

EUROPEAN COMMISSION SCOREBOARD 2014-2019

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TEURACTIV





The Chinese have a saying: “May you live in interesting times”. These are certainly interesting times, like no other in the six-decade history of the European project. In a matter of weeks, voters will go to the polls to choose the next generation of European Parliamentarians – and likely determine who will lead the new European Commission. So, what better time to take stock of how the current Commission has performed and identify the challenges and priorities for its successor?

On behalf of Burson Cohn & Wolfe (BCW), I am proud to present the findings of our European Commission 2014-2019 Scoreboard survey, in which 1,769 stakeholders from Brussels and beyond – a record number compared with similar surveys we have previously conducted – give their views on the performance of the European Commission.

The current line-up, led by Jean-Claude Juncker, has been in office during one of the most tumultuous periods in the EU’s history. During its five-year term, it has had to cope with a series of crises, from Brexit, to rising nationalism, severe migration pressures, banking collapses, and the controversial appointment of the executive’s Secretary-General.

The survey covers a range of topics, including who the next Commission President should be, how effective the EU Chief Brexit Negotiator has been in handling the negotiations, whether the Commission should be led by a woman, if it should reflect the European Parliament results (the so-called ‘Spitzenkandidaten’ process), whether there should be increased gender balance and diversity, if the ‘Team Juncker’ policy cluster system worked, if there should be fewer Commissioners and what the EU’s top policy priorities should be.

We hope that you will find the findings fascinating – we certainly do. The results, gathered between 9 October and 3 December 2018, provide valuable insights from a wide range of actors and influencers, including business, politicians, officials, trade associations, corporate representatives, media, NGOs, think tanks, and academia. We hope that the findings will inform the next Commission’s mandate and structure, as well as providing food for thought as the new European Parliament prepares for its hearings with Commissioners-designate.

We are very grateful for the support we have received from our media partner EURACTIV and, whether you took part in the survey or not, we encourage you to give your feedback via our @BCWBrussels Twitter account, using the hashtag #ECscoreboard.

Karen Massin
CEO, Burson Cohn & Wolfe Brussels



Q.1

86%
ANSWERED

ON A SCALE OF 0 – 10, WHERE 0 IS POOR AND 10 IS EXCELLENT, HOW DO YOU RATE THE OVERALL PERFORMANCE OF THE JUNCKER COMMISSION?*

At an average of 46%, the overall performance of the Juncker Commission appears rather disappointing but it is broadly in line with similar surveys carried out by Burson during the previous Commission mandates.

While a minority of respondents gave the Juncker team high or very high approval ratings, there were also a significant number of low or even zero ratings which pulled the overall average below the 50% mark.

*For Q1 and Q2, respondents were invited to grade the performance of the Commission and individual Commissioners on a scale of 0-10. The weighted average scores in each case have been converted into percentages. The full breakdown of the findings is shown at the end of this report.

Performance of the **JUNCKER COMMISSION**

Average score
46%

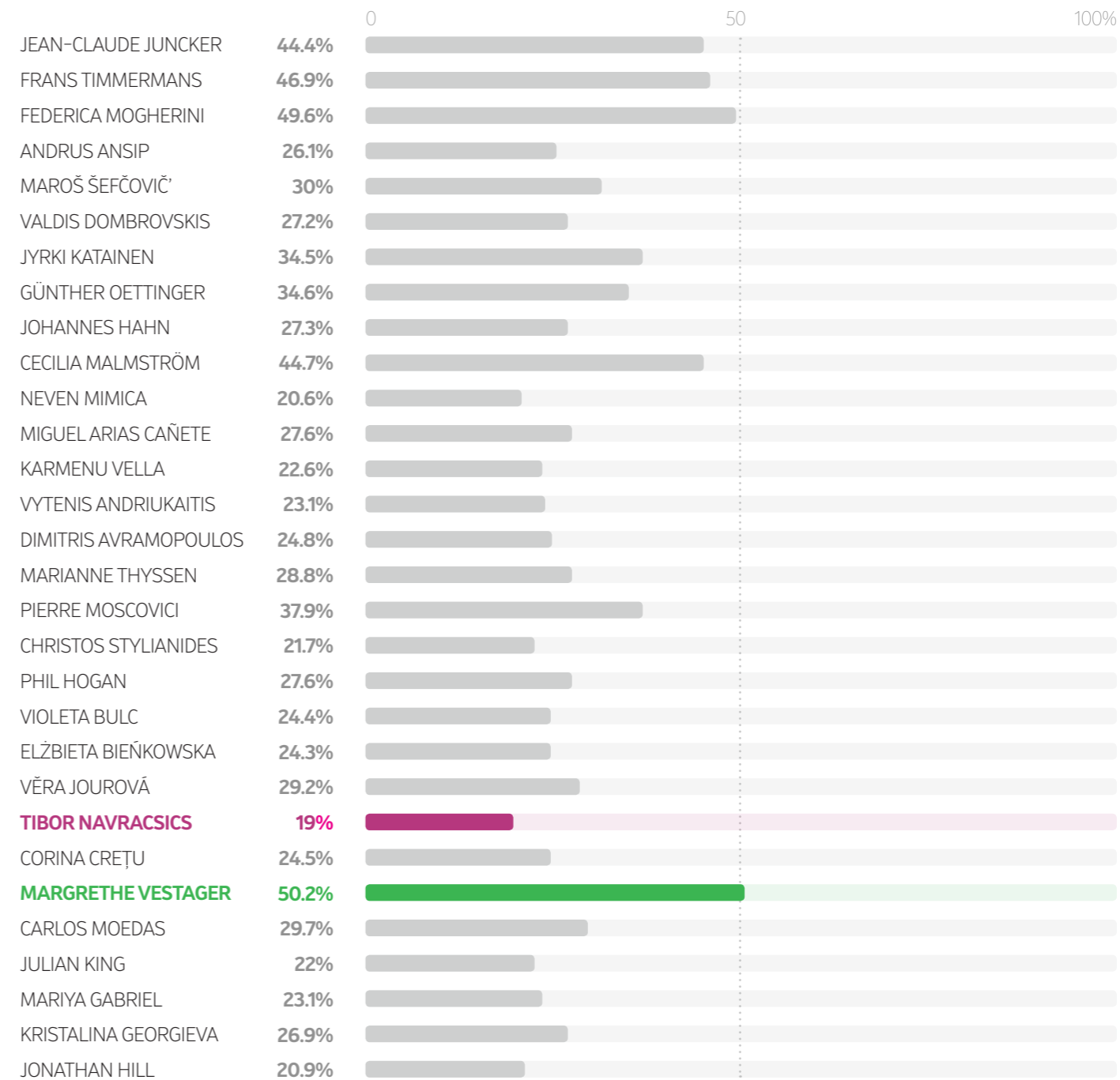


Q.2

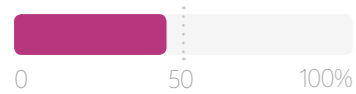
98%
ANSWERED

ON A SCALE OF 0 – 10, HOW DO YOU RATE THE PERFORMANCE OF EACH COMMISSIONER?

Unsurprisingly, this was one of the questions which attracted the most replies, with a response rate of 98%. In assessing the performance of each Commissioner and their strengths or weaknesses, respondents were provided with an overview of the pledges made by each Commissioner at the start of their term.



Margrethe Vestager (competition) is the highest ranked Commissioner – and the only member of the College to score higher than 50% on average. She is closely followed by Federica Mogherini (High Representative of the Union for Foreign Affairs and Security Policy and Vice-President of the Commission), Frans Timmermans (First Vice-President), Cecilia Malmström (Trade) and President Jean-Claude Juncker. The lowest-ranked Commissioner is Tibor Navracsics (Education, Culture, Youth and Sport), who edged out Neven Mimica (International Cooperation and Development) to claim the unwanted wooden spoon. A portrait of each Commissioner, including those who did not serve a full term, follows.



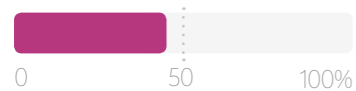
JEAN-CLAUDE JUNCKER

President of the European Commission



44.4%

Jean-Claude Juncker promised an unashamedly political Commission Presidency that would be “bigger on big things, and smaller on small things”. He had successes: his massive investment plan bolstered the economic recovery. The EU eventually agreed major reforms to the euro architecture and banking, as well as migration policy. And he led a bold push in sustainable development policies, covering climate change, energy and mobility. Against that, he was at the wheel during the worst crises in the EU’s history: from migration and the near-Grexit to Brexit and the rise of populism. There were incessant questions about his personal authority. Would his past derail him after details emerged of dodgy tax deals agreed during his tenure as Luxembourg Prime Minister? Was he really in charge, or was it his power-hungry chief of staff Martin Selmayr? Was he *compos mentis*, or was he succumbing to an assortment of health issues? Not all the setbacks can be blamed on him. But one can only wonder how another president might have handled these challenges.



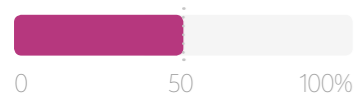
FRANS TIMMERMANS

First Vice-President
Better Regulation, Institutions, Rule of Law, Fundamental Rights



46.9%

As First Vice-President, Frans Timmermans was initially seen as Juncker’s right-hand man, an erudite No 2 who spoke eloquently in seven languages. It was even rumoured he would replace Juncker halfway through the mandate. The Dutchman took on tough assignments like negotiating a deal with Turkey in 2016 to host more refugees and ease the EU’s migration crisis. But he lost influence to others, including EU Brexit negotiator Michel Barnier and Juncker’s then chief of staff Martin Selmayr. More recently, Timmermans took on the thankless task of pursuing Article 7 actions against Hungary and Poland for failing to uphold fundamental EU values and undermining the rule of law. He led a task force on ways the EU can do less but better. A year ago, he grew a distinguished looking beard and then secured the Spitzenkandidat nomination from the centre-left S&D. Now, he really could succeed Juncker in the top job.



