



KREAB BRUSSELS OFFER ON

DEFENCE AND CIVIL PROTECTION

KREAB

WORLDWIDE

The last few years have seen a drastically altered EU policy outlook on security, defence industrial policy and civil protection. War, natural disasters and successive crises have together stimulated a shift in political attention towards defence and crisis response, and the need for a stronger and more unified European ability to act in times of crisis.

“Europe’s defence industry is running at maximum speed, but it is not enough. [...], we must step up the production of our capabilities, military capabilities.”

Commission President Ursula von der Leyen, SOTEU 2023

The defence industry is distinct from other industries, and one that has traditionally been closely tied to national governments. As the EU emerges as central hub for financing, lawmaking and coordination for the defence industry, strong industry involvement in Brussels is key to ensure a sound policy framework, capture new opportunities and avoid unintended consequences of a rapidly growing field of EU policy. This is where Kreab can help.

OUR WAY OF WORKING

Kreab offers deep issue expertise, institutional process knowledge and extensive communication skills to help our clients reach their goals.

Kreab's Defence and Civil Protection team brings together policy professionals with a broad range of backgrounds, ranging from technical detail to geopolitical strategy across foreign policy, defence, civil protection, industrial policy, cybersecurity and space policy.

Each sector and each organisation has distinctive features that structure their needs and appropriate course of action in public affairs. Our client-focussed approach allow us to develop a close working relationship with our clients, and thereby to deliver carefully tailored and high-impact campaigns and advice.

OUR AREAS OF EXPERTISE

EU Defence industrial policy: The EU is rapidly moving from a position of relative irrelevance on defence and defence industrial policy, to becoming a central hub for the EU defence industry. EU involvement has been scaled up in recent years through the capability planning work of the European Defence Agency and the R&D funding for the sector provided by European Defence Fund and its predecessors. The return of war to the European continent pushed this trend into high-gear, with the European Defence Industry Reinforcement through Common Procurement Act (EDIRPA) and the Act in Support of Ammunition Production (ASAP), followed by a new European Defence Industrial Strategy (EDIS) and Programme (EDIP) which promise to make the EU a key actor in defence industrial policy. As the EU's role for the industry is growing, the industry also needs to build a stronger presence in EU discourse and policymaking.

Civil protection: Civil protection is another growing field for the EU, where common European action is spurred on by frequent natural disasters and humanitarian crises. Many products developed for the defence sector are also useful for civil protection. The EU can notably provide 100% funding for Member States to acquire, maintain and operate civil protection capacities that are defined by the European Commission, through a permanent mechanism (rescEU). Understanding which capacities are needed, how these are defined, and how decisions are made on this common resource pool is mutually beneficial to industry and policymakers. This is a space where interaction between policymakers and the private sector has traditionally been limited, but that Kreab has experience successfully navigating to the benefit of our clients.

Cybersecurity: Cybersecurity is an integral part of the EU's strategic domains for security and defence policy, covering both military and civil infrastructure and resources. With today's interconnectedness of defence capabilities and contemporary security landscape, including ever growing cyberthreats, cybersecurity policy has become a strategic priority underpinning the entire defence sector's effectiveness and reliability. While contributing to a stronger European cyber defence ecosystem, EU policy on cybersecurity also includes extensive industry partnerships that prioritise collaboration with SMEs and stronger investment in research and development (R&D). Being aware of and understanding current and future cybersecurity trends will be fundamental to protect critical assets, maintain operational continuity of defence capabilities, secure supply chains, ensure compliance with legislation and standards, and facilitate international cooperation with like-minded partners around the world.

Space: Space policy is increasingly intertwined with defence as a result of geopolitical developments and increasing power competition and intensification of threats. The EU published its Space Strategy for Security and Defence in March 2023, committing to better connect space, defence and security at EU level and ensure synergies and cross-fertilisation, notably in terms of research and development. EU space policy has supported the establishment of secure connectivity through satellite constellations – notably within the EU Space Programme 2021-27 and the Iris2 constellation, while the EU Space Law will aim to create an EU Single Market for space and boost the security and defence dimension of space.

NATO: Through tools such as the NATO Innovation Fund (NIF) and the Defence Innovation Accelerator for the North Atlantic (DIANA), NATO is taking concrete steps to support the Defence Industry's development of new disruptive technologies and help SMEs gain the support needed to bring their products onto the market. Additionally, a new Defence Production Action Plan (DPAP) will coordinate NATO Allies in stepping up investments in defence production and strengthen procurement, coordination, and interoperability of the Allies' defence capabilities. With NATO continuing to be of pivotal importance in coordinating allied defence & security efforts, Industry must be aware of upcoming opportunities and act on them.

Defence Procurement and offset agreements: Our consultancy specializes in navigating the intricate landscape of government policies concerning defence procurement rules and offset agreements. With expertise in EU regulations, we offer comprehensive guidance on the legality of offset agreements within the EU framework. We advise on regulations while maximizing strategic advantages for your organization. From risk assessment to policy analysis, we provide strategic insights to optimize your procurement strategies. Trust our team to navigate the complex regulatory environment, mitigating risks and unlocking opportunities for your organization's success in defence procurement within the bounds of EU law.

