

WEBER SHANDWICK



Inside the Swedish Presidency of the EU
A guide for business

July - December 2009



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Preface



**by Mark MacGann, CEO Brussels/Belgium
Head of Public Affairs EMEA and Christina Saliba,
CEO Weber Shandwick, Stockholm**

The European Union has changed considerably since Sweden last held the Presidency in 2001. It is a bigger, more complex, and less consensual union than when the Swedes last were at the helm; in addition to protracted institutional crisis, following the failure of the Constitutional Treaty, and the rejection of the Lisbon Treaty, Sweden faces the challenge of managing a single market in deep economic recession. The Swedish agenda eight years ago focused on the three E's, Employment, Enlargement and Environment. Now, the driving themes are Sustainability, Security and Solidarity. The Presidency will be even tougher, given the uncertainty over the management mechanism – which will change depending on the result of the second Irish referendum on Lisbon, currently planned for October.

The Swedes have presented a programme with a clear focus on a revitalized strategy for sustainable growth and prosperity. High on their agenda is the aim to accelerate the move towards a low carbon society through eco-innovation and deployment of clean technologies. Climate Change is a top priority, and the

Swedes make no secret of their burning ambition for the EU to consolidate and grow its role as a global leader. There are also other important challenges on their Presidency agenda such as launching discussions on a Baltic Sea Strategy, future cooperation in the areas of justice and home affairs as well as further enlargement negotiations.

In this, the 17th edition in our series of guides to the Presidencies of the EU, Weber Shandwick Brussels, in partnership with our colleagues in Stockholm, is proud to present *"Inside the Swedish Presidency of the EU"*. This guide is Weber Shandwick's contribution to facilitate dialogue and consultation between the European institutions and the EU's primary stakeholders. For the first time, we are issuing the Guide on a dedicated website, with a discussion forum debating issues surrounding the Presidency.

We look ahead to the next six months with optimism and wish to extend our active support to the government of Sweden as they take leadership of the European Union in these interesting times.



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Introduction



**by Christian Danielsson, Ambassador,
Swedish Permanent Representative to the EU**

Well aware of the challenges ahead it is with a sense of humility and deepest engagement that Sweden, for the second time, assumes the Presidency of the EU. The fact that we are following the Czech Presidency reminds us of the most important change that has occurred in the Union during the last couple of years - the enlargement from 15 to 27 Member States.

This autumn will indeed be a challenging time to preside over the EU. The economic situation and climate change, as well as the institutional issues, will require intense efforts by the Presidency. Swedish leadership will need to be strong and at the same time, we will not be able to succeed without the will of Member States to cooperate and take responsibility.

One of the most pressing challenges is the sharp economic downturn where the EU has so far shown a great ability to act. However, the downside of the powerful stimulus packages is that many Member States have been left with large budget deficits and it is therefore important to find ways to return to sustainable public finances. It is also necessary to strengthen means through which the European economy can continue to grow in the coming decade. Europe needs a revitalised strategy for sustainable growth and prosperity responding to the main challenges ahead, to transform Europe into an eco-efficient economy, to reap the benefits from globalisation and to tackle the effects of an ageing population.

Another serious challenge is climate change. Given the upcoming 15th United Nations conference on climate change, climate will be high on the agenda during the next six months. Through the energy and climate package the EU put a concrete negotiating

bid on the table and by its on-going efforts to conclude a European negotiating mandate for COP15 the EU is maintaining its role as a global leader. It is Sweden's ambition that the EU shall remain in this position.

Closely connected to both the environment and competitiveness, the time has come to deepen cooperation in the Baltic Sea region. Sweden will aim to launch a strategy for this region, with the objective of strengthening competitiveness and improving its environmental status through leveraging existing tools and resources.

One further challenge will be future cooperation in the areas of justice and home affairs. We will focus on the new framework programme for the period 2010–2014 – on this topic Sweden is pleased that this programme will put more emphasis on citizens' rights.

The EU's external relations will be marked by the climate issue and the economic and financial situation. Apart from this, Sweden intends to continue efforts to enhance transatlantic cooperation and the EU's engagement in Afghanistan, to implement the Eastern partnership and to constructively continue the work and negotiations on enlargement.

To conclude, we have six eventful and exciting months ahead of us. The EU is facing a very severe economic crisis at the same time as we are about to bring ourselves to make further commitments and convince our global partners to do the same in order to reach a new agreement on climate change. In addition to this, a new Parliament and a new Commission are waiting to take office and, hopefully, a new treaty will enter into force.

Perspective



**by Maria Hilding,
Trade Commissioner, Swedish Trade Council**

On 1 July, Sweden will once again find itself at the helm of the European Union. Last time Sweden held the Presidency was in 2001 and the circumstances were quite different. This time around there will be a newly elected Parliament to take into consideration and the issue of whether the Council is instituting a new Commission or not might also create uncertainty.

Although Sweden has to be prepared to tackle the unexpected, the need to further the areas outlined by the Swedish government will remain crucial. The priorities put forward by the government are *Climate and Jobs*. The aim is to show how on the one hand climate, environment and energy issues, and on the other jobs, growth and competitiveness, are prerequisites of one another. At the Swedish Trade Council, we are helping a number of Swedish companies on markets worldwide, whose solutions show that the climate battle can indeed be a driving force for innovation and international growth of SMEs.

The EU has also a key role to play in this area. The Commission's recovery plan, the intention of which is to create new "green collar jobs", is of great importance when confronting the financial crisis. The fact that the crisis is occurring simultaneously as Europe is making a major structural shift towards a low carbon economy might seem ill-advised to many but could, in fact, serve as a longed-for opportunity. The Swedish Trade Council believes much more could be done if we are to be successful in combining a fight on climate change with new economic opportunities.

On behalf of the Swedish companies we work for, we see the need for real financial incentives for SMEs, in order for them to benefit from the Single Market to the fullest.

Promoting the role of buildings in meeting Europe's 20-20-20 goals is but one example of how the EU can encourage investments in green projects. The potential in boosting energy efficiency in buildings is especially evident in the Central and Eastern European Member States, but more can be done in existing buildings all across Europe.

Regarding energy efficiency and sustainability, the Swedish Trade Council has developed a concept named *SymbioCity*, which promotes holistic and sustainable urban development (www.symbiocity.org). The purpose of this concept is twofold: for customers to benefit from the Swedish experience and best practices in finding synergies between urban technology systems that save natural resources and will cost less; and for the Swedish companies supplying products and services to finding new markets.

The Swedish Trade Council is determined to use the enhanced visibility of Sweden in Brussels to promote know-how of energy efficient solutions on a European level and we hope other actors will follow suite. As we have a mission from our government to promote the internationalisation of SMEs, we are particularly keen on furthering their ability to grow on foreign markets, be they European or global.



Economic Recovery & Competitiveness



by Dragan Barbutovski, Weber Shandwick

When the European Commission outlined its spring economic forecast, predicting a tough 2009 with the GDP in the European Union expected to fall by 4 % this year, the Swedish Presidency was given a formidable task to coordinate. The expectations for the European Economic Recovery Plan (EERP), launched last November, to start delivering results are now even higher.

The EERP is an ambitious plan that requires the co-ordination of an array of EU policies under two pillars: the financial and fiscal confidence pillar with the proposed budgetary impulse amounting to €200 billion or 1.5% of GDP seeking to increase purchasing power of the economy, boost demand and stimulate confidence; and the competitiveness pillar that aims at reinforcing Europe's competitiveness by investing in the right skills and creating jobs, investing in green technologies and stimulating energy efficiency and promoting innovation.

For the EERP to be successful it needs to align closely with the Lisbon Strategy's four priority areas: people, business, infrastructure and energy, and research and development. To this end, the debate on the design of the post-2010 Lisbon Strategy will be launched during the Swedish Presidency with the aim of agreeing on the new structure in Spring 2010 under the Spanish Presidency. Specifically, the European Commission intends to launch a debate on the Integrated Guidelines for Growth and Jobs under the Lisbon Strategy, guiding Member States and the EU in the preparation for structural reforms.

The overall political aim of the Swedish Presidency – to reach an international agreement on climate change (the post-Kyoto agreement) in Copenhagen in December will be reflected in its

efforts to strengthen the industrial competitiveness of the European economy. In this regard, the Swedish Presidency intends to stimulate the low carbon economy and the development of high technology industries, with special attention to be given to the sustainability of the industrial policy.

Innovation, and in particular eco-innovation, should be stimulated during the Swedish Presidency. A Commission Communication, building on an assessment of the broad-based Innovation Strategy from 2006, is expected by the end of 2009 and the Swedish Presidency is planning to focus on preparing the ground work for the European Innovation Action Plan.

Furthermore, with the "think small first principle", the Swedish Presidency intends to focus on the implementation of the Small Business Act initiative enhancing access to finance for SMEs. Currently, the Commission is using the European Investment Fund to support SME financing and the European Investment Bank (EIB) has already boosted its SME lending possibilities by €15 billion and plans additional increases.

None of this can be achieved without using the potential of better regulation to reduce administrative burden on SMEs and reduce red tape. In line with the ongoing implementation of the Small Business Act, a simple and efficient piece of legislation, e.g. micro-enterprises being exempt from producing annual accounts and tackling the issue of late payments, can undoubtedly reduce the effects of the economic and financial downturn currently being felt by companies across Europe. This is the ultimate political goal in Europe right now.



by Catia Bastiol, CEO, Novamont

The program of the Swedish Presidency with regard to European research certainly looks promising. In particular, this includes proposing a European Plan for Innovation as a contribution to the “post-Lisbon Agenda” for economic development initiative, a just and ambitious plan which Novamont fully supports.

We cannot but agree with the aim of making research policy a priority in order to support innovation in sustainable development. This aim is, after all, part of the genetic makeup of the Novamont company. We are therefore ready to show our support for a Presidency which seems determined to find a way out of the present economic situation on the basis of sustainable development.

For Novamont, the main challenge of the new millennium will be in the search for new models of development which are capable of conserving the resources of the planet, while increasing the quality of life of its inhabitants.

This means encouraging a transition from a product-based economy to a system-based economy, in order to achieve economic and environmental sustainability in the interests of society as a whole, starting with the improvement of local regions and involving their various stakeholders.

Only with increased knowledge and critical capacity can we hope to achieve a mature society capable of balancing change and regional traditions, relaunching economic competitiveness and environmental quality, combined with tolerance and democracy.

The academic world, business and the institutions can all find common ground in the themes of environmental sustainability, materials and energy savings, and the search for lower impact systems and ever more efficient and innovative processes. Together they can launch challenging and wide-ranging projects which are able to help in shaping local regions, relaunch competitiveness, stimulate confidence and increase knowledge.

The development of an economy focused on innovation is of major importance for competitiveness. We sincerely hope that the efforts of the Swedish Presidency will lead to a tangible strengthening of those EU initiatives launched to date, using existing instruments for supporting innovation in a coherent and strategic manner and adopting a demand-based approach. For example, the European Commission’s Lead Market Initiatives (LMI) have identified six economic sectors for which concrete action can accelerate market development without interfering in the dynamics of competitiveness.

The LMIs have as their objective the achievement of tangible results through acceptance of EU regulations and approaches by markets in third countries, in particular in sectors affected by general trends (for example environmental questions), aiming to reduce the costs and time-scale of penetration in such markets for new products and services. It is no coincidence that the six LMIs include five markets of key environmental importance: protective textiles, sustainable construction, recycling, bio-based products and renewable energies, in addition to eHealth.

The Swedish Presidency can launch a process aimed at increasing the knowledge already available in the various sectors of the sustainable economy; putting this online; supporting the development of strict quality standards in the various sectors of application; and encouraging projects involving integration of a variety of knowledge and cultures, in order to maximise the competitiveness of integrated chains. In particular, case studies can be promoted in local regions with representation at European level, providing help in the fostering of citizens capable of increasing their technical know-how, wisdom and long-sightedness.

Trade



by James Watson, Weber Shandwick

The Swedish Presidency will have a full agenda in the field of international trade, with many pressing issues needing urgent attention. The Swedes have a history of being committed to the principles of free trade and will therefore drive forward a number of international trade agreements during their term. However, a major challenge will be maintaining this ethos in the current economic climate within the European Union as a whole. Some Member States prefer a more protectionist approach to global trade at the present time and the Presidency will have to show political skill to move the block forward on key trade dossiers.

The foremost principle of the Presidency will be to re-ignite the World Trade Organisation (WTO) Doha process, which has been stalled since 2007. The continued disagreement between emerging economies and some developed countries is holding back a package of WTO reforms that could improve global trade rules for developing countries. Putting the Doha Agenda at the forefront of the Presidencies priorities confirms the importance of free trade and development principles to the Presidency.

Related to this, another key issue will be the completion of Economic Partnership Agreements (EPAs) with the various African and Pacific regions that are yet to sign up to these new WTO compatible trade treaties. A number of countries have signed interim EPAs and the Presidency will prioritise the completion of these agreements; whilst also encouraging those countries that have not progressed in the process to take initial steps. The Presidency will face a challenge both from within the EU – in terms of stakeholders in the Parliament and NGOs who oppose the

EPAs; and also from those African, Caribbean, Pacific (ACP) countries who do not currently wish to complete the negotiations.

Another free trade agreement (FTA) that will be driven forward under the Presidency is the EU-South Korea FTA. This has been under discussion in the Council of the European Union for some time and a number of Member States are concerned about the FTA regarding the liberalisation of certain goods, including automobiles. The Presidency will need to balance the desire of some Member States to complete a FTA, with the concerns of others on such sensitive issues. This will also be a challenging assignment.

Finally, the implementation of the Lisbon Treaty may also occur under the Presidency. This will fundamentally change the nature of trade policy determination in the EU. The Presidency sees the implementation of the Lisbon Treaty as a priority and ensuring a smooth transition to the new EU trade policy system will be of great importance.

During the Presidency a number of important trade related meetings will take place. Of interest, there will be a corporate social responsibility (CSR) conference in Stockholm in November, which will focus on the impact of CSR policies on trade – especially with regard to their application outside of the EU. This will be open to stakeholders. Prior to the launch of the Presidency, there will also be a high level Ministerial meeting held in June, including Trade Commissioner Ashton, which will review the future of EU trade policy and its outcomes will act as a driver for the Presidencies trade mandate.



**by Hajime Wakuda,
Deputy Executive Director, JMC Brussels Office**

The Japan Machinery Centre for Trade and Investment (JMC) is a non-profit organisation that was established in 1952 by the major electronics, machinery manufacturers and trading companies in Japan in association with the government of Japan. JMC represents Japanese companies operating in Europe and acts as a bridge between the Japanese and European industrial world. In particular, it aims at developing closer economic ties between the EU and Japan by strengthening cooperation between their respective business actors. As a consequence, JMC deals with all the issues that may potentially affect their relations, such as international trade and investment rules, climate change, national industrial policies and financial measures.

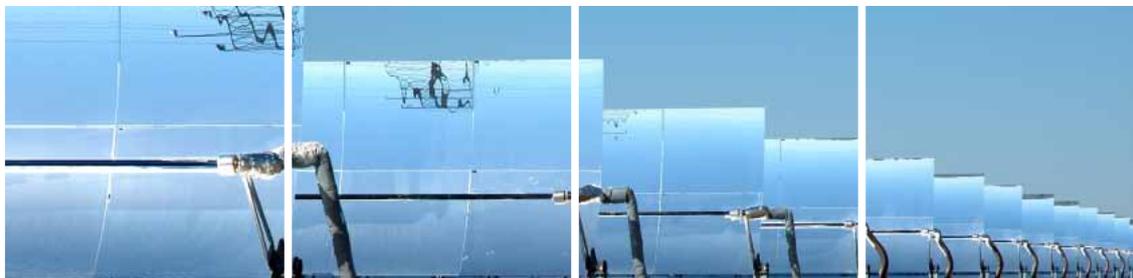
The Swedish Presidency will have a number of major trade issues to consider during its 6 month tenancy at the helm of the European Union (EU). For JMC the protection of open markets and a commitment to free trade are the main aspects of trade policy that the EU should pursue in its approach to foreign trade and that Sweden has traditionally supported. Such principles are widely recognised as the foundations for global economic recovery, therefore their importance must not be underestimated in the EU.

The functioning of a vital international trade regime will be paramount during the current economic crisis; the EU will have a big

part to play in achieving this. The Presidency will therefore have to be vigilant to protect the principles of free trade from potential Member States' impulses to become more protectionist in the current global economic downturn. A good indication of how the Presidency is managing the Member States' trade ambitions could be reflected in the possible negotiation of FTAs with developed countries, such as Canada and South Korea. The conclusion of this kind of agreements could be extremely challenging and therefore it will be interesting to follow the developments of this issue under the Swedish Presidency.

