

**GERMAN PRESIDENCY OF THE EU**  
**SECTOR SNAPSHOT**

# GERMAN PRESIDENCY OF THE EU

# THE HEALTH AGENDA



## THE CONTEXT

The COVID-19 crisis led to a paradigm shift in the perception of health policy at European level. If only few years ago some were questioning the EU added value on health, the pandemic demonstrated the need of a European coordinated approach.

In the past few months, the German government highlighted the importance of developing ‘strategic health sovereignty with an EU Health Strategy’, and will focus its Presidency on boosting European capacities on R&D, establishing common strategic stocks of essential medicines and medical devices, and encouraging production in the EU. Digitalization and data, which were among the priorities of Berlin already before the COVID-19 crisis, will complement this ambitious agenda.

## PRIORITIES AND NON-LEGISLATIVE INITIATIVES

- Draft Council Conclusions on lessons learnt from the COVID-19 pandemic and lay the groundwork to improve the EU's crisis management instruments, ensure the supply of pharmaceuticals and the production of active pharmaceutical ingredients.
- Strengthen the role of the **European Centre for Disease Prevention and Control (ECDC)** and the **European Medicines Agency (EMA)**.
- Provide the EU with a **stronger leadership in international fora dealing with global health**, such as the WHO, and support a coordinated approach to safeguarding access to and distribution of COVID-19 diagnostic tests, vaccines and therapeutics.
- Support the creation of the **European Health Data Space** and the development of a non-binding **European code of conduct for the sharing of data**, with the support of Council Conclusions.
- Support the drafting of the European Commission's communications on **Europe's Beating Cancer Plan** and discuss the upcoming **Pharmaceutical strategy for Europe**.

## KEY LEGISLATIVE FILES

- Proposal to facilitate the development and use of medicinal products **containing or consisting of GMOs against COVID-19**.
- Proposal on the establishment of the **EU4Health Programme**.
- Proposal to strengthen EU cooperation on **health technology assessment**.

## THE AGENDA-SETTER

### Jens Spahn

- Born in 1980
- Federal Minister of Health since 2018
- Member of Christian Democratic Union of Germany (CDU)
- Known for his diligence and hands-on mentality, the German Minister of health will try to translate his bolstered reputation as crisis manager to drive the German Presidency's health agenda in Brussels.



## CONTACT

For more information, please contact:

### Nicola Scocchi

Director of Health & Wellbeing, Belgium  
[nicola.scocchi@edelman.com](mailto:nicola.scocchi@edelman.com)

### Carolin Schambach

Executive Director Healthcare, Germany  
[carolin.schambach@edelman.com](mailto:carolin.schambach@edelman.com)

