



2019 election KPI's to drive your public affairs strategies Government Affairs KPIs in a new European Union

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Schneider Electric is leading the digital transformation of energy management and automation

Key figures for 2018

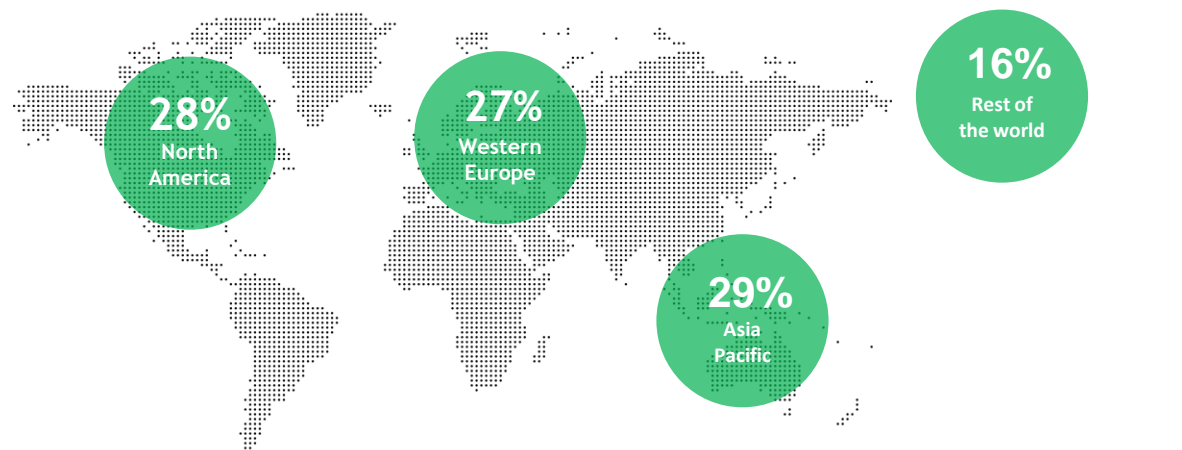
5%
of revenues devoted to R&D

€26 bn
2017 revenues

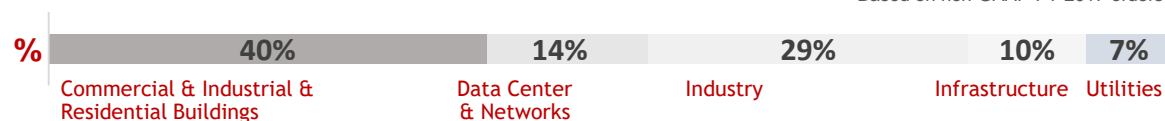
42%
of revenues in new economies

137,000+
employees in over 100 countries

A well-balanced global presence (2018 revenues breakdown)



Four end markets:



One slide about our GA team

2019 - Setting the scene for EU Public Affairs

18 April - Last
Plenary Session
Last plenary sessions
where MEPs will
discuss/adopt current
files still in discussion

26 May - EP Elections
Big disruption in the EU
political agenda, with a
new MEPs, new groups
and committees to be
formed by July 2019

2 July - New EP
Inaugural plenary
session of the newly
Parliament elected,
with the new EP
President

? October - November
New European
Commission to be
formed in Q3 2019.
Date of election of the
new EC President ?

Scenario planning - How Europe's future could look like in

POLITICAL CHANGES

by Fall 2019?

EU
EP elections
+
new
Commission

course of 2019

NATIONAL
ELECTIONS
ES, EST, FI, BE,
DK, GR, PL, PT

THREE POTENTIAL SCENARIOS

DEADLOCK 

- Institutional blockage
- Multi-crisis: Brexit, social movements, etc
- Informal talks about EU Treaties (less Europe)

PROBABILITY: 30 %

RISK VS OPs

- Economic downturn
- Gas dependency ≥
- Freezing Investment
- E-commerce slowing down (?)

BaU 

- Next EU focusing on key areas including energy, digital, climate, & industry
- Single market and Eurozone still being challenged

PROBABILITY: 50 %

RISK VS OPs

- Economic instability
- EU integration- digital & energy
- R&D opportunities ≥
- IIoT & cyber under the spotlight

MORE EU 

- Eurozone reform
- Single market stepping up
- Further integration in key areas: defence, energy, digital, etc

PROBABILITY: 20 %

RISK VS OPs

- Forex + to Euro
- Market convergence accelerating
- Risks vs ops in the Eurozone (digital, prosumers)

TRENDS/RISKS

POPULISM

TRADE TENSION

PROTECTIONISM

DIGITILISATION

CLIMATE CHANGE

Why and How using KPIs in EU Public Affairs ?

