

ALDE plans web campaign

BY IAN HALL

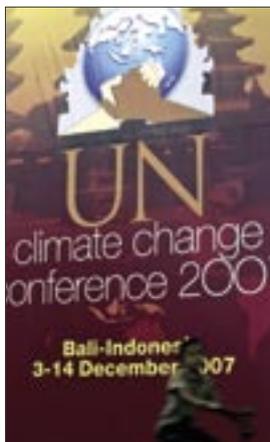
BRUSSELS: THE ALLIANCE OF Liberals and Democrats for Europe (ALDE) has brought an agency to develop and implement an online campaign encouraging people to minimise their 'carbon footprint'.

ALDE, the third-largest group in the European Parliament, wants to encourage young Europeans to challenge their family, friends and schools to take steps to be more 'green'.

It will use Ogilvy PR Worldwide's Brussels office, run by MD Natalie Todd, to handle the campaign, which is to run throughout 2008, ahead of the 2009 European elections.

Ogilvy said: "This climate-change campaign will challenge young Europeans to reduce their carbon footprint by engaging with family and friends. It will take full advantage of the possibilities created by online communications to involve an expanding community in an active and meaningful way. Small steps can make a large difference."

Commission V-P Margot Wallström last month launched an interactive website aimed at being a forum for debating how a successor to the Kyoto Protocol on climate change should look. The launch of www.roadtocopenhagen.org comes ahead of the UN



UN conference: from 3-14 December

climate-change conference in Bali from 3-14 December.

The EC is set to adopt its new strategy for communicating via the net by the end of the year.

Alber & Geiger expands

BRUSSELS/BERLIN: AN EU LOBBYING LAW FIRM HAS RECRUITED a former director of the European Commission's legal service as a partner.

Professor Dr Rolf Waegenbaur has joined Alber & Geiger from German law firm Graf von Westphalen, where he worked for around five years.

Alber & Geiger launched nine months ago and is named after Siegbert Alber, the former advocate-general of the European Court of Justice, and Andreas Geiger – former chief executive of Cassidy & Associates Europe (PAN, April).

At the EC Waegenbaur particularly dealt with the environment and consumer-protection sectors. At Graf von Westphalen he lobbied for multinationals on the EU tobacco advertising directive.

Other staff of Alber & Geiger include Lord Charles Henry Plumb, the former president of the European Parliament and National Farmers' Union president, who is a partner. The firm last month opened an office in Berlin, for which it is recruiting at an associate level.

Greaves moves to H&K

BRUSSELS: HILL & KNOWLTON HAS RECRUITED SIMON GREAVES, head of EU monitoring at PAN-owner Dods, to work as an account manager in its Brussels office.

Greaves starts on 7 January, reporting to healthcare practice head Anna Dé. He will advise healthcare and energy clients and takes up the new role of new-business co-ordinator.

Greaves has worked for Dods for five years and leaves on 21 December. He joined the company in London before relocating to Brussels in 2005 to establish the Dods EU monitoring business.

Dods has promoted his second-in-command Jessie Duncan to replace him and lead a five-strong team.

F-H's Baxter set to relocate to India

BRUSSELS/MUMBAI: FLEISHMAN-HILLARD (F-H) Brussels director Dan Baxter, a well-known public affairs specialist in the EU capital, is to relocate to India in the new year.

Baxter, a Canadian national, will cease working at the Omnicom-owned agency's office in Brussels in mid-December before starting work as senior vice-president of F-H's three-strong Mumbai office in mid-January.

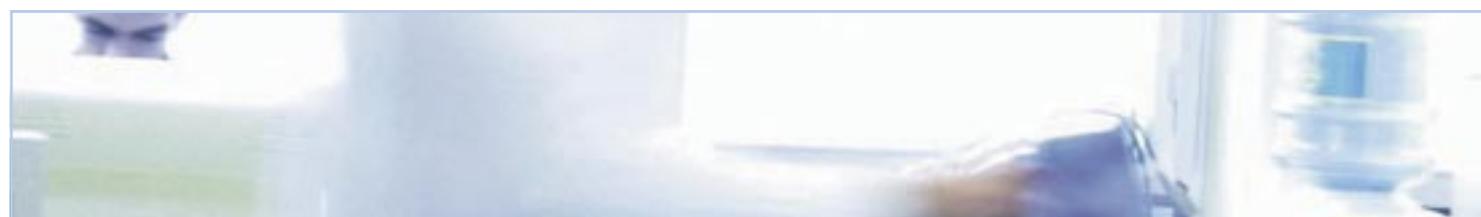


Baxter: on the move in the new year

In his new role he will report to the agency's Hong Kong-based Asia-Pacific regional president, Lynne-Anne Davis.

Baxter, who has worked for F-H in Brussels for seven years, described the Indian market as a "tremendous opportunity".

Before moving to Brussels Baxter worked for F-H in Toronto for almost three years.



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