adl consulting

ADVOCACY | DIGITAL | LOBBYING

WHO WE ARE

Adl Consulting S.r.l. SB, is a strategic consulting, public affairs, and institutional communication firm specializing in **lobbying**, **advocacy**, and **political data management**.

Since 2012, we have supported data driven decision-making in the sector, promoted the methodology of **#DigitalLobbying** with structured information and exceptional quality standards.

Additionally, our efforts have been focused on the creation of a greater awareness in the profession, through a concrete commitment in **advanced professional training.**

In April 2021, ADL Consulting revised its statutes to transition into a **Benefit Corporation**, actively participating in and advocating for the transformative changes impacting every sector of activity.

This initiative led to enhancing and broadening the scope of **Corporate Social Responsibility (CSR)** into the sphere of **institutional relations**. Corporate Political Responsibility (CPR) goes beyond and extends the concept of CSR, serving as a catalyst and an enabling factor for organizations aiming to establish authoritative positions with decision-makers. It leverages an ethical commitment to transparency and the cultivation of a robust reputation.

OUR CONSULTING AREAS

Digital transformation	Circular economy	Biotech
Labor policies	Industry 5.0	Fintech
Retail	Energy and environment	Space Economy

OUR DIGITAL LOBBYING METHODOLOGY

MONITORING

Definition of the **company's issues** and identification of the main forces at play

Monitoring sources (legislative sources, Open Government Data, social networks, printed media, events and conferences, etc.)

Organization and rationalizing information: from **Big Data** to **Smart Data**

Internal/External Information Verification (Fact Checking)

Identification of information liable to impact the company

ANALYSIS

Data Mining and AI to pinpoint **patterns** and **trends**

Analysis of potential **impact on business** and of **reputation risks**

Opportunity or threat? **SWOT analysis** and evaluation based on urgency and importance

Social Network Analysis (SNA)

Handling of **priorities**

STRATEGICAL EVALUATION

Defining the **key strategic issues list**

Evaluating when it's appropriate to intervene, analysis of **impact** and expected **results**

Are there necessary or appropriate **changes** to be made to the **business model**?

Sharing of information with all of the actors involved in the decision-making process

Coalition building: singling out of external allies with shared interests.

POSITIONING

Development of **strategic positioning** for the company

Definition of the **company's position** and **elaboration of content**

Building of **convincing arguments** (from the listener's point of view!)

Choice of **stakeholders to contact**

ACTION

Choice of an **interaction strategy** (one-to-one meetings, participation in working groups, public hearings, etc.)

Development of **possible communication strategies** (campaigns on social network, press releases, events, etc.)

Planning and coordinating **activities**

OUTCOMES EVALUTATION

Visual Graph

Chain Influence

Analytics

Patterns and Trends

Return on Investment (ROI)

CSR

STRATEGIC AND INSTITUTIONAL ANALYSIS

The comprehensive study, examination and critical analysis of **parliamentary**, **governmental**, **ministerial** and **local legislation** in order to comprehend the full spectrum risks and opportunities associated to political developments.

- Delivering timely, systematic, and **customized legislative monitoring services** for our Clients at **Parliamentary**, **Governmental**, and **Local Levels**.
- Supporting and assisting in **stakeholder** engagement and positioning, at European, National and Local Level.
- Curating a calendar of the noteworthy and interesting **events**.
- Providing a weekly focus on European activities.
- Producing 'White Papers' and technical reports.

INTEGRATED COMMUNICATION ACTIVITIES

Strategic consulting aimed at defining **integrated communication plans** that coherently incorporate traditional tools and those associated with the realm of new media.

- Development of **social media strategies** (Facebook, X, Instagram, LinkedIn, YouTube); study and analysis of profiles, editorial plan creation, personalized communicative tools support (infographics, videos, etc.).
- "**Crisis Management**" assistance on social profiles.
- Conceptualization, design, implementation and organization of international summits to institutional **events**.