# GERMAN PRESIDENCY OF THE EU

# THE HEALTH AGENDA:

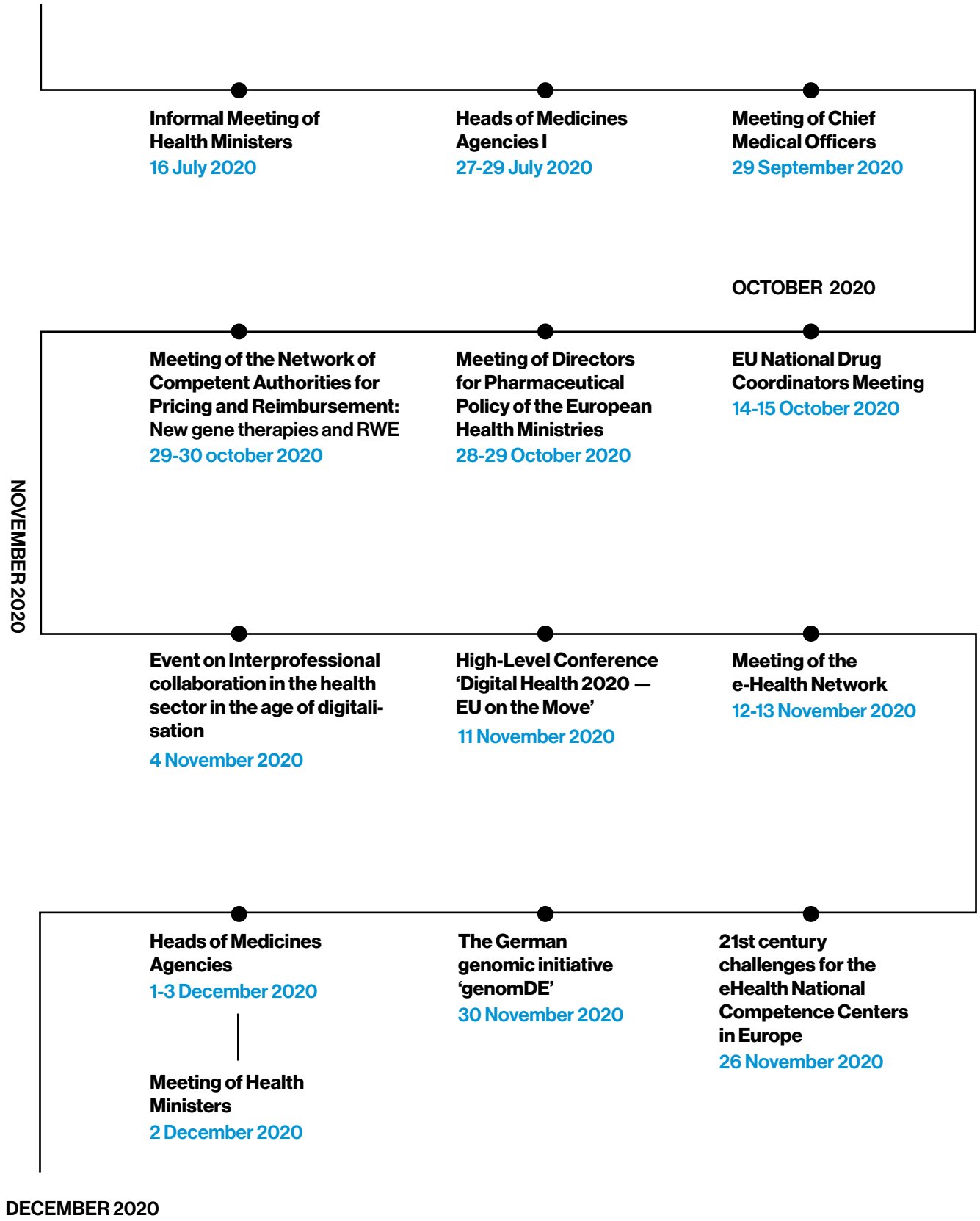
# TIMELINE



JULY 2020

SEPTEMBER 2020

NOVEMBER 2020



DECEMBER 2020

If you are interested in how the priorities of the German Presidency may affect your organization, then [get in touch](#).

# GERMAN PRESIDENCY OF THE EU

# THE DIGITAL AGENDA



## THE CONTEXT

The COVID-19 crisis has reinforced the importance of digital transformation at European level. With the global competitiveness of the EU being at stake, Germany assumes the Presidency with a renewed sense to drive Europe's digital future forward.

In the upcoming months, the German government's key priority will be to strengthen the EU's 'digital sovereignty'. With this leitmotiv, the Presidency will focus on rolling out a resilient European digital and data infrastructure ecosystem, implement several steps of the EU's strategy for "A Europe Fit for the Digital Age" and boost competencies in key digital technologies through coordinated R&D and investment efforts.

An important challenge will be to ensure effective cross-ministerial coordination on digital policies affecting the European Green Deal, health, transport, and consumer protection policies.

## KEY INITIATIVES AND FILES

- Strengthen the EU's digital sovereignty following lessons learnt from the COVID-19 pandemic by laying the groundwork for the roll out of the European cloud project GAIA-X.
- Support the implementation of the EU's strategy for A Europe Fit for the Digital Age with a focus on data availability and security, AI, and digital skills. This includes achieving progress on the European Data Strategy with the launch of guidelines for the governance of Common European Data Spaces, promoting a human-centred and ethical approach to AI at EU level and discussing the European Commission's Digital Education Action Plan.
- Ensure a rapid adoption of the regulation on preventing the dissemination of terrorist content online and progress on the ambitious negotiations on the ePrivacy regulation.
- Support efforts towards OECD-led negotiations on a digital tax and press ahead with the implementation of their outcome at EU level.
- Consolidate the EU's efforts in the fight against online dis- and misinformation by promoting Council discussions on the European Democracy Action Plan and advances on the Digital Services Act.