The forthcoming Presidency has already stated in its plans that its priorities include the stimulation of trade to avoid protectionist tendencies. This has been acknowledged by the current Swedish Minister for Trade who has called for coordinated action to stimulate trade in the EU. The Swedes have been traditionally advocates of free trade in the EU debate on the issue and this is encouraging. The biggest test in the area of trade will be whether the Presidency can actually maintain this position for the EU as a whole. How the Presidency delivers on this key promise will be of great importance for how the EU and the world will emerge from the current economic recession.

Energy



by Nour Amrani, Weber Shandwick

“20/20/20 by 2020” is probably one of the most memorable sentences uttered by Jose Manuel Barroso as President of the European Commission. These words summarised the EU energy and climate objectives in terms of greenhouse gas emissions reduction, use of renewables and energy efficiency when the Climate Action and Renewable Energy (CARE) package was presented back in January 2008.

In the meantime, the 20% reduction of greenhouse gases and the use of renewables by 2020 have become binding targets, while the 20% energy efficiency objective remains indicative and has been singled out as the poor relation in the EU energy policy. However, energy efficiency will be prioritised by the Swedish Presidency.

The Swedes want to trigger a new approach on energy efficiency by looking at this issue from a systems perspective instead of only focusing on end-use efficiency. To do so, they will launch a cross-competence discussion on the “Eco-efficient economy”, at the informal Energy, Environment and Competitiveness Council meetings.

The Presidency will proactively start discussions ahead of the revision of the Energy Efficiency Action Plan at the informal Energy and Environment Council in July. It will also aim at reaching an agreement with the Parliament on the three energy efficiency related legislative proposals made as part of the Second Strategic Energy Review (buildings, tyres and labelling of energy products) by December. Reaching an agreement on these proposals would send an important signal ahead of the COP-15 in Copenhagen and show the EU’s commitment to taking the lead on energy efficiency.

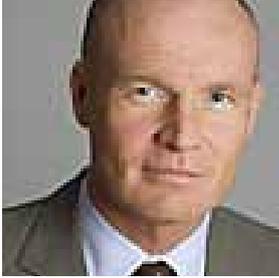
September will see a focus on renewable energy in Stockholm with two major events organised during that month. The first is the International Wind Conference (14-16 September) - a sector

Sweden has committed to develop by setting a national target for wind power production. The second is a high level convention on efficient bioenergy, the World Bioenergy Clean Vehicles & Fuels (16-18 September). The following month (on 21-22 October), Stockholm will host the Strategic Energy Technology (SET) Plan Conference where the Communication on Financing Low Carbon Technologies is likely to be high on the agenda. In Brussels, the Swedish Presidency will co-host the 3rd European Renewable Energy Policy Conference on 16 and 17 November with the European Renewable Energy Council (EREC).

Following the gas crisis and the subsequent disruptions of supply, the European Commission will present a regulation on the security of the gas supply in July. This dossier will be handled as a priority by the Swedish Presidency since the risk of a new gas crisis remains high.

As far as external energy relations are concerned, the Swedish Presidency will continue the negotiations for the accession of Ukraine, the Republic of Moldova and Turkey to the Energy Community Treaty. It will also lead the EU delegation at the EU-Africa-Brazil biofuels summit that will take place in Angola during the autumn.

Towards the end of the year, the Commission will propose the renewal of the Energy Policy for Europe in 2010 with a view to charting a policy agenda for 2030 and a vision for 2050 - to be supported by a new Action Plan. Sweden will pave the way for the Spanish Presidency on the Action Plan by kicking off the debate on the EU long term energy future before the hand over.



**by Per-Olof Granström,
Executive Vice President, Swedenergy**

The EU Council leadership is being passed on to Sweden in challenging times. We are in the middle of a worldwide economic crisis, worse than in the 1930s, and there is an increasing possibility of reaching an international agreement on Climate Change in Copenhagen in December. The Swedish Presidency will also start afresh with a new European Parliament, on the threshold of a possible new era under the Lisbon Treaty.

The economic crisis will, under the current circumstances, be a major priority. Still, it is of great importance not to lose perspective of the long term goal, combating Climate Change and the path towards sustainability. It is therefore natural that energy and climate issues are at the top of the EU agenda.

The framework is set by the very ambitious twenty percent targets by 2020, on Climate Change, Renewable Energy and Energy Efficiency. The two major legislative packages, on Energy and Climate, and the third step towards a common European energy market, have been adopted.

Swedenergy, the trade organization representing companies involved in generation, distribution and supply of electricity in Sweden, considers it vital to highlight electricity as an important part of the solution and an engine in the change towards a sustainable and carbon neutral future. The broad introduction of electricity in the transport sector will cut back demand for imported oil, substantially lowering emissions of carbon dioxide as well as other air pollutants. This is particularly interesting since we have an opportunity to make European power generation carbon neutral by the year 2050. Here it is important to keep all climate-efficient power generation possibilities open – investments in renewable energy and nuclear power, combined with the introduction of carbon capture and storage.

In light of the economic crisis, signs of protectionism are starting to show. In this situation it is even more important to look

beyond suboptimal national measures and instead - in line with the Lisbon strategy - promote common European cost-efficient and market based solutions, resulting in the best possible use of the money invested. The EU emissions trading system is such a solution, that is now set to become even more efficient with auctioning and further harmonisation. A possible international agreement in Copenhagen in December 2009 would also promote an extension of the scheme, aiming for a global price on emissions. Swedenergy welcomes such developments with the aim of achieving sustainable economic growth.

In order to obtain more renewable kWh per invested Euro, we need to leave the current national perspectives behind. Introducing a common market based solution, also for renewable electricity, would encourage investors to focus on the most cost efficient investments - in the best locations, independent of national borders - thereby strengthening European competitiveness. A liberalised European energy market is one of the most important tools in this development, promoted by the newly adopted "third internal energy market package".

The immense demand for developed and new grid capacity is probably the most urgent issue of all. The extensive plans for new, renewable power generation will require transportation to customers, as well as an increasing need for power balancing. Under Swedish governance it is vital for the EU to promote grid investments. Swedenergy would welcome a concrete 10 year inter-connection plan from the European Network of Transmission Systems Operators for electricity (ENTSO-E), the first steps by the Agency for the cooperation of energy regulators (ACER) on cross-border capacity and firm development of the infrastructure projects defined in the second strategic energy review, especially regarding the Nordic sea region.

Climate Change



by Zoe Onutu, Weber Shandwick

The climate clock will be ticking faster in the second half of 2009, as decision time on a post-2012 international climate agreement draws near. It is quite fortunate that the EU's lead negotiator at the COP-15 discussions in Copenhagen will be one of the most environmentally ambitious Member States. However, will the power of example be enough for the Swedish Presidency to secure a deal in the cumbersome UN climate negotiations?

The Swedes have prepared a twofold strategy for a successful agreement in Copenhagen: they will seek to maintain consensus between EU members on a common ambitious position on climate change, while at the same time convincing other industrialised and developing states to also commit to far-reaching goals.

On the EU front, the role of the Swedish Presidency will be influenced by the Czech legacy. Given recent developments, it will fall upon the Swedes to finalize the position that the EU will take at Copenhagen, aiming for a final mandate to be adopted at the Environment Council on 23 October 2009. They will also be tasked with reaching a consensus on the financing conundrum during the informal Environment and Finance Council meetings in July and September 2009. The EU's 'wait and see' attitude is likely to continue under the Swedish helm, as the focus will be on agreeing upon financing mechanisms and principles, rather than advancing specific figures for the EU's contribution to funding international climate efforts.

Leading the negotiations on behalf of the EU, the Swedish will have the challenging task of refining and gathering support for the first draft of the Copenhagen agreement which is expected in June 2009. The G8 summit on 8 - 10 July will be used as a platform for dialogue with the United States, who will be encouraged to match its climate rhetoric with ambitious commitments.

Developing countries will receive special attention from the Swedish Presidency, which will use every political opportunity to discuss the benefits of signing up to a comprehensive climate deal. Sweden will approach them via high-level bilateral meetings, but also during the four negotiations sessions planned under the UNFCCC umbrella in June, August, October and November 2009. These will be complemented by 2 major events organized by the Presidency that will involve the international community: an informal "Workshop for climate negotiators" on 13 - 15 July in Djurö and a "Workshop on Air pollution and Climate Change" in Gothenburg, on 19 - 21 October 2009.

In parallel with preparing the ground for Copenhagen, the Swedish Presidency will also give priority to mainstreaming climate change adaptation in all key EU policies. They will oversee the establishment of the "Impacts and Adaptation Steering Group" (IASG) in September 2009, which will work to develop a post-2013 strategy on adapting to climate change. Sweden will also push for a CO2 tax on emissions from non-carbon trading sectors, although the chances of rallying EU-wide support are rather slim.

The unprecedented high profile given to climate change and the Copenhagen negotiations by the Swedes will be matched by equally high expectations. Given the current financial turmoil and the stalemate over the issue of funding international climate actions, a positive outcome in Copenhagen will require perseverance and imagination. Sweden will have to use its short Presidency wisely.



by Eva Filzmoser, Project Coordinator, CDM Watch

By the end of the year, the United Nations Framework Convention on Climate Change (UNFCCC) summit is expected to chart the way in which countries will combat climate change after the first stage of the Kyoto Protocol comes to an end in 2012. Copenhagen, the centre of the negotiations, has set the ambitious target of becoming the world's first carbon-neutral capital by 2025. It will depend on various factors whether this signal will receive the right response but the next meeting really needs to deliver a deal.

Since the Fourth Assessment Report of the International Panel for Climate Change in November 2007, new science tells us that the impacts of climate change are far more severe than anticipated. Any delay in action would increase the costs of mitigation and adaptation significantly. While Europe has already committed to a 20% emissions reduction (compared with 1990 levels) and has promised to increase it to 30% if an international agreement emerges, international NGOs are calling for more ambitious targets that are required to limit global warming below 2°C; developed countries must commit to an aggregate reduction target of more than 40% by 2020 below 1990 levels as well as to transferring finance and technology to developing countries.

This year's negotiations were kicked off in April in Bonn with the US back in the arena. However, so far the US are only talking about bringing emissions down to 1990 levels by 2020 and were criticized by German Environment Minister Sigmar Gabriel to leave room for other countries like Russia, Japan, Canada and Australia to "*hide in the shadows*" and not take on stronger domestic targets. Getting an agreement will require all countries to move further into detailed negotiations in order to remove

some of their public positions. Here, the Swedish Presidency will have a crucial role to play in fine-tuning difficult topics that will influence target negotiations, such as reducing emissions from deforestation and degradation (REDD), finance and technology support obligations.

The reform of the Kyoto Protocol Clean Development Mechanism (CDM) will also be on the agenda in Copenhagen. The CDM has channeled more funding to developing countries than any of the UNFCCC funds. However, due to inefficiencies of the mechanism, much of the current CDM market does not reflect actual reductions in emissions nor the contributions to sustainable development and that trend is poised to get worse.

While the successor of the CDM has not yet been designed, the EU has already secured demand for credits from CDM projects beyond 2012. About 50% of the emission reduction scenario in the EU ETS and non-trading sectors can be fulfilled with credits from CDM projects. Against this background, NGOs call on the Swedish Presidency to ensure that a new carefully designed market mechanism goes beyond offsetting industrialized country emissions. Instead, developed countries should strive to meet most of their national targets at home, with a limited flexibility to achieve them through international action. This may be done by either accepting a higher financing obligation and/or by offsetting that is additional to existing MRV (Measurable, Reportable and Verifiable) support obligations to developing countries.

A lot will need to be done over the next months to ensure a strong agreement in Copenhagen and EU leadership will be essential.

Employment & Social Affairs



by Romina Giovannetti, Weber Shandwick

While a number of priorities on social affairs and employment have been identified, Sweden is aware that, in light of the volatile financial crisis, a flexible agenda is needed to manage the unexpected.

Committed to bringing the inherited legislative dossiers forward, the Swedish Presidency will focus on two priority areas: the review of the Lisbon Strategy for growth and jobs and the challenge of an ageing population.

To contribute towards the Lisbon process, the Swedish tenure will concentrate on the integration of gender equality aspects into growth and employment strategies. The topic will become the focal point of a high-level Conference, intended to convey that fighting social exclusion and overcoming the obstacles to the participation of men and women in the labour market could help the EU reach its maximum growth potential.

A follow-up to the Beijing Declaration on equal opportunities between men and women will also be put forward, charting the progress made by the EU on these policies over the past five years.

According to the Commission's latest forecast, unemployment in the EU will average 9.4% in 2009, rising to 10.9% in 2010. Acknowledging that the economic downturn could fuel social unrest, tackling recession has become an urgent matter ahead of the Lisbon review. Sweden will devote a great deal of attention to the promotion of inclusive labour markets, attempting to strengthen the link between social inclusion and job opportunities.

The financial crisis is aggravating the effects of demographic change in the EU, reinforcing the need to reform both pension and public health insurance systems. The issue of ageing will therefore become a top priority on the Finance Ministers' agendas as from July. A conference on "Health and Ageing" will aim to step up further EU-wide efforts in this field.

When it comes to ongoing legislative proposals, the Swedes do not hide their strong support of the draft Directive on Implementing the principle of equal treatment outside the sphere of employment. However the dossier, which requires unanimous adoption by the Council, is likely to be put on hold until Germany, in the aftermath of elections, either confirms or unblocks its opposition to the proposal.

A further key focus will be the safety and health for pregnant workers initiative, which could see political agreement under the Swedish Presidency. Progress on Equal treatment between men and women for self-employed is also expected.

It is clear that Sweden's room for manoeuvre in the social and employment sphere will be limited by the impact of the global financial crisis on the agenda. Their turn at the EU helm will certainly require enough leeway for policy intervention and pragmatic approaches to be able to steer through the turbulent times.



by Alain Coheur, Director, Social Economy Europe

The Swedish Presidency begins at a time when the financial crisis is becoming a more fundamental crisis. It is no longer just a question of economics but also of social and sustainability concerns. Social economy enterprises have always linked economic activity with social and sustainability issues and therefore have an important role to play to help guarantee a sustainable future for the EU and its citizens.

Social economy enterprises represent 10% of all European businesses, with 2 million undertakings and 6% of total employment. They are private, self governing companies that can neither be characterised by their size nor by their areas of activity. Their "raison d'être" is to work for the general interest and therefore they are in a unique position to identify emerging needs and propose creative and innovative responses. They promote business initiatives based on a system of values where democratic decision making and the priority of people over capital prevail.

The four main components of the social economy (cooperatives, mutual societies, associations and foundations) represent a distinctive form of entrepreneurship that is not subordinated to the financial market. Throughout history, social economy enterprises have stood strong during economic turmoil. A key asset is their ability to provide stability, also thanks to the fact that they have strong local roots and therefore tend to not delocalise their activities.

SOCIAL ECONOMY EUROPE, which has been representing social economy enterprises at EU level since 2000, calls the Swedish Presidency of the EU to take social economy enterprises into

account when reviewing the Lisbon Agenda because they are competitive economic players in the European labour market. They can also bring valuable answers to employment, inclusion and the fight against poverty, the creation of quality jobs, life-long learning and access to services of quality for all.

Decision-making in the social economy is based on democratic principles and participation from citizens, therefore contributing to social cohesion. Familiar with the importance of community involvement, Sweden should support strengthening partnerships between social economy actors and local, regional and national authorities.

Gaining overwhelming support from the European Parliament last February with almost 90% of votes in favour, the own initiative report on social economy highlighted the following needs: the social economy should be conceptually and statistically recognised; social economy actors need legal recognition and should be included in social dialogue consultations both in and across sectors; and social economy enterprises must benefit from a legislative and regulatory environment that takes their characteristics fully into account, allowing them to compete on a level playing field with other enterprises. The report proposed a set of tools to achieve these objectives. The Swedish Presidency of the EU must ensure that there is a follow up of this report by the newly elected European Parliament.

The citizens of the EU are looking for a brighter future and social economy is part of it.

External Relations & Baltic Sea Strategy



by Zoe Onutu, Weber Shandwick

Many of the Swedish Presidency's most ambitious priorities fall under the external relations agenda. Recent events in the Caucuses have proved that the EU neighbourhood's stability is fragile and that an upgrade of the EU's reaction capacity to major incidents is required. With this objective in mind, the Swedish set the following key priorities: developing the Eastern Partnership and reinforcing democracy building in EU external relations, adopting a comprehensive Baltic Sea Strategy, and continuing the enlargement process.