SENIOR ADVISORS ON DEFENCE AND CIVIL PROTECTION



Carl Bildt SENIOR ADVISOR, VICE-CHAIRMAN KREAB WORLDWIDE

Carl Bildt served as both Prime Minister (1991-1994) and Foreign Minister (2006-2014) of Sweden. Subsequently he served in international functions with the EU and UN, primarily related to the conflicts in the Balkans. He was Co-Chairman of the Dayton peace talks on Bosnia and became the first High Representative in the country. Later, he was the Special Envoy of UN Secretary General Kofi Annan to the region. Currently he is Co-Chair of the European Council on Foreign Relations, contributing columnist to Washington Post as well as monthly columnist for Project Syndicate. He recently chaired the Global Commission on Internet Governance.



Grete Faremo SENIOR ADVISOR

As Minister of Defence under Jens Stoltenberg, Grete led the work on the long-term plan for Norwegian Defence which led to the reorganisation of the Air Force after the acquisition of F-35 fighter jets. As Minister of Justice and Public Security following the 2011 terrorist attacks in Norway, she led the restructuring of the emergency crisis response and law enforcement systems. She also negotiated Norway's access to the Schengen Agreement as Minister of Justice in 1996. Outside the Government, she was Under-Secretary-General of the UN and Executive Director of the UNOPS, and Director of Legal & Corporate Affairs at Microsoft. In addition to her current role as Senior Advisor for Kreab, Grete is also the Chair of the Norwegian Atlantic Committee.



Henne Schuwer SENIOR ADVISOR

After a 42-year career with the Netherlands Ministry of Foreign Affairs, where he focused on the European Union and transatlantic relations, Ambassador Schuwer joined Kreab as a Senior Advisor in 2020. During his career, Henne was involved in all Dutch EU Presidencies, the last one as Deputy Permanent Representative of the Netherlands to the EU and Chair of Coreper I. After this, Henne served as the Director of the Private Office of the Secretary General of NATO. Mr Schuwer has extensive knowledge of US politics and trade issues after two assignments in the US, including a period as the Dutch Ambassador to Washington DC in 2015-19.

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Gunnar Hökmark SENIOR ADVISOR

Gunnar Hökmark was a Member of the European Parliament and Head of the Swedish EPP delegation for 15 years, and for many years vice-president of the EPP Group. Mr Hökmark was instrumental in the enlargement process and in the cooperation with the Eastern Partnership. Before his time in Brussels, Mr Hökmark was a Member of the Swedish Parliament for more than 20 years and Party Secretary for nearly 10 years. Gunnar Hökmark is today, among other things, Chairman of the foreign policy think tank Stockholm Free World Forum, and the Swedish Insurance Broker's Association



Lars Holmqvist SENIOR ADVISOR

Lars is among the founders of the Nordic company SES Group, which provides system engineering solutions for the defence and civil defence industries and owns a series of subsidiaries in the defence sector across the Nordic countries. He served 40 years in the Swedish military as an officer in the Swedish army reserve. Lars was the Chief Executive Officer of CLEPA, the European automotive suppliers association, for many years. Lars has spent his career in the automotive supplier industry, having been Executive Director at Henkel, Managing Director at Emissionsteknik, and Managing Director of Johnson Matthey's diesel engines unit among many other positions within these companies.



Nazar Bobitski SENIOR ADVISOR

Nazar Bobitski, is a former Ukrainian diplomat with deep experience in EU-Ukraine relations and geopolitical developments in the region. He was deeply involved in the negotiations on the EU-Ukraine Association Agreement and its subsequent implementation. Throughout his career, Nazar has advised the Ukrainian economic and sectoral ministries on matters of European integration and EU trade relations. Before leaving the Ukrainian diplomatic service, Nazar held the post of the Deputy Head of the Ukrainian Mission to the EU, and chief of the Mission's trade and economic section.

SENIOR ADVISORS ON DEFENCE AND CIVIL PROTECTION



Klas Wåhlberg SENIOR ADVISOR

Klas has more than 40 years experiences in the Technology Industry sector, in Sweden and through several postings within ABB and its affiliates in Portugal, Turkey, Denmark and elsewhere. He has held executive positions for the last 20 years as CEO or equivalent, where the most recent was as Director General of Teknikföretagen, the Association of Swedish Engineering Industries, which organises the Technology Industry companies in Sweden. During this period Mr Wåhlberg was board member of the Swedish Security and Defence Industry Association, SOFF. Klas is also board member of Swedish State Railways, SJ, Blekinge Institute of Technology, BTH and member of the Royal Academy of Engineering Sciences IVA.



Oda Helen Sletnes SENIOR ADVISOR

Oda has more than 30 years' experience of Norway-EU relations. Twice Ambassador to the European Union, 2006-11 and 2015-18, she has worked on a broad range of EU-issues, including security and defence. As President of the EFTA Surveillance Authority (ESA) 2011-2015, an independent body monitoring compliance with EU and EEA law in the EFTA States, she had a particular responsibility for the Authority's decisions on state aid. During her time as a career diplomat in the Norwegian Foreign Service, she has held several senior positions, such as Director General for European affairs and most recently as Norway's ambassador to France. Oda was a member of the independent government commission reporting on the EEA agreement's consequences for Norwegian businesses. She is fluent in English, French and Norwegian.

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