## CONTACT

David Morgen, Public Affairs Digital Transformation, Germany  
[david.morgen@edelman.com](mailto:david.morgen@edelman.com)

Rowan Emslie, Head of Digital, Belgium  
[rowan.emslie@edelman.com](mailto:rowan.emslie@edelman.com)

Celine Van Den rul, Digital Account Executive, Belgium  
[celine.vandenrul@edelman.com](mailto:celine.vandenrul@edelman.com)

## THE KEY HUB

### Peter Altmaier

- Born in 1958
- Federal Minister for Economic Affairs and Energy
- Member of Christian Democratic Union of Germany (CDU)
- Presiding over the Ministerial Council for telecommunications / digital affairs and key initiator of Gaia-X, Altmaier will pull the strings in advancing the EU's digital economy.
- Due to the cross-sectoral nature of digital policies, Altmaier will be surrounded and partly outweighed by agenda-setters including Federal Ministers Hubertus Heil (Labour), Christine Lambrecht (Justice and Consumer Protection), Anja Karliczek (Education and Research) and Jens Spahn (Health).
- As Head of Federal Chancellery and close confidant of Chancellor Merkel, Helge Braun will be key in steering the German Government's digital agenda.
- Federal Minister Andreas Scheuer (Transport and Digital Infrastructure) and Dorothee Bär (Minister of State for Digitalization) are attributed more formal roles than real clout on.



# GERMAN PRESIDENCY OF THE EU

# THE DIGITAL AGENDA:

# TIMELINE



SEPTEMBER 2020

**Telecom Directors Meeting**  
1 September 2020

**High-level Conference “European competition Day”**  
7-8 September 2020

**Informal meeting of EU Minister for Telecommunications and Digital Policy**  
14-15 October 2020

OCTOBER 2020

NOVEMBER 2020

**Informal Meeting of the Minister for Consumer Protection — “Digital Transformation”**  
2-3 November 2020

**Ministerial conference on the european Research Area**  
20 October 2020

**EOSC (European Open Science Cloud) Symposium 2020**  
19-20 October 2020

**High-level Conference “Digital Health 2020 — EU on the move”**  
11 November 2020

**High-level Conference “Open Data and Smart Mobility in Europe”**  
17 November 2020

**High-level Conference “ICT 2020 — Leading the Digital Age”**  
1-3 December 2020

DECEMBER 2020

**21st century challenges for the eHealth National Competence Centers in Europe**  
17 December 2020

**Formal meeting of the Telecommunications / Digital Council**  
7 December 2020

2021

# GERMAN PRESIDENCY OF THE EU

# THE TRANSPORT AGENDA



## THE CONTEXT

The pandemic has affected the transport sector in profound ways. Therefore, one of the main tasks of the German Presidency will be to ensure a lasting and prosperous recovery of the sector with a green and digital transition at its core. The soon-to-be-presented **New Mobility Approach** will be Germany's response to the European Commission's **Green Deal**.

The main elements of the Presidency's transport agenda include **enhancing the exchange of data** by improving existing infrastructure and promote, for instance, digital solutions to advance on autonomous driving.

The Presidency will also focus, among other things, on the **Europe-wide development of refuelling and charging infrastructures** for electromobility as well as the goal of making flying carbon neutral.

## PRIORITIES AND KEY FILES (LEGISLATIVE & NON-LEGISLATIVE)

- Ensure, together with EU Transport Ministers, the coordination of a common understanding of the **necessary hygiene and infection control provisions** to assure cross-border passengers.
- The Presidency will see the Commission's publications of a **comprehensive Strategy for a Sustainable and Smart Mobility** to build a resilient and crisis-proof transport system.
- Work on sustainable initiatives, such as upcoming proposals for **ReFuelEU Aviation** (Sustainable Aviation Fuels) and **FuelEU Maritime** (Green European Maritime Space) to significantly reduce emissions.
- On this note, the Presidency also intends to lay the groundwork for the revision of the **EU Directive on the deployment of alternative fuels infrastructure (AFID)**, which has been announced for 2021.
- Work on the reform of the **Single European Sky** to increase the efficiency of air traffic management and safety needs will be a key priority over the course of the summer.
- Continued **ICAO Coordination**, especially with regards to the Carbon Offsetting and Reduction Scheme for International Aviation (CORSA).
- Preparation for the European **Year of Rail 2021** to promote rail as a sustainable, innovative, and safe mode of transport.
- Advance on the revision of the **Eurovignette Directive** to optimise the road transport system and improve its efficiency.
- The Presidency intends to develop a **European pandemic contingency plan for freight transport** to be better equipped for a similar situation in the future.

