

EP Parliament

A fresh perspective on the EU

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About us

Our history

The Parliament has been covering politics, policy and people from the heart of Brussels since 1995.

Recognised as a trusted source of critical information for influential policy making across the EU, *The Parliament* magazine is powered by expert commentary from people at the heart of the EU decision making process.

The Parliament content is essential for anyone who wants to understand, and take part in, the crucial conversations driving policy in Brussels.

Our mission

To provide MEPs, institutions and anyone engaged in EU politics with the information they need to understand and influence EU policy.

We gather expertise from all member states to publish actionable, thoughtprovoking, and entertaining content.

By providing a platform for impartial and insightful journalism, we strive to create a deeper understanding and engagement with policy-making across the union.



Our audience

82%

believe we are a **trusted source of information**

69%

agree we provide them with **critical information**

72%

agree it **helps them with their work**

Over half

have shared our content with **a friend or colleague**

What MEPs say



“The Parliament allows us as MEPs to see work across the political landscape and to hear the voices of colleagues. It creates amazing conversations.”

**Maria Walsh MEP
(EPP, Ireland)**



“These awards are very important to us. To be able to communicate what we are doing in the European Parliament, to translate very technical jargon, very technical work, into a message that people can understand.”

**Alex Saliba MEP
(S&D, Malta)**



“[...] Your insights and expertise were both inspiring and thought-provoking. I thoroughly enjoyed our conversation and came away with valuable new perspectives.”

**András Kulja MEP
(EPP, Hungary)**



“The Parliament offers unique editorial content to navigate effectively through the labyrinth of EU decision making processes.”

**MEP David McAllister
(EPP, Germany)**

They wrote for us



Henna Virkkunen

Executive Vice-President of the European Commission for Tech Sovereignty, Security and Democracy*

Kaja Kallas

High Representative for Foreign Affairs and Security Policy and Vice-President of the European Commission*

Christophe Hansen

European Commissioner for Agriculture and Food*

Dan Jørgensen

European Commissioner for Energy and Housing

Manfred Weber MEP

(EPP, Germany), Chair of the EPP Group

Iratxe García Pérez MEP

(S&D, Spain), President of the S&D Group

Bas Eickhout MEP

(Greens/ EFA, Netherlands), Co-President of the Greens/EFA Group

Marie-Agnes Strack-Zimmermann MEP

(RE, Germany), Chair of the SEDE Committee

Quaestor Marc Angel MEP

(S&D, Luxembourg)

David McAllister MEP

(EPP, Germany)

Aura Salla MEP

(EPP, Finland)

Borys Budka MEP

(EPP, Poland) - Chair of ITRE Committee

Antonio Decaro MEP

(S&D, Italy) - Chair of ENVI Committee

Latest interviews

Stéphane Séjourné

Executive Vice-President of the European Commission for Prosperity and Industrial Strategy

Dubravka Šuica

European Commissioner for Mediterranean

Andrius Kubilius

European Commissioner for Defence and Space

Apostolos Tzitzikostas

European Commissioner for Sustainable Transport and Tourism

Outreach

Print

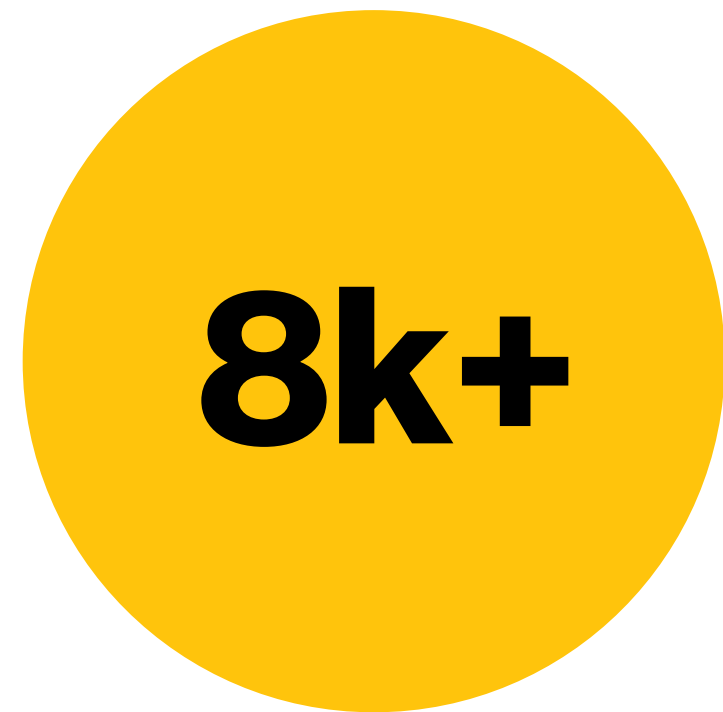
3000+ readers every month – reaching those who directly impact policy & regulatory decisions

- All 720 MEPs
- 500+ staff at the European Parliament – Head of Unit level and above
- 500+ staff at the European Commission – Director level and above
- Permanent Representations and attachées
- 300+ European Committee of the Regions staff
- 300+ European Economic and Social Committee staff
- 40+ EU agencies and bodies
- Industry and trade associations
- NGOs, think tanks and public affairs consultancies
- Political press

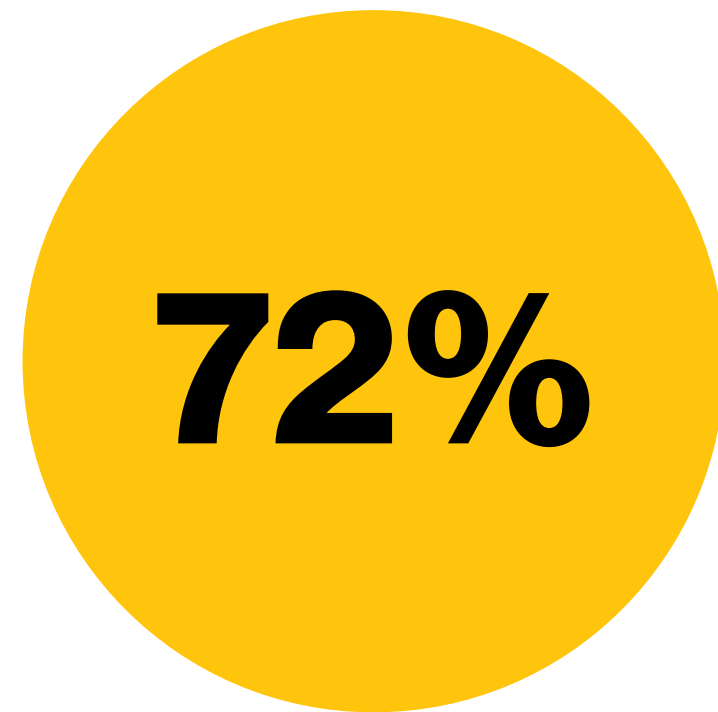
Also distributed in hotels, cafes, restaurants and office spaces in the Brussels EU area