The Eastern Partnership is a major initiative of the Swedish Presidency, aimed to enhance the Eastern dimension of the European Neighbourhood Policy (ENP). While the Czechs will be praised for its inauguration, it will be Sweden's responsibility to start the detailed work on implementing visa agreements, free trade deals and strategic partnerships with the six target countries (Ukraine, Moldova, Azerbaijan, Armenia, Georgia and Belarus). The Swedes will also have to skilfully manage the relationship with Belarus' unpredictable government, but also with Russia who considers this initiative an EU attempt to create a "sphere of influence". An important accomplishment of this Presidency will be the sealing of the new enhanced agreement with Ukraine, including a free trade agreement.

The southern dimension of the ENP will not be overlooked either. A high-level meeting of foreign affairs ministers following up the Barcelona Process, on 3 - 4 December in Stockholm will discuss the implementation of this initiative. Moreover, Sweden will oversee the development of the new ENP Action Plans, with particular emphasis on policy reform, good governance and human rights.

A flagship initiative also aimed at Sweden's neighbourhood is the "Baltic Sea Strategy", which will be the first intra - EU strategy related to a specific region. Complementary to existing cooperation in the area, it will enable the eight EU Baltic coastal states to push forward projects in various sectors (energy, environment, fishing, security etc.). The European Commission is expected to present its Communication on this strategy to the General Affairs Council in late July, in time for adoption by the autumn EU summit. A key event during the Presidency will be the Ministerial Conference on the "EU Strategy for the Baltic Sea Region and Macro regional strategies as a method for European integration in general", to be held in Stockholm on 17-18 September.

Despite the general enlargement fatigue, the continuation of the accession process for Western Balkan states and for Turkey will be a key priority. The enlargement-friendly Swedish will be aiming at successfully closing Croatia's negotiations by the end of their Presidency, and at opening several new chapters with Turkey, depending on the progress made with each country. However, given the stalemate over the border dispute with Slovenia, it is likely that Croatia will only close all chapters during the Spanish Presidency. Membership talks with Macedonia might be opened towards the end of the year, depending on the Commission's recommendation in October. The Swedish will also have to find a consensus on a Council reply to the requests for candidate status from Albania and Montenegro. Iceland is also expected to apply for membership before July, depending on the result of the referendum for EU membership.



by Anna Ibrisagic, Swedish member of the European Parliament, European Parliament

During its six months at the helm of the European Union, Sweden will oversee the launch of a new regional EU initiative - the Baltic Sea strategy - and preside over the initial phase of implementation of another - the Eastern Partnership. The Swedish government has been a driving force in bringing both these initiatives into being, and so these will naturally figure prominently on the list of priorities for the Swedish Presidency.

The outline of the Commission's document on the Baltic Sea Strategy has yet to be presented. However, given the fact that eight of nine littoral states are EU members I believe that this strategy will largely seek to extract the maximum added value out of existing instruments and forms of co-operation within the framework of the EU. One of the key priorities is likely to be the strengthening of regional co-operation in the field of justice and home affairs, with a view to stepping up the fight against the trafficking of illicit drugs, human beings and the crime rings that benefit from these activities.

Saving the Baltic Sea from full-scale environmental collapse naturally requires the participation and joint efforts of all the littoral states. This is an ideal case for developing and implementing a regional strategy within the EU framework.

The financial and economic crisis has emphasized the economic interdependence of the economies around the Baltic. Indeed, in the short to medium term the greatest challenge facing the region as a whole, and the Baltic States in particular, is how

it can lift itself out of the crisis and sow the seeds of recovery and future growth. The EU has an obvious role to play with a view to stabilising the current situation, as well as ensuring that countries are able to recover by deepening economic integration in the region and supporting them to take advantage of the full benefits of the single market.

In the Eastern neighbourhood, preventing the current crisis from escalating into full-scale economic and social collapse will be of paramount importance. The Eastern Partnership, however, clearly takes a more long-term perspective than that. By seeking to facilitate trade and travel between the EU and its Eastern neighbours the EU hopes to leverage its much-vaunted soft power to promote the region's liberal, democratic and pro-European forces from below.

However, to maintain the EU's goodwill and credibility, it is of great importance that the EU does its utmost to rescue these countries from economic melt-down. If the EU fails to do this, it is very likely that Russia would seek to fulfil the role as the saviour of these countries that less than 20 years ago formed part of the Soviet Union.

Even if economic and financial questions will top the agenda of the Swedish Presidency, it must not be forgotten that a more efficient and effective EU strategy towards the Baltic Sea region and the Eastern neighbourhood would be of great benefit to millions of people outside and inside the Union.

Institutional Affairs



by Roberto Ferrigno, Weber Shandwick

Risk management will be a big issue for the Swedish Presidency. The second half of 2009 brings a new set of challenges. The latest EU labor market figures published in April show that unemployment is on the increase as the financial crisis hits businesses further, particularly in the manufacturing sector. Companies are continuing to announce substantial job reductions across several sectors, while business and consumer confidence, and firms' employment expectations are generally continuing to fall. Overall unemployment in the EU rose by around half a million in February, with unemployment rates rising in all but two member states.

Opinion polls and a European Commission survey released in January-February 2009 highlight that many Europeans are feeling increasing disaffection with their representatives sitting in the European Parliament (EP). According to the Commission, only 34% of European electors will vote at the upcoming elections in June.

Against the background of the economic crisis, voter apathy, growing media scepticism and scrutiny, demands for stronger economic governance and corporate responsibility, the repetition of the Irish referendum on the Lisbon Treaty and the appointment of the new president of the European Commission run the risk of being perceived as secondary issues.

The decision by the UK Conservatives to put the referendum on the Lisbon Treaty at the centre of their European electoral campaign could put further strain on the EU's institutional process. Tory leader David Cameron promised that if the Lisbon

Treaty were not in force at the time of the general election, a Conservative government "would hold a referendum on it, urge a 'no' vote, and reverse Britain's ratification if successful".

In addition, with the economic recession deepening in Europe, it is possible the future European Parliament (EP) will host more extremist and nationalist small, political groups. This could lead to a more fragmented EP, which would make the execution of its tasks more complicated, beginning with the election of the new president of the Commission. Sweden could find itself overseeing an extremely difficult replacement process. President Barroso's bid for re-appointment is meeting growing opposition. In particular, critics have highlighted his lack of vision and leadership. But it is his deep reluctance to confront member states with ambitious challenges unless there is consensus that exposes Barroso's weakness in building solid, forward-looking coalitions that would enable Europe to steer its way through the current troubled times.

Transparency, effectiveness and dialogue have been some of the key words guiding the drafting of the Swedish presidency programme. With a slightly less predictable EP, a new Commission that is not yet fully operational, and uncertainty concerning what treaty will be in force next year, the Swedish presidency will face fundamental challenges. Sweden has a good reputation in Europe, notably because of its exceptional skills in forging consensus on difficult issues. The 2009 Swedish presidency will present the perfect opportunity to test these skills.



**by Mark Rhinard, PhD,
Swedish Institute of International Affairs**

Sweden's Presidency of the EU, its second stint at the head of the European club, will take place against a backdrop of unprecedented institutional uncertainty. Just twelve months ago it looked as though Sweden would spend its Presidency putting the final touches on the implementation of the Lisbon Treaty. The failed Irish referendum put paid to those hopes, delaying the process and prompting an Irish revote scheduled for October 2009. The timing of the second vote casts a shadow over the Swedish Presidency and requires that it focus on institutional changes that will happen versus those that may happen.

There will be an appointment of a new Commission President. The Council and Parliament recently agreed that regardless of the result of the Irish referendum a new Commission President should be decided in June 2009. José Manuel Barroso is clearly the frontrunner to continue in the position, but much could change between now and then. The new President will likely be adopted informally, since a formal appointment would take place under the Nice Treaty and require negotiation over which Member States would lose a Commissioner. Deferring a formal appointment until after the Irish vote would avoid this potentially thorny problem.

There will be a discussion about the content and composition of Commission portfolios. Member states have no formal role in the distribution of portfolios amongst Commissioners but some governments have expressed concern with existing arrangements. The Commission's response to the economic downturn has prompted worries that its control over monetary affairs, budget,

taxation, financial services, banking services, and financial planning are too fragmented and in too many portfolios. In the light of repeated European wide crises and disasters, there are also concerns that the Commission's tools and instruments for managing urgent issues fall across too many different domains.

Of the institutional changes that may happen, most depend on the result of the Irish referendum. There may be two new institutional positions to fill. A new High Representative straddling the Council and Commission may need to be appointed, along with a permanent President of the European Council. Who wins the negotiations over these posts will be resolved in the time-honoured fashion – big powers fighting behind closed doors. Sweden's negotiators will need to be swift and sure-footed if they are to have an influence over these posts.

There may also be a shift towards more qualified majority voting in the Council. To a certain extent, "cross pillarisation" on justice and home affairs issues ensures that majority voting is already the norm if not the rule. Yet the speed of the policy process on justice and home affairs matters is likely to quicken in the days after a successful Irish vote, requiring Swedish officials to have a good command of the substance of Commission proposals.

Institutional uncertainties may create havoc for the Swedish Presidency but they will also offer opportunities. The Swedes will need to prepare well and be ready for the unexpected if those opportunities are to be exploited.

Financial Services



by Christian Hierholzer, Weber Shandwick

A challenging agenda awaits the Swedish Presidency as Europe deals with the credit crunch. Compelled by the sheer magnitude of the economic slowdown, EU institutions and national governments are examining the functioning of the financial markets and are seeking to strike a delicate balance between encouraging liquidity and preventing excessive risk-taking.

The Presidency will most likely focus on reforming three critical areas: stability and supervision of the financial system, oversight of alternative investment funds and fine-tuning of capital requirements and other prudential rules for credit institutions.

Financial supervision is a top priority for the EU and is expected to feature heavily in the Swedish Presidency's regulatory agenda. As a follow-up to the much-awaited De Larosiere report, the European Commission published a Communication on financial supervision and stability in May. The document outlines options to introduce a common EU framework for the supervision of financial institutions. Sweden will have the complex task of steering the debate in the Council on the basis of the Commission paper and the outcome of the June European Council devoted to financial supervision. It is however still unclear when the Commission will table legislative proposals. This uncertainty will influence the possibilities to make progress during the Swedish Presidency.

The Presidency will also kick off the Council debate on hedge funds and private equity, following the recent publication of a European Commission legislative proposal. Victims of fierce media exposure for their risk-taking activities and held partly responsible for the financial crisis, alternative investment funds have been under scrutiny from the EU institutions over the past year. Intense criticism by the European Parliament and the need to improve transparency throughout the financial system has led the Commission to take action to regulate fund managers and limit systemic risks. In this context the Swedish Presidency will try to make progress in the Council and strike a balance between diverging views. In the course of the debate the Presidency is expected to shy away from protectionist attitudes and refrain from imposing restrictions on investment policies.

The third major priority will be to move forward on the revision of the Capital Requirements Directive and launch its implementation. This process started last October, as existing rules did not succeed in preventing the crisis, and aims, amongst other things, at introducing safeguards for securitisation and tightening banks' risk assessment techniques. In the wake of the credit crunch, the Presidency is most likely to encourage financial sobriety and seek progress on a coordinated approach on executive pay, which will be dealt with in one of the two coming proposals for changes to the Capital Requirements Directive.



by Javier Perez, President, Mastercard

The Swedish Presidency will be addressing a number of important issues in the coming months, all against the backdrop of uncertain economic conditions. In the financial services sector, decision-makers' attention has been focused mainly on addressing critical issues for the stability of banking systems and the potential government oversight of sophisticated financial instruments. All the while, another key part of European economic infrastructure - electronic payments – has continued to evolve.

At MasterCard we take great pride in the many ways we advance commerce – including during today's times of economic crisis. From the hundreds of millions of consumers and businesses in Europe and around the world who rely on our cards daily, to the millions of retailers who accept them and the thousands of institutions that issue them, it is clear that our products and services deliver extraordinary value.

Perhaps the easiest way to grasp the true value of electronic payments is to envision a world without them. Clearly, if electronic payments came to a sudden halt, many facets of commerce – travel, trade and the internet, to name just a few – would face dire consequences. While cash – and increasingly less often cheques – still have a place, they lack the speed, convenience and security that consumers, businesses and governments demand in today's fast-paced, inter-connected global economy.

Like any valuable service, electronic payments have costs associated with them – not least of all: investment in infrastructure, expansion of networks, innovation and development and operational costs. Competing payment methods such as cash and cheques are no exception. Actually the cost of electronic

payments compares favourably to that of other payment methods – a fact vindicated by a number of Central Bank studies. Another conclusion from these studies is that replacing costly payments - cash and cheques - with electronic payments would yield considerable benefits to the European economy and society as a whole. Increasing the share of electronic payments in the economy is therefore a key policy objective.

The Single Euro Payments Area (SEPA) is one step in the right direction. The move from national payments platforms to pan-European and global systems will further increase market competitiveness, benefiting consumers, businesses and European society as a whole. Additionally, an integrated and seamless European market for electronic payments is - without a doubt - a central element of an internationally competitive European economy.

Industry and governments have a shared responsibility to make SEPA work. Industry is making considerable investments in order to provide SEPA compliant products and solutions. At this time, European governments need to lead the way by being 'first movers' in the migration towards these instruments.

I therefore look to the Swedish Presidency to maintain the momentum on the migration towards a cashless society, including the SEPA initiative. In particular, we look to the Swedish Presidency to help persuade national governments to actively promote and adopt SEPA payment instruments, to help stimulate the market in the right direction. It can also encourage national decision-makers to build more awareness of the benefits of SEPA to consumers, merchants, business and government, because awareness is critical for its ultimate success.

Development



by Rebecca Brown, Weber Shandwick

With Europe's attention mainly focused on how best to respond to the financial crisis, there is recognition that the world's poor must not be forgotten. The World Bank's most recent estimate is that up to 53 million people in developing countries will remain poor because of the world economic slowdown.

Under the Swedish Presidency of the EU, development policy will be an important area with the focus on three priorities: climate change and development, democracy building and the EU as a global development actor. The European Development Days, held in Stockholm on 22-24 October, will bring the development community together to discuss these issues under the overarching theme of "citizenship and development."

Climate Change and Development

The Swedish Presidency of the EU wants to bring the development and climate change agendas closer together. This includes actions towards climate proofing investments, increasing attention to adaptation and finding ways to better integrate climate change into development assistance. The Swedish Government has launched an International Commission on Climate Change and Development, chaired by the Swedish Minister for Development Cooperation, Ms Gunilla Carlsson. The European Commission's conclusions will be used as a platform to bring the development and environment agendas closer together and to build momentum for the United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties 15 in Copenhagen in December.

Democracy Building

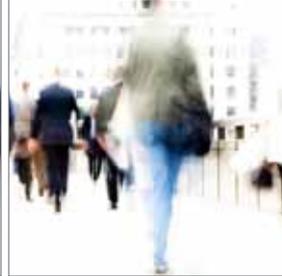
Building on progress made during the French and Czech Presidencies of the EU with the initiative for the Local Governance

Charter and recommendations for policy discussions on democratic governance, Sweden will continue to emphasise the importance of democracy building in the EU's external relations. This will also be on the table for discussion at the European Development Days in October.

The EU as a global development actor

With levels of Official Development Assistance (ODA) threatened by the onslaught of the financial crisis, aid effectiveness is becoming increasingly important. By improving how the EU delivers its development aid and how it crafts its development policies, a significant positive impact could be made in developing countries. Sweden is one of the few countries globally that has already reached the internationally agreed 0.7% ODA target and it is keen to make progress on discussions on aid effectiveness and policy coherence for development. Sweden is therefore committed to prioritising the Policy Coherence for Development (PCD) agenda with the European Commission's submission of the second EU biennial PCD report. Sweden will also, together with the Commission, call for an action-oriented response to the commitments made in the Paris Declaration and the Accra Agenda for Action. This, the Presidency hopes, will facilitate and accelerate implementation of aid effectiveness at EU-level.

During its Presidency, Sweden will also be working closely together with Member States and the Commission towards making substantial progress in the negotiation and conclusion of regional Economic Partnership Agreements between the EU and the Africa, Caribbean and Pacific countries and in the negotiations on a revised Cotonou-agreement.