FEDERICA MOGHERINI

Vice-President
High Representative for Foreign Affairs and Security Policy



49.6%

As only the EU’s second-ever High Representative, Federica Mogherini spent much time building up the European External Action Service (EEAS) and defining her diplomatic role. On the world stage, she proved herself a deft negotiator and serious player, notably leading the team that sealed the Iran nuclear agreement in mid-2015 – a major coup, despite the US’s move last year to quit the deal. In June 2016, days after the Brexit vote, Mogherini unveiled her bold Global Strategy on Foreign and Security Policy, including plans for closer military cooperation and coordinated defence procurement. The package was backed by Member States. Often the only woman in the room, the Italian has been an adroit coordinator of EU policy, chairing meetings of foreign and defence ministers, and working well with both EU Council President Donald Tusk and NATO. She was second only to Margethe Vestager in our Scoreboard.



ANDRUS ANSIP

Vice-President
Digital Single Market



26.1%

Andrus Ansip, Estonia’s longest-serving prime minister, served diligently as the Commission Vice-President for the Digital Single Market at a time when tech issues spilled into politics. His Digital Single Market Strategy in May 2015 was a sweeping overhaul of Europe’s digital landscape, though many of its 35 proposals faced resistance. A key achievement was the General Data Protection Regulation (GDPR), ushered in last year. He oversaw reforms to online copyright and the final scrapping of mobile roaming surcharges. Initially cautious about policing the likes of Google, Facebook and Twitter over disinformation (warning that, “Fake news is bad, but a ‘Ministry of Truth’ is worse”), he eventually demanded that they remove extremist content more rapidly. Recent activities include fighting back against (mainly Russian) troll farms and bots and launching an artificial intelligence strategy focused on setting ethical standards.



MAROŠ ŠEFČOVIČ

Vice-President
Energy Union



30%

Maroš Šefčovič’s responsibilities include improving the bloc’s energy market and cutting the EU’s dependency on unreliable suppliers like Russia. He had limited success. In July 2015, he brokered a deal between 15 central, eastern and southeast Europe countries to speed up gas links, improve security of supply and develop a fully integrated energy market. But Šefčovič, a former Vice-President in the previous Commission, was often overshadowed by Climate Action and Energy Commissioner Miguel Arias Cañete. And he was unable to manage negotiations between Moscow and Kiev in their long-running battle over natural gas: Germany had to step in as mediator after the Kremlin refused to accept Šefčovič’s authority. Last year, Šefčovič was briefly a candidate to be the centre-left S&D’s nominee for Commission president, but he dropped out of the race and endorsed Frans Timmermans. In January, he took unpaid leave of absence to run in Slovakia’s presidential elections taking place in May.



VALDIS DOMBROVSKIS

Vice-President
Euro and Social Dialogue



27.2%

Valdis Dombrovskis had one of the juiciest portfolios, but within months of taking the reins, he was grappling with the Greek euro crisis, as Athens threatened to tumble out of the single currency. Grexit did not happen, but Dombrovskis, a sober physics graduate, made few friends in Greece when he urged the government to follow the drastic economic reforms he had previously applied when Latvian Prime Minister. While much of the euro work was delegated to Economic and Financial Affairs Commissioner Pierre Moscovici, in 2016 Dombrovskis inherited the Financial Stability, Financial Services and Capital Markets Union brief from the departing UK Commissioner Jonathan Hill. His recent activities include the EU’s no-deal Brexit plans, proposals to crack down on money laundering, and an agreement on Italy’s controversial 2019 budget.



JYRKI KATAINEN

Vice-President

Jobs, Growth, Investment and Competitiveness



34.5%

In theory, Jyrki Katainen had the biggest portfolio in the Juncker Commission: jobs, trade, budgets, the circular economy, and “harnessing globalisation”. In reality, the former Finnish Prime Minister’s role was more about cajoling Member States to ensure they follow a path of sustainable growth and job creation. Among his tasks was to find €370 billion in EU investments for the so-called Juncker Plan, and to repackage it into the €650 billion InvestEU. Along the way, he has addressed issues as varied as the refugee crisis, competition law, “insane” efficiency targets, and forcefully stood up for European values. A steady, reliable performer, he had considered running for the Commission Presidency this year, but is now likely to return to Helsinki, where his wife is running for a seat in April’s national elections.



GÜNTHER OETTINGER

Digital Economy and Society (2014–2016)
Budget and Human Resources (2017–)



34.6%

Famously indifferent to technology, Günther Oettinger seemed a curious choice to take charge of the digital brief. But he took to the job eagerly, mixing with Europe’s telecom giants and media publishers as he worked to secure backing for big money projects like 5G infrastructure connectivity. Although this was Oettinger’s second stint as a Commissioner, he was enormously gaffe-prone: he was forced to apologize for offensive remarks about women, homosexuals, Chinese and Belgium’s Walloons. He was also caught taking a flight in a private jet owned by a Kremlin lobbyist, raising serious questions about undue influence. But the former minister president of Baden-Württemberg was a favourite of President Jean-Claude Juncker, who rewarded him with Commissioner Kristalina Georgieva’s budget and human resources portfolio in 2017 when she left Brussels for the World Bank.



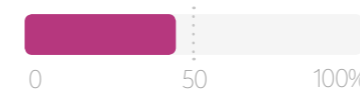
JOHANNES HAHN

European Neighbourhood Policy and Enlargement Negotiations



27.3%

There were never going to be any new EU members during this term, so Johannes Hahn’s task as European Neighbourhood and Enlargement Negotiations Commissioner was mainly about managing preparations and expectations for those countries currently in the queue. Hahn, who was previously the Regional Policy Commissioner, oversaw reforms to the European Neighbourhood Policy (ENP). He argued that opening up to would-be members such as Albania, Serbia, North Macedonia, Montenegro and Kosovo gave the EU a chance to export stability to the Balkan region. The former Austrian Science Minister also helped manage the EU’s emergency response to the 2015 refugee crisis. As his mandate ends, the dispute over Macedonia’s name is near resolution with Greece. As for Turkey, which first applied for associate membership in 1959, Hahn called for an end to the accession negotiations with the EU’s increasingly hostile neighbour.



CECILIA MALMSTRÖM

Trade



44.7%

As her term as Trade Commissioner draws to a close, Cecilia Malmström can claim some impressive successes. She launched trade negotiations with Australia, New Zealand, and the four founding Mercosur states. She reached agreements with Vietnam, Singapore and Mexico, while the EU is now enjoying the fruits of major new deals with Japan and Canada. Much of this is down to Malmström herself, a dogged and studious negotiator, who was previously the EU’s Home Affairs Commissioner, Sweden’s EU Affairs Minister, and an MEP. She did not, as hoped, conclude a comprehensive agreement on the Transatlantic Trade and Investment Partnership (TTIP) with the US. Far from it: US President Donald Trump is perpetually threatening epic trade wars. And with Brexit looming, the EU could be in for an extraordinary trade negotiation. But neither of those outcomes can be blamed on Malmström, who came third on our Scoreboard.



NEVEN MIMICA

International Cooperation and Development



20.6%

During his term as the EU’s top aid official, Neven Mimica has aligned development policy with the UN’s Sustainable Development Agenda, taking account of environmental and social factors. He has prepared the planned merger of 12 development funding streams into one, the €89.2 billion Neighbourhood, Development and International Cooperation Instrument. Last year, he helped launch formal talks on the EU’s relationship with 79 African, Caribbean, and Pacific (ACP) states after 2020. In the wake of the 2015 migration crisis, he adapted budget plans to include measures “addressing the root causes of irregular migration”, attracting criticism that he was diverting money for anti-poverty programmes – this may have been a factor as to why he came second last in the Scoreboard. A former Deputy Prime Minister, Mimica is Croatia’s first and so far only Commissioner: he held the Consumer Protection portfolio for a year after the Balkan nation joined the EU in 2013.



MIGUEL ARIAS CAÑETE

Climate Action and Energy



27.6%

This is one of the EU’s most emblematic of posts and an area where European leadership has helped set the global agenda. Would Spanish conservative Miguel Arias Cañete, a shareholder in oil companies, build on past achievements? Over his term, he proved an enthusiastic and persuasive advocate for the Commission’s climate policy. Arias Cañete was credited with helping to clinch the 2015 United Nations Paris Agreement by working closely with the US, China and developing countries. He helped to shore up global support for Paris when US President Donald Trump pulled out of the deal in 2017. Internally, he pushed the EU to raise its 2030 renewable energy and efficiency goals through the Clean Energy Package – which he said would take the EU beyond its 45% Paris emissions cutting target. And last November he unveiled a major climate strategy, calling for the EU to become the first major economy to go climate neutral by 2050.



KARMENU VELLA

Environment, Maritime Affairs and Fisheries



22.6%

In December, negotiators agreed a ban for single-use plastic products, endorsing an archetypal EU environmental initiative to make our planet a better place. However, what should have been a triumph for Karmenu Vella was largely credited to his fellow Commissioner, First Vice-President Frans Timmermans. This reflected a pattern: despite his powerful portfolio, Vella seemed to fade. His fingerprints did not feature much on the EU's three Mobility Packages, nor on the Commission's efforts to clean up dirty air largely caused by diesel engines. Vella, a Maltese MP for 38 years, did not lead on the Commission's Circular Economy strategy. A European Parliament study said that, despite sporadic progress in some areas, the aims of the EU's 7th Environment Action Programme "are unlikely to be fully met by 2020". And NGOs warned that the Commission's 2021-27 budget proposal does not go far enough on the environment.



