

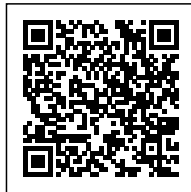
# KREAB JOINS THE GOOD LOBBY PRO BONO NETWORK

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The Communication and Public Affairs consultancy **Kreab** has just closed a collaboration agreement with **The Good Lobby**, joining the pro bono program of this non-profit organization based in Brussels. With this agreement, the firm's professionals will be able to help civil society organizations that fight to defend various public interests with their knowledge and experience in public affairs. The Good Lobby was founded in 2015 and seeks to democratize access to public advocacy services and institutional relations for all types of civil society organizations in order to achieve a more plural and balanced political system. Its partners include large corporations such as Ashoka and Eurocadres and it participates in Advocate Europe and European Parliament projects.

For **Miguel Ferre**, Senior Partner of Kreab Spain and head of Public Affairs, Reputation & Intangibles, Research and Sustainability & Economics: "transparency and excellence are two of the fundamental values that inspire Kreab professionals. With this new alliance we consolidate ourselves in the European and international vanguard as a reference consultancy in public affairs. We contribute to the management of stable and open relationships with the Public Administration, while advising and accompanying our clients in the implementation of the best practices for their business, reputation and influence with which to achieve the trust of stakeholders" . Currently, the Public Affairs team is made up of 40 professionals divided into five areas of specialization: Digital Policy, Financial Policy, Industrial Policy, Sustainability & Energy, Health & Social Policy, to which must be added the Research unit, in charge of analyze sectoral and prospective studies, anticipating possible changes in the regulatory context.

For his part, Alberto Alemanno, founder of The Good Lobby, declares "he is delighted with the incorporation of Kreab to The Good Lobby's pro bono practice, and is convinced that the professionals of the public affairs firm will have a great positive impact in the achievement of the mission and public interests of numerous non-profit organizations present in Spain and beyond".

Within the framework of this collaboration agreement between The Good Lobby and Kreab, a new Kreab Talk was held today under the title "The Good Lobby. The GoodPolicy". Moderated by Luisa Alli, executive president of Kreab Spain, the meeting was attended by Alberto Alemanno, professor of European Law at HEC Paris and founder of The Good Lobby; in addition to Elisa de la Nuez, State Attorney and General Secretary of the Hay Derecho Foundation; Safira Cantos, General Director of the Hay Derecho Foundation; and David Redoli, coordinator of institutional relations for Solaria Energy and the Environment. The experts have shared their vision on how transparency should be understood in the activity of public affairs, the legitimate defense of interests, the work of policy making, or the management of influence in the current context.