**by Nils Gade, Chief Executive,
PSI-Europe (Population Services International)**

The Swedish Presidency of the EU falls into a period full of challenges to international cooperation and development. All indicators suggest that the current recession will continue to take its toll on Europe's economies. The greatest concern for Europeans will be job security and how each Member State can escape the economic downturn as soon as possible. The solidarity within the EU is at risk when fear mongers want us to close our borders and promote national solutions in response to the global crisis. They will also question the worth of assisting low-income countries that apparently have little to offer to make our jobs safer and our economic prospects brighter.

More than ever before, the EU will have to explain why development in the South is in Europe's best interests. One opportunity will be the 15th anniversary of the International Conference on Population and Development (ICPD) which will be marked throughout the Swedish Presidency. The commemorations of the 1994 conference will remind us of how interlinked population and development are. ICPD succeeded in building consensus that access to reproductive health services is an individual right. Experience has shown that if this right is fulfilled across genders, cultures and classes, mitigation of destabilizing demographic trends will follow - with positive outcomes for both South and North.

The opportunities to link development with domestic opportunities are plentiful. Europe still has a long way to go to open its markets for agricultural products but this would both reduce the budgetary burden of expensive subsidies and foster development in the South. This would create new export markets

for competitive European industries that do not depend on taxpayers' contributions to survive.

Another challenge that calls for global leadership is climate change. At the end of 2009 at the Copenhagen conference, the negotiations to agree on a Kyoto follow-on protocol will culminate. Sweden, more than almost any other country, has made bold steps towards investments in sustainable energy sources. Its EU Presidency can mark an important step towards a global economy that reduces the emission of greenhouse gases, while still creating opportunities for low-carbon economies in the South. Perhaps no other area makes it clearer that the interests of the rich and the poor are intrinsically interlocked. Separate solutions are costly and ineffective.

The current contraction of the world economy has enhanced the relevance of establishing a Global Partnership for Development - one of the Millennium Development Goals (MDGs). Europe and its partners can and must deliver on these commitments. For that to happen assistance has to be more effective, governments and civil society need to assume full accountability for their commitments and donors must rigidly monitor and evaluate results before deciding on future investments.

Almost one decade after the proclamation of the MDGs and five years after the Paris Declaration on Aid Effectiveness, the EU needs to provide leadership in fostering the Global Partnership for Development. Sweden with its impressive social stability and strong commitment to global solidarity is well suited to provide it.

Security



by Nicolas Acker, Weber Shandwick

Addressing the Swedish National Defence College on 28 January 2009, Cecilia Malmström, Minister for EU Affairs and former MEP, outlined her vision of the future of the European security.

In her opinion, the EU needs to look at security “with new eyes” and adopt a more comprehensive and holistic approach, offering security “across the board.” She added that we have to “distance ourselves from the obsolete distinction between internal and external security. The globalised world means that the threats blur into each other. Clear examples of this are terrorist attacks and communicable diseases: these take no heed of national boundaries.”

Ms. Malmström also insisted that genuine security has to be based on solidarity: “I believe that the time when each European country was only responsible for its own security has passed. Instead, we are currently on the way towards a paradigm shift, where 27 Member States take a common responsibility and join forces to help each other in a true spirit of solidarity and provide the EU citizens with the security they need.” This principle is enshrined in the Treaty of Lisbon which contains a solidarity clause demanding that Member States provide assistance when one of them is the victim of a terrorist attack or a natural disaster.

To achieve her vision, Cecilia Malmström advocates pursuing two priority avenues: switching from ad hoc solutions to predictability and from narrow and sectoral thinking to better coordination.

She will therefore use the Swedish Presidency to foster the development of the Commission's Monitoring and Information Centre into an emergency centre with more tasks than it has today. Ms. Malmström also proposes that when a new Commission is appointed, the College should include a Commissioner with special responsibility for crisis management.

In addition, the Swedish Presidency will work towards the adoption of the so-called “Stockholm Multiannual Programme”, prioritizing the objectives for the development of the EU as an area of freedom, security and justice.

Stockholm will in parallel steer policy debates following the publication of a range of Commission proposals addressing security in specific areas:

- In the transport sector, the Atalanta anti-piracy operation off the coast of Somalia will continue at least until the end of the Swedish Presidency and the EU institutions will debate the extension of the competencies of the EMSA to maritime security and the best options to finance aviation security.
- The EC Health & Security Package, expected in June, will trigger discussions. It will be centered on a CBRN Action Plan. EU institutions might also start considering the Communication on “Global Health Security: EU contribution” to be published in October.
- The upgrading of SIS II and the Regulation establishing a Management Authority for large-scale IT systems in the JLS area will be examined.

Under FP7, the third call for security research proposals will be launched in July. Its budget is € 220 million. In this context, and following the adoption of the Communication on public-private dialogue in security research in July, the input of private stakeholders will be sought. The 4th European Security Research Conference (Stockholm, 29-30 September) is expected to provide the industry with an excellent opportunity to influence the shaping of future security research options.



**by John Brading, Deputy Business Development Director,
National Security, Raytheon Systems Limited**

In February 2008, Franco Frattini, then Commissioner for Justice, Freedom and Security, laid out a vision for an integrated border management system for Europe's Schengen zone. The vision comprises a number of measures needed to increase the security of the zone's external borders against illegal immigrants, organised criminals and terrorists, and to reduce the appalling loss of life associated with some attempts at illegal entry. Such measures include the central components of an Entry-Exit System and an Electronic Travel Authorisation for third country nationals, as well as improved border and coastal surveillance. The vision also incorporates measures that will facilitate the movement of EU citizens and *bona fide* visitors across the zone's external borders, including a common Registered Traveller Programme and Automated Border Controls.

A lot of progress has been achieved since the announcement of the vision. However, while the measures go a long way towards addressing some of the problems associated with illegal immigration, there is more that could be done to address organised criminal and terrorist factions. Checks against the Schengen Information System can identify known criminals but the proposed measures do not address the risk of unknown threats. Currently available technologies allow a more in-depth assessment of risk to be taken prior to arrival at a border using, for example, information supplied at the time of application for a visa, pre-travel Advanced Passenger Information and possibly also Passenger Name Records. Tools such as data analytics and biometric matching can further enhance border security against both known and unknown threats by shifting the bulk of the risk assessment away from the time at which a traveller arrives at a

border to the time at which the information is generated, thus enabling more efficient processing at border crossing points. The successes achieved by national programmes which have adopted these approaches justify the need for further EU progress in this area.

Of course, measures that collect and analyse personal data must take into account data privacy rights, and debate on this issue is needed before the technical aspects of any new measures can be agreed.

We recommend urgency in facilitating travel and movement of goods in order to maintain Europe's position as a leading destination for tourism, business and trade. A coherent Registered Traveller Programme across the Schengen zone, together with implementation of secure Automated Border Controls enabled by 2nd generation e-passports will help achieve the disparate goals of facilitation and security. However, if a truly integrated border management strategy is to be implemented, this programme must be adopted in coordination with the other measures discussed above, both in a political context and in the way in which they are implemented.

Most of the ideas put forward in Frattini's vision come with some level of controversy. A number of issues, political, social and technical, remain to be resolved before it will be possible to press ahead with the vision. We hope that the Swedish Presidency will take up this challenge so that the improvements which are now available to us, and which are so urgently needed, can be implemented as soon as possible.

Internal Market



by Tristan Suffys, Weber Shandwick

With Sweden, the EU will see one of the strongest defenders of the “four freedoms” taking over the Presidency of the Council. Committed to the free movement of goods and services, Sweden was also one of the first EU15 Member States to lift most of the restrictions on the movement of workers from Central and Eastern European countries, including those who joined the EU in 2007. In times of global financial and economic difficulties and revived temptations to turn to protectionism, the forthcoming Swedish Presidency will certainly play the role of a guardian of free trade in the Single Market.

The Swedish Government will assume the rotating Presidency of the Union while Member States should be completing the implementation of the flagship Directive on services in the Internal Market, which triggered passionate debates in 2005 and 2006. This bill intends to make it easier for service providers to establish operations in other Member States and the provision of cross-border services. It should be implemented by the end of 2009. The risks of delayed or failed transposition by certain countries will provide the Swedes with a good opportunity to reassert the importance of this piece of legislation for the European economy. Their exemplary role in this regard should be reinforced by the outcomes of a Swedish survey of legislation impacting goods and services, commissioned by the Government.

Concerning the movement of goods in the Single Market, the Goods Package and revised New Approach legislation have now been finalised, limiting the use of national standards to impede the sales of imported products. However, the upcoming

Presidency will be faced with related sector-specific legislation, such as the proposed Regulation on the marketing of construction products, for which difficult negotiations will continue among Member States and with the European Parliament. Further activities will also be pursued in the financial services sector.

The absence of harmonised rules on patents remains a major obstacle to the proper functioning and vitality of the European Internal Market. The Community Patent has been a long-disputed issue for years, but the Swedish Presidency could consider reviving it in light of the current economic challenges. Supporting an innovation-friendly environment and the reduction of “red tape” are crucial to the creation of opportunities especially for small and medium-sized enterprises (SMEs), as acknowledged in the Single Market review.

Underpinning the work on the Internal Market, the preparation of a renewed Lisbon Strategy will be high on the Swedish Presidency’s agenda, in view of its adoption at the Spring Summit in 2010. Priorities in this area should be the promotion of environmentally-friendly growth and reduced bureaucracy for SMEs. Particular attention should also be paid to EU trade policy as the “external dimension” of the Internal Market. Although the initial objectives of becoming “the world’s most competitive and dynamic knowledge-based economy” by 2010 may now seem out of reach, Sweden, which was instrumental in adding a sustainability dimension to the Lisbon Strategy during its Presidency in 2001, will once again be able to influence Europe’s competitiveness in a difficult economic environment.



by Lars Bråberg, Director EU Affairs, IKEA

IKEA has had considerable gains from the Internal Market of goods, although there are still problems with certifications that are not accepted by other national authorities. However, it is the Internal Market for services that causes the most concerns.

IKEA is currently present in 23 out of the 27 countries in the EU. In a recent survey of the regulations faced by our new stores across the EU, we noticed a mixed application of Internal Market rules. Our survey highlighted numerous occurrences of regional and local forms of protectionism and sometimes substantial differences in treatment within one country.

Companies such as IKEA are strongly in favour of having an Internal Market that is open for all and leaving aside protectionist measures. Therefore we welcome the upcoming Swedish Presidency's emphasis on optimizing the benefits of the Internal Market.

The EU needs to make a strong and conscious effort to apply Internal Market principles both at regional and local level and to ensure that the rules are the same throughout the EU.

In our daily business, we face concrete examples of the contradictions that exist within the Internal Market. IKEA has expanded its business quite dramatically over the last ten years. Although some of the restrictions we came across were valid, most of them consisted of disguised protectionism from local or regional authorities, strongly supported by our local competitors.

Size limitations are quite common, needs testing or even outright bans on large retail establishments. Within the EU Single Market, what takes two years to plan and build in one country can take up to eight or ten years in another Member State.

After a store is established, our business model needs to be adapted to the local opening and marketing rules. Here again, what is allowed and demanded by our customers in one country can well be banned by the authorities in another Member State. We believe that citizens should be free to decide when they would like to visit our stores, including on Sundays.

Having a Single Market allows the centralization of functions and services, which can result in large savings and efficiency increases for most companies. Card payment is one such area. Current card scheme rules limit competition, making it impossible for cards from one country to be acquired at the rate set by the acquirer in another country. IKEA has estimated that it could lower its costs to one fifth if true central acquiring was allowed.

As illustrated by these examples of the day-to-day hurdles imposed by national or local legislation diverging from EU principles, we are convinced that the European economy and the consumer would benefit from a complete and well-functioning Internal Market. We would encourage the starting Swedish Presidency to follow this path.

Environment & Sustainability



by Patrick van Leeuwen, Weber Shandwick

The green economy has gained significant momentum, both at home and internationally, with the advent of the economic downturn. Topped by the alarming conclusions of the March Scientific congress on climate change, the cost of inaction, and the new paradigms of security, world leaders seem to converge towards a joint understanding of the politics of the low-carbon economy.

The recent U.S. Environmental Protection Agency's (EPA) decision that 6 greenhouse gases are a threat to human health and the environment sent another boost of hope in Europe and beyond that the United Nations Framework Convention on Climate Change (UNFCCC) conference at the end of the year in Copenhagen can deliver a positive outcome. No doubt, therefore, that climate change will be high on the Presidency's agenda, with a view to define the EU's negotiating position for COP-15 (see Climate Change chapter on page 14).

The need to adopt climate adaptation strategies that make economic sense is another focus of the presidency. Towards an Eco-Efficient Economy is the theme that the Swedish presidency will want EU Environment Ministers to discuss at the 24-25 July Informal Environment Council. The outcome will feed into the debate on how to address the economic recession and provide inputs to the revision of the Lisbon Strategy as well as the EU Strategy on Sustainable Development.

High also on the presidency's environment agenda will be the upcoming EU Strategy for the Baltic Sea Region. The Strategy's main objectives will consist of improving the environmental state of the Baltic Sea Region, to support a balanced economic

development across the Region, to make the region a more accessible and attractive place, and to make it a safer and more secure place. The presidency intends to adopt conclusions on this initiative at the October European Council and at the Environment Council in December.

Following-up on, and addressing global aspects of the EU Biodiversity Action Plan "Halting the loss of Biodiversity by 2010 - and beyond," is Sweden's fourth environmental priority. With the continuing decline of ecosystems and species, the presidency will take an active role in contributing to the process of devising a roadmap for future international policy and action that will take the true value of biodiversity into account, within the framework of the Convention of Biological Diversity.

The Swedish presidency will further aim at finding an agreement on the review of the controversial Integrated Pollution Prevention and Control Directive (IPPC). Much will depend on whether a Political Agreement will be reached in June under the Czech Presidency, and on whether the new European Parliament will be in a position to take an active part in the legislative process. In addition, Sweden intends to adopt Conclusions on the 2008 EU strategy for better ship dismantling, and will attempt to make good progress on the revisions of the WEEE and RoHS Directives.

Provided that the European Commission adopts its legislative proposals, Sweden will also kick-off negotiations on the Biocides Directive, the revision of the National Emissions Ceilings Directive, and the proposal on reducing CO2 emissions from light commercial vehicles.



by Dr. John Scott, Chairman of PetroAlgae, LLC

As a next generation developer and provider of biofuels, we believe PetroAlgae's eco-efficient solutions can greatly contribute to the European Union's (EU) 20-20-20 targets, to the EU's sustainability goals, to the creation of "green" jobs and, hopefully, to sending a positive signal to COP-15 negotiators.

Biofuels derived from micro-crops (such as algae, diatoms, angiosperms, cyanobacters and other small fuel-producing organisms with extremely rapid growth) can replace petroleum refined from fossil fuels. This can be achieved without using valuable arable land and without conflicting with food supplies. PetroAlgae solutions produce no toxic waste products, while ensuring the sustainable use of resources and preserving local ecosystems.

PetroAlgae's proprietary micro-crop technology system is 1. clean, 2. economically viable, 3. scalable, 4. resource efficient, and 5. ready for commercialization today.

Our micro-crops consume more than twice their weight in CO₂ and produce yields up to 25x to 100x more productive than macro-crop (soy, corn, soy, jatropha, etc.) biofuel feedstocks. Furthermore, their growth produces a co-product, which is a

high protein and low cost animal feed and in the future will become a direct course of protein for humans. Ninety-eight percent of the water used to grow the micro-crops is recycled.

PetroAlgae's micro-crop technology system can help member states meet their respective 10% biofuels targets, while ensuring full compliance with the EU's sustainability criteria.

Next generation biofuels are a reality now. We are therefore calling on the Presidency to support our commercialization efforts through ambitious policy objectives and incentives.

The stakes will be high in Copenhagen for Europe to ensure that it can maintain its 2020 course as planned, and for the world as a whole to ensure cooperative and collective efforts to avoid the disastrous consequences of climate change. The Swedish Presidency has a challenging task ahead, but can have faith in PetroAlgae's commitment to deliver sustainable alternative energy solutions that can help mitigate the effects of climate change and contribute to achieving sustainable energy security. On behalf of PetroAlgae, I wish the Swedish Presidency success at the helm of the European Union.

Healthcare



by Etienne Maury, Weber Shandwick

The Swedish Presidency Sweden has put together a detailed programme for its priorities in the field of health. In addition, Sweden will have to address a particularly challenging institutional “pipeline” in relation to legislative and policy initiatives in the health arena.

The recent adoption of the European Parliament’s first reading report on the European Commission proposal regarding patients’ rights in cross-border healthcare will be followed by negotiations on this initiative within the European Council. This controversial dossier will receive a great deal of Presidency attention if progress is to be made.

