

CASE STUDY

STATE AID

REGULATORY ADVICE ON STATE AID AND SECURITY OF SUPPLY

SITUATION & OBJECTIVES

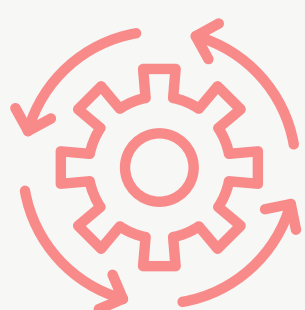
A multinational energy company was subject to a State aid complaint with respect to the agreement under which it was selling electricity to the Member State's Electricity Company. The energy company operated a thermal power plant (TPP), which itself generated concerns on the basis of the EU objectives and the Clean Energy Package requirements making thus the public affairs strategy increasingly challenging. The client wanted a conclusion of the state aid case that would preserve the investment made in the TPP.



The objective was to establish both in Brussels and at Member States level a wide network of allies that could support the position of the client and would recognise the role of the TPP in terms of security of energy supply and transition to clean energy.

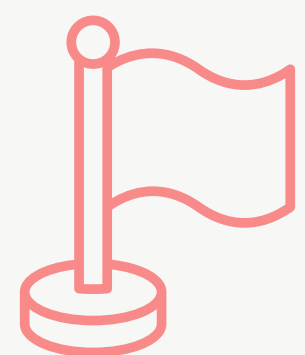
EXECUTION

Kreab mapped key stakeholders across EU institutions (Commission, European Parliament), Permanent Representations and industry associations. We coordinated numerous meetings with the client to highlight the strategic role of the TPP in national and regional energy markets and to provide updates on the State aid case, effectively securing support and visibility among influential decision-makers. We cooperated with a well established think tank, at the time very active in analysing the energy sector at regional level in Europe, to prepare a study and an event on security of supply.



RESULT

Through a strategic advocacy campaign combining targeted stakeholder engagement, high-level meetings, and coalition-building, the client positioned itself as a key European energy partner, demonstrating its critical contribution to regional energy security and independence. By establishing alliances and facilitating constructive dialogue, the client directly influenced the State aid discussions, prompting DG COMP to invite all parties to develop a mutually agreeable solution—showcasing concrete advocacy-driven impact on the legislative and regulatory process.



The TPP is still operational. Currently, the client is negotiating the renew of the agreement with the national authorities and is applying for EU funds to convert the plant into a cleaner energy source.