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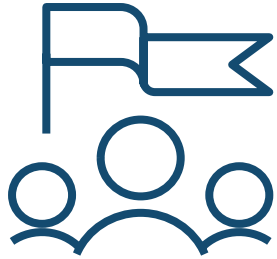
# Advocacy: Supporting the lead and lead battery industry in Europe

Malte Helligsøe, Rud Pedersen Public Affair

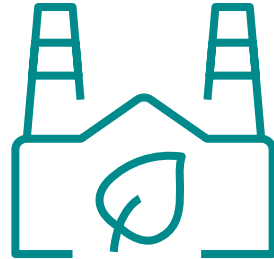
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# The new European Commission



New focus on  
competitiveness &  
defense



From **Green Deal** to  
**Clean Industrial Deal**



Electrification and re-  
industrialisation seen as  
the key enablers

# Why engage with the EU institutions?

## Cultivate supporters

Ensure that key decision-makers and stakeholders understand the value of lead to their political objectives.



## Influence EU decisions

Positively influence EU decision-making on key legislative files.



# How do we engage with the EU institutions?

**1. Direct engagement with  
policymakers**

**2. Policy, messages, and  
materials**

**3. Communications, events,  
and media**

# What we have achieved so far



**52 meetings**  
with EU  
institutions



Events held  
promoting the  
KPMG report on  
**energy storage  
technologies.**



Input secured on  
the **End-of-Life-  
Vehicles (ELV)**  
Regulation



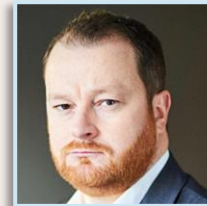
Educated key  
**value-chain  
representatives**  
at the EU level



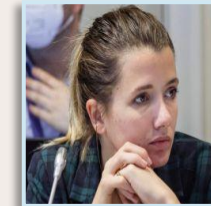
**Jacek Truszczyński**  
Head of Net Zero  
Industries Unit in  
the Commission



**Jens Gieseke**  
MEP and Lead  
negotiator on the  
ELV Regulation



**Matt Hinde**  
Head of International  
Policy and  
Engagement, UK  
National Grid



**Ségolène Milaire**  
Industrial policy  
attaché, French  
Permanent  
Representation to  
the EU



# Thank you!

## **Contact**

*Rud Pedersen Public Affairs*

**Malte Helligsøe**

*Account Director*

+32 490 56 94 62

[malte.melligsoe@rudpedersen.com](mailto:malte.melligsoe@rudpedersen.com)

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