EXECUTIVE TRAINING AND CUSTOMIZED WORKSHOPS

Digital transformation is progressively encompassing the activities of companies and institutions.

This **disruptive** process necessitates the acquisition of new skills and competencies to better understand the direction in which the market is evolving.

With the **ADL Consulting Academy** we design tailor-made courses and workshops to help professionals, managers and decision makers navigate the legislative-regulatory framework to remain competitive in an ever-transforming market.

We are partners with Polimi GSOM and John Cabot University for the **Digital Lobbying and Public Affairs Management Program** which is part of the Executive MBA.

DESIGN AND MANAGEMENT OF DIGITAL PLATFORMS

Utilizing our software KMIND, a platform with restricted access for the Client, supports the company in managing its **relationship with institutional decision - makers at both national and local levels**, making it transparent and measurable.

The "relational capital" is no longer the prerogative of the individual but becomes an asset for the entire company.

Furthermore, we assist conventional businesses in transitioning into "**social organizations**," a novel approach to conducting business that enhances efficiency by fostering collaborative online communities.

OUR RESOURCES

BLOG:

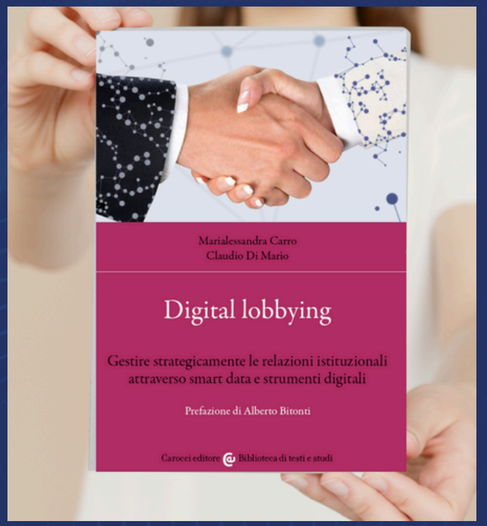
EXECUTIVES INSIGHTS ON EMERGING NATIONAL AND INTERNATIONAL ISSUES, INNOVATIONS AND BEST PRACTICES

DIGITAL LOBBYING:

THE PALGRAVE ENCYCLOPEDIA OF INTEREST GROUPS, LOBBYING AND PUBLIC AFFAIRS

DIGITAL LOBBYING: THE BOOK

CORPORATE POLITICAL RESPONSIBILITY



MEET THE PARTNERS

Claudio Di Mario

Founding Partner

Claudio holds a Master's Degree in 'Electrical Engineering' from "La Sapienza" University of Rome, a further Master's in 'Business Engineering' and a Ph.D. in 'Engineering Management'.
He worked as; a project manager in Berlin and Erlangen for Siemens AG; Head of the National and European Regulations in Terna S.p.A.; Head of Institutional Affairs at Edison S.p.A.; A Member of the Young Leaders Conference (Program of the Council for Relations between Italy and the United States) and is enrolled in The 'Order of Engineers'. Claudio is the founding partner of ADL Consulting (2012).