Weekly newsletter



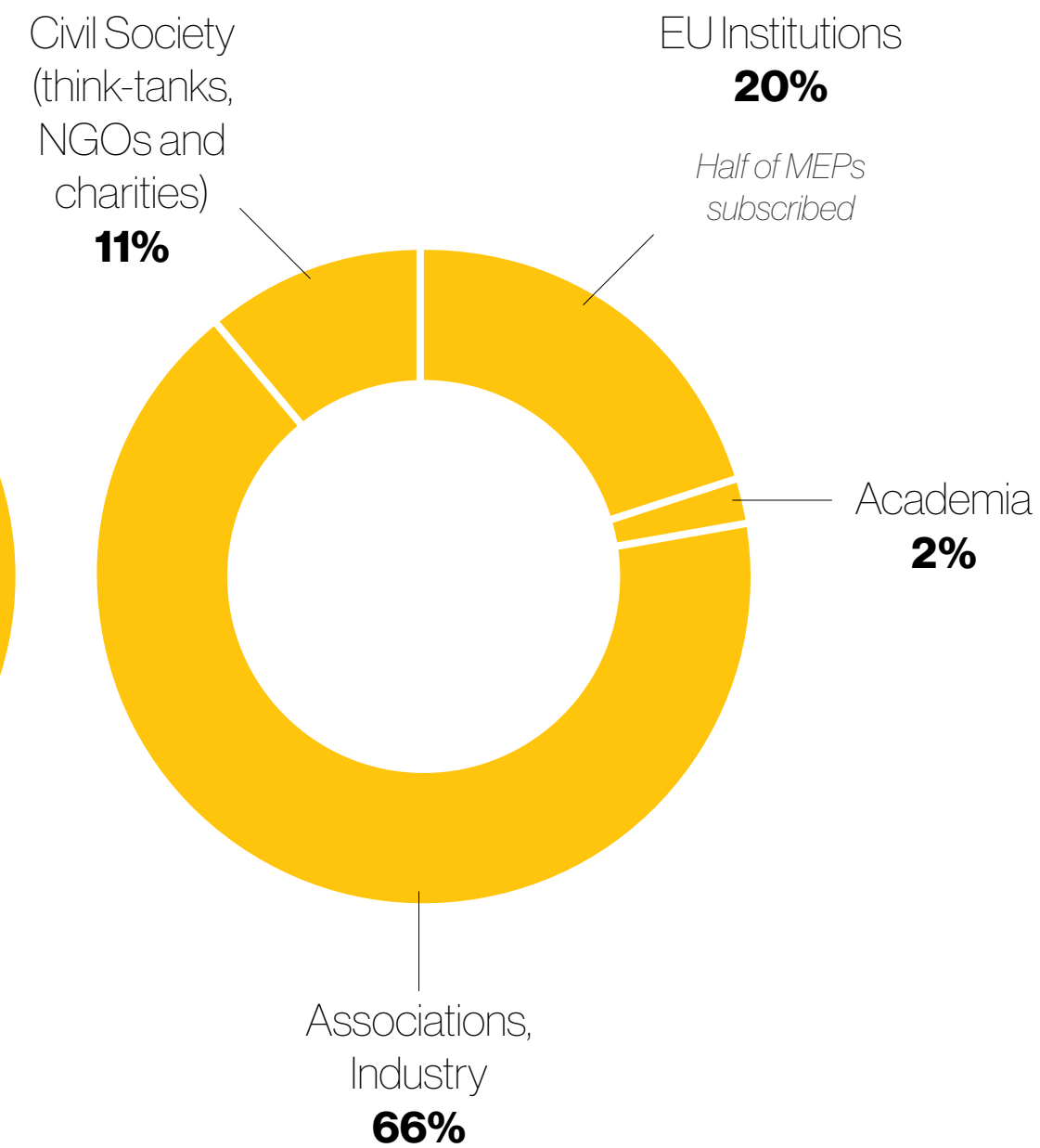
subscribers



agree it helps them with their work *



click on a link for full content *



Digital



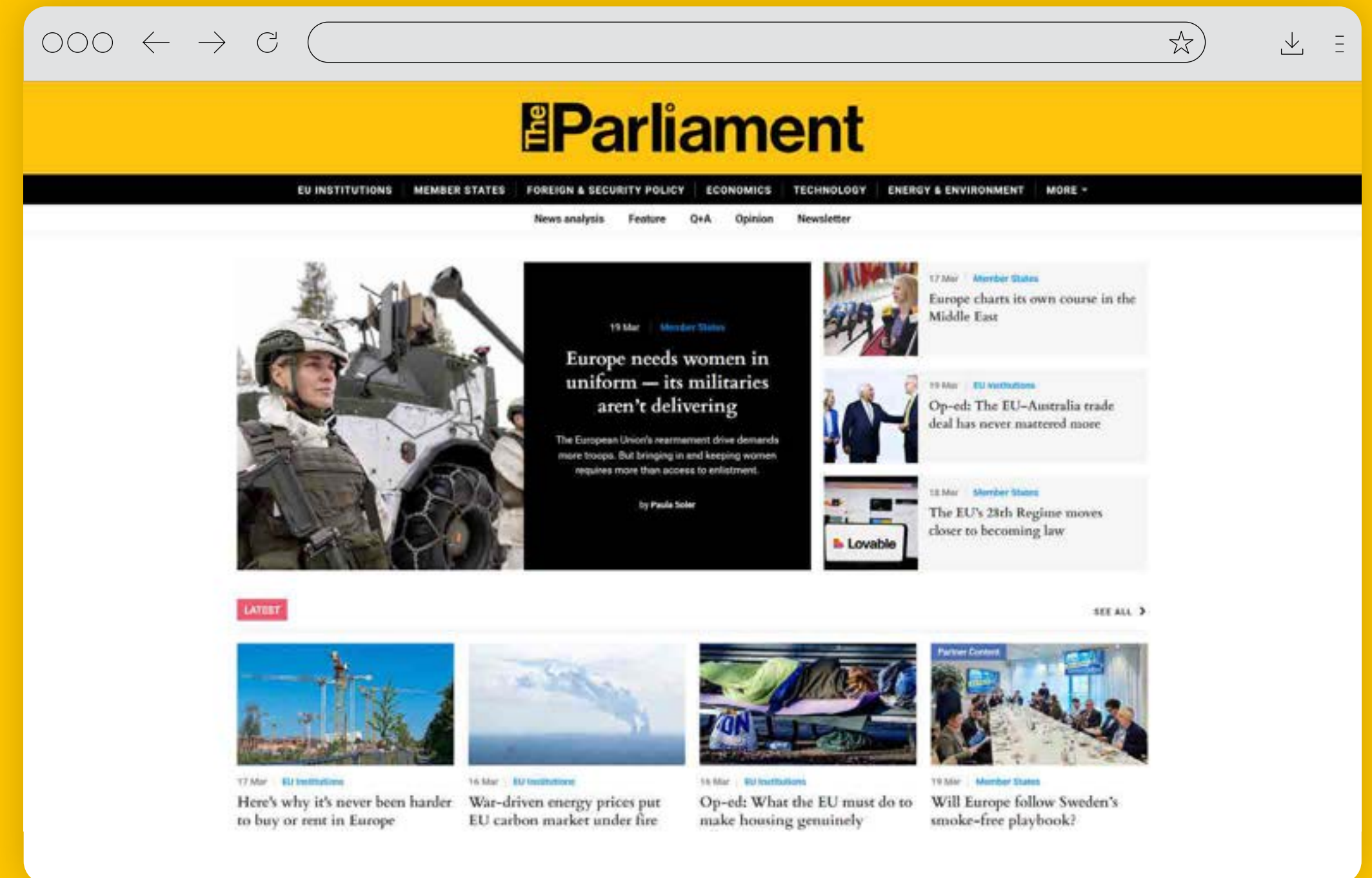
monthly unique users



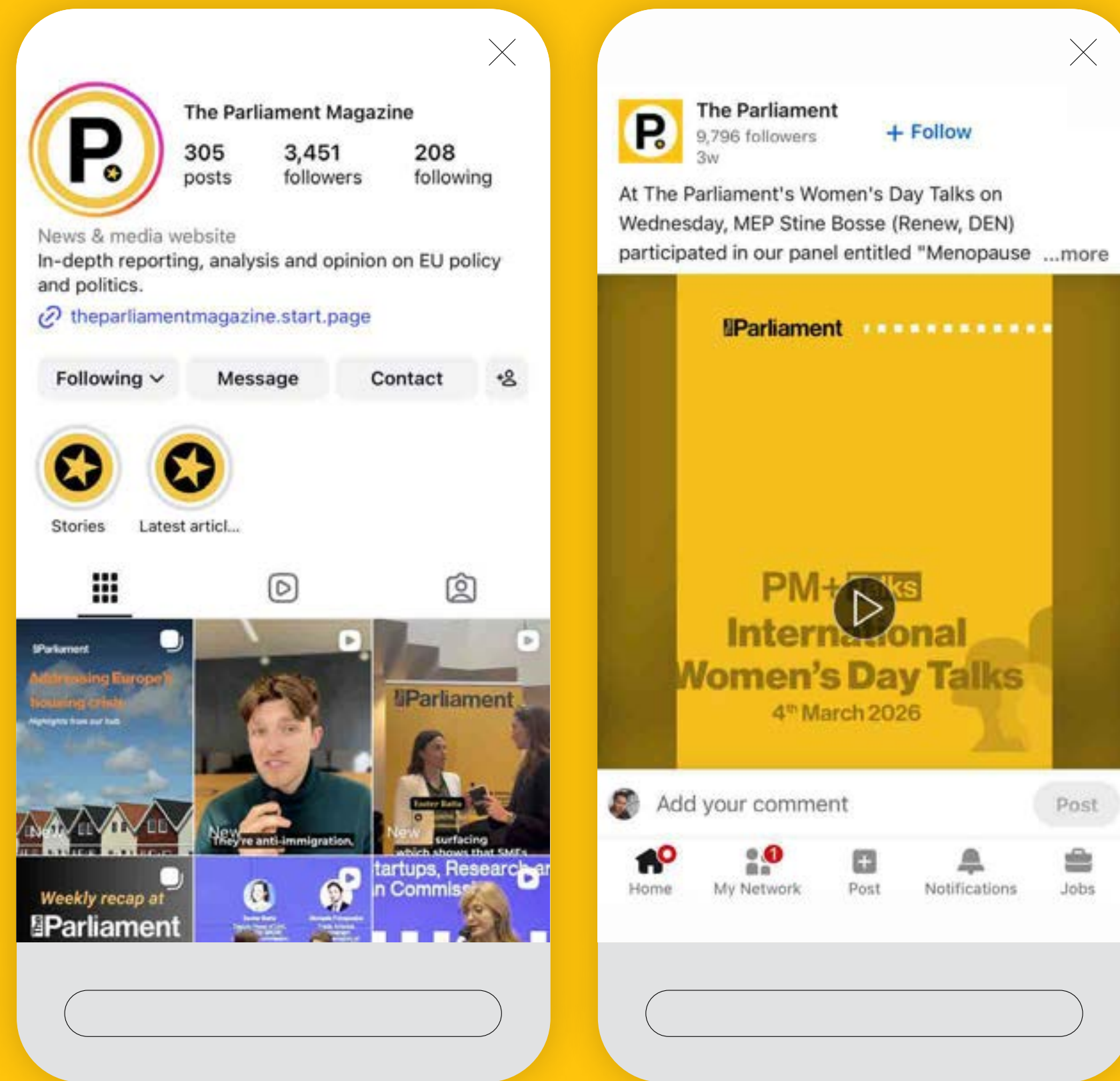
average page views per month



average reading time per article



Social media



They follow us

Roberta Metsola (EPP, Malta),
President of the European Parliament

Raphael Glucksmann MEP
(S&D, France)

Lina Gálvez Muñoz MEP (S&D, Spain),
Chair of FEMM committee

Manfred Weber MEP (EPP, Germany),
Chair of the EPP

Damian Boeselager MEP
(Greens/EFA, Germany)

Daniel Freund MEP
(Greens/EFA, Germany)

Axel Voss MEP (EPP, Germany)

Mohammed Chahim MEP
(S&D, Netherlands)

Lidia Pereira MEP (EPP, Portugal)

Leila Chaibi MEP (GUE/NGL, France)

Marc Angel MEP (S&D, Luxembourg)

Eva Maydell MEP (EPP, Bulgaria)

Valerie Hayer MEP (RE, France),
Chair of Renew Europe

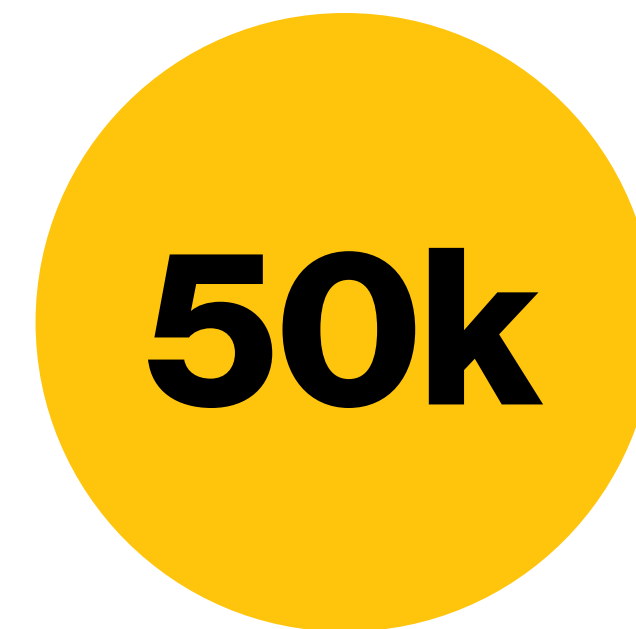
Dubravka Šuica European
Commissioner for Mediterranean

David McAllister MEP (EPP,
Germany)

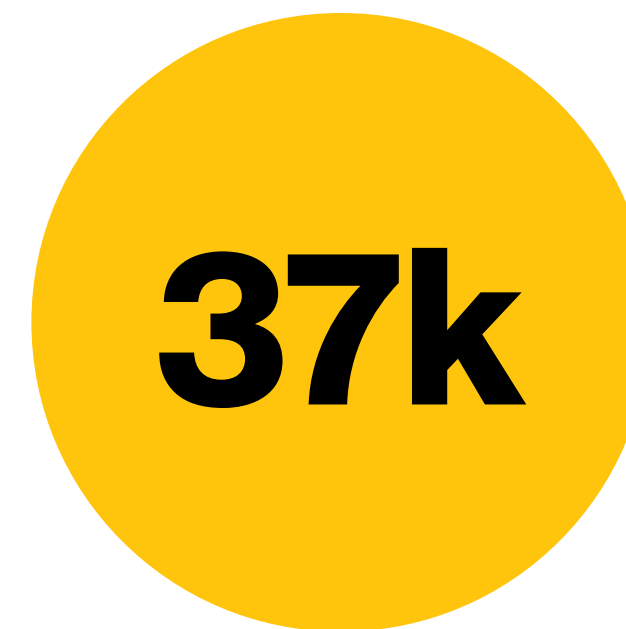
Vytienis Andriukaitis MEP
(S&D, Lithuania), former European
Health Commissioner

Henna Virkkunen Executive Vice-
President of the European Commission
for Tech Sovereignty, Security and
Democracy

Iratxe García Pérez MEP
(S&D, Spain), Chair of S&D



Total social
media reach



Half of current
MEPs follow us on X



LinkedIn



Instagram

We help you reach your goals



Branding & visibility

Share your brand's story with our audience of leading policymakers and industries driving change in Europe

Trust building

A trusted source of critical information for influential policymakers across the EU, our magazine's editorially led initiatives help you build trust among our audience

Reputation management

With three decades of experience in Brussels, we know how to handle strategic and crisis communications, conveying your messages through the right platforms, to the right people, at the right time

Legislation targeting

Building on our expert journalism, we help you lead the crucial conversations driving policy in Brussels

Networking

Meet and mingle with leading European decisionmakers

Thought leadership

Show the world that your company is one step ahead by placing your brand at the forefront of an industry issue

What we do



Events



Print



Digital

They partner with us



Events

Discuss with high level policymakers

We organise more than 50 political and policy events every year in Brussels, Strasbourg and Member States, attracting thousands of senior elected officials and policymakers.

Past speakers include



Christophe Gomart MEP
EPP, France



Brando Benifei MEP
S&D, Italy



Radan Kanev MEP
EPP, Bulgaria



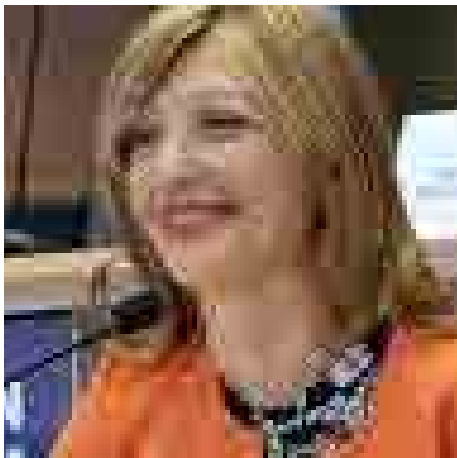
Eva Maydell MEP
EPP, Bulgaria



Andreas Schwab MEP
EPP, Germany



Stéphanie Yon-Courtin MEP
Renew, France



Ekaterina Zaharaieva
European Commissioner for
Startups, Research and Innovation



Dubravka Šuica
European Commissioner
for Mediterranean



Cynthia Ní Mhurchú MEP
Renew, Ireland



Glenn Micallef
European Commissioner for
Intergenerational Fairness,
Youth, Culture and Sport

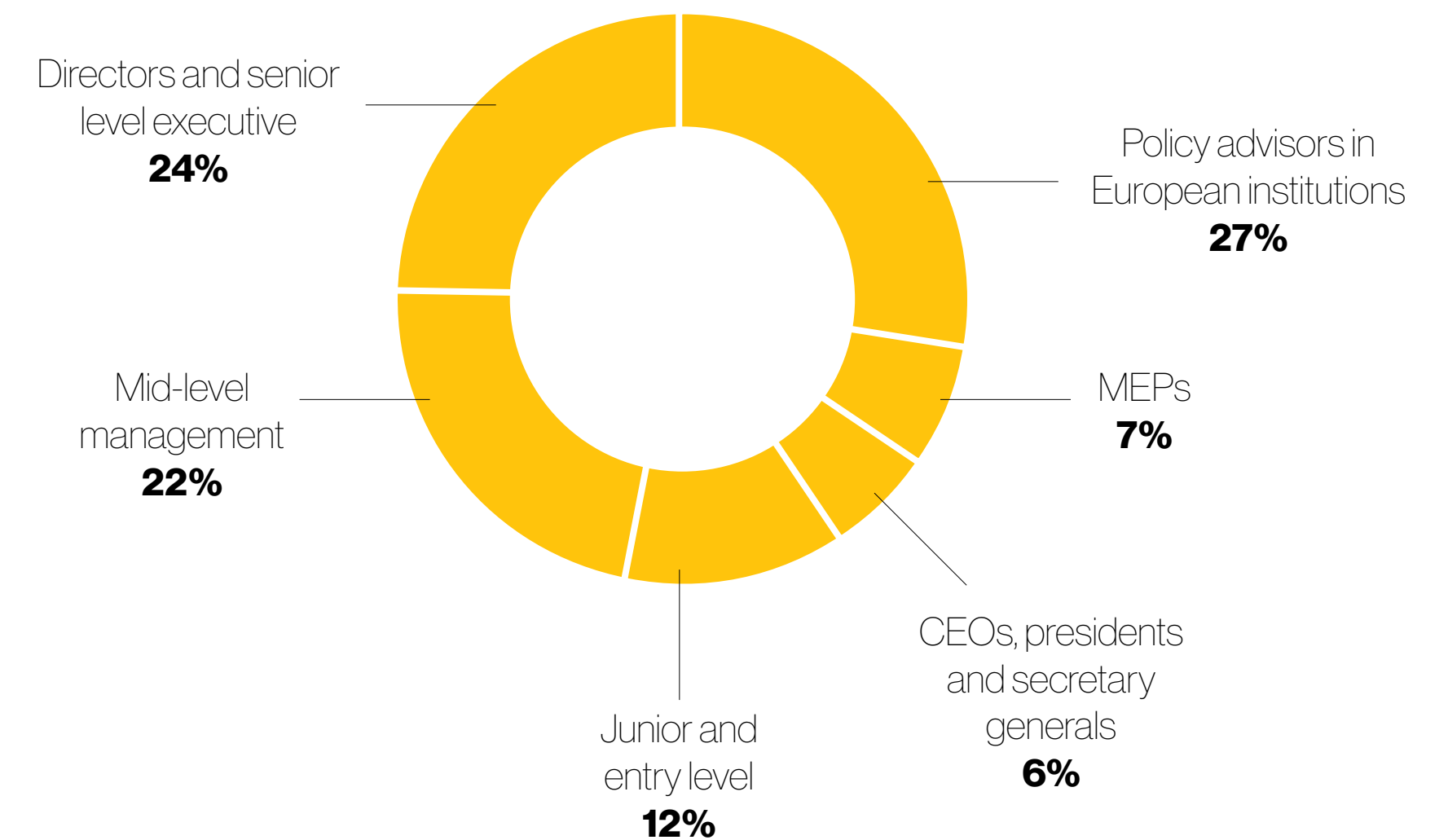
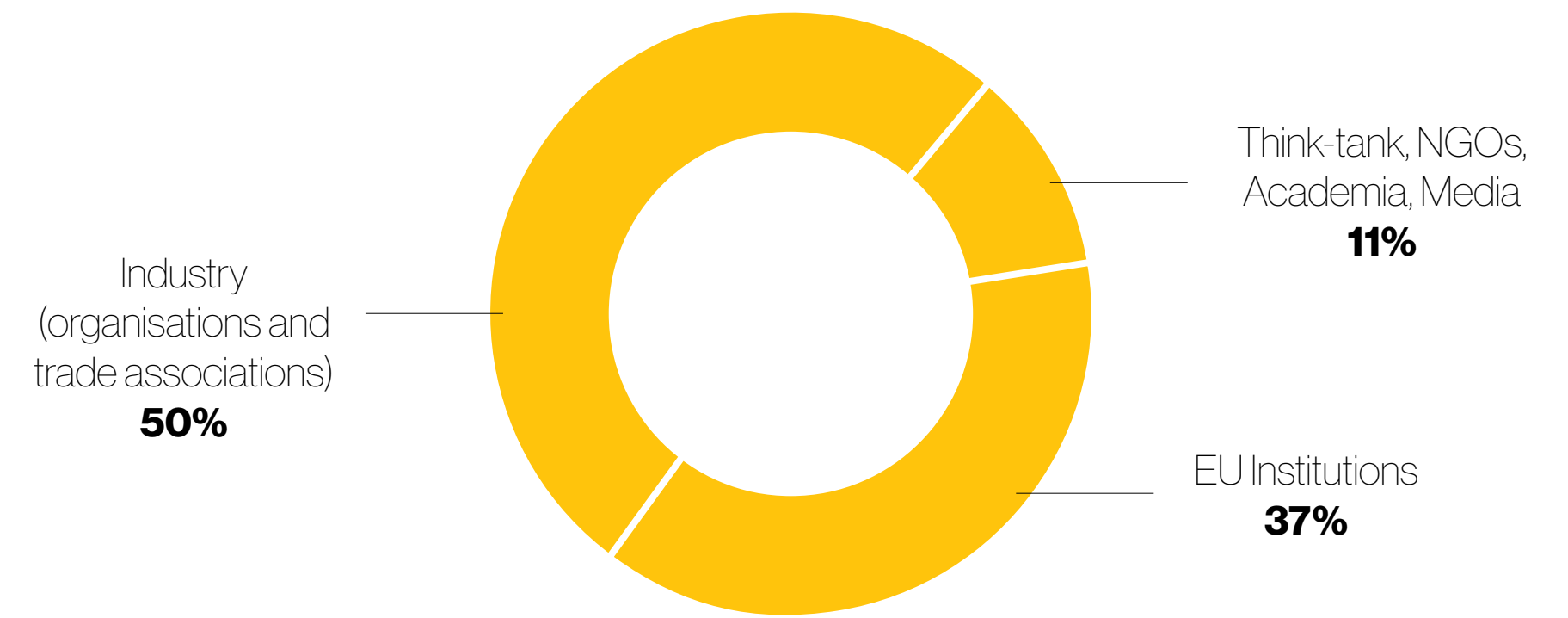


Axel Voss MEP
EPP, Germany



Annalisa Corrado MEP
S&D, Italy

Engage with senior attendees in person



Flagship

What

Half-day sessions, with multiple formats depending on client requirements, focussing on the most pressing themes facing the EU. Live-streaming also an option to reach wider audiences.