VYTENIS ANDRIUKAITIS

Health and Food Safety



23.1%

Vytenis Andriukaitis, a former Lithuanian Health Minister, was tasked with fortifying healthcare, traditionally a national responsibility – for the 21st century. In 2014, he outlined his commitment to implementing the Tobacco Products Directive – validated by the European Court of Justice in 2016 – and launching a review of GMO legislation in agriculture. Andriukaitis also took on the tricky brief of completing the implementation of the Cross-border Healthcare Directive and increasing cooperation on health technology assessments (HTA). Today, Member States are divided over the Commission's proposal for an EU HTA regulation. The implementation of the Cross-border Health Directive is ongoing, with concern from some Member States over data protection. The Commissioner also continues to push for action on disease prevention, health promotion and the fight against antimicrobial resistance. Rumours over the potential closure the Directorate-General for Health (DG SANTE) to make way for a health-in-all-policies approach have put a question mark over the future of the Health and Food Safety portfolio.



DIMITRIS AVRAMOPOULOS

Migration, Home Affairs and Citizenship



24.8%

Dimitris Avramopoulos had a particularly tough 2015. The former Greek Foreign Minister and Mayor of Athens could do little to resolve the euro battle between Athens and Brussels. But it was the migration crisis later that summer – when most refugees landed in Greece – that was particularly damaging, showing that the EU and the embattled Avramopoulos was seemingly unable to get to grips with it. The crises have since abated and Avramopoulos has helped shape the EU's long-term response. His European Agenda on Migration triples EU spending to €5 billion a year to stop illegal migration. It includes a 10,000-strong guard to patrol land and sea borders, ensure a "controlled and orderly" migration system and to increase returns of failed asylum seekers. But the planned refugee quotas have failed and migration is still a political hot potato. Meanwhile, Avramopoulos has battled bribery accusations from his time as Greek Health Minister.



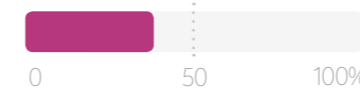
MARIANNE THYSSEN

Employment, Social Affairs, Skills and Labour Mobility



28.8%

Marianne Thyssen was charged with filling some of the gaps in the EU's single market for labour – as well as helping Europeans find more work and career opportunities. Overseeing social Europe was seen as one of Jean-Claude Juncker's priorities. She secured an agreement on the controversial legislation on the posting of workers, fought against social dumping, and advocated passionately for European common social rights. Previously an MEP for more than two decades and leader of the Belgian Flemish Christian Democrat CD&V party, Thyssen also tackled workplace and gender inequalities, and proposed giving fathers 10 days of parental leave. Last year she urged EU Member States to do more to ensure sustainable, adequate pensions across the bloc. She also pushed the long-term notion of a European unemployment insurance scheme, arguing that it would send a message of solidarity with citizens on the part of European institutions.



PIERRE MOSCOVICI

International Cooperation and Development



37.9%

Pierre Moscovici had one of the trickiest briefs of the Juncker Commission: rebuilding confidence in the EU's economic and financial system in the long wake of the downturn – amid new crises like the Greek euro drama. His political priorities were to promote investment-led growth, adopt more flexible budget rules (meaning fewer sanctions), and fight fraud and tax evasion. Nominally reporting to Vice-President Valdis Dombrovskis, Moscovici also bolstered Competition Commissioner Margrethe Vestager's moves against tax avoidance, urging fiscal harmonisation and an end to national tax loopholes. Recently, he proposed moving to a qualified majority on tax initiatives, arguing that the national veto cost governments billions of euros. Moscovici, who kept a blog, found the time to publish two books during his term. He toyed with running for Commission President as candidate for the centre-left socialists (S&D), but eventually pulled out when he was not chosen to lead his party's list in France.



CHRISTOS STYLIANIDES

Humanitarian Aid and Crisis Management



21.7%

Christos Stylianides spent as much time criss-crossing the globe as he did in Brussels, dealing with humanitarian crises from Afghanistan to Zimbabwe via Ethiopia and Ukraine. His first assignment was as the EU's point person on the Ebola crisis, eventually raising more than €1.1 billion in aid to help the three countries worst hit by the outbreak of the deadly virus. In the wake of the 2015 migration crisis, he oversaw the EU's efforts in refugee management, including the almost six million Syrians in Turkey, Lebanon and Jordan. The €1 billion Emergency Social Safety Net (ESSN) for refugees in Turkey was the largest single humanitarian project in EU history. A former dental surgeon, MP and Cyprus government spokesman, Stylianides also unveiled plans for rescEU, which would strengthen EU civil protection response to disasters with a reserve force of air tankers and other firefighting equipment.



PHIL HOGAN

Agriculture and Rural Development



27.6%

Phil Hogan's main job was to find ways to simplify and modernise the Common Agricultural Policy (CAP), which still accounts for 40% of the EU's annual €150 billion budget. In 2017, Hogan kicked off a debate on the post-2020 CAP, calling for measures to hand some funding powers back to Member States. Last June, he unveiled detailed plans to both "future-proof" and green the CAP through sustainable development that reflects the EU's environmental and climate policies. That includes a slight budget cut of around 5%. "Big Phil", who developed a reputation as a climate-change sceptic when he was Ireland's Environment Minister, pushed for simpler direct payments for greening measures. He also undertook trade missions to countries like Mexico, Japan, China and Colombia to build new markets for European producers.



VIOLETA BULC

Transport



24.4%

Violeta Bulc took on the transport portfolio at a time when it was recognised as a crucial part of the EU's sustainability agenda, touching on the environment, climate and energy. Slovenia's former Deputy Prime Minister was instrumental in the Commission's three "Europe on the Move" mobility packages aimed at modernising Europe's transport system with safer traffic, cleaner vehicles and intelligent transportation systems (ITS). She addressed every transport mode, with the launch of the EU's Aviation Strategy in 2015, the adoption of the Fourth Railway package, and measures on inland waterways and infrastructure through the Trans-European Transport Networks (TEN-T) and Connecting Europe Facility (CEF). She also dealt with the Dieselgate scandal, notably urging toll measures to make drivers with the most polluting cars pay more. Bulc, a trained fire-walker and a black belt in taekwondo, had one notable setback: a failed attempt to end summer time.



ELŻBIETA BIEŃKOWSKA

Internal Market, Industry, Entrepreneurship, SMEs



24.3%

While Elżbieta Bieńkowska's broad job title appears to cover much of the EU business, her main role was to pull various different policies together into a coherent whole. She was a driving force behind the Commission's Industrial Policy Strategy, unveiled in 2017, which brings together existing horizontal and sector-specific initiatives into a comprehensive approach promoting innovation, digitisation and decarbonisation. The policy covers areas as diverse as cybersecurity, renewable biological resources, patents, sustainable finance and carbon emissions standards for cars and vans. Bieńkowska, a former Deputy to Poland's then-Prime Minister Donald Tusk, was a driving force behind the new European Defence Industrial Development Programme, with a €500 million budget for 2019-2020. She also contributed whenever the Commission unveiled initiatives on the transition to a digital, low-carbon global economy. She preached on delivering a full Single Market, against "barriers of bureaucratic burden", filling in the gaps, especially on services, on intellectual property right protection, and on mutual recognition.



VĚRA JOUROVÁ

Justice, Consumers and Gender Equality



29.2%

Věra Jourová's brief deals with legal certainty and it was dominated by tech issues. In 2016, she led negotiations on EU-US Privacy Shield, a framework to regulate transatlantic personal data and replace the Safe Harbour Privacy Principles which the European Court of Justice had struck down. She oversaw the General Data Protection Regulation (GDPR), which took effect last May. She piled pressure on tech giants like Google and Facebook, especially after revelations of illegal data collection to help sway elections (Jourová, who once spent a month in a Czech prison, said she had deleted her Facebook account, which was "a channel of dirt"). She proposed rules on money laundering and terrorism financing over virtual currencies; helped set up the European Public Prosecutor's Office with 22 states through enhanced cooperation; worked to prevent digital threats to elections; and became a vocal supporter of #MeToo, urging women to report inappropriate sexual behaviour.



TIBOR NAVRASCICS

Education, Culture, Youth and Sport



19%

Despite being the face of Erasmus, the EU's most popular programme, Tibor Navrascics finishes at the bottom of our Scoreboard. In 2014 he pledged to boost the number of students in higher education, to increase funding for Erasmus+, the umbrella programme that supports education, training, youth and sport in Europe, and to earmark €300 million for grassroots sports. A member of Viktor Orban's Fidesz party, he secured approval from the College to double the budget for the Erasmus student exchange programme to €30 billion for the period 2021-2027. Launched by his predecessor, the European Week of Sport has continued to build on its initial success.



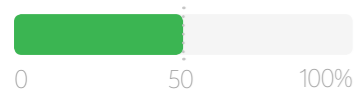
CORINA CREȚU

Regional Policy



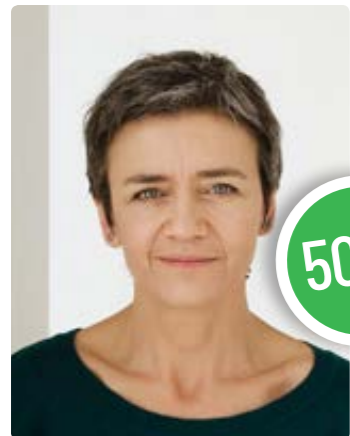
24.5%

In budgetary terms, Corina Crețu has one of the weightiest dossiers: managing subsidies of €373 billion for poorer EU regions in 2014-2020. But the former European Parliament Vice President may be remembered in Brussels for other reasons. Early on, Crețu struggled to retain her staff: almost half her cabinet left during her first year, and her allegedly lax work schedule became an issue. Matters were not helped when the Commission produced a 78-page, Romanian-only pamphlet promoting her accomplishments. She has engaged in feuds with the Romanian government, with Romanian media outlets over "misquotes", and her Twitter account was hacked. Policy-wise, she rearranged the next regional policy budget that has a UK-shaped hole in it. She has worked on simplifying access to regional funds, making the system more flexible and result-oriented. And she has tried to tie regional funding to structural economic reforms in Europe's regions.