The Commission’s ‘Pharmaceutical Package’ of proposals, first presented in December 2008, will also be on the Swedish Presidency’s table. Discussions on two of the three proposals contained in the Package - pharmacovigilance and the fight against counterfeit medicines - are expected to go smoothly. However the third proposal, addressing the provision of information on prescription medicines to patients, is likely to meet some resistance within the Council. Faced with strong opposition from a large number of Member States on this topic, this proposal will represent one of the main health policy challenges of the Swedish Presidency.

The Swedes are also intending to launch discussions with the aim of enhancing health policy in the EU. A major priority will focus on systems that effectively deal with threats to human health. Particular attention will be given to the impact of climate change on conditions for diseases that are spread from animals to humans (known as zoonoses), with a conference on this issue planned for early July.

In relation to the effective use of medicines, identifying structures to support the assessment of medicinal drugs after their introduction on the market will constitute another priority. The focus here will be on cancer treatments, orphan drugs and biological pharmaceutical products. A conference devoted to these discussions will take place in Stockholm on 29 July.

Healthy and dignified ageing, access to effective anti-bacterials, and the prevention of alcohol-related harm also feature among the Swedish Presidency’s health priorities; various meetings and conferences have been planned with the aim at moving these issues forward. Furthermore, as a follow up from the discussions initiated under the Czech Presidency, a focus on eHealth will aim to support the creation of a structure for political leadership, in line with Member States’ needs and national healthcare systems. eHealth will be promoted as a tool to modernise health systems and improve patient safety.

Finally, in parallel to these health priorities and discussions, a new European Parliament will take up its term of office at the beginning of the Presidency. A dedicated ‘health committee’, which could potentially be established by the new Parliament, would certainly have an impact on the way the various dossiers and issues are addressed. New MEPs replacing departing ‘champions’ will be keen to make a name for themselves.

The coming six months will therefore be crucial for a number of dossiers regarding health in Europe, a policy field which - although not considered an EU competency as such - certainly needs common responses to address a multitude of common challenges.



by Ludovic Lacaine & Mats Berggren, Director, Healthcare Biotech / Chief Executive Officer, EuropaBio / SwedenBIO

Today more than 350 million patients have benefited from approved medicines manufactured through biotechnology and gene technology to treat or prevent heart attacks, strokes, multiple sclerosis, cancer, diabetes and other diseases, including rare diseases. At the moment more than 600 new biotech medicines and vaccines are being tested for more than 100 diseases, which account for about half of all medicines currently being developed.

However, in only two EU countries can patients expect to benefit from all EMEA centrally-approved new medicines. The European Commission and the EU Council of Ministers should adopt measures to improve patient access at national level to these beneficial innovative therapies because these may provide an improved quality of life for many patients and their families.

As EU and national healthcare policies are inextricably linked, EU and local stakeholders should collaborate closely to develop a policy framework that ensures that the *acquis communautaire* and future EU legislation are consistently implemented across all Member States. National issues, particularly funding for innovative healthcare SMEs or access to appropriate information and therapies, should also be taken into consideration.

In particular, sufficient and equal access to quality health information for patients and their families on diseases, their prevention as well as available treatment and care options is of utmost importance. This is particularly relevant for biological products. Indeed, these products are far more complex than

small molecule products - mimicking substances produced by the human body such as enzymes, insulin, and antibodies. Personalized medicines will crucially depend on better informed patients. Accurate and up-to-date information will enable patients to understand the principle and value of the new and innovative treatments.

Healthcare biotechnology companies can offer a significant contribution and have an important role to play in the dissemination of information because the application of healthcare biotech is relatively new. Most of the expertise on its production and application actually sits within the companies – including on biomarkers and rare conditions.

For this purpose and in accordance with the EU High Level Pharmaceutical Forum's conclusions on information to patients, "Member States, the Commission and other stakeholders should take note of existing partnerships and collaborations between the various parties that mobilise knowledge and resources for producing and disseminating information to patients", e.g. the Swedish Medicines Information Engine (FASS).

Providing a balanced framework for the provision of information to patients will not be an easy task for the Swedish Presidency. However we strongly believe that it is through a true multi-stakeholder dialogue and exchange of practices involving EU as well as national partners – including institutions, patient advocacy groups, associations of clinicians, payers and industry – that this framework could become reality.

Food & Consumer Protection



by Catherine Starkie, Weber Shandwick

Global challenges such as food security and climate change will be a key focus for the Swedish Presidency, particularly ahead of the UN Copenhagen Climate Change Conference in December. With climate change being one of the main drivers shaping European agriculture, this issue will also be debated by agriculture ministers (see Agriculture section for further details).

Animal welfare, which has long been a political priority for Sweden, will also be an important feature. The Presidency may oversee discussions on a legislative proposal concerning transportation of animals, as well as on a European Commission Communication on animal welfare labelling, depending on the progress made by the European Commission. It may also continue discussions on a proposed Directive concerning experimental animals. A conference on animal welfare will also be organised on 8-9 October as part of Sweden's efforts to strengthen animal welfare in the EU and internationally.

The Presidency also hopes to further progress discussions on the proposed Regulation on Food Information to Consumers, which has clearly divided industry and consumer representatives. It is questionable whether the newly elected European Parliament will be in a position to deliver its First Reading before the end of the Presidency, given the diversity of opinions. Depending on when the Commission is internally able to reach agreement on a text, MEPs may also have a chance to pass scrutiny on a controversial draft Regulation setting out specific 'nutrient profiles' that foods and categories of food must comply with in order to bear nutrition or health claims.

The Presidency will also be overseeing discussions on the sensitive issue of the use of offspring of cloned animals for food production. The Commission – which has indicated that it might legislate on this - has so far decided to neither impose nor rule out a ban or a moratorium, while MEPs have pushed for a complete ban. This issue has been discussed within the context of the proposed revision of the Novel Food Regulation, which could have its Second Reading during the Presidency depending on how far the Czech Presidency progresses. A Commission Communication on implementation of the 'Hygiene Package' of legislation will also be discussed.

As regards consumer issues, the key priority will be the proposed Directive on Consumer Rights concerning business-to-consumer sales of goods and services contracts. The scope and the full harmonisation approach will be central points of discussion at First Reading, with businesses urging the Presidency to ensure that the text does not result in adding costs and burdens for traders. The Presidency will organise a conference on this theme in Stockholm on 4 November. The Council is also set to endorse a Commission mandate to negotiate an agreement between the US and EU on consumer enforcement cooperation. During the second half of 2009, the Commission will present a Communication and report outlining the state of play on enforcement of consumer protection legislation and how problems identified might be resolved. On consumer collective redress, at the time of writing it remains to be seen what direction the Commission will take.



**by Camille Perrin, Scientific & Regulatory Affairs Manager,
Comité Européen des Fabricants de Sucre**

The Comité Européen des Fabricants de Sucre (CEFS) represents the European sugar industry, which comprises 63 companies and 142 sugar factories.

Over the last few years, changing lifestyles and eating habits have brought new challenges to the food industry. Finding solutions to help tackle the major health issue of obesity continues to keep both industry and regulators busy and legislative initiatives aiming to help address the issue remain high on the food and nutrition policy agenda.

Better-informed consumers are key in the fight against obesity. The Swedish Presidency will take over the work already initiated by the French and Czech Presidencies on the proposed Regulation on Food Information to Consumers. CEFS supports mandatory nutrition labelling as a means to assist consumers in making better-informed food choices. The current "Group 1" of macronutrients as defined by the Nutrition Labelling Directive (EC) 90/496 - energy, protein, carbohydrate and fat - are well known by European consumers. We would therefore propose this as a minimum part of the mandatory nutrition declaration. In addition, "at-a-glance", front-of-pack information on the energy content of foods would be a useful complement, since managing energy intake - together with energy expenditure - is crucial to maintaining a healthy bodyweight.

The issue of nutrient profiles is another important area related to consumer information that is likely to continue to be a major topic of

discussion during the Swedish Presidency's term, as a Commission Regulation might be adopted in the second half of 2009. While EU law demands that decision-making is underpinned by scientific knowledge, all of the various draft proposals put forward by the European Commission at the time of writing have been at odds with the expert scientific guidance of the European Food Safety Authority (EFSA). EFSA in its opinion of January 2008 did not, for example, propose including sugars as a generic profiling criterion. CEFS and its members would therefore urge the Swedish Presidency to support a science-based, non-arbitrary approach to EU decision-making in general and nutrient profiles in particular.

CEFS and its members believe that a holistic approach is necessary to address the multi-factorial issue of obesity. CEFS members are working to help provide solutions to address the problem, for example, by actively supporting public-private partnerships to combat obesity (such as the Fleurbaix-Laventie Ville Santé programme in France, which led to the successful EPODE 'Together Let's Prevent Childhood Obesity' initiative). They are also committed to educating consumers on the role of sugars as part of a balanced diet and an active lifestyle.

CEFS looks forward to further contributing to the EU policy process during the next six months and in particular the opportunity to collaborate with the Swedish Presidency on key issues concerning food and nutrition.

Agriculture



by Sheila Redzeqi, Weber Shandwick

Following the publication of the European Commission's White Paper on adapting to climate change with its annex on agriculture in April 2009, a major priority for the Presidency will be the integration of adaptation into agriculture.

The White Paper, which foresees a central role for the Common Agricultural Policy (CAP) in contributing to adaptation and providing an adequate framework for sustainable production, proposes a series of actions for the EU and Member States. These include ensuring that measures for adaptation and water management are embedded in rural development national strategies and programmes for 2007-2013. It also calls for an update to the forestry strategy and the launch of a debate on the EU approach to forest protection and forest information systems. The White Paper will be discussed at mid-September's Informal Agriculture Council meeting on the topic of agriculture and climate change. Climate change, along with forestry, will also be discussed at the end of September at the meeting of Directors-General for Forestry, as well as at a high-level conference entitled "Rural Areas Shaping the Future", which will take place on 28-29 October.

The two other main priorities in the field of agriculture are Animal Welfare (see our Food and Consumer chapter) and the Common Fisheries Policy (CFP).

In the field of fisheries, there will be three particularly prominent areas of discussion. Firstly, the public consultation process launched by the Commission's Green Paper on the reform of

the CFP in April 2009 will continue to run throughout the Presidency. EU Fisheries Ministers will meet in early July to discuss the issue, but the topic will also be addressed at informal discussions during the Swedish mandate. The Swedish Presidency also intends to finalise the proposed 'Control Regulation' which aims to establish a Community system for inspection, monitoring, control, surveillance and enforcement that would allow for effective implementation of the CFP rules and create a level playing field for fishermen across the EU. Finally, at December's Council meeting, Ministers will have the difficult task of negotiating fishing quotas for 2010.

Following the publication in March 2009 of the Commission Communication on simplifying the CAP, the Swedish Presidency intends to continue the efforts of the Czech Presidency towards further reduction of 'red tape' through the use of IT, possible harmonization of cross compliance rules, improvements to quality policy, as well as a more regular review of legislation.

The Swedish Presidency also intends to continue work on the future of the CAP, focusing on CAP's 'Second Pillar' – concerning rural development - following on from the progress made by the Czech Presidency on the 'First Pillar', covering direct support for farmers. Beyond 2013, the Presidency envisages that the future CAP should build on well-targeted and minimally trade-distorting support to deliver the twin objectives of environmental protection and rural development.



by Franz Fischler, Chairman, RISE Foundation

The Swedish Presidency has already expressed its desire to limit CAP funding to a maximum of 40% of the EU budget after 2013 and also to bolster the role of pillar 2, the rural development element of the CAP. This general trend has been indicated by many contributors to the debate. Whatever the final figure is, and however it is distributed between pillars 1 and 2, the next reform of the CAP will have to respond to a wealth of new challenges that the sector itself, as well as wider society, stand to face in the first half of this century. It is of the utmost importance to understand the extent to which many of these challenges are linked, whether we are talking about climate change (environmental security), looming food shortages (food security), economic and financial stability or food and energy price volatility.

New challenges notably include the demand for public goods and services – such as eco-system services, including carbon sequestration and the preservation of less favoured areas - that farmers provide, and which are currently not paid for by the market. This subject is attracting growing attention at a time in which the trend in agricultural support points downwards, whilst temperatures, emissions and environmental degradation point upwards. If farm prices rise in the long-term and presumably production costs as well, the opportunity cost of land managers for producing eco-systems and other public goods and services

will rise as well. If single farm payments are indeed cut after 2013, then we might well witness farming intensification and landscape neglect. There is clearly a need for agricultural intensification in some areas, particularly to deal with a rapidly growing global population. However, so far, market signals have actually been distorted, because scarce resources, such as a good atmosphere, biodiversity and beautiful landscapes have been priced at zero. Resource degradation is the consequence. The risk is that it will worsen.

The Rural Investment for Europe or RISE Foundation (that I chair) sees two ways out. Either one finds a path through the maze of available data in order to attach an attractive price to these public resources, or - if one doesn't know how, doesn't want, or can't do this - one provides for payment of public goods within the framework of the CAP. In any event, in order to save our planet by ensuring sustainable land management, we need to give a value to what cannot be bought such as most public goods produced by land managers. For this reason, RISE has set up a Task Force led by Allan Buckwell to analyse the nature and value of public environmental goods and services produced by land managers. The study has been co-financed by the Italian Government and the report is due to be published before the start of the Swedish Presidency.

Transport



by Ursula Woodburn, Weber Shandwick

The key overarching priority for the Swedish Presidency is to combat climate change and prepare the way for the UNFCC Copenhagen summit, but there will also be a substantial focus on responding to the economic downturn.

For the transport sector, prioritised actions under these objectives will thus be subject to a delicate balancing act between tackling emissions and economic considerations – while uncertainty reigns over the fate of important transport dossiers as the EU awaits a new Commission.

To reconcile these challenges, the Presidency has chosen to focus on the theme of a “sustainable, ecological and efficient transport system in Europe”, dedicating time towards discussing the Communication on the *Future of EU Transport Policy*, expected in June. They will focus on how transport can combine competitiveness and fighting climate change, in particular through using existing potential to reduce emissions, increasing efficiency and developing new technology. Furthermore, the proposal on CO₂ emissions from light commercial vehicles will be a key priority – if it is presented in time.

A second complementary theme is to promote good logistics. Intelligent Transport Systems and Galileo applications will remain in the limelight, since they are seen as effective tools for achieving sustainable transport objectives, and the Presidency plans to achieve an agreement on the ITS Directive. Minister Åsa Torstensson will host an EU Ministerial Working Dinner during the ITS World Congress in Stockholm in September, focusing on the future of road transport. New technology that can “speed up a safe and environmentally friendly road transport system” will also be discussed during a High Level Meeting in Gothenberg (26 October).

Under the above theme, the Presidency is also keen to achieve progress on the controversial dossier on Rail Freight corridors and address the upcoming revision of Ten-T guidelines. However, little progress is expected on the Eurovignette dossier.

Beyond road transport, the Swedes could finalise the dossier on an EU Maritime space without barriers, deal with the upcoming guidelines on formalities for ships entering and leaving port and may work on the revision of the EMSA regulation and the “eMaritime” proposal. EU forces combating the threat posed by Somali piracy to shipping will also most likely garner attention. The Presidency will attempt to resolve complex dossiers left over from the Czech Presidency on strengthening the rights of passengers and persons with reduced mobility in the maritime and coach sectors.

Aviation proposals in the spotlight could include NO_x emissions from aircraft, noise around airports and the investigation and reporting of civil aviation accidents. The Presidency also plans to get agreement on a general approach on the controversial proposal dealing with financing civil aviation security.

Two further overarching priorities identified by the Swedish Presidency will be of interest to the transport sector. Firstly the Baltic Sea Strategy, whose Action Plan should include 70 different flagship projects and on which the Swedes plan to adopt Council conclusions. Secondly, on EU enlargement, the Swedes are hoping to preside over the signature of a *Transport Community with the Western Balkans* this autumn.



by Captain Phil M. Davies, Director, OCIMF

OCIMF considers that the key maritime transport issues to be addressed by the Swedish Presidency are, the extension of the mandate for EUNAVFOR's Operation ATALANTA, working with IMO for an international solution to GHG emissions from shipping, delaying the implementation of 0.1% sulphur fuel limit for ships at berth within EU ports and implementing the recently agreed 3rd Maritime Safety Package.

The current level of piracy attacks and hijackings of ships in the Gulf of Aden and Somali Basin is rightly causing huge concern throughout the shipping industry and beyond. OCIMF recognises the significant efforts taken by the international community in trying to reduce and eradicate this problem. OCIMF particularly wishes to acknowledge EUNAVFOR's Operation ATALANTA for the pivotal role that it has, and are continuing to play in reducing the threat of piracy and hijackings in the region.