Why

Deliver your messages, position your organisation as thought leaders and gain brand visibility with key policy makers in the heart of the EU debate.

Where

European Parliament or nearby hotel.

What's included*

- A dedicated Project Manager to oversee planning and delivery
- Securing an MEP host and a venue in the European Parliament
- Targeted speaker invitations to EU policymakers and stakeholders
- Marketing the event via direct email, website and newsletter
- Provision of AV equipment, food and beverages
- Opportunity to distribute materials and marketing collaterals
- A 2-page post-event article in print and online, together with social media promotion
- Post-event stats report showing ROI

Tailored pricing upon request



Policy events

A powerful platform for informing policy development that addresses the critical issues facing the EU political landscape. These diverse event formats are designed to facilitate meaningful exchanges, explore complex issues, and generate innovative solutions. By convening decision-makers, experts, and stakeholders, our events drive forward the European political agenda, and foster collaboration and understanding among key players in the EU policy sphere.

Policy Spotlight

A one-hour panel discussion in the EU Parliament, exploring a specific angle on a key policy theme, followed by an exclusive networking session.

Round-table

A closed-door round-table event bringing together est 20 industry leaders, key policy makers and specialists to delve into important themes facing the EU.

Networking Reception

Up to 100 influential guests from across the EU bubble, including MEPs, key policy makers and stakeholders driving the important debates.



What's included*

- A dedicated Project Manager to oversee planning and delivery
- Securing an MEP host and a venue in the European Parliament
- Targeted speaker invitations to EU policymakers and stakeholders
- Marketing the event via direct email, website and newsletter
- Provision of AV equipment, food and beverages
- Opportunity to distribute materials and marketing collaterals
- A 2-page post-event article in print and online, together with social media promotion
- Post-event stats report showing ROI

Polycymakers breakfast

What

A breakfast roundtable, max 30 attendees including MEPs, policy advisors and key stakeholders for an informal discussion on a policy theme.

Why

This setting offers the opportunity for in-depth discussions, relationship building and high-level engagement over current legislative files.

Where

European Parliament or nearby hotel.

What's included*

- A dedicated Project Manager to oversee planning and delivery
- Securing an MEP host and a venue in the European Parliament
- Targeted speaker invitations to EU policymakers and stakeholders
- Provision of AV equipment, food and beverages
- Opportunity to distribute materials and marketing collaterals
- A 2-page post-event article in print and online, together with social media promotion
- Post-event stats report showing ROI

Investment from €24,900



Policymakers lunch or dinner

What

A policymakers lunch or dinner bringing together 30 attendees including MEPs, key policy advisors and sector stakeholders for an informal discussion on a specific policy area for the EU.

Why

An exclusive opportunity for your organisation to have in-depth discussions on current legislative files and build trust and engagement with this important audience.

Where

European Parliament or nearby hotel.

What's included*

- A dedicated Project Manager to oversee planning and delivery
- Securing an MEP host and a venue in the European Parliament
- Targeted speaker invitations to EU policymakers and stakeholders
- Provision of AV equipment
- Networking drinks with canapes, followed by threecourse meal
- Opportunity to distribute materials and marketing collaterals
- A 2-page post-event article in print and online, together with social media promotion
- Post-event stats report showing ROI

Investment

- From €25,900 in Brussels
- From €26,900 in Strasbourg



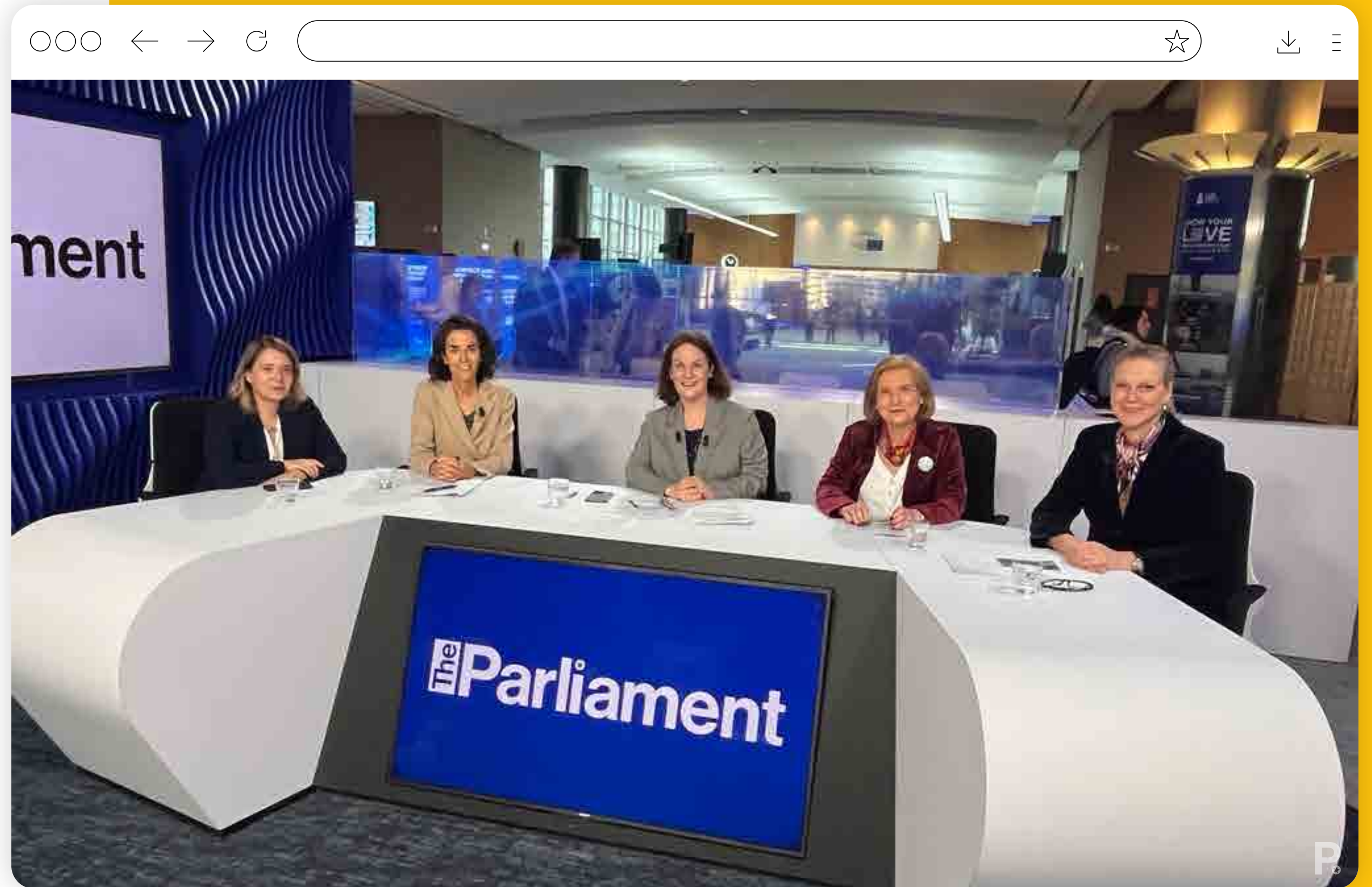
VoxBox briefing

What

A 1-hour panel with up to 6 speakers, recorded in the European Parliament's VoxBox studios offering a professional space for high-quality media productions on EU policy, and options for remote guests and live streaming.

Why

A unique opportunity to produce timely, high-impact content from within the heart of the EU, with direct access to MEPs and a professional studio setup. Perfect for amplifying your reach and credibility on European policy issues.



What's included*

- A dedicated Campaign Manager to oversee planning and delivery
- Speakers' invitations and management
- Management and sourcing of AV equipment
- Full recording of the panel, with support for live streaming if required
- Hosting video recording on theparliamentmagazine.eu and on *The Parliament* Youtube channel
- A 2-page feature article in print and online
- Promotion via *The Parliament* social media channels
- Stats report to show ROI (looking at your requested metrics)

Investment from €17,000
Additional €5,000 if livestreamed

[Click here to view](#)

Video MEP briefing

What

A video interview between your organisation and a leading MEP, moderated by *The Parliament's* team, focusing on a shared policy topic.

Why

This format allows your organisation to align with EU decision-makers on high-priority regulatory topics, demonstrate leadership on key issues, and gain visibility within a trusted institutional setting.

What's included*

- A dedicated Campaign Manager to oversee planning and delivery
- Full production, story-boarding and editing
- One 3-4 minute full video interview
- Production and editing of 3x 30-60 seconds Social media video clips
- Hosting video interview on theparliamentmagazine.eu and on *The Parliament* Youtube channel
- A 2-page MEP feature or feature article in print and online
- Promotion via *The Parliament* social media channels
- Stats report to show ROI (looking at your requested metrics)

Investment from €15,000



[Click here to view](#)

Media partner: The Bump policy experience space

What

A media partnership between *The Parliament* and *The Bump Policy Experience Space*, combining EU policy media with a purpose-built venue for live policy engagement in Brussels.

Why

To offer organisations a premium platform to engage policy audiences through trusted media and an immersive space in the heart of the EU district.

What's included*

- Tailored media and engagement solutions
- High-quality content creation and amplification
- Editorial and social media support
- Flexible options to suit your organisation's objectives

Get in touch to learn more



White label events

What

A white-label event allows your organisation to host professional events fully customised with your branding. Whether it's a conference, roundtable, or workshop, white label events let your organisation personalise every detail – from logos and colours to features – ensuring a cohesive brand experience.

Why

A while label event takes all the pressure away from your organisation, leaving all key steps in the hands of experienced professionals – leaving you maximum flexibility on design and content.



What's included*

- A dedicated Project Manager to oversee planning and delivery
- Speakers' invitations and management
- Marketing the event via direct email
- Securing a venue, AV equipment, food and beverages
- A 2-page post-event article in print and online, together with social media promotion
- Post-event stats report showing ROI

Tailored pricing upon request

PM+ Talks

What

Exclusive Insights into European and International Politics. PM+ Talks is our premium event series exclusively for members, featuring prominent figures from European and international politics.

Why

Guided by *The Parliament's* editorial team, PM+ Talks ensure discussions offer members a deeper understanding of complex policymaking processes and present policy from a different viewpoint.

What's included*

- A dedicated Project Manager to oversee planning and delivery
- Delivery of welcoming remarks
- Marketing the event via direct email, website and newsletter
- Securing a venue, AV equipment, food and beverages
- Opportunity to distribute materials and marketing collaterals
- Editorially led 2-page article in print & online with expert quotes, partner acknowledgement and social media promotion
- Post-event stats report showing ROI

Investment from €14,900



The Parliament summits and forums

What

An exclusive platform bringing together 80–200 EU decision-makers and experts for high-level panels and executive interviews. Our summits and forums provide an unparalleled opportunity for those leading the debate to delve into key policy issues and their challenges. These half-day events unite key influencers and decision-makers to discuss critical EU topics, generating actionable solutions and concrete policy recommendations for real change.

- Digital, Tech and AI Summit
- SMEs Forum
- European Industry Forum
- Health Summit
- Rare Diseases Forum
- Circular Economy Forum
- EU Presidency Forums

Why

From panel debates and exclusive one-to-one interviews, to inspiring pitches and enriching networking opportunities, our summits and forums are the perfect platform to network and engage with those shaping policymaking in the heart of Europe.

[View here the full programme](#)

What's included*

- One or more speaking opportunities
- Extended logo visibility via the Forum's marketing campaign, including email, social media, print, website and newsletter's insertions
- A premium dedicated space in the networking area
- A content option to use before or after the Forum
- Logo visibility in the post-event article, together with social media promotion
- Post-event stats report showing ROI

Pricing available upon request



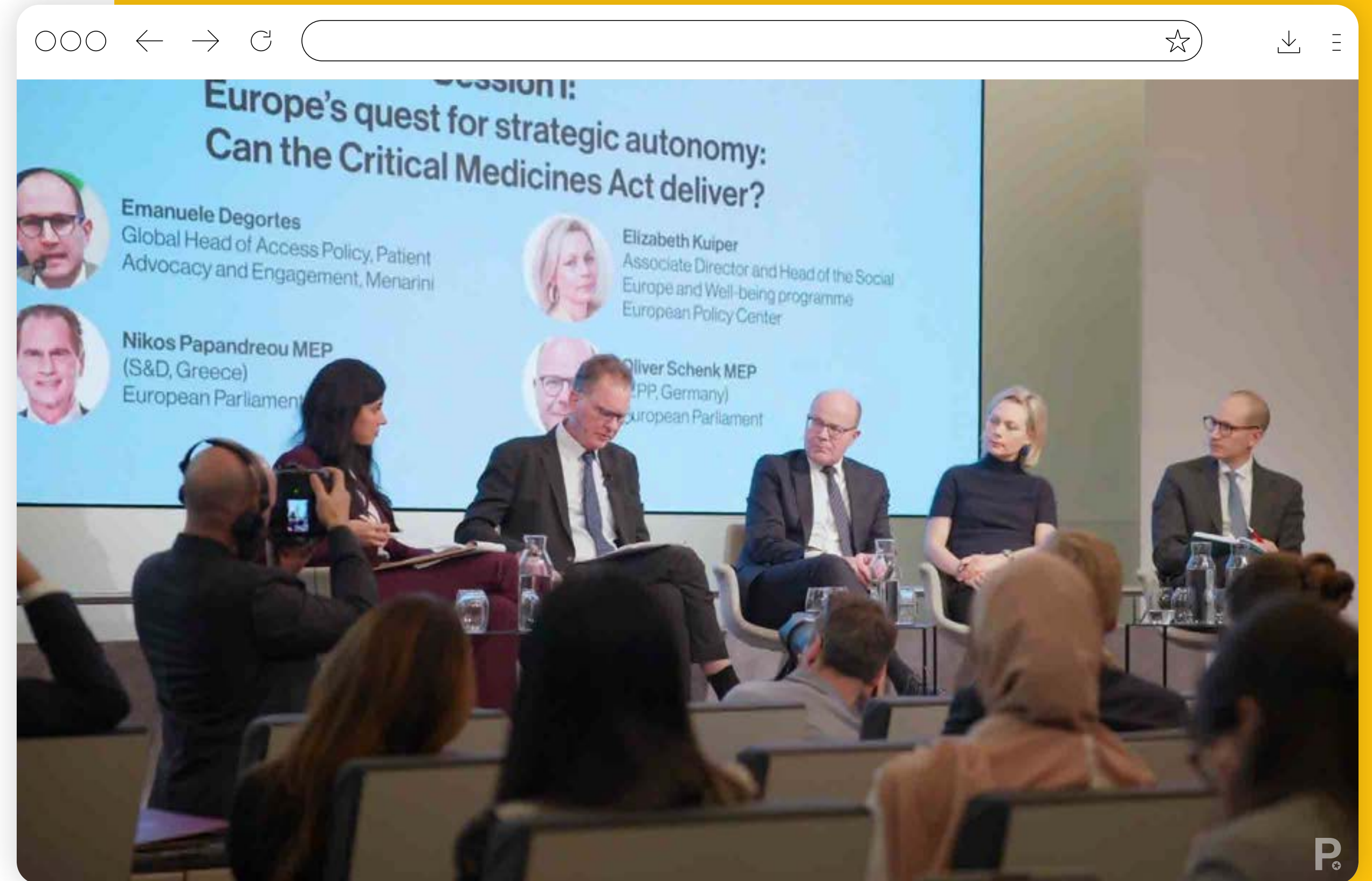
Highlights video

What

Filming, editing and promotion of video highlights summing up the key messages and recommendations from your event. This can include content from a panel discussion, keynote speeches and vox pop interviews with key speakers and attendees.

