
- ♻️ Sustainability & Environment
- 🏛️ Governments

**Key Clients**

Alliance for Workplace Awareness & Response to Emergencies, Alpha-1 Foundation, Amgen, Armstrong, Astellas, Becton Dickinson, BioMarin, Blood Transfusion Association, Bristol-Myers Squibb, Capacity Enhancing Innovation Working Group, CAUTI Alliance, Cepheid, DFL Deutsche Fußball Liga, Edwards Lifesciences, Ending Discrimination Against Cancer Survivors, EAMBES, European Resuscitation Council, Philips, Let's Talk Prostate Cancer, MSD, Pfizer, Pyrum Innovations, Regeneron, SPARC, Terumo BCT.

## About RPP Group

**Firm Description**

RPP Group is a leading strategic public and corporate affairs consultancy specialising in policy, reputation and stakeholder engagement at the intersection of business, politics and society.

As part of Paritee, a multi-market coalition of communications agencies, RPP combines deep policy expertise with fully integrated corporate communications capabilities across Europe and beyond. This enables us to deliver highly tailored, market-specific strategies while drawing on the scale, intelligence, and multidisciplinary strength of an international group.

We help organisations navigate complex and evolving political, regulatory, and societal landscapes by building strategies that align business objectives with broader public value. Our work spans public affairs, political communication, corporate positioning, stakeholder engagement, advocacy campaigns and reputation management, delivering impact where policy, markets and public expectations intersect.

While healthcare and life sciences remain a core area of expertise, our capabilities today extend across energy, sustainability, technology, finance, mobility, agriculture, food and sport. This broader sector footprint reflects the growing convergence of regulation, reputation, and business transformation. Our teams bring together expertise in public affairs, political science, communications, public health, media relations, and strategic advisory. Across our European offices, and through Paritee's wider agency ecosystem, we combine local market intelligence with coordinated cross-border strategies, enabling clients to operate effectively in national, European and global policy environments.

Founded in Brussels in 2002, RPP has grown into one of Europe's leading specialised corporate

affairs consultancies, with offices across key European capitals and access to a global agency platform through Paritee.

**Ownership Structure**

100% owned by Paritee (<https://paritee.com/>)

**International Structure**

Created in 2002 in Brussels, RPP grew organically in response to clients' needs to bring its strategic programmes to new markets, leading to the opening of offices in Berlin, London, Paris, Rome, Madrid and Warsaw. As part of Paritee, we work alongside sister agencies across the Nordics, Ireland, the Middle East and North America, combining communications, public affairs, strategic advisory, digital, creative technology and insights expertise.

**Key Strengths**

RPP helps organisations shape the environments in which they operate.

We combine policy intelligence, strategic communications and stakeholder engagement to turn complexity into influence. Our strength lies in understanding how political decisions, regulatory frameworks, and public narratives interact, and in designing strategies that move across all three.

Our integrated model connects European institutions, national political ecosystems, industry stakeholders, and public audiences. This allows us to build campaigns and advisory strategies that are politically informed, reputationally resilient, and commercially relevant.

In a world where regulation increasingly shapes markets, and reputation increasingly shapes regulation, RPP provides clients with the strategic advantage to anticipate change, influence decisions, and build durable legitimacy.



A PARITEE AGENCY

# PUBLIC AFFAIRS AND ADVOCACY

## SHAPING POLICY, DRIVING BUSINESS

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Paris • Rome • Warsaw

### OUR EXPERTISE AT YOUR SERVICE

At RPP, we specialize in navigating highly regulated sectors. We approach our role in the political and social landscape with a deep sense of responsibility, viewing public affairs as a critical tool for advancing societal progress, rather than a commercial pursuit. Our commitment is to leverage our sector-specific knowledge to drive meaningful change and contribute positively to the communities we serve.

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