EUNAVFOR has achieved great success in the level of co-operation with international Naval forces from outside the EU and with the international shipping industry. Part of this close co-operation with industry has seen Merchant Navy Liaison Officers (MNLOs) embedded with the EUNAVFOR's operational Headquarters in Northwood London. Many of these MNLOs have been provided by OCIMF members.

OCIMF considers it is essential that during the period of the Swedish Presidency the EUNAVFOR mission is extended beyond its current mandate. Ensuring the ongoing safety of seafarers,

including those from the 27 member states, and the integrity of strategic trade routes must be a priority for the Swedish Presidency. As is widely recognised the long term solution to the problem of Somali based piracy is a stable and functioning state of Somalia until that can be achieved international Naval support, of which EUNAVFOR is a vital component, will be of crucial importance.

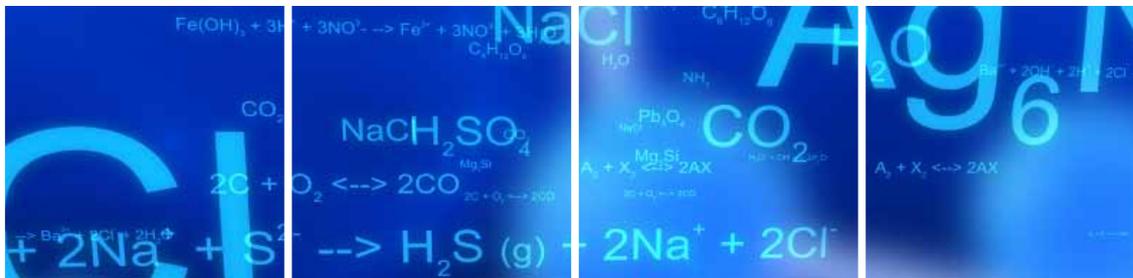
For OCIMF it is essential that the EU work with the IMO on their (IMO) commitment to adopt an international binding framework aimed at reducing Green House Gases (GHG) emissions from shipping operations by 2009. Much has already been done by the shipping industry to curb emissions but an international solution is required to build on what has been achieved already.

OCIMF supports delaying the requirement for 0.1% sulphur limit in fuel for use by ships at berth in EU ports under the Marine Fuels Directive, to ensure consistency of implementation with the recently adopted review of MARPOL Annex VI. OCIMF has particular safety concerns over the use of 0.1% sulphur limit fuels (effectively distillate fuels) in boilers which in tankers are used in port to drive cargo pumps and heat cargo.

OCIMF welcomes the successful agreement of the 3rd Maritime Safety Package and looks forward to the Swedish Presidency, now half way through its lead on maritime transport issues, commencing the process of implementation.

The Oil Companies International Marine Forum (OCIMF) is a voluntary association of oil companies whose Mission is to be the foremost authority on the safe and environmentally responsible operation of oil tankers and terminals, promoting continuous improvement in standards of design and operation.

Research & Innovation



by Romain Triollet, Weber Shandwick

To say that the Swedish Presidency has an ambitious agenda and a challenging term ahead is probably an understatement. Not only will the Presidency coincide with tremendous institutional change – a new European Parliament and a new College of Commissioners - along with the process of ratifying the Lisbon Treaty. It will also be marked by the necessity to tackle political and economical issues of major importance to the EU and its Member States.

Addressing the economic crisis, driving the EU's position at the Copenhagen Climate Change Summit, implementing the Lisbon Strategy and converting to the 'green economy' to boost the EU's competitiveness, will most likely top the Swedes' agenda. Research and innovation happen to be critical to most of these important issues. As one of Europe's innovation leaders, Sweden is fully aware that sound 'knowledge' policies can significantly contribute to achieving broader economic, environmental and social objectives. The Swedish Presidency therefore intends to give research and innovation policies due consideration.

Furthermore, Sweden is inheriting an important mandate from the European Council of December 2008, which established a "2020 Vision for the European Research Area". Improving framework conditions for innovation, along with stepping up and improving the quality of investment into knowledge, education and research are among the key objectives upon which Member States agreed. This is in line with the Renewed Lisbon Strategy's long-term goal of achieving sustainable growth and jobs. Promoting the free circulation of researchers, knowledge and technology in order to establish the "fifth freedom" across the

European Research Area (ERA) is another goal that should guide the Swedish Presidency's actions.

More specifically, the Swedish Presidency intends to work closely with the European Commission towards the launch of a European Innovation Plan. In this respect, the Swedes are looking forward to the upcoming Commission Communication on Innovation policies due in June 2009. The Communication should provide an overview of what has been achieved since the publication of the 2006 Communication on a Broad-based Innovation Strategy and serve as a basis for the development of the European Innovation Plan. The Plan should be launched by the Commission by the end of the year.

The Swedish Presidency is also keen on accelerating the construction of the European Research Area (ERA). In this respect the Swedes wish to focus on governance issues, i.e. developing an adequate structure and processes for decision-making within ERA. Defining the geographical and institutional scope of ERA, as well as the relationship between ERA and cohesion policy, are also among the Swedish Presidency's priority issues. How these ambitions will materialise in practice remains unclear though, as no proposal on ERA governance is foreseen from the Commission at the moment.

Finally, taking stock of findings in the recently released 2009 Seventh Framework Programme (FP7) progress report, the Swedes intend to examine how future framework priorities should be set, in particular in view of the upcoming mid-term review of FP7.



**by Dr. Roberto Gradnik, Executive Vice President
Commercial Europe, Merck Serono**

Today, healthcare biotechnology represents a major part of the development of new medical products: 20% of today's drugs and 50 % of drugs under development are derived from biotechnology. For more than a decade, the European Institutions have shown an increasing interest in biotechnology as a solid contributor to the innovation capacity and economic growth of Europe. The basis for the recent R&D policy lies in the Lisbon Strategy. This has led to the creation of the European Research Area, including the Framework Programmes for Research. FP7, which covers the period 2007-2013, has dedicated €8bn to life sciences and biotechnology, of which €6bn will support health research.

Society is entering a new era in which pharmaceutical research, thanks to the use of genomics and pharmacogenomics, will yield an entirely new class of medical interventions. This will throw a radical new light on the concept of effectiveness and cost. This potential progress must be incentivised and rewarded. Innovation in healthcare can be radical or incremental, and the benefit of the latter should be acknowledged with adequate rewards in terms of pricing levels and reimbursement conditions. While radical innovation is widely accepted, it is essential to recognize that innovation in healthcare is often a cumulative activity, and small incremental improvements are fundamental aspects of the R&D process. Products that deliver incremental innovation provide alternatives for patients that do not respond well to the first product in class and create competition, thereby driving pricing and value optimisation.

Focusing on cost rather than on the value of medicines, has a direct impact on strategic decisions about new research facilities or other investments. Maintaining an industrial environment that

is favourable for innovation also implies creating a framework that supports our Industry's investments in R&D.

Nowadays, not only in Europe, but governments all over the world are looking for ways to balance a number of competing policy goals. Our industry shares the concern that the European authorities have about ensuring effective management of the limited resources allocated to healthcare. However, this pressure in European countries has frequently resulted in short-term, often punitive, pharmaceutical cost-containment measures, which bring only temporary relief while undermining the patients' benefits. This is why we think focusing the European healthcare debate solely on pricing systems and cost-containment initiatives fails to capture the broader contribution made by our industry to society.

European healthcare biotech companies are led by some of the most innovative and brightest scientists in Europe who need a predictable and long-term framework in which to anchor their research and to attract investment to Europe.

Europe's policy-makers can do more to support the healthcare biotech sector. Policy-makers need to work together to create a seamless policy framework that industry can rely on when making business decisions that affect Europe's scientists, patients and industry.

Patients across Europe will benefit from the promotion of innovation. In order to achieve this, we need the support of European policy-makers and the incoming Swedish Presidency of the European Council. Especially in times of economic crisis, support for innovation and its value will preserve our future.

Information Society



by Mark MacGann, Weber Shandwick

In addition to its own plans for policy and legislation in the digital economy, the Swedish Presidency inherits a major headache from the Czech Republic. In early May, the European Parliament adopted by a large majority its second reading amendments on the review of the EU 2003 regulatory framework for electronic communications ("Telecoms Package"). In a last-minute surprise, Parliament decided to support its original amendment 46/138 on access to Internet as a fundamental right instead of the compromise reached between the Parliament rapporteurs and Council. At the restricted meeting of COREPER on 13 May 2009, a majority of Member States expressed their opposition to the amendment voted by the EP and their preference for a rapid and low profile conciliation procedure. The decision whether to split the package so that the conciliation would deal only with Amendment 46/138 will be taken later. Sweden has indicated that a possible date for conciliation under its Presidency would be 29 September 2009.

Another objective of the Swedish Presidency will be to initiate the discussions on the post i2010 Strategic Framework. This Framework set up by the European Commission in 2005 and aiming at promoting the use of information and communication technologies to improve the economy, society and personal quality of life, will come to an end in 2010. The Swedish Presidency is keen to start a broad discussion on the areas that the subsequent programme will focus on. With regard to this, Sweden will organise a High Level Conference "Post i2010: Towards a new agenda for the European information society" on 9-10 November in Visby. Through this conference the Presidency will aim to gather input from both the Council and the European Commission with a view of finalising an agreement in the Council in December, when the EU leaders will meet.

Spectrum will be another priority that the Swedish Presidency is aiming to progress. In this area, the Swedish Presidency will have focus on advancing on the Commission's recommendations on spectrum that will be published for public consultation in the summer, and adopted in the autumn, with a view to adopting Council conclusions in December. Spectrum will be part of the wider debate on the EU Strategy for the Baltic Sea Region that the Swedish Presidency is keen to relaunch.

A third priority of the Swedish Presidency, in agreement with the Czech Presidency, will be to continue to advance on the Critical Information Infrastructure Protection policy proposed by the Commission in March 2009. This policy aims to protect critical information infrastructures by making the EU more prepared for and resistant to cyber attacks and disruptions. The EU still lacks an effective and convincing policy in this area, and many believe that the work of ENISA, the European Information and Communications Agency, has fallen far short of expectations. In addition, with Barack Obama appointing a White House coordinator for cyber-security, which he called one of the most serious national security issues facing the US. Sweden will continue the work undertaken in the EU Ministerial Conference on Critical Information Infrastructure Protection organised by the Czech Presidency in April in Tallinn, with an exchange of views at the June 12 Council of Ministers, with a view to adopting Council conclusions at the December 17-18 Telecoms Council. On the agenda, the Presidency will address reform of ENISA and the pursuit of alternative mechanisms to safeguard European strategic ICT assets.

The Swedish Presidency will also participate in the fourth annual meeting of the Internet Governance Forum, which will be held from 15 to 18 November in Sharm El Sheikh, Egypt.



**by Bridget Cosgrave, Director General, DIGITALEUROPE
and Anne-Marie Fransson, Director General,
IT&Telecom Industries**

In parallel to pursuing its priorities on jobs, growth, competitiveness and the environment, the Swedish Presidency will undoubtedly focus its efforts on identifying the appropriate measures the EU must take to tackle the ongoing financial and economic crisis. Information and communication technologies (ICT) are key to the EU's economic recovery but also to addressing the long-term challenges the EU faces. More specifically, ICT offers technological solutions for enhancing the EU's competitiveness, fighting climate change, tackling demographic changes and improving the efficiency of public services. It is therefore essential that the Swedish Presidency steers legislative and policy dossiers with a view towards fostering the development and use of ICT tools.

ICT is already a key enabler for competitiveness in most segments of the European economy. High-speed broadband access and the next generation of the internet will lead to a wealth of value-added services, efficiency gains and the creation of new web-based industries. However, for the European economy to reap the benefits of high speed broadband, the EU regulatory framework must provide the necessary incentives and predictability for investments in next generation networks and must allocate adequate spectrum resources which can be managed in a flexible manner. The timely adoption of the European Commission's NGA Recommendation and the conclusion of the telecoms review are crucial in this context.

Rendering the European economy energy-efficient and low-carbon has been a long-standing objective of the Commission, and one towards which the Swedish Presidency is expected to work intensively. ICT-based monitoring and managing of

resources can reduce energy consumption in buildings and carbon emissions in transportation. Additionally, investment in ICT applications to improve industrial motors and automation can lead to considerable savings in carbon emissions. In this respect, we would welcome Presidency support for the timely adoption of the recasts of the WEEE and RoHS Directives.

DIGITALEUROPE and its Swedish member IT&Telecom Industries look forward to Presidency initiatives related to demographic issues and eGovernment. An ageing society and a shrinking workforce will be one of the most salient social and economic challenges for Europe in the next decade. With the help of a well-educated and e-Skilled workforce, ICT can lead to productivity gains and address the economic issues arising from demographic change. ICT can also contribute to tackling the social implications of the ageing European population, as it provides essential services for elderly citizens. On a related note, businesses and citizens increasingly depend on cost-effective and state of the art public services; pending large-scale retirement of civil servants, severe budget restrictions and the necessity of citizen-centric services, public administrations should use ICT more extensively and efficiently.

DIGITALEUROPE and IT&Telecom Industries will be supporting the Swedish Presidency's work on the above issues and has already contributed to a study on EU ICT policy carried out by the Swedish government this spring. Last but not least, we will be assisting the Presidency and the Commission in developing the EU's post-Lisbon strategy – later this year we will publish a study identifying ICT as the key enabler for the growth of the European economy.

Sport Governance



by Nicolas Acker, Weber Shandwick

The second semester of 2009, during which Sweden will be at the helm of the EU, will be marked by a series of institutional and political disruptions. These will significantly impact how the European sport governance framework is shaped.

First and foremost, Ireland will hold a second referendum on the Lisbon Treaty. The EU having agreed on a series of concessions, Irish voters are expected to back the entry into force of the Treaty. The EU will then be granted a complementary competence for sport, having the "right to carry out actions to support, co-ordinate or supplement the actions of the Member States". As a new European Parliament will be elected in June, followed by the appointment of a new Commission a few weeks later, it will be up to a largely renewed set of EU officials to make the most of this competence.

Stockholm has pledged to work in the meantime on consolidating the concepts of "specificity" and "autonomy" of sport, further assessing how best to reconcile them with related EU sectoral policies: competitiveness, internal market, health, etc. The aim is to develop a clearer sport governance framework, respecting the specific characteristics of the sector while providing more legal certainty to the EU sporting community.

The Swedes will foster the active participation of the sport stakeholders in this process, ensuring effective co-operation with the Member States. In this frame, follow-up consultations to the 8 June meeting between Sport Commissioner Figel' and the key sport team federations are expected. The "homegrown player" vs the "6+5" rule controversy, transfers of minors and clubs' financial health are likely to be on the agenda. A Conference on club licensing is also envisaged later this year.

The Swedish Presidency will continue working on the EU Presidencies' sport rolling agenda, steering the implementation of the "Pierre de Coubertin" Action Plan. Specific attention will be paid to the contribution of sport activities to health, the fight against doping (including reinforcing Europe's position at the World Anti-Doping Agency), racism and violence around sports events, the financing of sport (e.g. through media rights selling or betting), the education and training of young athletes and support for volunteering.

These dossiers, as well as the preliminary results of the European Commission studies on sports agents and on volunteering in the sport sector, will be discussed by EU Sport Directors in Solna (1-2 October).

It is clear that the increasing commercialization of professional sport over the past years, and the fact that it provides an excellent platform for politicians, has led the EU institutions to get more and more involved in sport governance.

They have demonstrated that this involvement is to be long-term. The adoption of the White Paper on Sport in 2007 has acted as a catalyst and since then, the EU institutions have taken steps towards the development of a genuine EU sport governance framework. In December 2008, EU Member States adopted a Declaration on Sport, reiterating their commitment.

It is therefore key for sport stakeholders to factor this trend into their strategy, to be in a position to ensure that the sport governance framework that is currently being shaped is favourable to their own development objectives.



**by Michele Centenaro, General Secretary,
European Club Association**

The Swedish Presidency of the EU coincides with significant changes to the structure of the EU Institutions. Elections to the European Parliament in June and the appointment of a new European Commission later in the year will see major changes in the personnel influencing sports policy throughout the EU.

The second half of 2009 will see important work being conducted in a number of areas of direct interest to football. The Commission is expected to present its report examining the activities of agents. A conference on licensing systems will also be held. Football clubs understand the importance of ensuring financial stability especially in this period of economic downturn. Of particular concern is the significant wage bills clubs are faced with along with the continued instability relating to the respect of player's contracts – something that needs to be addressed urgently to ensure greater financial stability. The Social Dialogue in football (of which the ECA is a partner) has, to date, enjoyed successful and fruitful negotiations between employers and employees. It will now start trying to reach concrete agreements between social partners.