Why

Amplify the key messages and takeaways of your event, making sure they reach the right audience of policymakers and relevant stakeholders.



What's included*

- A dedicated Project Manager to oversee planning and delivery
- AV team onsite to film event
- Co-ordination of video vox pops with attendees
- Editing of one 3-minute highlight 'after-movie' - with up to two rounds of amendments
- Production and editing of 3 x 60-second social media video clips
- Hosting of after movie on theparliamentmagazine.eu and on *The Parliament* Youtube channel
- Promotion of social media clips on *The Parliament* social media channels

Investment from €8,000

[Click here to view](#)

Awards

For over 20 years, *The Parliament* has recognised outstanding achievements in leadership and public service through its highly respected awards programme. From celebrating the work of individual MEPs to honouring wider contributions across the political landscape, our awards highlight those shaping Europe's future.

[Click here to watch the highlights](#)



MEP Awards

Our flagship event, it reflects our long-standing commitment to championing the achievements of elected representatives and continues to draw hundreds of influential guests, including MEPs, Commission staff, Parliamentary staff, ambassadors, embassy staff and other industry stakeholders.



APA Awards

Celebrating the hard work of those supporting the work of MEPs honouring the 27 most accomplished APAs – one per Member State – that had and will make a difference in the history of the Union. An informal event set against the backdrop of an elegant and sophisticated venue, it provides a unique opportunity to connect with future EU leaders, and position your organisation within a dynamic political community.



Pricing available upon request

Print & digital content

MEP features

MEP Op-ed

A 450 word op-ed supplied by your organisation, published alongside a 450 word op-ed from a relevant MEP or other policymaker on the same topic. The policymaker contribution would be commissioned in consultation with the client.

[Click here to view](#)

MEP Q&A

A Q&A format, involving questions and answers supplied by a relevant MEP or policymaker and the partner organisation. The MEP is commissioned in consultation with the client, and questions are sent to the MEP via email.

[Click here to view](#)

Why

Both features allow you to align with lawmakers on key regulatory matters and to place your industry at the forefront of an issue.

What's included*

- 2-page feature article published in *The Parliament* magazine
- Content authored by *The Parliament* creative team, in collaboration with client
- Feature replicated online
- Promotion in *The Parliament* newsletter
- Promotion via *The Parliament* social media channels
- Stats report after activity to show ROI (looking at your requested metrics)

Time for Innovation

Maria da Graça Carvalho (EPPPT) is a member of Parliament's ITRC committee and campaigner on rare disease

If Europe is serious about helping the 30 million people suffering from rare diseases, more needs to be done to support research and innovation for new drugs and therapies says Maria da Graça Carvalho

In normal circumstances, it is natural to expect an adequate level of response to a health crisis affecting nearly 30 million Europeans. However, this is still not the case with rare diseases, since there are so many of them, and because of the relatively small number of individuals affected by them, rare diseases are very hard to handle.

Developing new drugs and therapies requires time and large financial investments. Multiply that by hundreds of different diseases and it becomes clear why so many patients are still waiting for the solutions that would allow them to live longer and healthier lives.

However, this is not a lost cause, but quite the opposite! There are ways of dealing with these obstacles. Furthermore, we have evidence of the dramatic improvements that are achievable with the right strategies. Cooperation and consistency are the keywords.

The Orphan Medicinal Products Regulation is perhaps the best example of actively seeking the engagement of the private sector. Since the introduction of this regulation, twenty years ago, the number of available orphan drugs rose from only eight to two hundred.

“Europe must strengthen cooperation in Research and Innovation at all levels: globally, with other parts of the world, between European and national institutions, between Member States, and between the public and private sectors.”

Thirdly, Europe must strengthen cooperation in Research and Innovation at all levels globally, with other parts of the world, between European and national institutions, between Member States, and between the public and private sectors. This is the only way to achieve the scale necessary to address this challenge.

The use of Health data will also be an important part of this process. Presently, even inside individual Member States, the lack of communication and exchange of information between different entities is a clear obstacle to the development of better solutions for patients. As the famous Latin motto says, “E Pluribus Unum”. Out of many, one. Rare diseases and the needs of 30 million Europeans living with them must be regarded as one specific challenge to be faced by all of us. If there is a lesson learned from the COVID-19 pandemic, and our common response to it, it is the fact that we are much more effective when we act as a true Union.

The second priority is to create incentives for industry to engage in this effort. This is what I tried to do as rapporteur for the new generation of partnerships under Horizon Europe, specifically as part of the Innovative Health Initiative.

COMMERCIAL CONTENT

Reda Guilha is Regional President, International Developed Markets (IDM), Pfizer Rare Disease

The COVID-19 pandemic has exposed the importance of resilient healthcare systems in Europe and has shown what can be achieved when we collaborate with a sense of urgency to solve health challenges says Reda Guilha

With rare diseases affecting more than 30 million European citizens, the EU's Pharmaceutical Strategy has highlighted this as an area of significant need. The necessity to tackle rare diseases is already pushing scientific innovation. The Alliance for Regenerative Medicine predicts that from 2025, 10 to 20 cell and gene therapies will be approved every year. Therefore, we must invest in advancing gene therapy now, so that health systems are equipped to facilitate access to this ground-breaking technology for patients with rare genetic diseases.

Secondly, gene therapies are not expected to be available in all European countries – or in all regions of a country – so governments must also prepare for movement of rare disease patients.

Aligned with Europe's fundamental value of access to medicines for all, Pfizer's ambition is to leave no rare disease patient behind. We believe the way to do this is by placing the patient at the centre of European health policy reform. To achieve this goal, action is needed in four key areas.

Firstly, open and early dialogue is essential if we are to overcome access, infrastructure, and capacity bottlenecks. Rare disease patients do not have time to wait. For example, in Duchenne muscular dystrophy (DMD) we say, “time is muscle”, as speed of access could mean the difference between walking or needing a wheelchair. DMD is a rare

Thirdly, the potential one-time approach of gene therapy requires a change in the way we think about affordability and may necessitate shifting away from the traditional ‘pay-per-prescription’ template. Novel reimbursement approaches for gene therapy include pay-for-performance (response to treatment value-based agreements and pay-over-time financial models). The goal is to allow payers to manage clinical uncertainty, budget impact, and sustainability of the health care system, while providing recognition of the potential long-term value and innovation being delivered for many rare diseases.

“To leave no rare disease patient behind, we must place the patient at the centre of European health policy reform”

Lastly, urgent investment and collaboration is needed to transform Europe into an environment where research and development in rare diseases can thrive at scale. Therefore, Pfizer supports the development of a formalised public-private partnership to harness EU expertise and create an ecosystem that encourages the development of innovative therapies, particularly for under-served rare diseases.

As the pace of scientific innovation continues to build momentum, policy change at both European and the national level is crucial. We must continue to invest in innovation, improve accessibility to the best possible treatments and services and solve for affordability challenges. Only then can we deliver on our promise to the patients we strive to serve.

Brought to you by Pfizer

BALANCING ENVIRONMENTAL NEEDS WITH RESPIRATORY HEALTHCARE

Stelios Kypouropoulos
MEP European People's Party, and shadow rapporteur for EPP on the proposal for a revised EU F-gas regulation

Christer Janson
Professor of Respiratory Medicine at Uppsala University, Sweden, and a Respiratory Physician at the Uppsala University Hospital

MEP **Stelios Kypouropoulos** and Professor **Christer Janson** discuss the importance of achieving the EU's climate goals while maintaining quality care for millions of people in Europe living with chronic respiratory diseases.

Organised and funded by AstraZeneca

What is the interconnection between climate action and respiratory health?
Stelios: Chronic respiratory diseases are prime examples of the growing health impacts of climate change. The climate crisis is likely to cause 250,000 additional deaths per year globally between 2030 and 2050. Poor air quality and extreme weather conditions pose great risks to people living with asthma and chronic obstructive pulmonary disease (COPD) and increase the number of people developing these diseases.^{1,2} Health systems need to care for these patients, but in doing so they generate greenhouse gases, contributing to the problem.³

How is respiratory care generating greenhouse gas emissions?
Christer: All medicines and healthcare interactions have a carbon footprint.⁴ With chronic respiratory diseases like asthma and COPD, the carbon footprint stems from medicines use, doctor visits, and hospital care.^{5,6} Because of this, we

“Usually, the better a patient's respiratory disease is managed, the lower the associated carbon footprint of care.”
Professor Christer Janson

How can we balance environmental sustainability with these respiratory care needs at EU level?
Stelios: As we work to achieve the EU's climate goals, it's crucial this is done in a way that maintains or improves people's quality of life and supports a healthy population. Through collaboration between policymakers, patient organisations,



usually see that the better a patient's respiratory disease is managed, the lower the associated carbon footprint of care.^{7,8}

Why is the ongoing revision of the F-gas regulation relevant to respiratory care?
Christer: Updates to the F-gas regulation could affect a key element in the wider carbon footprint of respiratory care – the use of inhaled medicines. Most people with asthma or COPD rely on pressurised metered-dose inhalers (pMDIs) to manage their disease.^{9,10} pMDIs are important therapeutic options that can improve quality of life and save lives.¹¹ These inhaled medicines use a type of medical-grade F-gas to propel the medicine into a patient's lungs.¹²

Stelios: Overall, the EU's revised F-gas regulation will drive a significant reduction in the use of F-gases, which are employed across many sectors, including refrigeration, air conditioning and heat pump industries, and carry global warming effects many times greater than carbon dioxide.¹³ In the case of healthcare, the medical use of F-gases currently accounts for less than 0.1% of globally reported greenhouse gas emissions.¹⁴ The healthcare sector is already working to transition the propellants used in pMDIs to low global warming potential propellants, in order to balance environmental sustainability with population health needs.

How can we balance environmental sustainability with these respiratory care needs at EU level?
Stelios: As we work to achieve the EU's climate goals, it's crucial this is done in a way that maintains or improves people's quality of life and supports a healthy population. Through collaboration between policymakers, patient organisations,



healthcare professionals, industry, and other relevant stakeholders, we can create healthier environments without compromising the needs of millions of people with respiratory diseases.

As mentioned earlier, a key element of this is the transition of existing inhaled medicines to the next generation of

“As we work to achieve the EU's climate goals, it's crucial this is done in a way that maintains or improves people's quality of life and supports a healthy population.”
Stelios Kypouropoulos MEP

environmentally friendly propellants. While this is exciting, it requires continued investment in research and development, and the biopharmaceutical industry has stated a full transition is likely to take until at least 2030.¹⁵ During this period, we must guarantee that any change in the treatment of life-threatening respiratory conditions will ensure equivalent or better care for patients in the EU and beyond.

How can the respiratory community support the EU's climate goals?
Christer: While new propellants with lower global warming potential undergo

clinical and regulatory requirements, it remains important that patients have continued access to their inhaler of choice for optimal disease management and to avoid increasing the carbon footprint of care.

Switching inhaled medicines without patient consent or clinical assessment

can result in poor health outcomes for respiratory patients.¹⁶⁻¹⁸ Actions can also be taken to reduce inappropriate use of inhaled medicines by implementing the latest evidence-based treatment guidelines. In the long run, our health and climate goals are aligned, as respiratory patients with well-controlled diseases usually have smaller carbon footprints than those with poorly controlled diseases.¹⁹



24 01 580 Date of preparation February 2023

Video interviews

What

Dynamic, engaging and stimulating, the video interviews go straight to the point and capture the essence of insightful conversations with leading experts. Includes a 3-minute version and three 60-second social media clips.

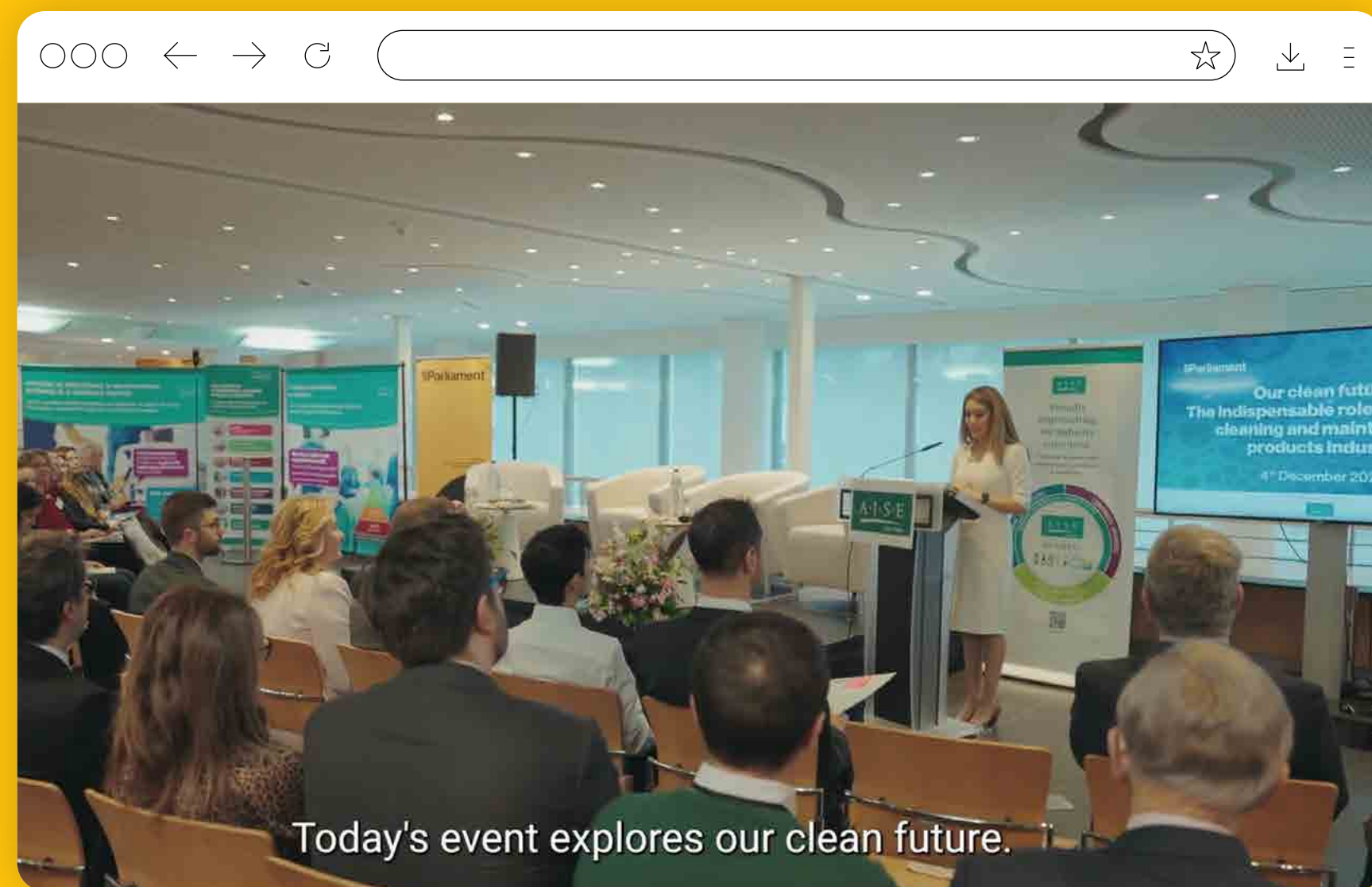
Why

Video interviews allow a more personal and relatable connection with the audience. Whether used for social media sharing, or promotional campaigns, the video interviews provide a compelling story and a talking point for further in-depth discussions.

