

# Martin Porter

Senior Advisor

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## Education

European Studies,  
University of Bath

Doctorate in environmental  
issues

## Professional Affiliations

n/a

## Location

Brussels, Belgium

Martin is a highly entrepreneurial, networked and reputed European Public Affairs and Communications professional, with 20 years of consulting experience with network and independent PR agencies advising blue-chip multinationals, business associations, coalitions and NGOs on strategic engagement and tactical delivery of programmes and activity designed to influence the EU public policy agenda, legislative and regulatory processes, in particular in the area of sustainability related issues.

In addition to his FTI role, he is also the **Executive Chair of the Cambridge Institute for Sustainability Leadership (CISL), Brussels**. Previously, he was **Europe Group Co-ordinator for the European Climate Foundation**, he has also led their Industry and Innovation programme and has a long track record of working on industry, environment and sustainability issues prior to taking up that role in 2014. He is also an expert advisor to the European Commission's Horizon 2020 on climate and resource issues, a representative on the Economic and Social Committee's Commission on Industrial Change, and a member of UCL's European Institute Advisory Board, the European Aluminium Association's Sustainability Advisory Board, and on the Sustainable Biomass Board.

He became a Senior Associate for Cambridge University's Programme for Sustainability Leadership in 2011 and prior to that developed his public affairs consultancy activities largely in this area, leading advocacy campaigns for a range of blue-chip multinational clients, trade associations and coalitions as he established his career in Brussels through international PR agencies such as Weber Shandwick Worldwide and Edelman PR Worldwide, as well as co-founding in 2003 Brussels' first 'think-do tank', The Centre, which was successfully sold to Edelman in 2009.

A European of dual Belgian-British nationality, his interest in the EU began as a student – he gained a first class degree in European Studies (French and Italian, Joint Honours) from the University of Bath, and went on to be awarded a Doctorate from the same institution for a thesis on interest representation in the EU on environmental issues, which focused on the activities around the packaging and packaging waste Directive, the most lobbied piece of legislation in the EU's history, at the time. He remains a convinced 'pro-European', a supporter and advocate of the UK's engagement in and with the European Union.