Marialessandra Carro

Partner

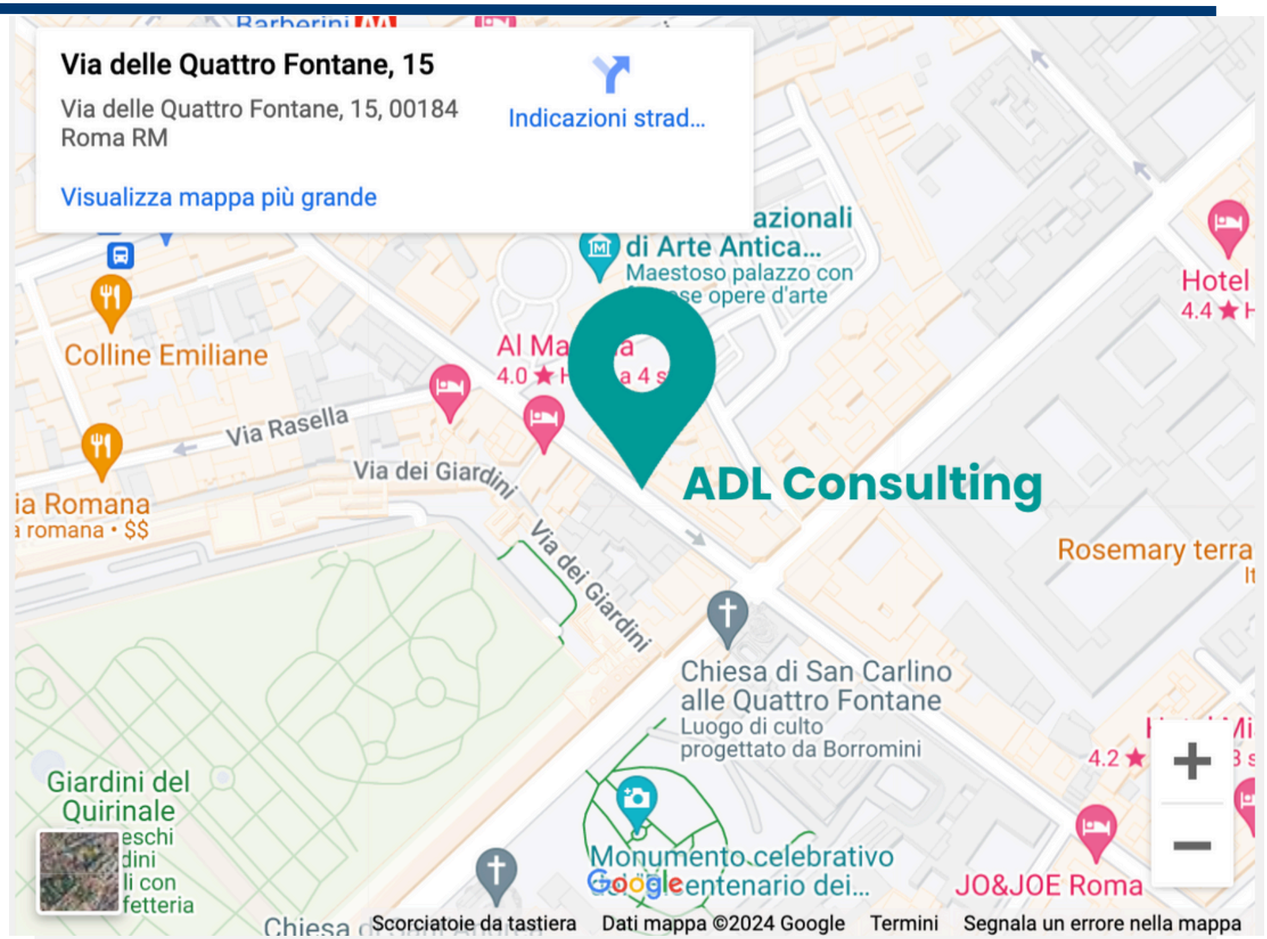
After graduating in 'Political Science' at the prestigious Luiss Guido Carli University in Rome, Marialessandra completed her postgraduate studies in 'Growth Hacking Marketing' at the Talent Garden Innovation School in Milan.
Since 2007, she has worked as a Consultant in the fields of Public Affairs, Digital Lobbying and Institutional Communication for Corporates and Institutions, dealing with issues management, stakeholder engagement and digital strategies. Marialessandra also holds further degree "Psychology" and is a Partner at ADL Consulting.

“Turbulence and complexity must be met by an organizational lightness that emphasizes intelligence, creativity and ideas”

Inspired by Six Memos for the Next Millennium, Italo Calvino (1985)

adl consulting

ADVOCACY | DIGITAL | LOBBYING



CONTACTS

www.adlconsulting.it

hello@adlconsulting.it

Via delle Quattro Fontane, 15
Rome, Italy

LinkedIn

Twitter