MARGRETHE VESTAGER

Competition



50.2%

Many see the EU's competition czar Margrethe Vestager as the brightest star of the Juncker Commission: smart, tough, articulate and empathetic. Vestager oversaw a rigorous enforcement of competition and state aid law. She notably interpreted tax avoidance as part of her remit, saying it undermined free and fair markets: Fiat, Starbucks, Amazon and McDonald's were targeted over corporate structures that appeared to be deliberately designed to reduce their tax bills. Tech giants fell in her sights. She fined Google €2.4 billion over its comparison shopping service, and a further €4.3 billion for tying its search service to Android. And she ordered Apple to pay a humungous fine of €13 billion in unpaid Irish taxes. No surprise that Denmark's former Deputy Prime Minister, the inspiration for the Nordic noir TV series Borgen, has been touted as a future Commission President – or that she came top of the Scoreboard.



CARLOS MOEDAS

Research, Science and Innovation



29.7%

If innovations in science and technology really are the engines of the economy of the future, then Carlos Moedas has a very consequential Commission position. He has helped secure the €100 billion in EU funding that will flow to science and research in the next EU budget. This is up from €77 billion in the current programme – this represents a real increase of 50 percent, given the UK's departure. As a former Goldman Sachs and Deutsche Bank executive, who was Portugal's main negotiator on its 2011 international bailout, Moedas was well qualified to manage the funding for the 2021–2027 HorizonEU programme. He gave it a more mission-driven angle to address societal challenges. Expenditure will be split across three main areas: €52.7 billion will go on global challenges like health, energy, and food; open science, or researcher-driven projects will get €25.8 billion; and innovation directed at taking ideas to market will get €13.5 billion.



JULIAN KING

Security Union (2016 - 2019)



22%

Julian King, likely to be the UK's last ever EU Commissioner, replaced Jonathan Hill, who resigned after the 2016 Brexit referendum. He took on the new portfolio of the Security Union – underlining EU's hopes of keeping strong security ties with a post-Brexit UK. Tasked with beefing up the EU's counter-terrorism role and taking action to prevent radicalisation, he argued for more robust cooperation and strengthened information exchanges – notably through the European Schengen Information System (SIS II) database. A career diplomat, King has pushed social media companies to tackle fake news and Cambridge Analytica-style use of personal data before this year's European elections. And he has urged authorities to build cyber resilience, effective cyber deterrence and strengthened cyber defence.



MARIYA GABRIEL

Digital Economy and Society (2017-)



23.1%

Mariya Gabriel came in more than halfway through the mandate, replacing her fellow Bulgarian Kristalina Georgieva, who resigned in October 2016. Her digital portfolio includes some juicy dossiers, but she struggled to stamp her authority as other Commissioners, including Digital Vice-President Andrus Ansip, imposed themselves on the agenda. Just 37 when she arrived, Gabriel was also new to the sector, having no digital background. Her reputation as a hard-working and well-respected MEP counted little when she was tasked with completing the Digital Single Market, and she seemed to back away from certain issues, like 5G deployment. Instead, she focused on issues like fake news and digital skills, which have less direct impact on business. She scored a victory when her European fake news strategy, unveiled last year, forced tech giants Facebook, Google and Twitter to commit to counter disinformation across their platforms.

FORMER COMMISSIONERS



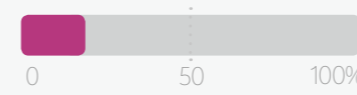
KRISTALINA GEORGIEVA

Vice-President (2014-16)
Budget and Human Resources



26.9%

Until she quit at the end of 2016 to become the World Bank's first CEO, Bulgarian economist Kristalina Georgieva looked like one of the stars of the Commission: tough, experienced (she previously served as EU Humanitarian Aid Commissioner), energetic, disciplined and liked by staff. She was well placed to oversee the EU's €161 bi through the European Parliament and Council, launched an overhaul of the European Anti-fraud Office (OLAF), tripled funding to tackle the refugee crisis in Europe, and drove progress towards a target for women to hold 40 percent of Commission management posts by 2019. But she soon butted heads with Juncker's then chief of staff Martin Selmayr and started to look for a way out. She failed in her bid to become United Nations Secretary-General, but the World Bank, where she had previously spent 16 years, welcomed her back.



JONATHAN HILL

Financial Stability, Financial Services and Capital Markets Union (2014-16)



20.9%

Jonathan Hill's London lobbyist background made him an apt choice to take the prized portfolio of financial services. During his curtailed time as Commissioner, he unveiled proposals to increase the flow of affordable investment capital across the EU and on a proportionate approach to regulation, especially banking supervision. A former leader of the House of Lords, who once campaigned to keep Britain from joining the euro, Hill was relatively unknown when he was appointed. He may well be best remembered for stepping down on a point of principle after the 2016 UK referendum to leave the EU. Lord Hill's responsibilities were passed on to Vice-President Valdis Dombrovskis when he quit, while his successor as British Commissioner, Julian King, was given the Security Union brief.



Q.3

95% ANSWERED

ON A SCALE OF 0-10, HOW DO YOU RATE THE PERFORMANCE OF THE EU CHIEF BREXIT NEGOTIATOR MICHEL BARNIER IN HANDLING THE NEGOTIATIONS?

This was not a role the EU wanted to create, but they struck gold with Michel Barnier. As EU Chief Brexit Negotiator, he held the line with gravitas and grandeur. Appointed just two months after the UK's vote to leave the bloc, he secured his formal mandate soon after Theresa May's government triggered the Article 50 process for two years of exit negotiations.

There would be three priorities: settling the divorce bill; EU and UK citizens; and keeping the peace in Northern Ireland. Plus, no cherry picking. Two years on, it is amazing how consistent he was – and how united the EU remained – not obvious in the dark days of 2016. Barnier was perfect: a two-time Commissioner, candidate for the Commission Presidency in 2014, and, variously, the French Foreign, Agriculture and Environment Minister. His experience put him light years ahead of his British counterparts. Barnier, who did better than any Commissioner in our Scoreboard, was also touted as a Commission President. Even on-off UKIP leader Nigel Farage bemoaned that Britain didn't have a negotiator in Barnier's class.

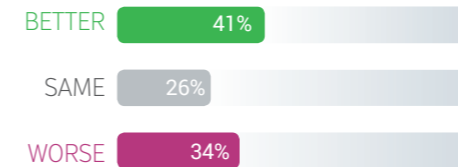
Performance of
MICHEL BARNIER
EU Chief Brexit
Negotiator



Q.4

98% ANSWERED

HOW DO YOU RATE TEAM JUNCKER COMPARED WITH ITS PREDECESSOR?

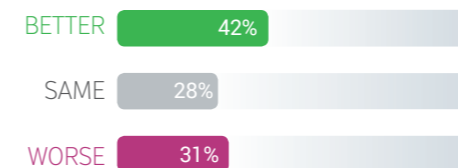


The feedback from this question makes for slightly more pleasant reading for the current crop of Commissioners and puts the overall findings in a broader context. Over 40% of respondents say the current Commissioners rate better overall compared with their predecessors, led by former two-term President José Manuel Barroso. More than a third of respondents, however, view "Team Juncker" as worse than the previous executive and just over a quarter feel the performance was about the same.

Q.5

98% ANSWERED

HOW DO YOU RATE THE JUNCKER COMMISSION COMPARED WITH YOUR NATIONAL GOVERNMENT?

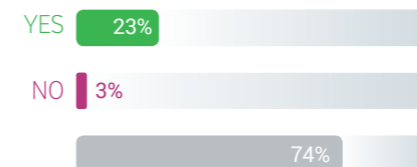


The findings here are very similar to the previous question, with over 40% of respondents stating that the current Commission rates better than their national government, while nearly a third are of the opposite opinion and about the same share saying their level of performance is in the same ballpark.

Q.6

94% ANSWERED

SHOULD THE NEXT COMMISSION PRESIDENT BE A WOMAN?



