



PRESS RELEASE

ECPA-FOURTOLD-ZN TEAM WINS EuroPAward FOR 'BEST COLLABORATION'

Brussels, 16 November 2016 – Proving the power of partnership, European Crop Protection Association (ECPA), Fourtold and ZN Consulting won a 2016 EuroPAward in the category of 'Best In-house Agency Collaboration.'

The team has been working together since late 2015 to research, create, launch and evolve an external campaign for ECPA, designed to help educate key audiences about the realities of crop production and the benefits of pesticides.¹

Fourtold Partner Matthew Willis said, "Open and frequent communication is the key to our collective success. Members of our team typically operate from five office locations across four European countries, so flexibility has been the name-of-our-game."

Willis added, "We are delighted to have won this award alongside our client, ECPA, and our partner agency, ZN Consulting. It's evidence of what can be achieved through the power of clear strategy, focus and client-agency teamwork."

The European Public Affairs Awards recognise outstanding public affairs work in Europe; 2016 marked the inaugural edition of the awards.



About Fourtold

Fourtold is an independent communications consultancy providing counsel and services to help change perceptions of companies, industries and issues. We're specialists at building reputations and influencing the debate in a connected age. Founded in 2013, we operate from London, Brussels and Paris.

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¹ See <http://www.ecpa.eu/with-or-without> #WithOrWithout