What's included*

- Camera person (x1)
- Full production, story-boarding and editing
- One 3-minute full video interview
- Three 60-second social media video clips
- Hosting video interview on theparliamentmagazine.eu and on *The Parliament* Youtube channel
- Promotion via *The Parliament* social media channels

- Investment from €8,000.
- This can be combined with a written interview for a package price of €12,000



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Op-ed

What

A 500 or 1000 word article supplied by the client, published over 1 or 2 pages in the print magazine and online. These are featured at the top of our home page and promoted in our newsletter and social media channels.

Why

Share your organisation's story or message with our audience. An op-ed can also be used to inform and educate policymakers, recommend solutions and call for action.

What's included*

- 1-page or 2-pages op-ed article published in *The Parliament* magazine
- Feature replicated online
- Promotion in *The Parliament* newsletter
- Promotion via *The Parliament* social media channels
- Stats report after activity to show ROI (looking at your requested metrics)

Investment

- €5,700 for one page & online
- €7,700 for two pages & online
- €2,700 for online only



Europe is at a cross road and should stand for ambitious charging infrastructure targets

Climate change is here, and we must act now. That's why Amazon, Daimler Truck, Scania and Volvo are urging policymakers to stand up for what's needed to turn the tide and decarbonise European road transport.

While all agree we must act now to mitigate the worst effects of climate change, and at Amazon, Daimler Truck, Scania and Volvo we are committed to doing our part, Amazon is committed to becoming net-zero carbon by 2040 and plans to invest more than €1 billion in the coming years to decarbonise its transportation network, including growing the percentage of electric trucks moving Amazon goods, and Daimler Truck, Scania and Volvo are investing heavily to provide customers with zero-emission alternatives.

Transportation accounts for approximately one quarter of global greenhouse gases, of which heavy trucks account for nine percent, and the European Union has the power—and responsibility—to set the stage for significant emission cuts across the sector through the Alternative Fuels Infrastructure Regulation (AFIR).

Many of us are lucky to have recently returned from summer holidays. How many long-haul trucks did you see? And how many of those were electric or hydrogen fuelled? How many services stations had facilities to charge them? Unfortunately, for now, the answer is none in most countries.

If Europe is truly committed to decarbonising road transport, this must change.

AFIR will set the course for vehicle charging infrastructure for the next decade, yet some Member States are calling for delays and overly-conservative targets. We cannot hesitate. Climate change is here, and we must act now.

Amazon, Daimler Truck, Scania and Volvo—in common with industry groups across the transportation and logistics sectors—urge European policymakers to stand up for what's needed to turn the tide on climate change and the future of European road transport: **needle-moving targets for Europe-wide zero-emission long-haul truck charging infrastructure.**

Manufacturing of electric long-haul trucks is in the early days, but the marketing of battery electric vehicles is facing this year and hydrogen is coming in the second half of this decade. The vehicles will therefore not be the bottleneck in this transformation.

Amazon has launched its first electric 37-ton trucks in the UK, will have 20 electric trucks on the road in Germany by the end of the year, and plans to have more than 1500 electric trucks across Europe in the coming years. This is in addition to the more than 3,000 electric delivery vans that last year delivered more than 100 million packages to customers' doorsteps across Europe.

European policymakers have the opportunity to shape our collective ability to decarbonise the crucial and hard-to-abate sector. We congratulate the European Parliament for its decisive vote for an ambitious approach with AFIR, and we urge both the Parliament and Member States to find a compromise that materially moves us toward decarbonising road transport and upholds our responsibility to future generations.

major highways, the trucks must return to Amazon's facilities to charge. Today, it is impossible to drive an electric truck from Berlin to Bologna because the appropriate fast charger infrastructure does not exist anywhere along European roads.

According to the European Automobile Manufacturers' Association (ACEA), there are more than 62 million medium and heavy trucks on European roads. The proposal for 350kW chargers is today's standard, and we must set the path for fast deployment of megawatt chargers. We call on Parliament and Member States to stand firm on high ambitions for rolling out charging infrastructure for heavy-duty vehicles along European roads. This is in order to ensure an early start of the transition well before 2030, and that more powerful fast chargers are deployed as soon as they become available. This enables companies to confidently introduce electric trucks for longer-distance transportation and helps close the gap between fossil fuels and zero-emission alternatives.

No one company can decarbonise its fleet alone. Public and private sectors must work together to radically accelerate the electrical grid and deploy electric charging and hydrogen refuelling infrastructure along transportation corridors, but only Council and Parliament have the power, through AFIR, to create the framework necessary to make this reality.

European policymakers have the opportunity to shape our collective ability to decarbonise the crucial and hard-to-abate sector. We congratulate the European Parliament for its decisive vote for an ambitious approach with AFIR, and we urge both the Parliament and Member States to find a compromise that materially moves us toward decarbonising road transport and upholds our responsibility to future generations.

"Today, it is impossible to drive an electric truck from Berlin to Bologna because the appropriate fast charger infrastructure does not exist anywhere along European roads."

COMMERCIAL CONTENT

Andreas Marschner
VP, Amazon Transportation

Karin Rådström
CEO, Mercedes-Benz Trucks

Fredrik Alarid
SVP and Head of e-Mobility, Scania

Jessica Sandström
SVP, Product Management, Volvo Trucks

Next Generation Mobility Must Be Digital by Design

Promoting the adoption of cutting-edge digital technologies will accelerate the deployment of modern pan-European rail infrastructure and unlock the value of sustainable travel for citizens.

It is not hard to imagine a pan-European network of fast trains connecting EU capitals, using clean energy and providing a reliable alternative to planes. Since rail is responsible for less than 0.4% of transport-related CO2 emissions in the European Union, it is one of the most sustainable forms of passenger and freight transport and crucial to the EU's goal of becoming climate neutral by 2050.

And yet, rail has been losing share to higher-polluting transport modes in most major markets across the globe, including Europe. According to Eurostat, 17 of the 20 busiest air routes in Europe cover distances of less than 700 kilometres, exactly those where city centre-to-city centre trains can offer easier travel – provided the right infrastructure is in place.

To fulfil the promise of cleaner, more sustainable travel, EU policymakers, national governments, and industry need to make the right decisions and investment choices over the next decade. The EU must address structural issues, such as old and sometimes failing infrastructure, inefficient digitisation, and lack of multimodal mobility.

The investment needed to renew the rail sector could be between €75 and €105 billion, based on data collected by member states¹ as part of its "Green Deal" (the EU plans to invest €303 billion into climate action until 2030, including transport infrastructure). The Trans-European Transport Network is advancing a Europe-wide network of railway lines and national terminals, and many of the 27 National Recovery Plans focus on the deployment and modernisation of rail infrastructure.

However, big challenges remain. Comparing a pan-European rail network is not simply a question of land allocation, but one of infrastructure project execution.

Cross-border rail can spark tensions over logistics, cost-sharing, tendering procedures, or divergence in standards and regulations.

Execution is precisely where cutting-edge digital technologies can help realise the EU's vision. For example, connected data environments and infrastructure digital twins don't just accelerate the design and construction of new infrastructure, but also maximise its value for citizens and businesses across the entire lifecycle.

Most importantly, digitisation is about making sense of endless amounts of data – including through the power of artificial intelligence and machine learning – to make better decisions and achieve better outcomes. This means more energy efficiency, less downtime, optimised fleet management, greater productivity across supply chains, and a better experience for citizens. Increasing rail's share in the transport mix will also bring about positive externalities, such as less road traffic, accidents and noise pollution.

In short, the digital transition is at the heart of bringing about consumer-centric, multimodal mobility in the EU, while safeguarding the environment and improving quality of life for Europeans.

The European Parliament has a leading role to play in achieving these goals. By ensuring that the EU goes digital in infrastructure – not just in rail, but in mobility more broadly, as well as in energy, construction, water management, and other fields – it can help reposition the European project at a pivotal moment in recent history.

Bentley
Advancing Infrastructure

Bernardo Matos,
Director EU Government Relations, Bentley Systems @berliymatos



Signature Dish
Cookbook launch

EU AMA
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5 Questions with
Rasa Jurevičienė

Carles Puigdemont
Why Europe should ban Pegasus spyware

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Heidi Hautala
Taking Britain against record inflation

David Cormand and Damien Carême
Hydrogen is no miracle solution

Benoît Béhar
How to avoid future water wars

Jürgen Habermas Profile
Proprio: EU campaigner to EU shipping regulator

Pedro Passos Coelho
Millions taking biking back in style

Driving for Ukraine
CEI mission report for July

Public Transport Debate
Francesca Buschard and Lynda Poole debate on making transport free

Ticket to Ride
How to facilitate cross-border train travel in the short term

EU Cycling Strategy
Jill Trane on "Bikonomics"

Valter Wisling
Making rail attractive in Germany

Urban Transport Innovation
Tina Ruckwieser on doing more with less

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Parliament's ally talks acting

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Feature article

What

A 900-1000 word feature article authored by our creative team, based on a brief from the client. The feature would usually include comment from relevant policymakers and MEPs, which we would source, as well as comment from a representative from your organisation.

Why

The feature article is ideal to put your message on the political agenda in an accessible, engaging format written by our expert team. Start a policy conversation with relevant MEPs and stakeholders and show that your company is one step ahead by placing your brand at the forefront of an industry issue.

What's included*

- 2-page feature article published in *The Parliament* magazine
- Content authored by *The Parliament* creative team, in collaboration with client
- Feature replicated online
- Promotion in *The Parliament* newsletter
- Promotion via *The Parliament* social media channels
- Stats report after activity to show ROI (looking at your requested metrics)



Supporting the Renewable Energy Sector Can Help Address Europe's Spiralling Energy Costs

Across Europe, spiralling energy prices are placing pressure on households and businesses alike. But some politicians, energy generators, and suppliers believe that the current crisis should provide a catalyst for policymakers to build a secure, sustainable, and affordable future energy supply for Europe.

COMMERCIAL CONTENT

“The ambitions set out in the REPowerEU Plan are the right ones. However delays need to be addressed through an accelerated process of granting permissions that will increase the EU’s renewable energy capacity.”

Ignacio Galán, Executive Director Iberdrola

As winter approaches, the energy supply crisis has become a top priority for European leaders. Rising gas prices, triggered mainly by previous reliance on cheaper imported Russian gas, are impacting on citizens and businesses alike. But the rising price of energy is also focusing minds on identifying long-term solutions that can address energy security and affordability for future generations.

Some European politicians and industry leaders argue that the solution to short-term challenges around rising prices lies in the development of a long-term strategy that puts electrification and renewables at the heart of the continent's energy mix.

Ignacio Galán, Executive Chairman at Europe's largest electricity company Iberdrola, is one of those who believes that stabilizing energy prices must be seen within the context of broader ambitions to decarbonise the European economy, while passing on benefits of a renewables-based transition to consumers.

“Issues around energy prices cannot be separated from the transition to a lower-carbon future,” Ignacio Galán argues. “What current energy prices demonstrate is an urgent need for member states and the Commission itself to accelerate the energy transition and shift Europe's dependence from fossil fuel to a more sustainable and renewable energy-based power system. Wind and photovoltaic energy are now the cheapest forms of generation. If we had gone faster in building more renewables, we would have already reduced our dependence further. We need to go as fast as possible, with predictable and stable frameworks and agile permitting processes. We also need to continue improving the current market design, which has provided competitive prices for years, with the promotion of long-term contracts and capacity mechanisms that provide the right signals for renewables, ensure sufficient back-up capacity and create incentives for energy storage.”

Transitioning from fossil fuels like gas to clean electrification is a long-term challenge. However, the impact of the Russian invasion of Ukraine on the import of fossil fuels has highlighted the very real risks that come from an overreliance on imports to power European homes and businesses.

Member Helvig Petersen MEP is Vice Chair of the European Parliament's Committee on Industry, Research, and Energy. He is clear that improving energy security requires action that takes a holistic approach to transition from dependency on imported gas.

“The quickest and most efficient way to reduce energy prices in Europe is to reduce European demand for Putin's gas,” Petersen tells us. “At the moment we are somewhat stuck in a vicious spiral in which state subsidies across the continent support continued energy consumption.”

Fellow Committee member Pilar del Castillo Vera shares Petersen's concerns. “Our priority must be to establish a well-integrated and interconnected internal energy market that benefits consumers,” she explains.

The current crisis has made it clear to policymakers that dependency on imported fossil fuels is not only bad for the environment but is also jeopardising the EU's wider economic outlook.

However, as Petersen argues, the response required needs to be strategic rather than piecemeal. Industry experts agree that a long-term strategy is needed that accelerates access to renewable energy, replaces Russian fossil fuels, and supports the development of cleaner energy infrastructure.

Ignacio Galán believes that for that strategy to succeed there must be action to address the current barriers that businesses face when seeking to invest in sustainable future solutions. Those actions can unlock the potential of the private sector to develop solutions to meet Europe's future energy needs.

“Iberdrola has committed to invest €47 billion in the next 3 years to drive the energy transition,” Ignacio Galán explains. “We want that investment to have the biggest possible impact. But for that to happen we need a stable operating environment that provides certainty for both investors and consumers.”

For Ignacio Galán, a key element of that is a regulatory environment that is consistent across the different member states, and that provides a stable operating environment for businesses. This, he believes, will unlock additional investment in renewable capacity by reducing the risk that companies face when making major investment decisions. Shaping a framework which fosters the development of a long-term electricity market is necessary to ensure that in the future consumers can rely on stable electricity prices. Customers that have signed multi-year electricity supply agreements with their suppliers both industry and households, have benefited enormously in recent months and years.

response to the European energy market disruption caused by Russia's invasion of Ukraine. This Plan pursues the twin goals of reducing dependency on Russian fossil fuels, which currently cost European taxpayers €100 billion per year, and tackling the climate crisis.

Industry experts have welcomed the Plan but have cautioned that it needs to be accompanied by a range of other measures if we are to accelerate the switch to renewable electricity as the dominant form of generation in member states.

In particular, Ignacio Galán argues that more needs to be done to remove the barriers that can slow the development of new energy infrastructure.

“At the moment, there are often major delays in securing the permissions needed for new energy projects,” Ignacio Galán tells us. “The ambitions set out in the REPowerEU Plan are the right ones. However, if we are to achieve those ambitions, delays need to be addressed through an accelerated process of granting permissions that will increase the EU's renewable energy capacity.”

The crisis caused by the construction of cheaper imported gas is undoubtedly causing pressure for businesses and households. It also raises several important questions about the future energy mix. These can only truly be addressed by an accelerated transition to secure, sustainable and renewables-based sources of energy.

If we get the transition right then the continent's energy future can be both more sustainable and more secure.