Clubs understand and appreciate the role they have in contributing to the social, cultural and educational dimensions of their communities. All are engaged in activities geared towards 'giving something back to their communities' – and especially youngsters. ECA will therefore continue to support and work closely with the European Commission and other partner organisations in combating racism both in football but also in the wider society as outlined in the White Paper on Sports.

Ireland is expected to hold a second referendum on the Lisbon Treaty. Polls suggest that they will likely vote yes. This will formally pave the way for the EU to be granted competencies in the area of sport.

At the heart of the debate will be the issue of specificity and how and when EU law should be applied to sport. The Commission has acknowledged that clear guidelines have yet to be set and it is looking to provide greater clarity in this area. The ECA accepts and endorses the concept of specificity fully. Rules need to be set which meet the specific conditions of sport with the aim of developing the sector but always within a lawful context which respects EU law.

As requested by Sport Ministers in Biarritz last year, the Commission has recently deepened its dialogue with sports regulatory bodies from across the EU. This is a welcome development and one which could be enhanced by inviting other stakeholders such as the ECA to be part of this dialogue.

A final word on the ECA. We are a young organization having only recently celebrated our first birthday. Over the past 12 months the group has worked hard to develop its contacts with the EU Institutions with the aim of shaping the policy debate to match the vision of our members. We aim to consolidate and strengthen these contacts in the coming months and years and will be on hand to present the voice of the clubs to decision makers throughout the tenure of the Swedish Presidency.



Facts about Sweden

You probably already knew that...

- Sweden became a member of the European Union (EU) in 1995.
- Sweden has 9.3 million inhabitants, most of whom live in urban areas in the southern half of the country.
- The Swedish flag is based on the Scandinavian Cross design first adopted by Denmark about 800 years ago. The colours were taken from the Swedish coat of arms, which depicts three golden crowns on a blue background.
- Sweden is a secular country. The Church of Sweden is Evangelical Lutheran. About 88% of Sweden's population belongs to this church which co-exists with many other beliefs.
- Sweden has one of the world's highest life expectancies (life expectancy: men 79 years, women 83 years).
- The latest Global Gender Gap Report from 2008 ranks Sweden among the countries with the greatest gender equality. 79% of Swedish women are gainfully employed. Sweden's birth rates are among the highest in Europe as the extensive social welfare system enables women to combine work and family.
- The parental leave in Sweden is 15 months. Fathers also have the possibility to take parental leave. 69% of fathers make use of this right as compared to an average of 33% in the EU.
- Sweden was the first country to grant suffrage for (married) women in local elections.
- Sweden is famous for a number of inventions including the astronomical lens, the zipper, the marine propeller, the refrigerator, the computer mouse and the pace-maker.
- The Nobel Prize was founded by Alfred Nobel, a Swede who invented dynamite in 1866.

But did you know that...

- Sweden is called "The land of the midnight sun" or "The land of the Vikings". Every year, Swedes celebrate Midsummer (Midsommar) on the longest day of the year, which occurs at the end of June. During the summer period and the further North you travel, the sun never sets.
- Swedes also celebrate Lucia on 13 December which used to be the shortest day of the year before the reform of the Gregorian calendar.
- Until the 19th century, children were given a last name which ended with -son or -dotter (daughter) and started with the father's first name. When people began to change their surnames to family names at the end of the 1800s, most people kept their "-son" name as a family name, e.g. Andersson.
- The strongest girl in the world is Swedish. Pippi Långstrump is the heroine in the most famous children's books in Sweden. These books were written by Astrid Lindgren and are loved by children (and adults) all over the world.
- Sweden has the highest number of McDonald restaurants, per capita, in Europe.
- Sweden is the world's third largest producer of pop music, with ABBA, Roxette, Ace of Base and The Cardigans as best-selling artists. Swedish producer Max Martin recorded and wrote major hits for Britney Spears and The Backstreet Boys.
- Sweden has generated many great sportsmen such as the tennis players Björn Borg and Mats Wilander and the skiers Ingemar Stenmark and Pernilla Wiberg.
- The world's first ice hotel was built near the village of Jukkasjärvi, in the Kiruna district of Sweden.

Swedish Political System



Background

Swedish politics takes place in a framework of a parliamentary representative democratic constitutional monarchy. The Swedish system of government is based on the so called 'Instrument of Government' (regeringsformen) which is the most important constitutional document. It came into effect on 1 January 1975, when it replaced the outdated 1809 Instrument of Government. It includes the principle of popular sovereignty and the principles

of democracy and parliamentarism. In addition, the Constitution consists of the 1810 Act of Succession, which devises the succession to the throne; the 1949 Freedom of the Press Act, which guarantees freedom of expression in printed media; and the 1991 Fundamental Law on the Freedom of Expression, which protects freedom of expression on radio and television, on film, video and tape recordings etc.

National Government

The executive power is exercised by the government, led by the Prime Minister of Sweden. The legislative power is vested in both the government and parliament and is elected within a multi-party system. The Judiciary is independent and appointed by the government for life.

Head of state

Sweden is a monarchy in which the office of Head of State is held by a King or Queen. Sweden's Head of State is the nation's supreme representative but has no political powers and does not participate in political life. His authority is formal, symbolic, and representational. The Head of State makes state visits to other countries and acts as host when representatives from other countries visit Sweden. He or she is regularly informed of the affairs and concerns of the realm and chairs the Advisory Council on Foreign Affairs. King Carl XVI Gustav of the House of Bernadotte became king in 1973. Crown Princess Victoria I is since 1980 the successor.

The Executive

The Prime Minister of Sweden

The Prime Minister is first appointed by the Speaker of Parliament and then confirmed by the Parliament for a four-year term. Following the general elections held in September 2006, Fredrik Reinfeldt of the Moderate Party was elected Prime Minister of Sweden by the new parliament one month later. Together with the three other political parties in the centre-right Alliance for Sweden, Reinfeldt governs over a coalition government. Deputy Prime Minister is Maud Olofsson of the Centre Party.

The Prime Minister and the Government

The Government rules the country and is accountable to the Riksdag, i.e. the Swedish Parliament. The executive authority of the government is vested in the cabinet, which consists of the Prime Minister and 22 Ministers. The Ministers are appointed by the Prime Minister without any confirmation of the Parliament. The monarch plays no part in this process either. The Government rules Sweden by implementing the decisions of the Riksdag and taking initiatives for new laws or amendments to laws, on which the Riksdag decides.

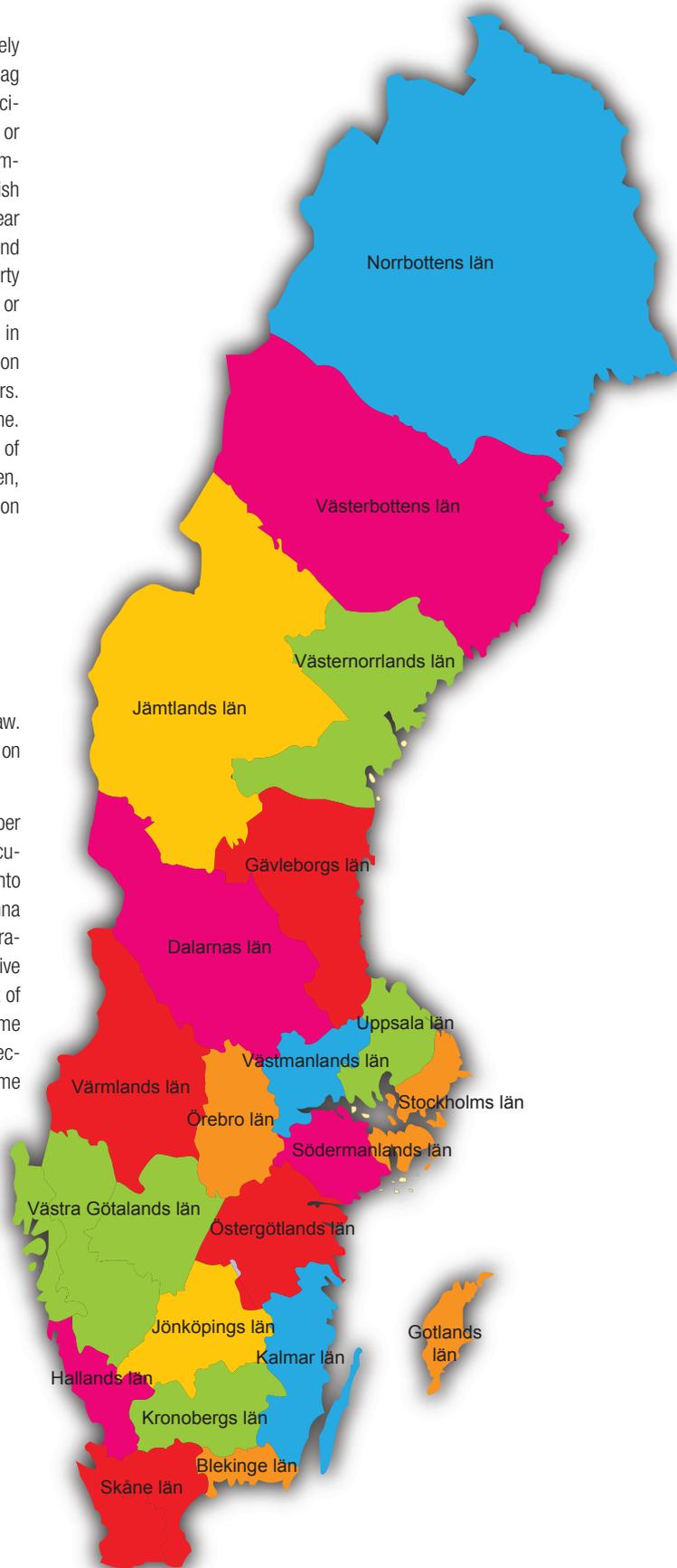
The Legislature

The Instrument of Government gives the Riksdag an entirely central role in the Swedish system of government. The Riksdag has legislative power and the Government implements the decisions of the Riksdag and submits proposals for new laws or amendments to laws. Since 1971, Sweden has had a unicameral (one-chamber) Riksdag. General elections to the Swedish Parliament (the unicameral Riksdag) are held every fourth year on the basis of proportional representation. County council and municipal council elections take place at the same time. A party must receive at least 4% of the votes in the entire country or 12% in a single electoral district to qualify for any seats in the Parliament. The unicameral Riksdag has 349 members. It is in session generally from September through mid-June. Legislation may be initiated by the Cabinet or by members of Parliament. The Riksdag can alter the Constitution of Sweden, which requires a simple but absolute majority and confirmation after the following general elections.

The Judiciary

Swedish law draws on Germanic, Roman, and Anglo-American law. However, it is neither as codified as in France nor as dependent on judicial practice and precedents as in the United States.

The judicial system consists of the Swedish law and a number of government agencies which are responsible to uphold security and the rule of law in Sweden. The courts are divided into two parallel and separate systems; general courts (allmänna domstolar) for criminal and civil cases, and general administrative courts (allmänna förvaltningsdomstolar) for administrative cases. The general courts are headed by the Supreme Court of Sweden and the general administrative courts by the Supreme Administrative Court of Sweden. The top tier court of the respective systems will typically only hear cases that may become precedent.



People to Watch



Fredrik Reinfeldt



Anders Borg



Andreas Carlgren

Prime Minister - Fredrik Reinfeldt

Fredrik Reinfeldt was born on 4 August 1965 in Stockholm. He graduated with a Bachelor of Science in Business Administration Economics from the University of Stockholm in 1990. He has been involved in party politics since the beginning of his professional career and became a member of the Swedish Parliament (Riksdag) the year after his graduation. He has been active in a number of committees including Taxation, Justice, Finance, EU and Foreign Affairs. Mr Reinfeldt held the position of Party Chair of the Moderate Party in 2003 and was elected Prime Minister in 2006.

Minister for Finance - Anders Borg

Anders Borg, born in 1968, is a member of the Moderate party. He studied Political Science, Economic History and Philosophy at Uppsala University, Economics at Stockholm University and finished in 2000 with postgraduate studies in Economics at Stockholm University. Mr Borg held several important positions in politics during the 1990s including Political Adviser at the Prime Minister's Office. He also worked in the private sector, holding positions such as Chief Economist at ABN Amro Bank in Stockholm and Head of the Economic Analysis Department at Skandinaviska Enskilda Banken (SEB).

Minister for the Environment - Andreas Carlgren

Andreas Carlgren was born on 8 July 1958 and is a member of the Centre Party. He was the Chair of the youth section of the Centre Party from 1984-1987 and Deputy Mayor for the Ekerö Municipality following this. He became a member of the Riksdag in 1994 where he was particularly involved in the education committee. During this time, Mr Carlgren was the Deputy Chair of the Centre Party. Before becoming a minister, he worked as Director-General for the Swedish Integration Board.



Beatrice Ask



Carl Bildt



Cecilia Malmström

Minister for Justice - Beatrice Ask

Beatrice Ask was born in Sveg in 1956 and studied International Economics at Uppsala University. She became a member of the Moderate Executive Board 1979, chaired the Moderate Women group from 1997-2001 and was a member of the Swedish Committee Against Anti-Semitism. From 1991-1994 she held the position of Minister for Schools and Adult Education. As a member of the Riksdag, she has been particularly involved in the Committee on Justice, Education, War Delegation and EU Affairs. She has also been City Commissioner for the City of Stockholm.

Minister for Foreign Affairs - Carl Bildt

Born in 1949, Carl Bildt studied at University of Stockholm. He is a member of several important Boards and international organisations such as the UN Secretary-General's Special Envoy for the Balkans and High Representative of the International Community in Bosnia and Herzegovina for reconstruction and the peace implementation process. Between 1986-1999 Mr Bildt was the party leader of the Moderate Party and went on to become Prime Minister of Sweden from 1991-1994.

Minister for EU Affairs - Cecilia Malmström

Cecilia Malmström was born in Stockholm on 15 May 1968 and holds a Ph.D. in Political Science, Department of Political Science from the Göteborg University. She also studied literature at the Sorbonne, Paris. Mrs Malmström became a member of the Swedish Liberal Party Board in 1997 and worked as an MEP where she was particularly involved in the EU-Croatia Joint Parliamentary Committee, European Parliament Subcommittee on Human Rights and the Subcommittee on Security and Defence.



Cristina Husmark Pehrsson



Eskil Erlandsson



Ewa Björling



Gunilla Carlsson

Minister for Social Security - Cristina Husmark Pehrsson

Cristina Husmark Pehrsson was born on 15 April 1947 in Uddevalla and is a member of the Moderate Party. Having worked as a nurse for several years, she became a member of the Riksdag in 1998. From 2002-2006 she was the spokesperson on social policy for the Moderate Party. Mrs Husmark Pehrsson has been a member of several committees including the Executive Committee of the Moderate Party Group in the Riksdag, the War Delegation, the Board of Directors of the National Board of Health and Welfare and the Executive Committee of the Swedish Cancer Society.

Minister for Agriculture - Eskil Erlandsson

Eskil Erlandsson, born in 1957, studied agriculture and is a member of the Centre Party. Throughout his career, he has held several central government assignments linked to environment and agriculture. He was also a member of parliamentary committees in these fields. He became a member of the Riksdag in 1996. Prior to working for the Riksdag, Mr Erlandsson was the Municipal Commissioner of Ljungby, a Union representative and worked as an agricultural and forestry worker.

Minister for Trade - Ewa Björling

Ewa Björling is a member of the Moderate Party and was born in 1961. She holds a university degree in Dental Surgery as well as a PhD in medicine from Karolinska Institutet where she is Associate Professor. Mrs Björling has previously held various positions ranging from Chairman of the Swedish national council for HIV prevention, to board member of the Swedish Social Insurance office. She has also been Chairman of the Swedish delegation EMPA (Euro-Mediterranean Parliamentary Assembly) and Swedish conservative representative in the European People's party in Working group no. 5 "Foreign and Security Policy".

Minister for International Development Cooperation - Gunilla Carlsson

Gunilla Carlsson was born in 1963 and studied accounting and auditing at Linköping University. She began her career as an accountant and in 1994, became a political administrator at the Moderate Party Secretariat of the Riksdag. She was an MEP from 1999-2002 and a leader of the Moderate Party delegation in the European Parliament.