Measurement

KPIs help tying metrics to advocacy actions, in order to measure progress towards and achievement of an objective



Alignment

Start with a clear understanding of what the business needs the public affairs function to achieve. It is key to involve key people internally in the development of your KPI.

Prioritization

KPIs must be linked to objectives/goals, as they help tracking performance and progress, by providing a good quantitative measure against which we can monitor achievement of goals and objectives.



Accomplishment

Importance of establishing a baseline to show performance and progress: usually public affairs prefer soft KPIs, to measure reach, not impact. Hard KPIs are important to measure the impact of advocacy actions.

Objective & KPIs for PA in 2019

Put a policy issue at the top of the EU political agenda

Policy-makers outreach

As a result of X meetings with MEPs/MEPs staff, we were able to table X amendments.

As a result of X meetings with Commission officials, we were able to have a EC initiative/communication on a specific policy issue.

As a result of X meetings with the PermRep, we were able to gain the support of X Member States on a specific issue

Alliance Building

As a result of X policy briefs and meetings with representatives from associations, we were able to increase the number of partners supporting an issue

As a result of X meetings, we were able to increase our shared priorities and shared goals between different associations/organizations

Opinion Forming

As a result of X quotes/articles published in influential press, we were to have our policy issues mentioned in a think tank association/Parliamentary debate

As a result of X commissioned report, we were able to have it used as the working proposal/Parliamentary report

Social Media Engagement

As a result of our social media outreach, we were able to built a coalition in country X and shifted a constituency into our camp, resulting in MEPs supporting our position

As a result of our social media outreach, we were able to have X social media contents (Tweets, Linkedin posts) mentioning our company/association/policy issue

“Life is really simple, but we insist on making it complicated”, Confucius



- Don't rush too much, don't wait too long
- First impression matters
- Be eager to learn
- Your tool kit has to be brand new
- People want to get confidence
- Relate on the ones you trust
- If things go bad, you could always find a B plane

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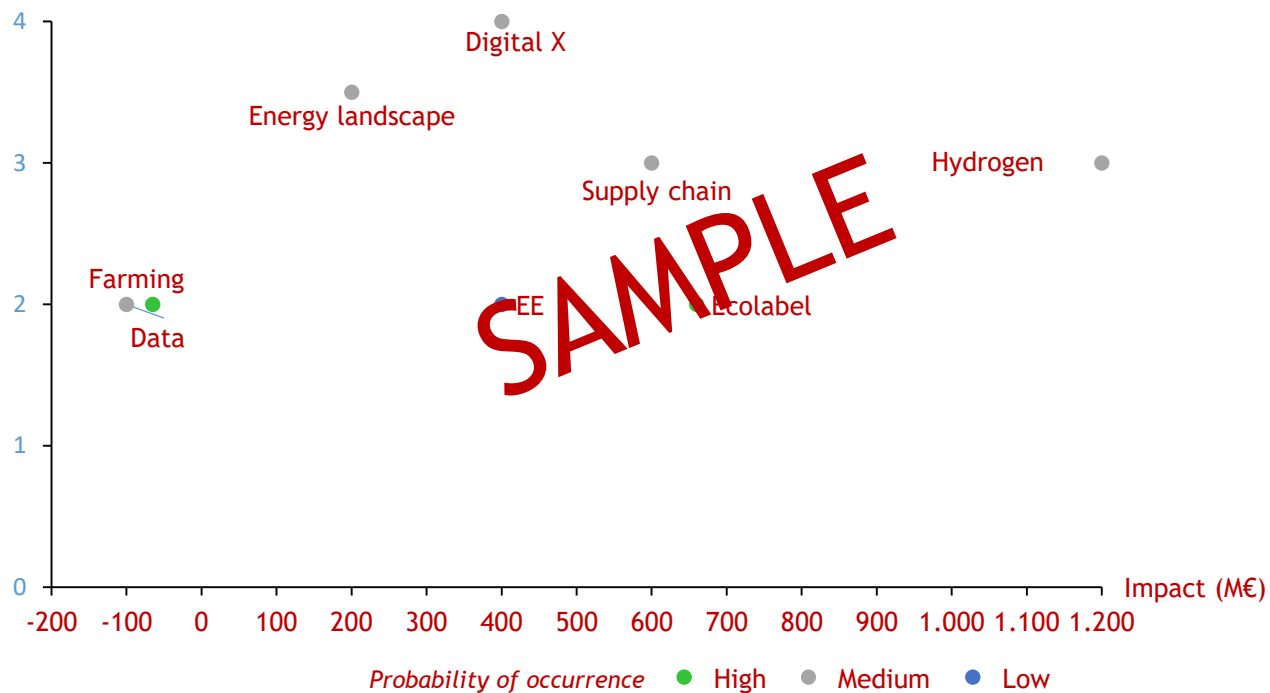
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My KPI dashboard

Time to market (years)



Time to market (years)