IBERDROLA



Meeting the Challenge of Rising European Healthcare Demand

Europe is facing a healthcare workforce crisis with an estimated 8 million job openings in health and care forecast to appear before 2031. In the first of a new series of articles looking at the challenges faced by Europe's healthcare systems, *The Parliament* and AbbVie examine how to make better use of existing capacity by harnessing innovation and patient-centred care

COMMERCIAL CONTENT

“As a doctor and a politician, I see firsthand the healthcare workforce crisis and the strain from low patient access to personalised treatment across the EU, including Hungary” **András Kulja MEP**

When we're ill, we rely on being able to access experts who can help make us better. But what happens when there are not enough people with the expertise necessary to provide the care we need, when and where we need it?

The healthcare workforce crisis is already widely recognised as a key challenge for Europe. The Belgian Presidency highlighted it in its conclusions on the Future of the Health Union earlier this year, whilst Hans Kluge, World Health Organization Regional Director for Europe recently observed that, “the whole region has a health workforce crisis.”

That crisis is already resulting in millions of patients across the European Union struggling to access the care that they need in a timely fashion. Healthcare systems are struggling to deal with a perfect storm of rising demand, an ageing population, and a workforce that is not expanding rapidly enough to keep pace. Forecasts suggest that the situation is only going to get worse.

András Kulja MEP was a practising doctor in Hungary prior to his election in June for the Forza Party. “As a doctor and a politician, I see firsthand the healthcare workforce crisis and the strain from low patient access to personalised treatment across the EU, including Hungary,” says Kulja, who is now Vice-Chair of the ENVI Committee.

However, whilst “this explosion of demand creates a significant challenge for European healthcare providers, it also provides an opportunity to leverage innovation to improve access and address unmet need.”

Zoltan Jakab, Vice President of Central Eastern Europe for international pharmaceutical firm AbbVie, told *The Parliament* that advances in medicines and clinical approaches now make it possible to address rising demand without compromising on standards of care.

“I work across many EU countries and often see how low patient access to medicines can lead to worse health outcomes and, as a result, more demand and cost to the health system,” he explains. “It's a false choice. Leveraging advances in medical innovation can reduce health system burdens, allow patients to return to the workforce earlier, and realise savings to the health system.”

“As a doctor and a politician, I see firsthand the healthcare workforce crisis and the strain from low patient access to personalised treatment across the EU, including Hungary” **András Kulja MEP**

The scale of the challenge facing European healthcare systems is already being keenly felt across many chronic conditions. The situation for those with rheumatic and musculoskeletal diseases (RMDs) is particularly stark.

Neil Betteridge is Senior Director of the European Alliance for Patient Access, which advocates for more patient-centred care. He told *The Parliament* that the increasing prevalence of many RMDs is already creating a profound impact both on individuals and for the wider European economy.

“Up to 50 in every 100,000 European citizens live with rheumatoid arthritis and many more with some form of spondylarthritis,” Betteridge explains. “If not treated optimally, these conditions have a profound impact, often leading to chronic pain, disability, and work loss - most people affected are of working age.”

The data supports Betteridge's view that more people living longer with disability is an economic as well as a health issue. RMDs are the primary cause of disability in the European Union with some experts warning that up to half of member states' working-age populations could be diagnosed with a chronic RMD disease by 2030.

Despite the devastating human and economic impact of these conditions, Professor Brygida Kwiatkowska, National Consultant in Rheumatology in Poland and advisor to the Ministry of Health, believes that low awareness results in patients often missing out on care.

“RMDs are often referred to as ‘invisible diseases’, she tells *The Parliament*. “They have been very often ignored when setting political and financial priorities, despite being the second most common reason for consulting a doctor.”

However, new treatment options are opening up opportunities to reduce demand whilst also improving care outcomes for patients across a range of areas. For instance, Jakab explains that studies show that achieving remission in rheumatoid arthritis can reduce hospitalisations by 64%.¹ Professor Kwiatkowska points to similar studies in Spain and Poland that have shown early interventions that focus on remission reduce costs and allow people to remain in the labour market for longer. She now believes that finding ways to open up access to emerging treatments should now be a priority across all Member States.

“Ignoring the measurement of remission value results in significant health deterioration, decreased quality of life, and even life expectancy reduction,” she explains. “Given today's medical advancements and the appropriate approach from relevant individuals and institutions, many patients need not suffer this fate.”

MEP Kulja shares this view. “Limited awareness and access to new treatments hinder progress,” he tells *The Parliament*, pledging that as Vice-Chair of ENVI, he will seek to champion policies that “modernise our healthcare systems” and “prioritise access to innovative treatments”, bringing both economic and health benefits. “Embracing modernise medical innovation can significantly reduce hospitalisations, improve care outcomes, and enable patients to return to work earlier,” he adds.

Zoltan Jakab already sees signs that a shift is starting to happen. However, he cautions that providing patients with better access to new treatments requires a fundamental shift in how healthcare systems currently operate.

“We can aim higher with our treatment expectations, moving patients more quickly from less efficacious medicine and supporting access to innovation that will improve their outcomes quicker,” he says. “There is no reason why improving standards of care and addressing healthcare capacity can't go together.”

abbvie

Investment from €9,700

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Print supplement

What

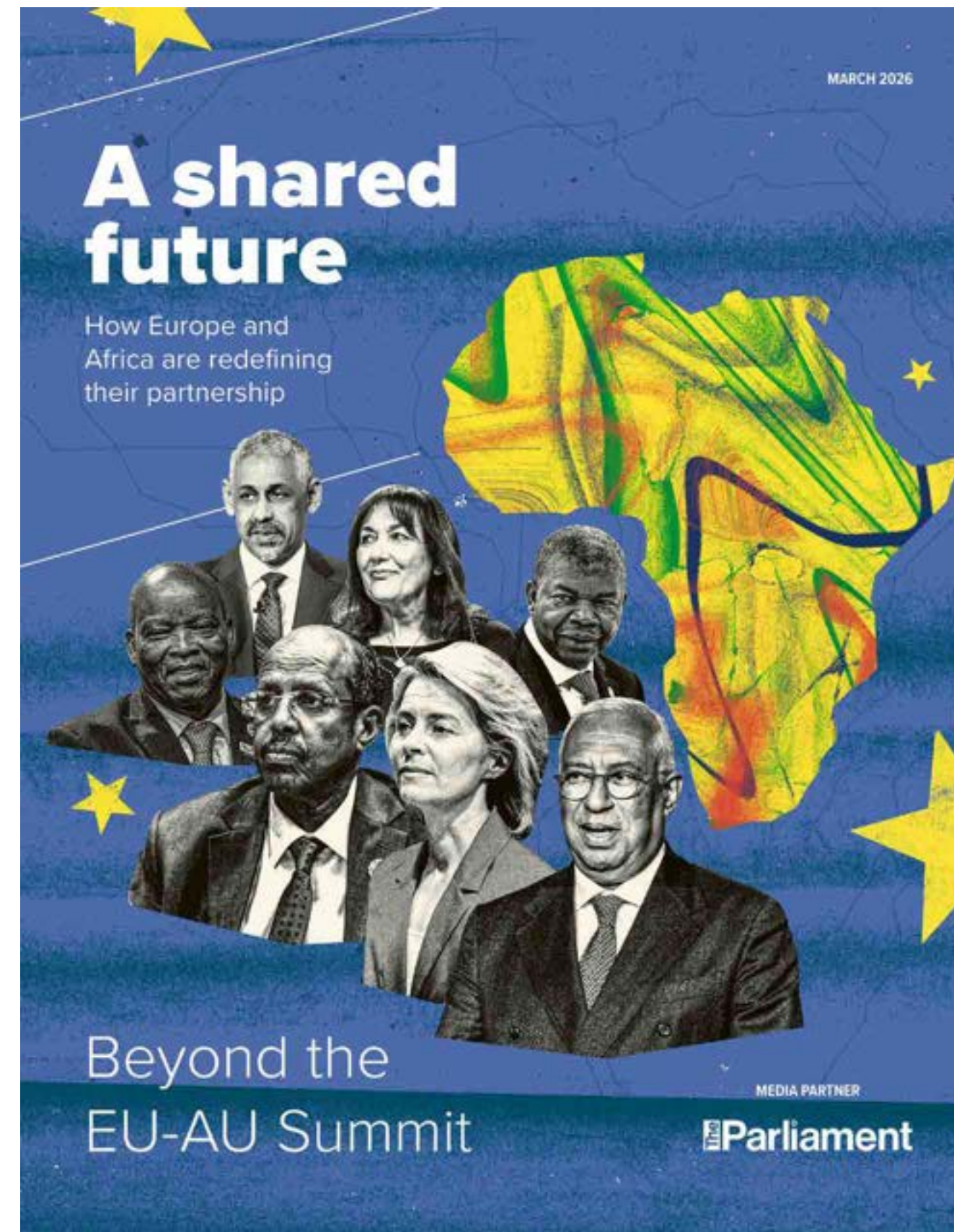
A chance to develop an issue in depth over 12 to 20 pages with a wide range of articles and contributors (including from your organisation, MEPs, EU institutions, think-tanks and stakeholders).

Why

Educate in-depth and raise awareness on a specific issue through content, case studies and policymaker contributions. Help lawmakers to better understand the impact of their policies.



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What's included*

- A dedicated Campaign Manager to oversee planning and delivery
- Creation and production of a minimum of 12 pages supplement, published alongside an edition of *The Parliament* and delivered to all 3000 subscribers
- Commissioning of written contributions from policymakers including MEPs
- Editing and proofing of all copy to ensure the highest quality control
- Design of supplement, including supply of images, graphs and other visuals
- Additional copies of the supplement supplied for distribution at your events or elsewhere
- Promotion via *The Parliament* social media channels
- Optional eBook version

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Event coverage

What

A writer from our team to attend your event to sum up the key happenings and recommendations in a compelling 2-pages feature. This can include content from a panel discussion, keynote speeches and vox pop interviews with key speakers and attendees.

Why

The event coverage allows you to amplify the key messages and takeaways of your event, making sure they reach the right audience of law makers and relevant stakeholders.

What's included*

- Writer from *The Parliament* team to attend your event
- 2-page feature published in *The Parliament* magazine
- Feature replicated online
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- Stats report after activity to show ROI (looking at your requested metrics)

Greening the economy through transition finance

Ahead of the upcoming COP27 climate change negotiations, we report on an event organised by the City of London Corporation, bringing together key experts to discuss how private finance can accelerate the transition to 'net-zero'

Financing the green transition is mission critical for the world to meet its climate change targets. Public investment, such as the EU's Green New Deal will play a vital role in leveraging both public and private money to help companies and countries reach 'net zero'. However, public money alone cannot deliver the level of investment needed for the seismic change required. The European Commission estimates that half a trillion euros per year of additional investments in the EU will be needed to green its economy. The City of London is a global leader in transition finance; its objective is for the UK to become a partner for countries and companies looking for capital and expertise

to help them meet their climate goals. The City's leading role was acknowledged at a summit organised earlier this year in preparation for the COP 27 meeting in Sharm El-Sheikh, by Mark Carney, Co-Chair of Glasgow Financial Alliance for Net Zero

"You cannot just be 20% or 50% green. Europe has to be more ambitious with mandatory standards and reporting"

(GFANZ) and UN Special Envoy for Climate Action and Finance who said: "We can accelerate the transition to a net-zero economy, building on London's role as the centre of international and sustainable finance, products and expertise, at the City Corporation, our

this summit can drive the shift from ambition to action the world needs on the path to net zero."

The City of London Corporation organised a panel discussion of finance sector experts to discuss some of the challenges presented by the green transition in Brussels. Speaking at the event, Chris Hayward, the Policy Chairman of the City of London Corporation, said: "The green transition towards a low-carbon economy will only succeed if properly financed. As home to a world-leading financial centre, the UK is in a position to support emerging markets on their net-zero journey providing a full spectrum of services, products and expertise."

"The UK is in a position to support emerging markets on their net-zero journey providing a full spectrum of services, products and expertise"

problem linked to the EU's reliance on bank funding and its patchwork of different tax and insolvency rules, which inhibit the development of capital markets. The EU, for example, currently only attracts 10% of global venture capital funding. A banking perspective was provided by the Head of ESG Policy, Regulation and Government Affairs at Citi Bank, Ilan Jacobs who agreed: "The answer to transition finance can't come just from the public sector, as you've highlighted, but it also can't just come from banks

green taxonomy or introducing a 'transitional' category would help investors enabling these sectors move from red to amber and then later to green, potentially having a significant impact on emissions. Jacobs agreed with Palinska saying that there isn't much difficulty in raising finance for things that are green, whereas more action is required in sectors that are brown or semi-brown and helping them to make the transition. Jacobs gave three examples of where Citi, along with other banks, have agreed on principles for funding near-term pathways to get to a zero or lower-carbon future for maritime transport and more recently for steel. There is also an aviation climate aligned finance working group to find a similar approach for this difficult sector. On the EU being a global leader, Thomadakis urged even more ambition from the EU: "I don't think there is a middle way. You cannot just be 20% or 50% green. Europe has to be more ambitious with mandatory standards and reporting." The UK is also taking a leading role with the creation of a taskforce to develop an operating model for transition finance, and gold standard transition plans. Hayward added: "We have, we think, in the UK a great opportunity to lead on transition finance, especially given its existing strengths in voluntary carbon market disclosures." Closing this discussion, the moderator Jane Gimber, Associate Director at Freshfields, thanked the panellists for the interesting and timely discussion. She underlined that transition finance will be a key focus for the coming COP 27 discussions in Sharm El-Sheikh in November.

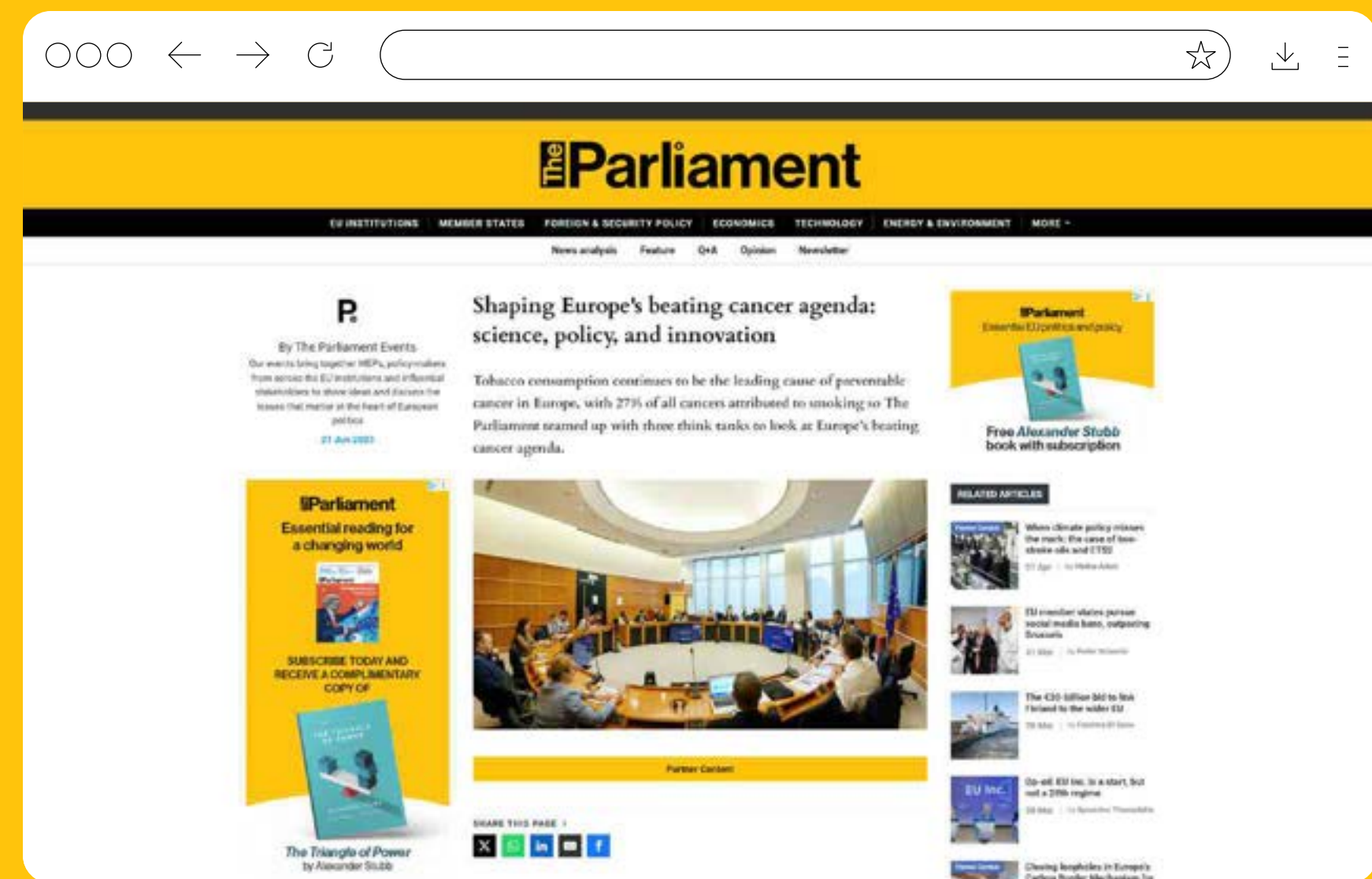
balance sheets, it has to come from those deep liquid capital markets that Europe needs to develop."