## THE AGENDA-SETTER

### Andreas Scheuer

- Born in 1974
- Federal Minister for Transport and Digital Infrastructure
- Member of the Christian Social Union in Bavaria (CSU)
- Driving the transport agenda, Scheuer described the need for a New Mobility Approach with the following words: *"We have to take climate friendliness as the starting point of our endeavours and as a stimulus for innovations in Europe."*



## CONTACT

**Bärbel Hestert-Vecoli**,  
Managing Director Corporate Reputation,  
Edelman Germany  
[baerbel.hestert-vecoli@edelman.com](mailto:baerbel.hestert-vecoli@edelman.com)

**Amaia Betelu**  
Director, Edelman Brussels  
[amaia.betelu@edelman.com](mailto:amaia.betelu@edelman.com)

**Federica Boledi**  
Account Director, Edelman Brussels  
[federica.boledi@edelman.com](mailto:federica.boledi@edelman.com)

# GERMAN PRESIDENCY OF THE EU

# THE TRANSPORT

# AGENDA: TIMELINE



JULY 2020

**Minister Scheuer presents New Mobility Approach in the EP TRAN Committee (video conference)**  
13 July 2020

**Aviation Summit (digital event)**  
23 July 2020

**Conference on refuelling and charging infrastructure for electric road support**  
3 September 2020

SEPTEMBER 2020

**EU Council of Transport Ministers**  
28 September 2020

**Virtual Conference — Innovative Rail Transport**  
21 September 2020

**Debate on “Greening Shipping” in Hamburg**  
8 September 2020

OCTOBER 2020

**Maritime Directors Meeting**  
6-7 October 2020

**Informal meeting of EU Transport Ministers in Passau: “The digital transformation of mobility — sustainable, safe and efficient”**  
29-30 October 2020

**EASA Safety Conference / EU-ECAC dialogue in Friedrichshafen**  
2-5 November 2020

NOVEMBER 2020

**EU Council of Transport Ministers**  
8 December

**Berlin Aviation Summit II**  
24 November 2020

**Conference on “Open Data for Smart Mobility in Europe”**  
17 November 2020

DECEMBER 2020

2021

# GERMAN PRESIDENCY OF THE EU

# THE ENERGY AGENDA



## THE CONTEXT: TOWARDS A HYDROGEN & STEEL UNION?

Despite COVID-19 leading to a reprioritisation across the board, the EU Green Deal currently remains a core element of the recovery package proposed by the EU. As such, **the German Presidency looks likely to continue pushing for the energy transition, though perhaps less than would have been expected.**

Nevertheless, Germany, as the home of the “Energiewende” (Energy-transition), plans to accompany the Green Deal with energy-focused policies centred on building the Energy Union, implementing further **regulation on carbon emissions** and — perhaps above all — fostering **offshore wind to provide green hydrogen**, with a focus on shifting Germany’s and the EU’s steel industry away from coal.

## PRIORITIES AND KEY FILES (LEGISLATIVE & NON-LEGISLATIVE)

- The German Presidency – as the first of the so-called Presidency Trio comprised of Germany, Portugal and Slovenia – will seek to **implement the Energy Union**, through an integrated, interconnected and properly functioning European energy market focused on sustainable energy and the transition to climate neutrality.
- This will be backed by a focus on digital technology, to achieve greater **energy stability and improve energy efficiency.**
- To safeguard EU industry throughout this process, the German Presidency will also explore measures to avoid carbon leakage to third-countries via the so-called **Carbon Border Adjustment Mechanism**, as well as review **state-aid regulations in the energy sector** and provide support to those regions impacted by the coal phase-out.
- Within the EU, the plan is to **expand carbon pricing to all sectors** and to introduce a moderate minimum carbon price within the context of the European emissions trading system (EU ETS).
- Germany will continue looking to **support the expansion of low-carbon energy alternatives**, with a particular focus on developing a **green hydrogen-powered manufacturing and steel industry** – backed by offshore wind, and to a lesser extent solar.
- The **EU Energy Diplomacy Action Plan** is also set to be updated, namely to encourage fossil-fuel producing partners to make the **shift to hydrogen production.**
- Finally, Germany will explore how the energy sector can contribute to the **recovery after the COVID-19 pandemic.**

