

Lobby transparency register alert by Corporate Europe Observatory
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Everjust

<http://everjust.eu/>

If an organisation has “the objective of directly or indirectly influencing the formulation or implementation of policy and the decision-making processes of the EU Institutions” then it should be registered. We consider that Everjust has this objective and should be registered, and by registering it would bring transparency to its activities and funding.

According to its website, “Everjust is an independent public relations company providing tailored solutions, drawing upon a global network of experts. Our clients consist of corporations, trade associations and non-profit organisations that value impact and confidentiality.” Its services include “Regulators engagement”.

It is registered at the building - Square de Meeûs 35, 1000 Brussels - as pro-smoking NGO Forest EU discloses on its website and Transparency Register entry (<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=557563826416-83>). Everjust and Forest EU share the same phone number and additionally, the director of Everjust, Guillaume Périgois, is also the director of Forest EU, according to his LinkedIn profile: <https://www.linkedin.com/in/guillaume-p%C3%A9rigois-1381762b/>

Considering the activities that Everjust lists online, we believe that it should be registered on the EU lobby register, notwithstanding the fact that it says its clients “value ... confidentiality”. Transparency should trump confidentiality where the lobby register is concerned. Furthermore, the relationship, if contractual, between Everjust and Forest EU should be properly declared.