



PRESS RELEASE

Brussels, 27 May 2003

EurActiv opens new Public Affairs Section

EurActiv.com, the leading internet portal on EU affairs, has obtained agreement from the public affairs & PR consultancy Edelman, to sponsor its new Public Affairs Section. This new section incorporates the Guide of 10,000 *EU Actors*, which Edelman has sponsored until now, and the "Consultancies Yellow Pages".

Christophe Leclercq, EurActiv's publisher, explained that *"the Public Affairs Section focuses on strategy and process. We are providing a platform for PA practitioners and policy stakeholders to express their viewpoints, compare each other's initiatives, and thus improve transparency of the PA trade."*

The coverage initially focuses on PA practitioner methods dealing with EU affairs in particular. Thus, EurActiv's in-depth interviews with a variety of stakeholders are aimed at judging the impact of PA strategies at EU level. Over time, case studies concerning national affairs will also be added.

Edelman's Brussels Managing Director Charlotte Lester said: *"We are entering our second year of sponsorship of EurActiv on a high note. We are pleased to be the first sponsors of the new Public Affairs section since it reinforces the focus of Edelman on public affairs. Since EurActiv is such a crucial part of the EU actors' daily information diet, we get great value from having a presence there."*

Content partners for the section include the UK-based European Centre for Public Affairs (ECPA), the Germany-based Politik & Kommunikation, Brussels-based SEAP, Manchester Metropolitan University's Centre for Corporate and Public Affairs and the Journal of Public Affairs. Philip Springuel, coordinating the Public Affairs section for EurActiv, added: *"we invite contributions from a wide spectrum of professionals, including NGOs, think tanks and governments. There is recognition that influencing public policy cannot be achieved successfully without wide stakeholder participation."*

Links:

EurActiv Public Affairs Section: www.euractiv.com/en/public_affairs

The Guide of 10 000 *EU Actors* is available at the following URL: www.euractiv.com/en/guide.htm, it provides free access to more than 10 000 *EU Actors*, with their contact details and links.

The Consultancies section is available via: www.euractiv.com/en/consultancies.htm.

Interested in sponsoring a section on EurActiv? marketing@euractiv.com

Associations and Consultancies may also contact EurActiv concerning their own promotion: advertising@euractiv.com , membership@euractiv.com.

For more information, call
Willy De Backer, Editor, at +32 2 226.58.14 or email editor@euractiv.com or
Christophe Leclercq, Publisher at +32 2 223.58.13 or email publisher@euractiv.com

The EurActiv website is available via www.euractiv.com.

Note to the editor:

EurActiv.com is the leading private sector portal on EU Affairs. With more than 950,000 page views per month, the site is an important working instrument for the majority of *EU Actors* (institutions, industry federations, NGOs, think tanks, the press and others) involved in defining or influencing EU policies.

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EurActiv also has 50 "content partners" (NGOs & think tanks) as well as ca. 500 "contributors", providing their policy positions for free. Input welcome: editor@euractiv.com.

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