Should be the best person for the job regardless of gender

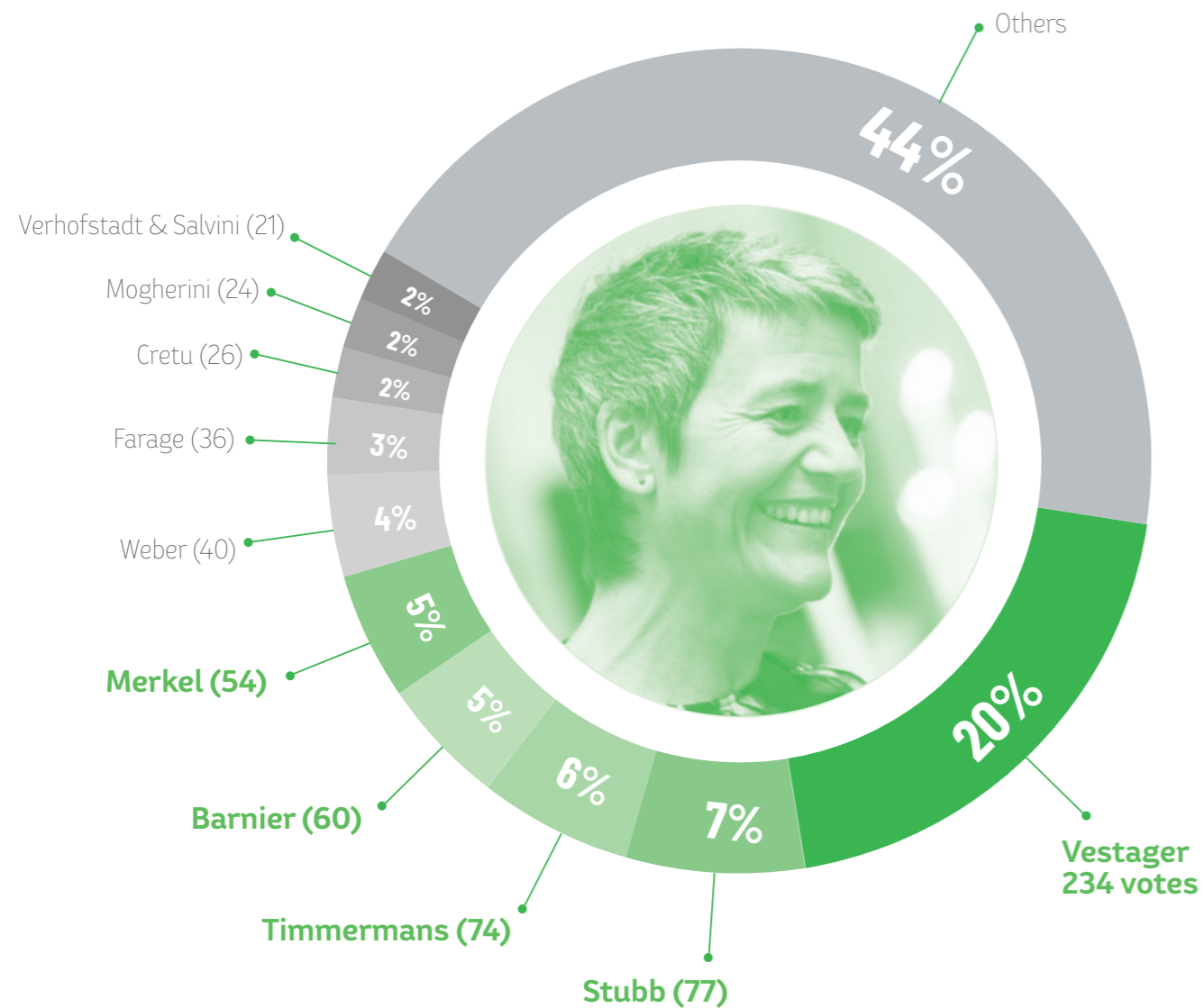
The European Commission has, until now, never been led by a woman. Three quarters of the respondents say the next President should be "the best person for the job", while nearly a quarter would like to see a woman at the helm. A tiny minority are opposed to a female Commission President. There are currently eight female heads of state or government in the Member States – Chancellor Angela Merkel (Germany), Theresa May (Prime Minister of the UK), former European Commissioner Dalia Grybauskaitė (President of Lithuania), Kolinda Grabar-Kitarović (President of Croatia), Kersti Kaljulaid (President of Estonia), Marie-Louise Coleiro Preca (President of Malta), Margrethe II (Queen of Denmark) and Queen Elizabeth II (Queen of the UK and Commonwealth realms). Only the first three – Merkel, Grybauskaitė and May – have a seat on the European Council. The German Chancellor is the fifth most popular choice (see next question) to be the next Commission President.



Q.7 WHO SHOULD BE THE NEXT COMMISSION PRESIDENT?

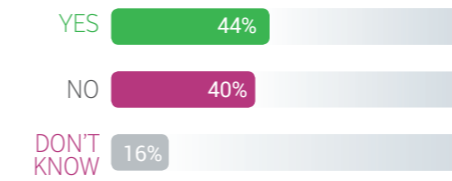
65% ANSWERED

This question produced an array of proposals, ranging from anticipated front-runners to as-yet-undeclared candidates, non-EU names, and even some deceased figures! But there is no doubting the runaway winner: competition czar Margrethe Vestager accounting for an impressive 20% of the overall votes. Three other Commissioners, Federica Mogherini, Corina Crețu and Frans Timmermans (the S&D's lead candidate to head the Commission), also made the top ten, as did EU Brexit negotiator Michel Barnier, coming just ahead of German Chancellor Angela Merkel. Three current MEPs made the list. One is Manfred Weber, leader of the EPP in the Parliament and its Spitzenkandidat for the Commission leadership, who was surprisingly out-scored by Alexander Stubb, despite defeating the former Finnish premier to be his party's nominee in early November. Another is perennial candidate Guy Verhofstadt, the Parliament's Brexit Coordinator and head of the Liberals and Democrats group, who polled the same number of votes as Italian Deputy Prime Minister Matteo Salvini. The third MEP, and the biggest surprise in the Top 10, was Nigel Farage, the outspoken former leader of the UK Independence Party – proof that some of our respondents have a sense of humour.



Q.8 SHOULD THE COMMISSION PRESIDENT CONTINUE TO BE CHOSEN REFLECTING THE OUTCOME OF THE EUROPEAN PARLIAMENT ELECTIONS ('SPITZENKANDIDATEN' PROCESS)?

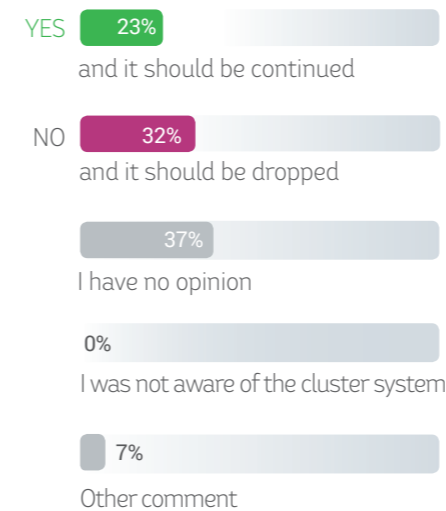
94% ANSWERED



The so-called "Spitzenkandidat" process was introduced in 2014 as a way of making the European Parliament elections more relatable to voters, by personifying the main political groups. Each parliamentary group would nominate a lead candidate (the German term Spitzenkandidat is widely used) for the Commission Presidency. The Spitzenkandidat of the party gaining the largest share of seats in the elections would become the Commission President. That was how the centre-right EPP's candidate, Jean-Claude Juncker, became Commission President. Supporters said Spitzenkandidats made the elections more democratic as they gave voters a clearer idea of who would lead the Commission – and 44% of our respondents agree that this system should continue. Critics say it did nothing to raise voter turnout, created an artificial link between the parliamentary elections and the Commission, and weakened the choice of candidates for the presidency. Some 40% of our respondents want to scrap the Spitzenkandidat system, while 16% said they don't know. As things stand, the EPP's Spitzenkandidat Manfred Weber is in pole position to succeed Juncker.

Q.9 IN YOUR VIEW, DID THE COMMISSIONERS' CLUSTER SYSTEM WORK?

93% ANSWERED



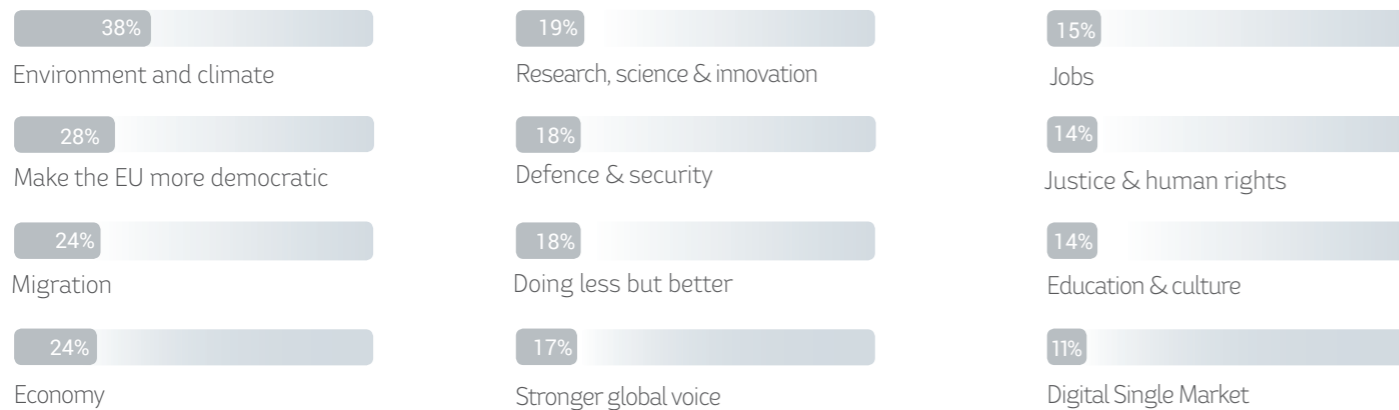
The cluster system, grouping the Commissioners under designated project areas, was introduced by Jean-Claude Juncker. The survey feedback suggests this approach was not viewed as a total success, with less than a quarter of respondents stating they are in favour of its continuation under the next Commission. Nearly a third feel it should be dropped, while 37.5% have no opinion. Interestingly, none of those who replied confess to not being aware of the cluster system.



Q.10 WHAT SHOULD THE NEXT COMMISSION'S TOP 3 PRIORITIES BE?

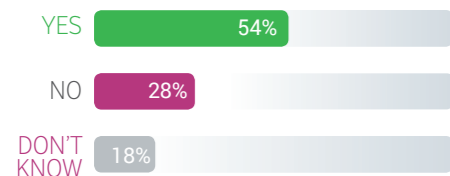
66% ANSWERED

Respondents were invited to select the next Commission's top priorities from a list of more than 20 policy areas – and could also choose priorities which were not included in the list. The topics which received the most attention are: environment and climate, making the EU more democratic, and migration. Unsurprisingly, the economy and jobs also come out near the top of the ranking. More surprising, perhaps, is the inclusion of defence and security, which could be linked to recent calls by Chancellor Merkel and President Macron in favour of an EU Army and worries about migration pressures. Despite being one of the most powerful tools in the Commission's arsenal and the portfolio of the top choice to be the Commission's next President, Margrethe Vestager, competition is well down the ranking. Of the "other" responses, a significant number called for better European policies to tackle social and welfare issues. Other popular choices included increased transparency, doing more to tackle tax evasion, fostering a stronger European identity, further EU enlargement, and more powers to be restored to national parliaments. There was also strong support among some respondents for the dissolution of the EU.



Q.11 IS IT TIME FOR AN EQUAL GENDER BALANCE IN THE COMMISSION?

