

Advocacy Steering Group

Role and Responsibilities

(February 2021)

What is the role of the Advocacy Steering Group?

Consisting of senior representatives of EDANA member companies, the Advocacy Steering Group defines and implements EDANA's public affairs strategy, in alignment with relevant and support to relevant EDANA Steering or Working groups.

Responsibilities

- Reviews and monitors policy developments and shares with relevant working groups and members
- Assesses and prioritises any ad-hoc requests and issues
- Develops and executes a strategy for public relations and advocacy issues, in line with the overall strategy of EDANA
- Develops or aligns with other SG/WGs for the development of position statements
- Aligns positions with other industry associations and stakeholders if needed
- Provides strategic advice on advocacy topics to other EDANA SG/WGs

Proposed Coordination and Synergies with other Steering Groups

The Steering Group will coordinate issues with, and offer support to, all other Steering Groups in EDANA. This group will regularly directly liaise with the Communication SG to ensure full awareness and alignment.

Chairperson

- Anna Brodowsky, Essity (Sweden)

Contact EDANA

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