## THE AGENDA-SETTER

### Peter Altmaier

- Born in 1958
- Federal Minister of Economics and Energy
- Member of the Christian Democratic Union (CDU)
- As the son of a coal miner, raised in Germany’s steel-producing region, Altmaier has received criticism for his lax approach to the energy-transition, most recently for his decision to delay the coal phase-out until 2038.
- On the energy agenda, he is likely to face opposition from Federal Minister for Environment, Svenja Schulze, who has been advocating for a more ambitious climate policy.
- He has experience at the EU level, having spent the early 1990s as a civil servant at the European Commission



## CONTACT

**Bärbel Hestert-Vecoli,**  
Managing Director Corporate Reputation,  
Edelman Germany  
[baerbel.hestert-vecoli@edelman.com](mailto:baerbel.hestert-vecoli@edelman.com)

**Amaia Betelu**  
Director, Edelman Brussels  
[amaia.betelu@edelman.com](mailto:amaia.betelu@edelman.com)



# GERMAN PRESIDENCY OF THE EU

# THE ENERGY

# AGENDA: TIMELINE



SEPTEMBER 2020

*Q3: European Climate Pact*

**Council Meeting  
Traffic, Telecommuni-  
cation and Energy**  
28 September 2020

**Meeting of the EU Minis-  
ters for Environment**  
30 Sep - 1 Oct 2020

**Conference on Europe-  
an Energy policy**  
5 October 2020

OCTOBER 2020

*Q4: Strategy Offshore Wind Energy; Methane Strategy;  
Implementation of the EU taxonomy for sustainable finance*

**European Science  
and Education for  
Sustainability Forum**  
6-7 October 2020

**Debate on the Stage  
Goal 2030 of the EU  
Climate Law within the  
session week at the EU  
Parliament**  
5-8 October 2020

**Informal Meeting of  
EU Energy Ministers**  
5-6 October 2020

OCTOBER 2020

**European Gas Regu-  
latory Forum**  
14-15 October 2020

**Summit of Heads of  
State and Government,  
EU Climate Law on the  
agenda**  
15-16 October 2020

**Conference on Tran-  
sition to Sustainable  
Prosperity**  
27-28 October 2020

NOVEMBER 2020

**EU Energy Council**  
14 December 2020

**Conference on the  
Strategy Plan for Energy  
Technologies + Confer-  
ence on Battery cells**  
23-24 November 2020

**Conference on Sus-  
tainable Chemical  
Conversion in Industry  
(Carbon2Chem)**  
27-28 October 2020

DECEMBER 2020

2021

If you are interested in how the priorities of the German Presidency may affect your organization, then [get in touch](#).

# GERMAN PRESIDENCY OF THE EU

# THE FINANCE AGENDA



## THE CONTEXT

With EU leaders focusing on repairing the economy, the German Presidency will be advancing the development **of the Banking Union** to increase the stability of the financial system. The most controversial issue is the creation of a European deposit insurance scheme. A big emphasis over the next 6 months will also be on **developing deeper and more efficient capital markets**.

COVID-19 will accelerate the move towards digitalisation across the financial services sector. **Digitalisation and sustainability will therefore play a big role in the recovery**. Furthermore, Germany is expected to help steer the process for **establishing an EU taxonomy** as one of the pillars of the EU's plans for **sustainable finance**. First elements of the taxonomy for climate change mitigation and adaptation are scheduled to be established by the end of 2020.