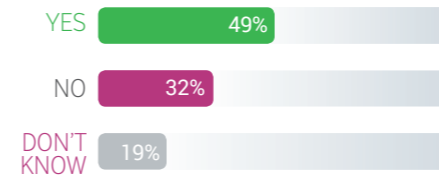
94% ANSWERED



While 54% of respondents call for an equal gender balance in the European Commission, 46% do not agree or say they don't know. The Commission's latest statistics, published last October, show that 55.1% of its 32,000-plus employees are female, but the bulk of these female staff are in assistant roles. Men dominate when it comes to the administrator and management grades, with a gender split of 55.9% to 44.1%. Of the current 28 European Commissioners, only nine are women (32%). To ensure greater diversity in the next mandate, Margrethe Vestager has called for each Member State to nominate both a man and a woman. When compared with national politics, the Commission is broadly in line with the gender balance average. The most gender balanced legislature in the EU is Sweden, followed by Belgium and Finland. In six EU countries (Malta, Hungary, Romania, Cyprus, Croatia, Cyprus, and Greece) women represent less than 20% of parliamentary members.

Q.12 IS IT TIME FOR MORE ETHNIC DIVERSITY IN THE COMMISSION?

94% ANSWERED

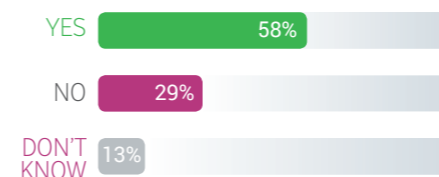


Early in the current mandate, First Commission Vice-President Frans Timmermans opined at a public debate that the European Commission should demonstrate its commitment to ethnic diversity by employing more people called Mohammed. He was asked how many staff he had hired with this name and the answer, predictably, was zero. The number of people from ethnic minorities working in the Commission and other EU institutions is extremely low – fewer than 2%, according to media network EURACTIV. The European Network Against Racism has observed that people of colour in the Commission tend to be employed as entry-level staff or by companies providing out-sourced work (eg cleaning, catering). Nearly half of the respondents to our survey say the Commission must do better.



Q.13 SHOULD THE NUMBER OF COMMISSIONERS BE REDUCED IN THE NEXT MANDATE?

94% ANSWERED



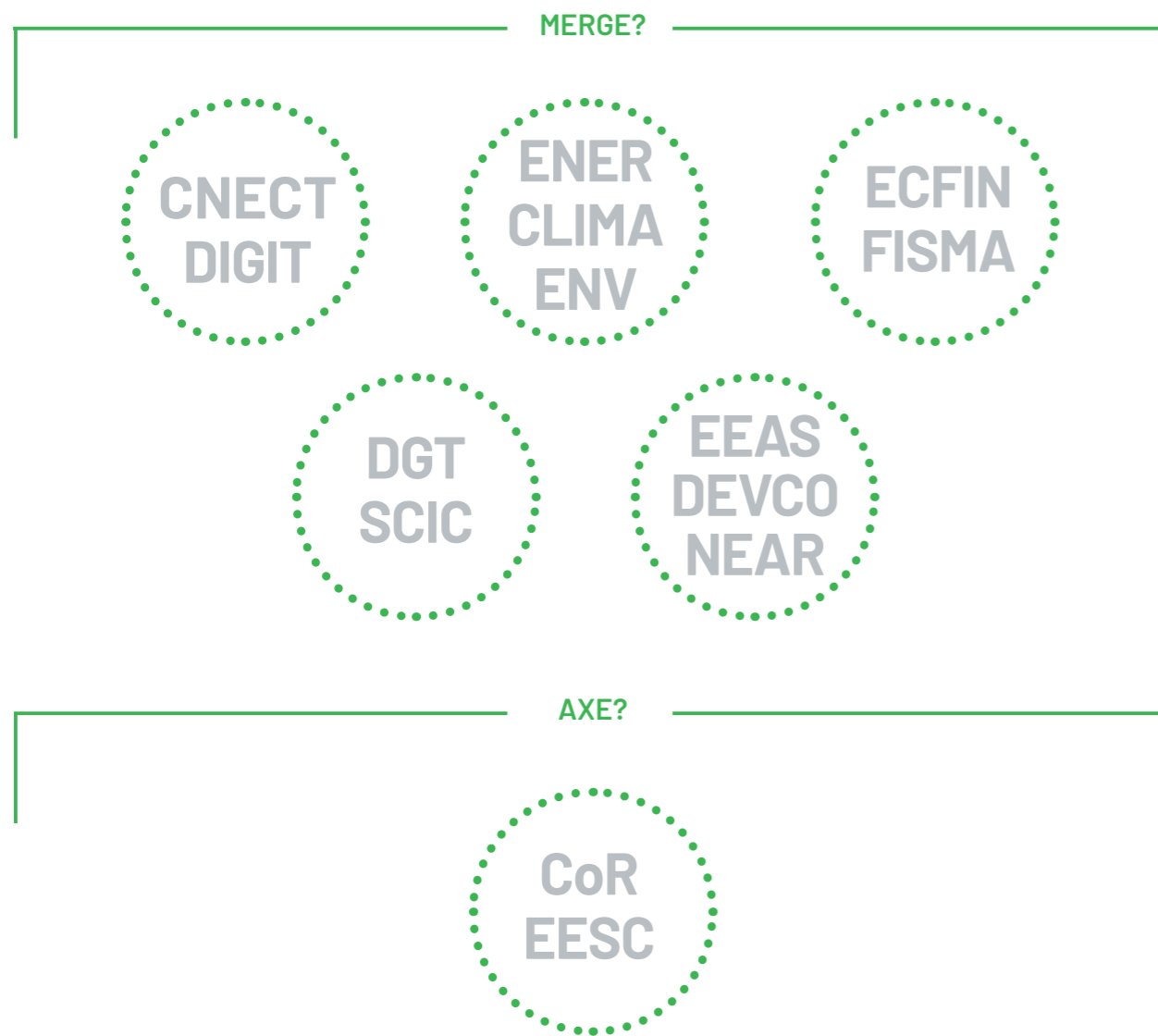
Nearly three-fifths of respondents in our survey state they are in favour of appointing fewer Commissioners – a view shared by Austrian Chancellor Sebastian Kurz, who called last year for the number to be cut to 18. The Lisbon Treaty sought to solve this perennial issue by providing for a reduction in the number of European Commissioners to two-thirds of the number of Member States. The change was later over-ruled by the European Council so that each Member State still nominates a Commissioner. While critics continue to point out that an over-sized College is not conducive to efficient decision-making, few Member States want to give up "their" Commissioner, even if each member of the College is supposed to act independently of national interest.



Q.14 WOULD YOU DISBAND ANY OF THE EXISTING COMMISSION DIRECTORATE-GENERALS OR EU AGENCIES ? IF SO, WHICH ONE(S)?

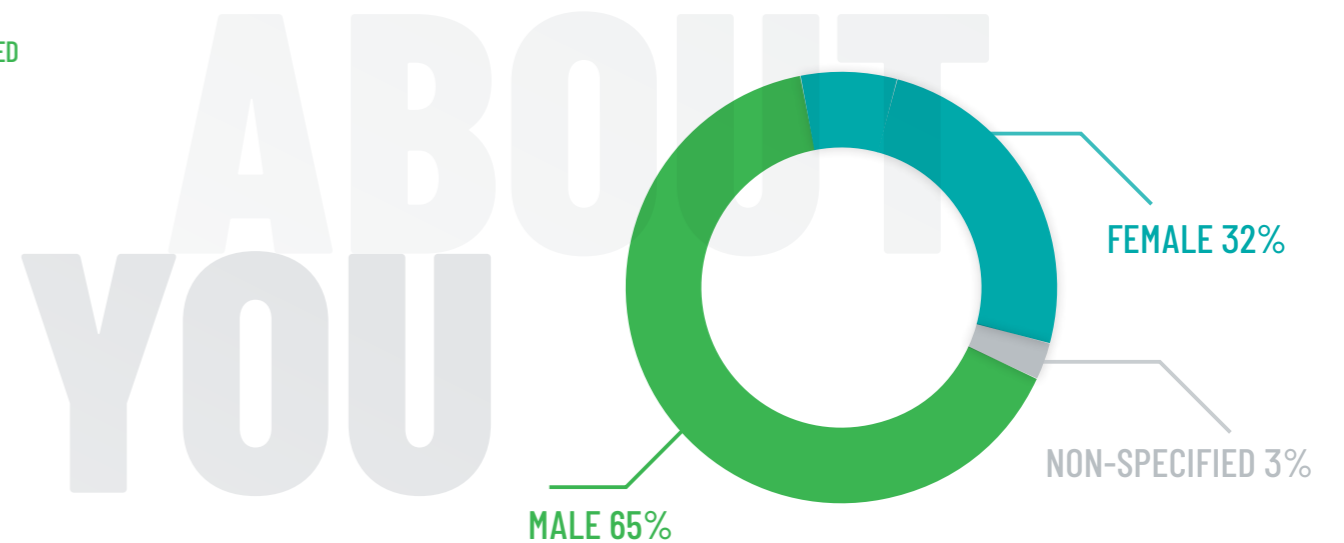
36% ANSWERED

The replies were roughly split into three categories: those that listed specific Directorate-Generals or agencies for the chop or merger; those that said “none of them”; and those that said “all of them”. Among those seeking to eliminate or merge particular DGs or agencies, there were some common themes. DG CNECT (Communications Networks, Content and Technology) and DIGIT (Informatics) were often cited as candidates to join forces, sometimes with DG GROW (Internal Market, Industry Entrepreneurship and SMEs). Others said DG ENER (Energy) and DG CLIMA (Climate Action) should be merged with DG ENV (Environment), that DG ECFIN (Economic and Financial Affairs) should combine with DG FISMA (Financial Stability, Financial Services and Capital Markets Union) and that DG Translation (DGT) with DG Interpretation (SCIC) should be one team. A significant number questioned the value of the European External Action Service (EEAS), while others called for it to merge with DG DEVCO (International Cooperation and Development) and DG NEAR (European Neighbourhood Policy and Enlargement Negotiations). Several respondents wanted to axe the European Committee of the Regions (CoR) and European Economic and Social Committee (EESC). One suggestion that has a very good chance of passing is for the EU to scrap its taskforce on Article 50 negotiations with the UK.