Göran Hägglund



Jan Björklund



Lars Leijonborg



Lena Adelsohn Liljeroth

Minister for Health and Social Affairs – Göran Hägglund

Göran Hägglund was born 27 January 1959 and is a member of the Christian Democrat party. He was Secretary-General of Christian Democratic Youth in the Nordic countries (KDUN) and became Administrative Director of the Swedish Christian Democrat Party Secretariat of the Riksdag in 1985. From 1991-2006, Mr Hägglund was a member of the Riksdag.

Minister for Education – Jan Björklund

Jan Björklund was born on 18 April 1962 in Skene, Västergötland. He completed an officer programme in 1985 and became Second Deputy Chair of the Liberal Youth of Sweden (FPU) for two years. In 1987 he was elected to the National Board of the Liberal Party as representative of the FPU. Before he got elected to the executive of the Liberal Party, he was Stockholm City Commissioner. In 1997, he became Second Deputy Chair of the Liberal Party and four years later he became First Deputy Chair of the Liberal Party. After being minister for schools for one year, in 2007, he was elected as Party Leader of the Liberal Party, and he became Minister for Education.

Minister for Higher Education and Research – Lars Leijonborg

Lars Leijonborg was born on 21 November 1949 in Solna, Stockholm. With a Bachelor of Science in Social Work he started his career as Chair of the Liberal Youth of Sweden in 1971. Subsequently, he was Secretary of the Stockholm County Council Administrative Committee and Secretary of the Office of the Liberal Party Chairman. From 1976-1978 he was Information officer at the Ministry of Education and Science and in 1978, he was Information Officer at the Ministry of Labour and political adviser at the Ministry of Education and Science. He was Secretary-General and Second Vice President of the Liberal Party before he became Party Leader of the Liberal Party in 1997. He held this office for 10 years. In 2006, he became Minister for Education and Research and in 2007 Minister for Higher Education and Research.

Minister for Culture – Lena Adelsohn Liljeroth

Lena Adelsohn Liljeroth was born on 24 November 1955 in Stockholm. She studied Political Science and Sociology at Stockholm University and graduated with a university diploma from Stockholm School of Journalism in 1980. She started her career as Organiser at Swedish Young Conservatives (MUF) in Stockholm County. From 1980-1984 she was a journalist at SAF-tidningen (newspaper of the Swedish Employers' Confederation) and subsequently she worked as a Freelancer for the Federation of Private Enterprises, *Bonnier Tidskrifter*, until 2002. In the meantime, she also worked as a Consultant at Burson-Marsteller in Stockholm. She was a member of Stockholm City Council and of the Riksdag before becoming Minister for Culture in 2006.



Maria Larsson



Mats Odell



Maud Olofsson



Nyamko Sabuni

Minister for Elderly Care and Public Health – Maria Larsson

Maria Larsson was born in 1956. She trained as a primary school teacher at the Växjö Institute of Education. She was a member of the Riksdag from 1998-2006, where she was a member of the Executive Committee of the Swedish Christian Democrat Group, the Committee on Industry and Trade as well as an Alternate Member of the Advisory Council on Foreign Affairs. She was also a member of the National Labour Market Board. In 2003, she became First Deputy Chair of the Swedish Christian Democrats and in 2006, she was appointed Minister for Elderly Care and Public Health.

Minister for Local Government and Financial Markets – Mats Odell

Mats Odell was born in 1947. He studied economics and business at Stockholm University. He started his career as National Chairman of Young Christian Democrats (KDU), where he represented the KDU as a member at the National Board of the Christian Democratic Party and its Executive Committee. Since 1984, he has been a member of the European People's Party. In 1991, he was elected as a member of the Riksdag and he became the Minister for Transport and Communications for three years. Subsequently, he was the Vice Chair of the Standing Committee on Finance and a member of the Committee on European Union Affairs. He became Second Vice President of the Christian Democrats in 2005 and Minister for Local Government and Financial Markets

Minister for Enterprise and Energy, Deputy Prime Minister – Maud Olofsson

Maud Olofsson was born in 1955. She started her career as Ombudsman of the youth organisation of the Centre Party and, later, of the Centre Party. From 1992-1994, she was a Special Adviser to Minister Börje Hörlund at the Department of Labour. She was the coordinator for rural issues at the County Administrative Board in the Västerbotten region and subsequently EU coordinator at the County Administrative Board in the Västerbotten region. From 1997-2001, she was Managing Director for the Rural Economy and Agricultural Societies (Hushållningssällskapet) in the Västerbotten region. Since 2001, she has been Party leader of the Centre Party and since 2002 a Member of the Parliament. In 2006, she was appointed Minister for Enterprise and Energy.

Minister for Integration and Gender Equality – Nyamko Sabuni

Nyamko Sabuni was born in 1969 in Bujumbura, Burundi. She studied Media Communication at Berghs School of Communication, Migration Policy at Mälardalens högskola as well as Law at the University of Uppsala. In 1998, she became a member of the Board of the Liberal Party. In addition, she worked as Project Advisor at Folksam's Social Council, as Project Leader at the Afro-Swedes' National Association and as a Communication Advisor at the consultancy Geelmuyden, Kiese. From 2002-2006, she was a Member of Parliament for the Liberal Party, joined the Committee for Trade and Industry and was named Minister of Integration and Gender Equality in 2006.



Sten Tolgfors



Sven Otto Littorin



Tobias Billström



Åsa Torstensson

Minister for Defence - Sten Tolgfors

Sten Tolgfors was born on 17 July 1966 in Forshaga, Värmland. He completed a Social Science Programme and a Bachelor in Political Science at Örebro University. He started his career as an adviser on international information and understanding at the Swedish Red Cross Society in 1988 and became a member of the National Board of the Moderate Party Youth Organisation in 1990. He was a member of Örebro City Assembly from 1991-1994 and simultaneously Special Advisor for the Ministries of Defence and of Industry and Commerce. Working at the Riksdag in 1994, he was a member of the EU 96 Committee and the Committees on Industry and Trade, Education, Foreign Affairs and Social insurance and became Minister for Defence in 2006.

Minister for Employment – Sven Otto Littorin

Sven Otto Littorin was born in 1966. He studied Business Administration at Lund University with a Major in Macro Economics and became a Political Adviser and Chief of Staff with the Minister for Fiscal Affairs Bo Lundgren in 1991, he subsequently worked as Project Leader at the Swedish communication consultancy Kreab and also served as Senior Vice President of the Kreab/Strategy XXI New York office from 1995-1997. In 1997, he founded the venture catalyst company Momentor AB as a Senior Partner. In 2003, he became Secretary-General of the Moderate Party and was appointed Minister for Employment in 2006.

Minister for Migration and Asylum Policy – Tobias Billström

Tobias Billström was born in 1973 in Malmö. He holds a BA in History, Political Science, Modern International History, and Eastern and Central European Studies as well as an MA in History from Lund University, and a Master of Philosophy in Historical Studies from the University of Cambridge. From 1993-1998 he was a member of the Regional Executive of the Moderate Youth in Malmöhus County and subsequently became Vice Chair of the Malmö Education Committee and a member of the Malmö Municipal Council until 2002. Mr Billström joined the Riksdag and of its Committee on Social Insurance in 2002 and was part of the Swedish Migration Board in 2005. In 2006, he was appointed Minister for Migration and Asylum Policy.

Minister for Communications – Åsa Torstensson

Born in 1958, Åsa Torstensson is a Graduate from the School of Social Sciences at Östersund College. She started her career as a Hospital Counselor from 1982-1987. In 1985, she joined the Strömstad Municipal Council and became Chairman of the Centre Party's Municipal Division of Strömstad in 1988. In the following years she was, among numerous positions, member of the Board of Higher Education in Trollhättan-Uddevalle from 1989-2001 and Chairman of the Economic Institute of Food Industry from 1999-2005. In 1998, she became a member of the Parliament, in 2004 Party Group Leader of the Centre Party and she was appointed Minister for Communications in 2006.

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Parliament	www.riksdagen.se
Supreme Court	www.domstol.se/default____4185.aspx
The Prime Minister's Office	www.sweden.gov.se/sb/d/7499
Permanent Representation of Sweden to the European Union	www.regeringen.se/sb/d/1478
The Swedish Royal Court	www.royalcourt.se
Parliamentary Ombudsman	www.jo.se
Equality Ombudsman	www.do.se
Press Ombudsman	www.po.se

MAIN POLITICAL PARTIES

Moderaterna	www.moderat.se
Kristdemokraterna	www.kristdemokraterna.se
Folkpartiet	www.folkpartiet.se
Centerpartiet	www.centerpartiet.se
Socialdemokraterna	www.socialdemokraterna.se
Vänsterpartiet	www.vansterpartiet.se
Miljöpartiet	www.mp.se

INDUSTRY AND COMMERCE

Swedish Trade Council	www.swedishtrade.se
Invest in Sweden	www.isa.se
Sweden Abroad	www.swedenabroad.com
Riksbanken	www.riksbank.se

CULTURE/OTHERS

Official website to Sweden	www.sweden.se
Royal Swedish Opera	www.operan.se
Royal Swedish Ballet	www.operan.se
Nationalmuseum	www.nationalmuseum.se
The Swedish Institute	www.si.se
Swedish Tourist Association	www.svenskatouristforeningen.se

Key Dates



July	
2	Coreper II
3	Coreper I / PSC
6	Informal EPSCO [Jönköping] / Eurogroup
7	ECOFIN Informal EPSCO [Jönköping] / PSC
8	Informal EPSCO [Jönköping] Coreper I / Coreper II
9	Informal EPSCO [Jönköping]
10	ECOFIN Budget / PSC
13	EP Plenary [Strasbourg] Agriculture & Fisheries Council
14	EP Plenary [Strasbourg] Agriculture & Fisheries Council
15	EP Plenary [Strasbourg] Informal JHA [Stockholm] Coreper I / Coreper II
16	EP Plenary [Strasbourg] Informal JHA [Stockholm]
17	Informal JHA [Stockholm] / PSC
20	(poss.) PSC
22	Coreper I / PSC
23	Informal meeting of Energy Ministers [Åre] Coreper II
24	Informal meeting of Energy Ministers [Åre] Informal Environment Council [Åre]
25	Informal Environment Council [Åre]
27	GAERC
28	GAERCPSC
31	(poss.) PSC

August	
There are no currently no events scheduled	

September	
1	PSC
2	Coreper I / Coreper II
3	(poss.) PSC
4	Gymnich [Stockholm]
5	Gymnich [Stockholm]
8	PSC
9	Coreper I / PSC
10	Coreper II
13	Informal Agriculture & Fisheries [Växjö]
14	EP Plenary [Strasbourg] Informal Agriculture & Fisheries [Växjö] GAERC
15	EP Plenary [Strasbourg] Informal Agriculture & Fisheries [Växjö] GAERC / PSC
16	EP Plenary [Strasbourg] Coreper I / Coreper II
17	EP Plenary [Strasbourg]
18	PSC
21	JHA Council
22	JHA Council / PSC
23	Coreper I / Coreper II
24	Competitiveness Council
25	Competitiveness Council Informal ECOFIN [Göteborg] / PSC
26	Informal ECOFIN [Göteborg]
28	(poss.) Agriculture & Fisheries Council Informal Ministers of Defence [Göteborg]
29	(poss.) Agriculture & Fisheries Council Informal Ministers of Defence [Göteborg] PSC



October	
1	(poss.) EPSCO Council [Luxembourg] Informal Education [Göteborg] Informal Education [Göteborg] Coreper I / PSC
6	PSC
7	EP Mini Plenary [Brussels] Coreper I / Coreper II
8	EP Mini Plenary [Brussels] TTE Council [Luxembourg]
9	TTE Council [Luxembourg] / PSC
13	PSC
14	Informal Competitiveness Council [Umeå] Coreper I / Coreper II
15	Informal Competitiveness Council [Umeå]
16	Informal Competitiveness Council [Umeå] Coreper I / PSC
19	EP Plenary [Strasbourg] Agriculture & Fisheries Council [Luxembourg] Eurogroup [Luxembourg] / PSC
20	EP Plenary [Strasbourg] ECOFIN Council [Luxembourg] Agriculture & Fisheries Council [Luxembourg]
21	EP Plenary [Strasbourg] Coreper I (poss.) / Coreper II / PSC
22	EP Plenary [Strasbourg] / Coreper II
23	JHA Council [Luxembourg] Environment Council [Luxembourg]
26	GAERC [Luxembourg]
27	GAERC [Luxembourg]
28	Coreper I
29	European Council [Brussels]
30	European Council [Brussels]

November	
3	PSC
4	Coreper I / Coreper II
6	PSC
9	Eurogroup
10	ECOFIN Council / PSC
11	EP Mini Plenary [Brussels] Coreper I (poss.) / Coreper II / PSC
12	EP Mini Plenary [Brussels] / Coreper II
13	Coreper I
16	GAERC (including Defence and Development Ministers)
17	GAERC (including Defence and Development Ministers) / PSC
18	Informal e-government [Malmö] Coreper I / Coreper II
19	Informal e-government [Malmö] Agriculture & Fisheries Council ECOFIN Budget
20	Informal e-government [Malmö] Agriculture & Fisheries Council / PSC
23	EP Plenary [Strasbourg]
24	EP Plenary [Strasbourg] / PSC
25	EP Plenary [Strasbourg] Coreper I / Coreper II
26	EP Plenary [Strasbourg] Education, Youth & Culture Council
27	Education, Youth & Culture Council / PSC
30	JHA Council / EPSCO Council

December	
1	JHA Council / EPSCO Council Eurogroup PSC
2	ECOFIN Council / Coreper I / PSC
3	Competitiveness Council / Coreper II
4	Competitiveness Council
7	GAERC / TTE Council (Energy)
8	GAERC(poss.) / Coreper I (poss.) / PSC
9	Coreper I
10	European Council [Brussels]
11	European Council [Brussels]
14	EP Plenary [Strasbourg] Agriculture & Fisheries Council
15	EP Plenary [Strasbourg] Agriculture & Fisheries Council / PSC
16	EP Plenary [Strasbourg] Coreper I / Coreper II
17	TTE Council (Transports, Telecom) EP Plenary [Strasbourg]
18	TTE Council (Transports, Telecom) / PSC
21	Coreper I
22	Environment Council

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Weber Shandwick Brussels is a leading full-service public relations and public affairs consultancy, and a key office in the Weber Shandwick network. The geographical and political nature of this city, situated at Europe's heart, enables us to support our clients in reaching out to EU institutions, communicating with pan-European stakeholders and supporting Benelux clients.

Weber Shandwick in Brussels brings together experienced, energetic consultants from more than 20 countries, a unique diversity in professional capabilities and cultural understanding which sets us apart. Our specialist services include advocacy and public affairs, media relations and analysis, consumer marketing, reputation management and internal communications, as well as digital and inline communications.

As the European hub for Weber Shandwick's public affairs, we counsel clients on effective positioning in political debates, as well as communicating messages and policy proposals to the increasingly complex web of decision-makers and stakeholders. Our specialists bring together an unrivalled combination of strategic advice and issue-specific knowledge with a proven track record in developing effective, no-nonsense campaigns that get results.

Brussels is also a natural command centre for multinationals needing strategic communication and public relations support across Europe. We provide the widest scope of planning, campaign coordination and multi-country implementation in EU markets, bringing support, where required, from across Weber Shandwick's network of 125 offices in 77 countries.

Understanding that companies can no longer rely solely on traditional communications tools to persuade their target audiences, our experts know what it takes to cope with the challenges of new consumer demands and a fragmented media environment. Whether you want to engage the Benelux market or outreach to Europe, our experts have a wealth of fresh ideas and experience in using a mix of the latest communications tools and tactics to deliver your message to the right audience, in the right place, at the right time.

Weber Shandwick Brussels received two Sabre Awards for advocacy campaigns for work it carried out for Yara and the Save Darfur coalition in 2007. At the 2008 European SABRE Awards Weber Shandwick Brussels won the Platinum European Sabre for the best PR programme of the year and won the Award for the best Benelux PR campaign. Furthermore, Weber Shandwick was nominated by the Holmes Report as Global Agency of the Year 2008.

www.webershandwick.eu

About Weber Shandwick Sweden

Weber Shandwick is one of Sweden's fastest growing agencies in the PR market. Our offerings include strategic advice, concept development and channel independent creative communication. Our 16 consultants have diverse backgrounds and experience with broad knowledge of the new media landscape. We work with services in marketing, PR, media relations, corporate communication, profiling, digital PR, crisis communications and internal communication. Together with marketing and PR, our public affairs department offers an integrated approach to influencing decision makers through public opinion as well as through direct contact. Our public affairs team also offers in-depth analysis of and strategic advice for operating in the Swedish political context.

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