Transparency One of Thomadakis's concerns is that there is a proliferation of products with different ESG ratings, taxonomies and definitions that make it very difficult for real investors to know how to invest in a greener future. Thomadakis says that further standards and harmonisation would help consumers. Executive Director at the European Sustainable Investment Forum (Eurosif) Aleksandra Palinska welcomed the EU's Sustainable Finance Disclosure Regulation (SFDR) which was introduced to improve transparency around claims made by those selling sustainable investment products. However, since environmental, social and corporate governance criteria were often ill-defined or not explicitly defined, products that had not been considered sustainable were now given a seal of approval leaving the financial sector open to accusations of greenwashing.

From brown to green Palinska also expressed concern that transitional investments are being overlooked, especially in the sectors where high energy use is difficult to abate. Broadening the

COMMERCIAL CONTENT



The screenshot shows the website interface with a navigation bar, a search bar, and a main article. The article title is "Shaping Europe's beating cancer agenda: science, policy, and innovation". Below the title is a sub-headline: "Tobacco consumption continues to be the leading cause of preventable cancer in Europe, with 27% of all cancers attributed to smoking so The Parliament teamed up with three think tanks to look at Europe's beating cancer agenda." There are also promotional banners for "The Triangle of Power" and "Free Alexander Stubb book with subscription".

Investment from €9,700

Click here to view

Report dissemination

What

An effective platform to promote your latest report, survey or publication through an engaging multimedia campaign, including a double page spread – online and in print – direct (hyper)link to the report, newsletters' inserts, social media cards, graphs and visuals to better comprehend your messages.

Why

The report dissemination allows you to better visualise its data and stimulate the reader's interest, whilst amplifying its key messages and takeaways with a relevant audience.

What's included*

- 2- to 4-page feature article published in *The Parliament* magazine
- Content authored by *The Parliament* creative team, in collaboration with client
- Feature replicated online
- Promotion in *The Parliament* newsletter
- Design of bespoke social media cards and visuals for use on our channels
- Promotion via *The Parliament* social media channels
- Exclusive sponsorship of one (1x) weekly Newsletter with 2x display banners (970x250 or 728x90), and a 40-word message in the body of the email to promote the report + hyperlink
- Stats report after activity to show ROI (looking at your requested metrics)

Investment
- €9,700 for two pages
- €14,000 for four pages

Click here to view

Euroconsumers' post-election pulse: Unraveling consumers' high hopes, great expectations and clear wish list

How can Europe's politicians fight for a future fit for consumers? Euroconsumers latest Election Fever report and Affordability Barometer dive into the details

The quest for affordable sustainability
Sustainability remains a top priority for consumers, who look to the EU for action. Despite mixed reviews of the Green Deal so far, 65% of respondents emphasise the importance of EU policies for a green transition. At the same time they call for affordable alternatives in food, energy, and mobility, which rank high on consumers' priority list.

Survival budgets
The focus on consumers' wallets shouldn't come as a surprise. Euroconsumers' Consumer Affordability Barometer, surveying over 17,000 consumers annually, shows that survival budgets are becoming the norm. Many consumers struggle to pay for basics like food or healthcare, with little left to save. At best they survey but few of them are able to thrive. Extra costs or price increases are a challenge for many, highlighting the need for concrete support in the green transition.

A safe, scam-free and empowering digital world
74% of respondents want the EU to tackle online financial scams, and 72% stress the need to prevent AI from spreading fake or misleading content. Protecting minors on platforms, enhancing cybersecurity, and giving consumers control over their data are equally rated as very important.

Empower people, improve the market
Euroconsumers aims to empower people to improve the market and foster growth for a sustainable, digital, and affordable future. Empowerment is jeopardized when consumers live on the financial edge, merely surviving, not thriving, in a world lacking trustworthy digital frameworks. Policymakers must align with consumers to help them regain stability and trust.

COMMERCIAL CONTENT

Europe, show us what you've got!
Consumers' top priorities are clear: affordable sustainability, safe and empowering digitalisation, and a competitive market with affordable products and services. The newly elected European Parliament has a clear mandate: Europe, we count on you!

Everyone who wants to grasp these consumer priorities as an opportunity to foster a more trusting and supportive relationship with the EU's citizens will find a partner in Euroconsumers to deliver, to empower people and to improve the market.

About Euroconsumers
Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people in Italy, Belgium, Spain, Portugal and Brazil, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defending consumer rights. Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

More info: www.euroconsumers.org

Healthy Hearing for Healthy Ageing: A Call to Action for Europe

Hearing loss affects millions across Europe, yet remains largely ignored. As a leading cause of dementia and social isolation, endorsing hearing health requires an immediate EU-wide action

Europe stands at a demographic crossroads. By 2050, one in three Europeans will be aged 60 or over. Ensuring that citizens age healthily and remain active in society is therefore not only a public health priority, but an economic and social imperative.

Yet one essential element of healthy ageing continues to be overlooked – hearing health. Untreated hearing loss is a significant public health concern with far-reaching consequences for individuals, families, and society.

Hearing Loss: A Silent Epidemic with Loud Consequences
According to the World Health Organisation (WHO), untreated hearing loss is among the top modifiable risk factors for dementia. It is also linked to comorbidities such as depression, social isolation, increased risk of falls, and cardiovascular diseases.

The financial and economic impact on society and the EU is considerable. Untreated hearing loss costs the EU up to \$224.5 billion per year, including productivity loss, early retirement, educational support, and healthcare expenses for treatment and comorbidities. Yet, despite these alarming

\$224.5 billion
annual cost of unaddressed hearing loss in the EU

PARTNER CONTENT

The Manifesto for Hearing Health: A European Strategy

The **Hearing Health Forum EU**, a partnership of European user associations, leading hearing experts, and industry, has launched a **Manifesto for Hearing Health**, calling for a coordinated European strategy based on four key pillars:

- 1. Hearing Loss Awareness**
Combat stigma and raise public understanding through national awareness campaigns.
- 2. Early Prevention and Detection**
Implement adult hearing screening programmes and promote safe listening practices.
- 3. Access & Care**
Ensure equitable access to hearing technologies like hearing aids and cochlear implants.
- 4. Research & Data**
Invest in research and data collection to inform evidence-based policymaking.

Together, these **HEAR pillars** offer a practical and cost-effective roadmap for improving citizens' quality of life while supporting the EU's ambitions on healthy ageing and brain health.

\$30
Every \$1 invested in EU hearing care can yield a return of \$30 over 10 years

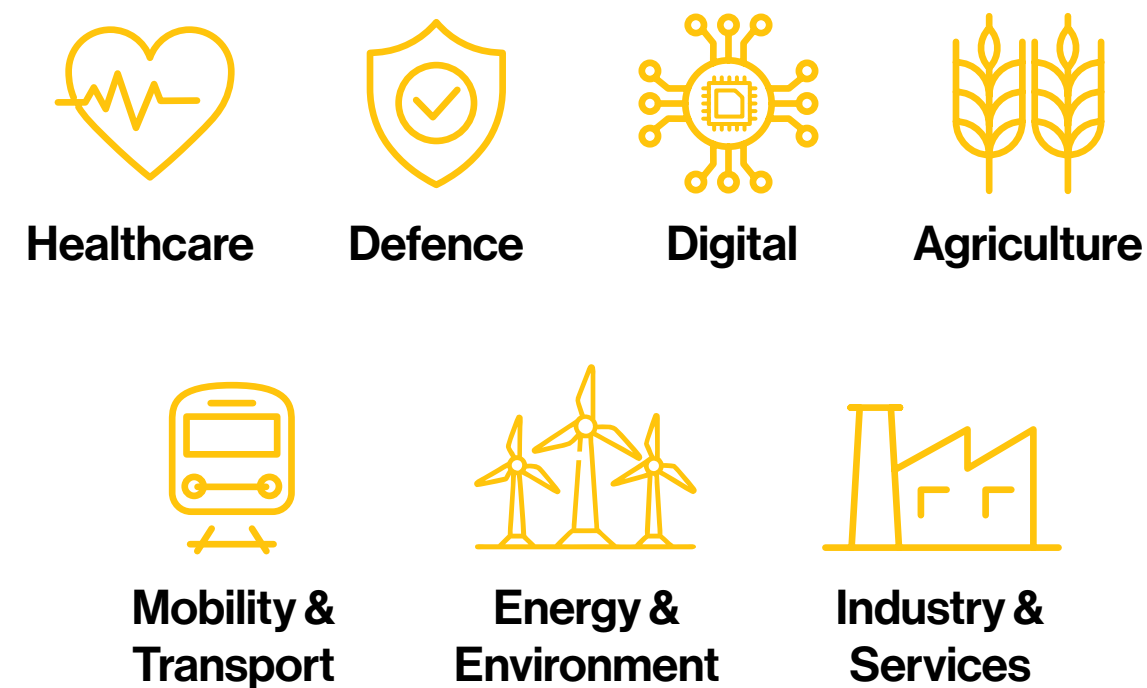
HEARING HEALTH FORUM EU

Media partner



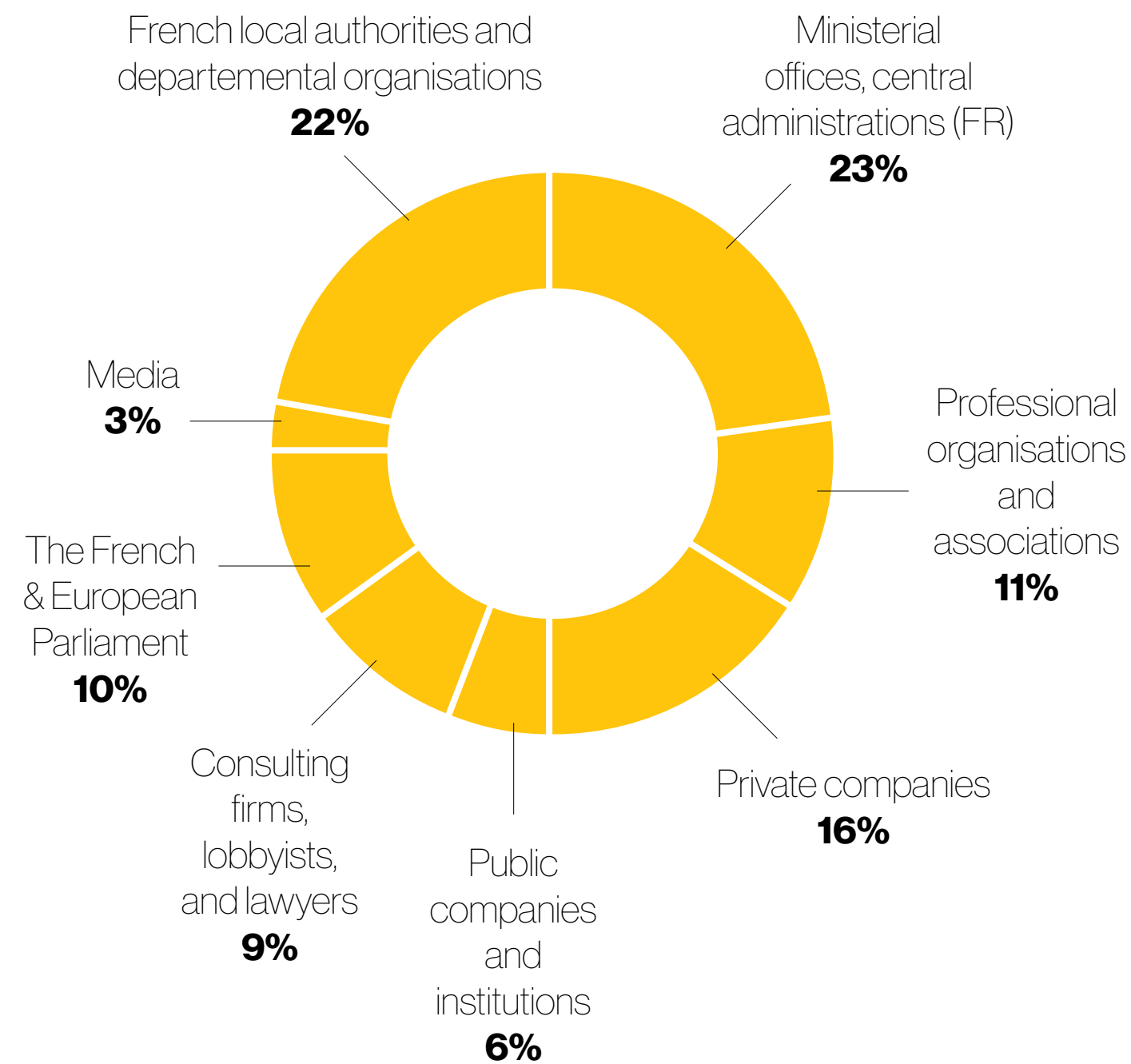
Read by thousands of leading policymakers across France, *La Revue du Trombinoscope* is closer to the corridors of power than any other title.

Interviews & opinion pieces from national and local elected officials, as well as experts, covering 7 key policy areas:



Audience breakdown

Subscribers' breakdown and circulation:
15,300 copies per month and 85,000 digital editions



L'information professionnelle du monde politique, économique & des territoires Novembre 2025 - N°307



DOSSIERS
 Les communes en première ligne
 Dé-commercialisation des centres-villes
 Santé mentale
 Contrebande

MOUVEMENTS
 Nominations
 Missions
 Élections

Media partner content

La Revue du **Trombinoscope**

Contributors over the past 12 months

- 9 French ministers
- 112 members of the French National Assembly
- 94 French senators
- 40 local elected officials
- 12 French MEPs
- 30 experts

The **Parliament**

PARTNER CONTENT

Fueling Europe's Nutrition and Health Journey One Bowl at a Time

Non-communicable diseases (NCDs), including diabetes and cardiovascular diseases, remain one of the greatest public health challenges in Europe, with complex and multiple risk factors. They cause 80% of deaths in the EU and account for up to 10% of total healthcare spending, while reducing the quality of life for millions. Tackling the root causes, such as poor dietary habits, rising obesity rates and evolution of lifestyles, requires coordinated efforts across sectors, including the food industry, healthcare and policymakers.