Q.15 YOUR GENDER

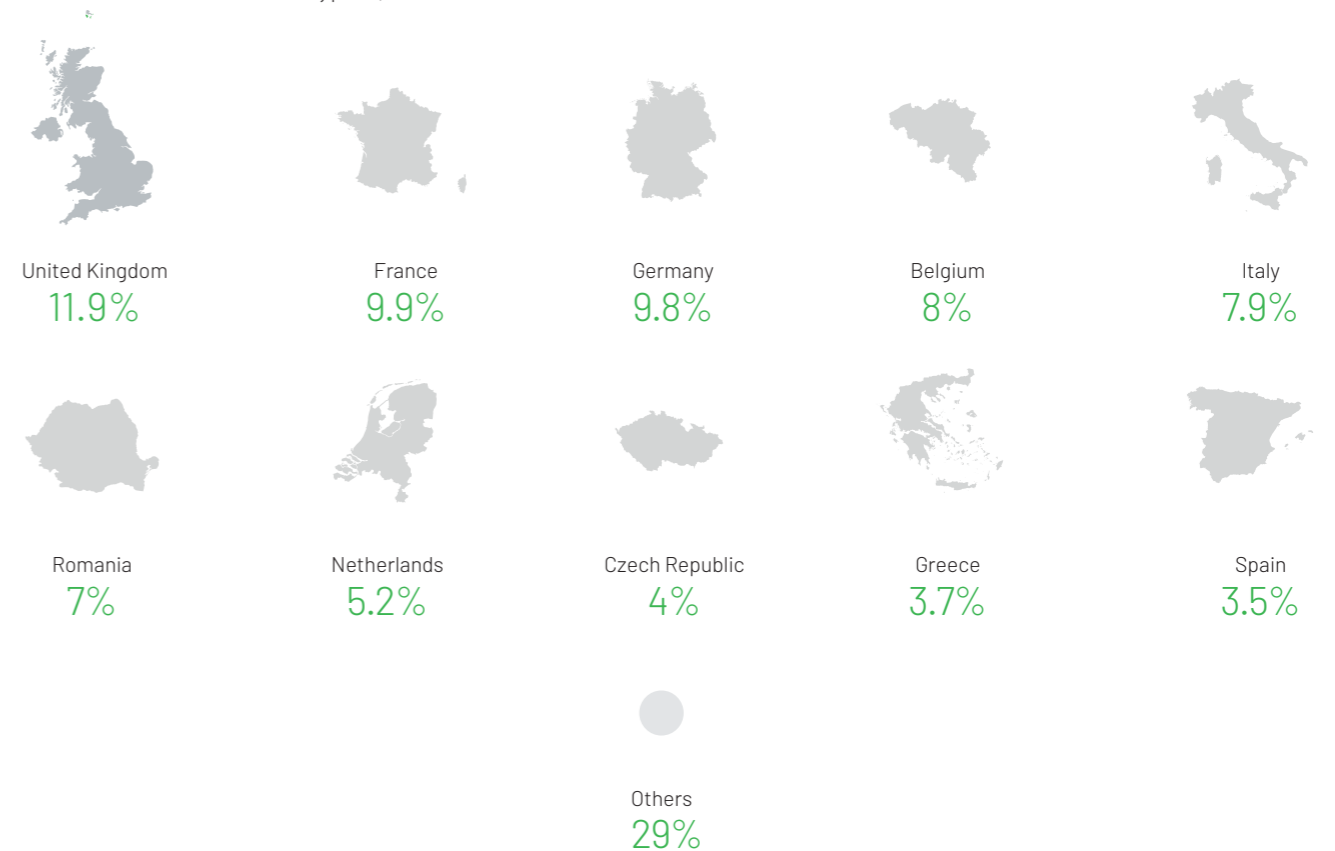
91% ANSWERED



Q.16 YOUR NATIONALITY

89% ANSWERED

Nationals from all 28 Member States participated in the Scoreboard survey. The three largest countries by population accounted for the highest number of responses. In previous similar surveys conducted by Burson, the highest share of replies came from French nationals, but in view of the Brexit debate it is perhaps unsurprising that the UK takes pole position this time. US nationals accounted for 0.7% of responses, just ahead of Cyprus, Estonia and Lithuania.





Q.17

89%
ANSWERED

WHAT IS YOUR CURRENT COUNTRY OF RESIDENCE

Nearly 40% of the feedback for the survey came from respondents living in Belgium, at the heart of the EU and its major institutions. This figure indicates that the largest share of results is generated by respondents who are more likely to be informed or knowledgeable about the Commission's responsibilities and performance. As with the previous question, the Brexit debate surely explains the significant response shown by UK residents. In terms of population size and as one of the largest recipients of EU funding, it is perhaps surprising that Poland (40 million inhabitants) is not in the top 10.



Belgium
38.5%



UK
10.2%



Germany
5.6%



Germany
5.6%



Romania
3.8%



Netherlands
3.6%



Italy
3.5%



Czech Republic
2.9%



Spain
2.7%



Portugal
2.2%



Others
30%



Q.18

89%
ANSWERED

YOUR AGE BRACKET

The table shows that, with the exception of 16-20 year olds, every age group between 21 and 60-plus was well-represented and fairly evenly represented in the survey. Nearly two thirds of the respondents were aged between 21 and 60.

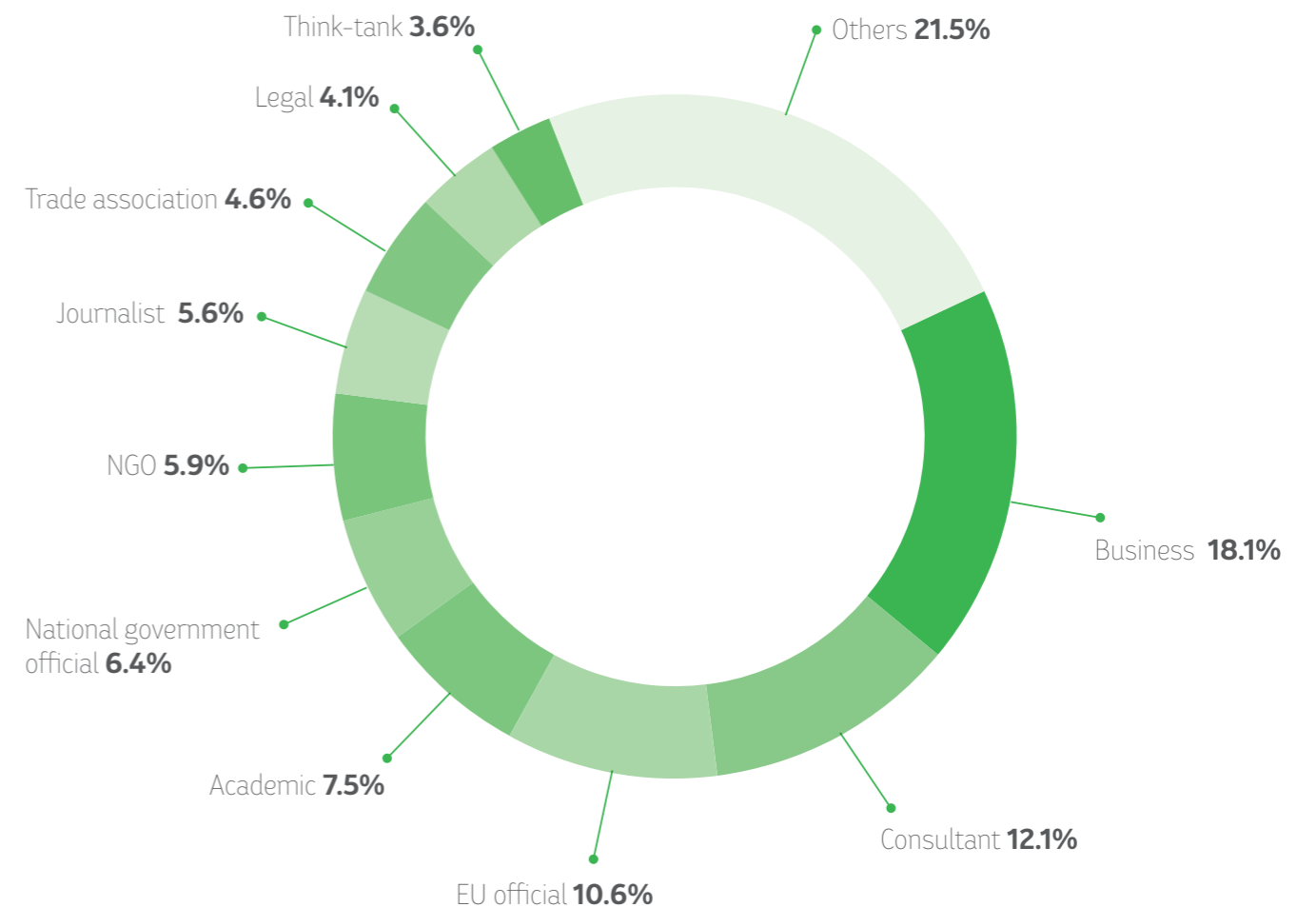


Q.19

90%
ANSWERED

YOUR PROFESSIONAL ACTIVITY

One of the most striking findings is the relatively high proportion of respondents (18.1%) who categorize their professional activity as "business". One explanation could be a growing recognition among businesses, large and small, that decisions taken in Brussels affect their bottom line – so they need to be fully engaged with the Commission and other EU institutions. Another factor may be the Brexit negotiations, which created uncertainty in the business world. Other groups who were well represented in the feedback include officials, national governments, academics, NGOs and media.