## PRIORITIES AND NON-LEGISLATIVE INITIATIVES

- **With a final agreement on the Recovery Fund secured** the Presidency will assist in concluding necessary work so that funds are available by the start of 2021.
- **Revive final steps on strengthening the banking union** and the long-stalled effort to create a European deposit insurance scheme. The Presidency may also advance discussions on the finalization of Basel III banking standards.
- **Revamp the Capital Markets Union (CMU) agenda** to promote capital market-based financing and to further integrate the European Capital Market.
- **Deepen cooperation on EU level on tax issues** and advocating for the Financial Transaction Tax (FTT). Germany will also aim to revise the Directive on Administrative Cooperation (DAC) in the field of taxation, as well as tackling tax evasion.
- **Promoting a digital financial markets union:** The Presidency will support the work in the context of the European Commission's digital finance strategy as well as the regulatory proposals on areas such as crypto assets.
- **Preventing money laundering:** The Presidency will step up on efforts to fight money laundering and terrorist financing.

## CONTACT

### Mikaela d'Angelo

Senior Account Executive, Edelman Brussels  
[mikaela.dangelo@edelman.com](mailto:mikaela.dangelo@edelman.com)

### Alexander Schmidt

Director Capital Markets Communication, Edelman Frankfurt  
[alexander.schmidt@edelman.com](mailto:alexander.schmidt@edelman.com)

## THE AGENDA-SETTER

### Olaf Scholz

- Born in 1958
- Vice Chancellor of Germany and Federal Minister of Finance
- Member of the Social Democratic Party of Germany (SPD)
- Having long been committed to sound fiscal policy, the COVID-19 crisis has pushed the Finance Minister to shift away from Germany's traditional balanced budget policy and take on a signaling commitment to more steeper payments to the EU budget.
- Scholz has seen his popularity surge in Germany over his backing of an unprecedented €130 billion stimulus package. He is likely going to be the chancellor candidate for the SPD in the 2021 federal elections when Chancellor Merkel's term ends.



## KEY LEGISLATIVE FILES

- Targeted amendments to financial regulations to facilitate the economic recovery post-COVID-19 crisis, which includes:
  - Markets in Financial Instruments Directive (MiFID II) review
  - Prospectus Regulation
  - Benchmark Regulation review
- Proposals implementing the final Basel III reforms
- Revision of the Directive on Administrative cooperation (DAC) in the field of taxation

# GERMAN PRESIDENCY OF THE EU

# THE FINANCE

# AGENDA: TIMELINE



JULY 2020

**Revision of the Benchmark Regulation**  
22 July 2020

**Targeted amendments to financial regulations to facilitate the economic recovery post-COVID-19 crisis**  
22 July 2020

**Informal Meeting of the Financial Services Attachés**  
7-8 September 2020

*September: European Commission Capital Markets Union (CMU) Action Plan*

**European Sustainable Finance Summit**  
28 September 2020

**European Securities and Markets Authority (ESMA) board of supervisors meeting**  
23 September 2020

**Informal meeting of Economic and Financial Affairs Ministers (ECOFIN)**  
11-12 September 2020

OCTOBER 2020

**ECOFIN Council Meeting**  
6 October 2020

**Solvency II review consultation deadline**  
21 October 2020

**ECOFIN Council Meeting**  
13 November 2020

DECEMBER 2020

**EIOPA advice to the European Commission on Solvency II Review**  
December 2020

**ECOFIN Council Meeting**  
1 December 2020

**Tax Administration EU Summit (TADEUS) Plenary Meeting**  
25-26 November 2020

2021

SEPTEMBER 2020

NOVEMBER 2020

---

As Europe tries to recover from the COVID-19 crisis, the next six months have the potential to change significantly the political and policy environment in which businesses operate. And the German Presidency is going to be one of the key engines governing and driving such change on the Brussels-Berlin axis.

If you are interested about how the priorities of the German Presidency may affect your organization, then **get in touch**. With our offices in Brussels and Berlin, at Edelman we have a full suite of services that can help you navigate these policy developments and ensure you are effectively communicating during these times.

#### CONTACT

**Gurpreet Brar**

General Manager, Edelman Brussels  
[gurpreet.brar@edelman.com](mailto:gurpreet.brar@edelman.com)

**Bärbel Hestert-Vecoli**

Managing Director of Corporate Reputation Practice, Germany  
[baerbel.hestert-vecoli@edelman.com](mailto:baerbel.hestert-vecoli@edelman.com)