The EU has already set ambitious goals - from the Farm to Fork Strategy to the EU's Beating Cancer Plan - aimed at enhancing public health and promoting sustainable food systems. While addressing these complex challenges requires a multifaceted approach, breakfast cereals can serve as a convenient, affordable and nutrient-rich component within a balanced diet, contributing to improved nutritional intakes and supporting broader health outcomes.

A major new systematic review, published in *Nutrients*, highlights that breakfast cereal consumption - particularly whole-grain and higher fibre breakfast cereals - is associated with improved nutritional intakes, a lower risk of cardiovascular disease as well as type 2 diabetes in adults, and a reduced risk of overweight and obesity across all age groups, including children, adolescents and adults, making them a valuable addition to the diets of individuals across all age groups.

The evidence is compelling. Breakfast cereal consumption delivers meaningful amounts of essential nutrients like fibre, vitamins and minerals. Iron deficiency is one of the most common micronutrient deficiencies worldwide, posing the greatest risk to women of childbearing age, children and the elderly. The study shows that breakfast cereals provide 7-24% of daily iron intakes for children, adolescents and adults across France, the UK, Ireland, the US and Canada. We see similar contribution levels to daily intakes linked to a 22% lower risk of type 2 diabetes, as well as a reduced risk of obesity. Additionally, the data shows that regular breakfast cereal consumption is associated with a 10% lower risk of coronary heart disease and an 8% lower risk of cardiovascular disease. Whole-grain cereals show even stronger benefits, with a 28% lower risk of coronary heart disease and a 26% lower risk of cardiovascular disease.

In conclusion, the evidence supports the notion that breakfast cereals are a nutrient-rich option that can significantly contribute to a balanced diet. As we confront the pressing public health challenges of our time, it is imperative for EU policymakers, industry stakeholders, and consumers to unite in promoting nutritious breakfast options, including breakfast cereals. By doing so, we can work towards a healthier and more sustainable future for all.

Ece Nevra Durukan
President of CEEREAL



Scan here to read the report published in *Nutrients*




Une nouvelle étude scientifique démontre que la consommation régulière de céréales au petit-déjeuner peut contribuer positivement à notre alimentation

Luc Denot, Président du Syndicat Français des Céréales du Petit-Déjeuner, Business Executive Officer chez Cereal Partners France



d'obésité pour les enfants, les adolescents et les adultes.

Ce constat n'est pas un hasard : il est le fruit d'un engagement de long terme de la filière. Depuis 2015, les céréales du petit-déjeuner intègrent davantage de céréales complètes (+38,6 %), davantage de fibres (+12,3 %) et moins de sucres (-9 %). Cette dynamique illustre une volonté claire : proposer des produits accessibles, adaptés aux besoins réels des consommateurs et en ligne avec les recommandations de santé publique.

En France, les discussions autour de notre alimentation ne manquent jamais de passion, et s'appuient souvent plus sur des perceptions, parfois héritées du passé, que sur des faits. Or la science de la nutrition progresse tout comme les offres produits elles-mêmes. A l'heure où 47% des Français sont en surpoids et où les maladies cardiovasculaires et le diabète progressent dans notre pays, il est donc plus que jamais nécessaire d'actualiser nos connaissances et remettre en cause certains préjugés.

Une étude scientifique, récemment publiée dans la revue *Nutrients*, mérite de ce fait toute notre attention. En analysant les résultats de 51 études indépendantes, cette étude confirme ce que nombre de chercheurs, professionnels de santé et acteurs du terrain observent depuis des années : les céréales du petit-déjeuner peuvent jouer un rôle réellement positif dans l'équilibre alimentaire des Français.

Cette revue complète de la littérature démontre en particulier que les céréales du petit-déjeuner sont une source de vitamines, fibres et minéraux, tout en ne représentant

qu'entre 1 et 4 % des apports totaux en sucres en France. Les céréales du petit-déjeuner peuvent notamment participer à combler certains apports nutritionnels insuffisants, en fer, ou en vitamines B et D.

Pratiques, accessibles et appréciées par toute la famille, les céréales du petit-déjeuner apportent de l'énergie et des nutriments essentiels à l'organisme pour bien démarrer la journée. Elles peuvent donc avoir toute leur place dans le cadre d'une alimentation équilibrée, en particulier chez les enfants - dont trop, et surtout de plus en plus, arrivent à l'école le ventre vide, avec des conséquences directes sur leur développement et leur réussite scolaire.

À ce titre, le petit-déjeuner mérite d'être pleinement reconnu pour ce qu'il peut apporter - et les céréales du petit-déjeuner montrent qu'elles ont toute leur place dans une alimentation diversifiée, équilibrée et ancrée dans notre quotidien.



Publi-rédactionnel

Advertorial*

- Cover
- Double-page
- Full page
- Half page
- Supplement (4-8 pages)

Investment

- €12,900
- €11,900
- €7,900
- €5,500
- On request

Editorial placement in The Parliament and Trombinoscope

- 2x single-page Op-eds (one in each publication)
- 2x double-page Op-eds (one in each publication)

Investment

- €11,200
- €15,900

*all details about deliverables are available upon request

Media partner event

La Revue du Trombinoscope

Engage with French Political Leaders and Decision-Makers

Connect directly with French MPs and policymakers through high-level events in Paris, co-organised by *The Parliament* and *La Revue du Trombinoscope*.

These exclusive gatherings provide a trusted environment to present your priorities, build relationships, and strengthen your presence in the French political landscape.



[Click here to view](#)

Print & digital advertising

Digital display adverts

Specs

- File Size: Up to 100 KB
- Static: JPEG, PNG
- Animated: GIF; HTML5, JavaScript (from a Doubleclick certified vendor)

Display Format	Desktop	Tablet	Mobile
Billboard	970x250	-	-
Leaderboard	728x90	728x90	-
Double MPU	300x600	300x600	-
MPU	300x250	300x250	300x250
Mobile Leaderboard	-	-	320x100

**Investment
From €150 CPM**

Billboard



MPU



Double MPU



Leaderboard



Mobile Leaderboard



Full-site or section take over

Guarantee high-impact visibility for your brand and your messaging.

Exclusive takeover of all display advertising or across a section of the site, is a powerful way to promote an upcoming event, a major report, or a programme of activity.

Available sections:

- EU Institutions
- Foreign & Security Policy
- Economics
- Technology
- Energy & Environment
- Member states

The image displays two versions of The Parliament website. The desktop version at the top shows a browser window with a search bar and navigation icons. A large banner for 'EASTERN FRONTLINE' podcast is featured, with the text 'A new podcast from the Eastern Frontline Group' and 'In partnership with The Parliament'. Below the banner is a navigation menu with categories like 'EU INSTITUTIONS', 'MEMBER STATES', 'FOREIGN & SECURITY POLICY', 'ECONOMICS', 'TECHNOLOGY', and 'ENERGY & ENVIRONMENT'. The main content area includes a 'Q+A: Should the EU punish Hungary ahead of next month's vote?' article and several other news snippets.

The mobile version below shows a similar layout adapted for a smaller screen. It features a 'MEMBER STATES' section with a prominent article titled 'EU enlargement chief cautions against Russian interference in Armenia' dated 13 Mar.

What's included*

- Exclusive road-block of all display advertising on a section of the site and all related articles in the following sizes:

- MPU 300x250px
- Leaderboard 970x250 / 728x90 / 468x120px
- Mobile Banner 320x100px
- Double MPU 300x600px
- Stats report after activity

Investment
€150 CPM & €1,000 CPD

Newsletter

Each Friday our weekly newsletter goes beyond the headlines to contextualise the latest developments and major conversations driving EU policy.

Delivered to the inboxes of more than 8k subscribers from the Brussels bubble and beyond, sponsoring our newsletter is an impactful way to reach this influential audience.

Be it designed completely by you or co-created with us, advertising on our newsletter helps you speak to relevant stakeholders at critical times in the political agenda.



What's included*

- Exclusive sponsorship of the newsletter
- 2 x display banners (970x250 or 728x90)
- A 40-word message in the body of the email to promote your message + a link

Investment
€2,000

Print advertising

What would the world be without culture?

That is why we invite you, Members of European Parliament, to join us in our call to the European Union to place culture at the heart of its political vision and ambition for years to come.

Why?

Without culture, the very future of Europe is under threat. Culture is not only a part of the European project: it is its beating heart. But culture hardly features in discussions on the future of our continent.

In a polarised world,

- culture unites us and brings us together.*
- culture is how we exchange ideas.*
- culture ignites citizens' hearts and fuels their minds.*
- culture represents what we want for the future of our societies.*

#CulturalDealEU

We call for a Cultural Deal for Europe: for culture to be included in the EU's funding programmes, sustainable development strategies, relations with the rest of the world, and vision for our future.

Over 110 European cultural networks and organisations already support the campaign. So do thousands of individuals.

Can we also count on you to help us place culture at the heart of Europe? Join us at culturaldeal.eu

#CulturalDealEU is jointly developed by Culture Action Europe, the European Cultural Foundation, and Europa Nostra (representing the European Heritage Alliance).

Empty indeed.



Across Europe, organisations are using the AWS Cloud to drive truly inclusive innovation

In Spain, ONCE is leveraging the AWS Cloud to develop solutions that improve the lives of people who are blind or visually impaired. As a leading social organisation, ONCE promotes inclusion, independence, and equal access through real-world, inclusive solutions.

"AWS provides the cloud infrastructure we need to transform ideas into inclusive innovation that creates meaningful social impact and real value." – Cristian Sáinz de Marles, ONCE

Learn more about how the AWS Cloud helps European organisations innovate at AWS.eu.



ifaw

By pledging your support for key legislation fully implementing biodiversity strategies, combatting wildlife trafficking, and showing leadership on global environmental agreements, EU citizens know they can count on you.

Candidates for European Parliament this 6-9 June, make your pledge here:

ifaw.org/eu-elections-2024

Single page

Investment
€5,700
€ 7,000 for the Outside Back Cover or Inside Front Cover

Double page

Investment
€7,700

Built in Europe. Powered by AI.

Idoven helps doctors detect heart diseases earlier with Google Cloud

Spanish health technology company Idovent is addressing heart disease with Willem, its proprietary AI cardiac platform. Using Google Cloud and Google AI tools like Gemini, Idovent is enabling organizations to transform cardiac diagnosis with technology created in Europe, powered by AI.

Learn more at g.co/EuropeanInnovation

IDOVEN | Google

WHAT DOES CROPLIFE EUROPE STAND FOR?

BIOPESTICIDES

Our members have committed to invest €4 billion by 2030 to develop and bring to market new and more effective biopesticides.

CONVENTIONAL PESTICIDES

Our sector constantly innovates and develops more effective products with improved environmental and human health profiles.

DIGITAL & PRECISION AGRICULTURE

Our members have committed to invest €10 billion into digital and precision technologies by 2030.

PLANT BIOTECHNOLOGY

Our members are actively investing in new plant breeding techniques, accelerating the development of resilient plant varieties.

"Innovation in agriculture is the key ingredient to address climate challenges and transition to more sustainable farming."

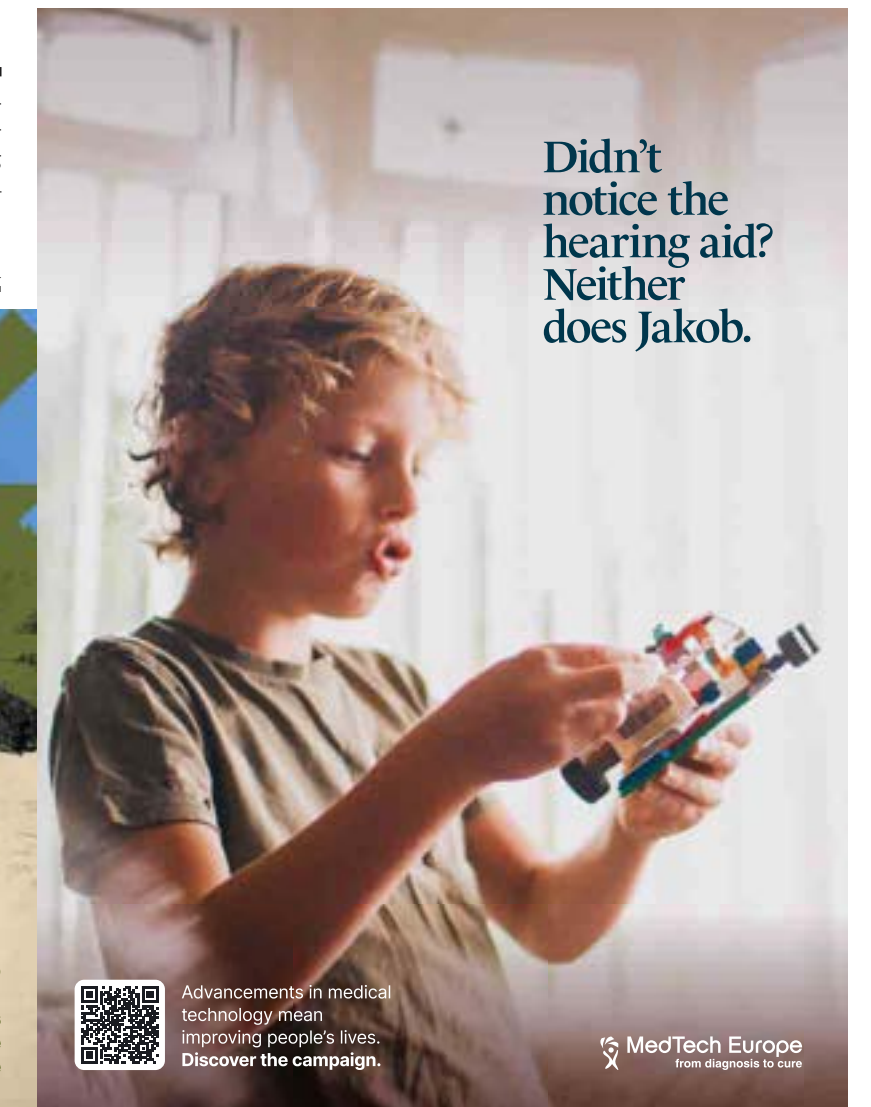
Oliver de Matos, Director General

CropLife Europe and its members champion innovative and science-based solutions for sustainable agriculture. To achieve this, farmers need access to all available tools to choose their preferred production model.

Check out our vision for sustainable agriculture by scanning the QR code:

Gatefold

Storytelling has never been easier.



A gatefold masterfully captures your message to the forefront, creating an immersive experience for the reader.

Made with four panels and placed within the cover of the magazine, the gatefold opens up wide enough to display large, panoramic images.

What's included*

- **Single fold page**
Trim: w198mm x h270mm
Bleed: w202mm x h276mm
- **Internal TPS pages**
Trim: w616mm x h270mm
Bleed: w414mm x h276mm
- Any digital edition of the magazine will include the internal triple page spread but not the single fold page

Investment

- **€16,500**
- **Gatefold and outside back cover bundle for €19,500**

Loose insert

Amplify your message.

A loose insert is a unique addition to the magazine, designed to grab attention and deliver extra insights.

Whether launching a manifesto, releasing a report, or driving a call-to-action, it's a flexible, impactful way to stand out.

The Parliament



What's included*

- Designed by the client and inserted in every print copy, not available online
- **Maximum dimensions:**
Trim: w210mm x h270mm
Bleed: w216mm x h276mm

Investment

- **From €5,000 on size of insert**

Talk to us to take your seat at the table.



All prices are excluding VAT
Last updated on April 2026