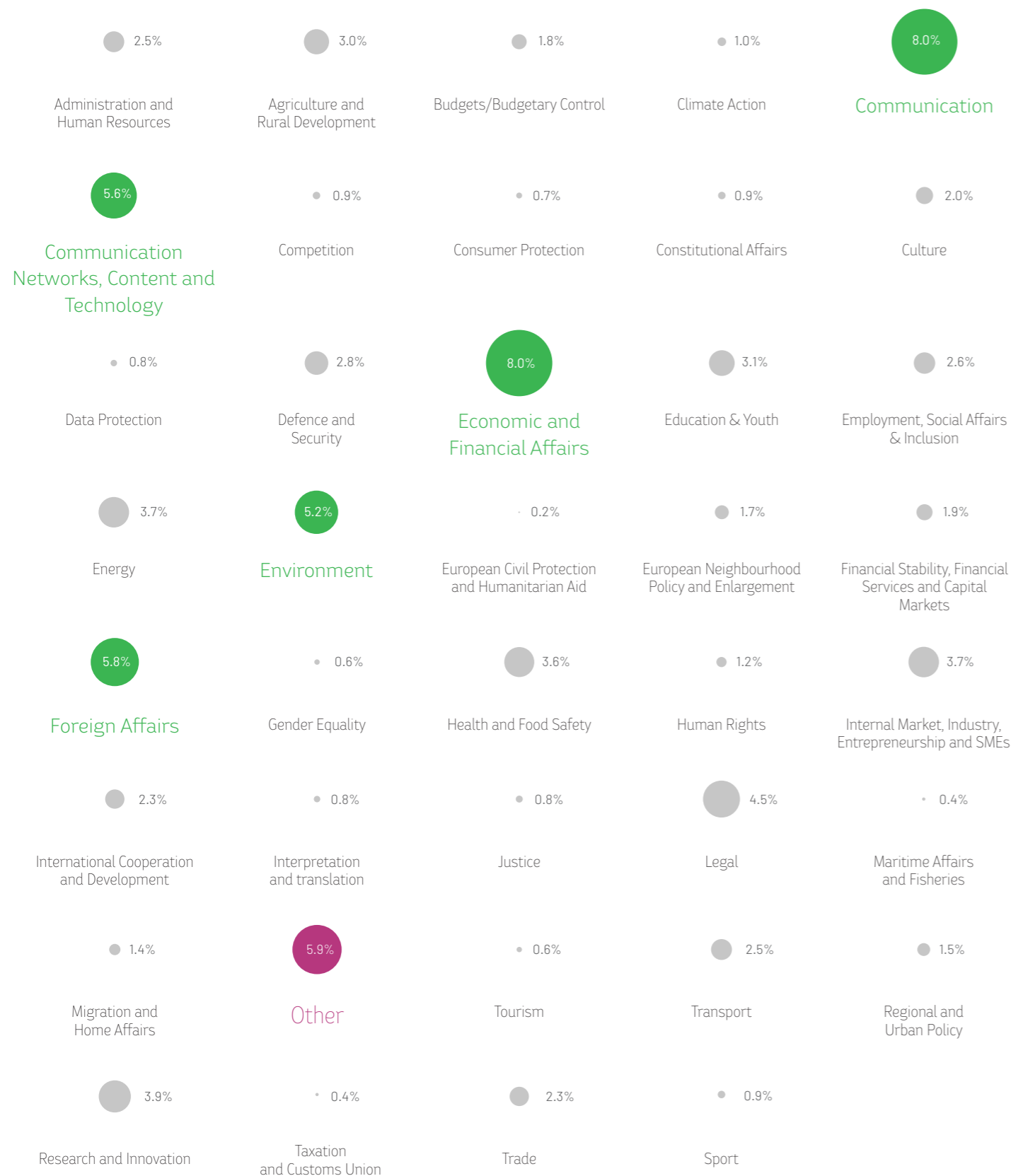


Q.20

WHAT IS YOUR AREA OF EXPERTISE?

89% ANSWERED

The ranking by area of expertise shows how representative the survey is in terms of respondents' profiles, with a very broad range of areas reflected. The two largest areas of expertise are Economic and Financial Affairs and Communication (both 8.0%) followed by Others (5.9%) and Foreign Affairs 5.8%



HOW THE COMMISSIONERS SCORED - FULL RESULTS

	0	1	2	3	4	5	6	7	8	9	10	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Margrethe Vestager	10.88%	3.63%	1.88%	1.56%	3.00%	4.69%	4.13%	5.88%	11.38%	13.63%	17.45%	21.89%	1,599	50.2%
Federica Mogherini	13.02%	4.86%	4.32%	4.44%	4.80%	6.90%	8.52%	12.96%	15.36%	9.78%	6.30%	8.76%	1,667	49.6%
Frans Timmermans	14.54%	5.73%	4.16%	4.65%	4.65%	6.76%	7.97%	12.85%	13.64%	9.29%	5.79%	9.96%	1,657	46.9%
Cecilia Malmström	11.34%	3.82%	2.83%	2.83%	2.77%	7.21%	7.89%	10.78%	14.97%	8.32%	6.41%	20.83%	1,623	44.7%
Jean-Claude Juncker	19.66%	8.00%	6.77%	6.30%	6.18%	7.30%	10.54%	11.60%	11.18%	6.89%	4.65%	0.94%	1,699	44.4%
Pierre Moscovici	12.63%	5.88%	4.44%	4.31%	5.06%	9.38%	8.56%	10.50%	8.75%	5.75%	3.75%	21.00%	1,600	37.9%
Günther Oettinger	14.67%	6.81%	6.56%	6.75%	7.31%	8.30%	7.37%	9.47%	7.74%	3.90%	2.72%	18.39%	1,615	34.6%
Jyrki Katainen	10.84%	4.35%	3.85%	3.59%	4.22%	7.06%	8.13%	11.66%	9.27%	4.48%	2.46%	30.08%	1,586	34.5%
Maroš Šefčovič	10.63%	4.19%	3.00%	4.00%	5.13%	8.13%	7.82%	9.26%	7.00%	3.81%	2.38%	34.65%	1,599	30%
Carlos Moedas	10.24%	4.10%	3.07%	3.01%	3.39%	6.59%	5.31%	7.43%	8.90%	4.99%	3.14%	39.82%	1,562	29.7%
Věra Jourová	12.14%	4.05%	3.10%	3.73%	4.87%	7.08%	6.20%	7.65%	6.14%	4.36%	3.61%	37.07%	1,581	29.2%
Marianne Thyssen	10.89%	4.14%	4.01%	4.65%	4.78%	7.07%	7.26%	7.45%	7.83%	3.25%	1.97%	36.69%	1,570	28.8%
Miguel Arias Cañete	12.03%	4.94%	4.62%	4.56%	6.33%	8.30%	6.97%	7.09%	4.56%	3.93%	1.77%	34.90%	1,579	27.6%
Phil Hogan	10.99%	4.89%	4.00%	3.68%	5.15%	9.09%	5.46%	6.35%	5.97%	3.88%	2.60%	37.93%	1,574	27.6%
Johannes Hahn	11.25%	4.57%	3.05%	4.38%	4.96%	9.28%	6.29%	7.37%	6.10%	2.67%	2.10%	37.99%	1,574	27.3%
Valdis Dombrovskis	11.39%	4.85%	3.59%	3.90%	5.03%	8.50%	7.87%	7.68%	6.48%	1.89%	1.64%	37.19%	1,589	27.2%
Kristalina Georgieva	12.12%	4.31%	3.49%	3.36%	4.44%	6.35%	4.63%	6.03%	6.15%	5.20%	3.24%	40.67%	1,576	26.9%
Andrus Ansip	10.34%	4.67%	3.03%	3.85%	4.54%	8.39%	7.50%	8.01%	5.67%	1.51%	1.89%	40.61%	1,586	26.1%
Dimitris Avramopoulos	13.51%	5.33%	3.87%	5.01%	5.20%	7.29%	6.91%	5.96%	4.88%	2.47%	1.78%	37.79%	1,577	24.8%
Corina Crețu	13.21%	5.14%	3.75%	4.06%	4.13%	7.11%	5.02%	4.51%	3.87%	2.29%	5.46%	41.46%	1,575	24.5%
Violeta Bulc	11.71%	4.93%	3.65%	3.58%	4.54%	7.93%	5.89%	5.89%	5.25%	3.07%	1.66%	41.91%	1,563	24.4%
Elżbieta Bieńkowska	12.50%	5.96%	4.68%	4.42%	5.45%	8.46%	5.58%	5.96%	5.06%	2.05%	1.60%	38.27%	1,560	24.3%
Vytienis Andriukaitis	11.01%	4.13%	3.37%	3.69%	5.03%	7.06%	5.53%	6.68%	4.96%	2.23%	1.40%	44.91%	1,572	23.1%
Mariya Gabriel	12.02%	4.43%	4.24%	3.53%	5.01%	7.65%	6.23%	4.88%	4.11%	2.57%	2.19%	43.12%	1,556	23.1%
Karmenu Vella	11.23%	4.34%	3.83%	4.08%	4.91%	8.23%	5.81%	5.93%	4.40%	1.72%	1.40%	44.10%	1,567	22.6%
Julian King	11.88%	4.56%	4.50%	3.28%	4.11%	7.96%	5.97%	5.33%	4.05%	2.12%	1.61%	44.64%	1,557	22%
Christos Stylianides	11.38%	3.96%	3.71%	2.56%	4.60%	7.80%	4.67%	5.31%	4.67%	2.56%	1.53%	47.25%	1,564	21.7%
Jonathan Hill	12.87%	4.52%	4.39%	3.18%	4.90%	7.96%	5.03%	3.63%	3.57%	2.48%	2.04%	45.41%	1,570	20.9%
Neven Mimica	11.51%	3.60%	3.22%	3.86%	5.02%	9.77%	5.21%	4.69%	3.60%	1.09%	1.22%	47.20%	1,555	20.6%
Tibor Navracsics	12.07%	5.10%	3.74%	3.62%	3.62%	8.26%	5.23%	4.13%	2.97%	1.42%	1.42%	48.42%	1,549	19%

February 2019

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