

Lobbying strategy for Interreg MED projects

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Definition of Lobbying

“Activities carried out with the objective of influencing the policy formulation and decision making process of the European institutions”



Lobbying vs. advocacy vs. campaigning?

- ❑ Lobbying is a specifically focused form of advocacy, with the purpose to **influence legislation**.
- ❑ Advocacy is an umbrella term, and involves identifying, embracing and promoting a **cause**.
- ⇒ The aim is the same, the process is different.
- ⇒ While all lobbying is advocacy, not all advocacy is lobbying.

What is the difference?

Advocacy is any plan that attempts to influence policy makers and stakeholders through activities designed to increase public attention

Lobbying is one kind of *advocacy* with the goal of **persuading** governments and its leaders to take a particular position about a specific piece of legislation

Campaigning includes lobbying those in power to make changes, and a combination of a number of actions to **build** public support for change

Lobbying vs. advocacy vs. campaigning?

Campaigning, advocacy and lobbying are a range of tools, mechanisms, initiatives, processes and/or organised actions to **initiate and promote changes in policies, programmes or spending**

Advocacy



Actions that aim to change attitudes, policies and practices

Lobbying



Strategic, formal and informal means of influencing specific decision makers on an specific issue

Campaigning



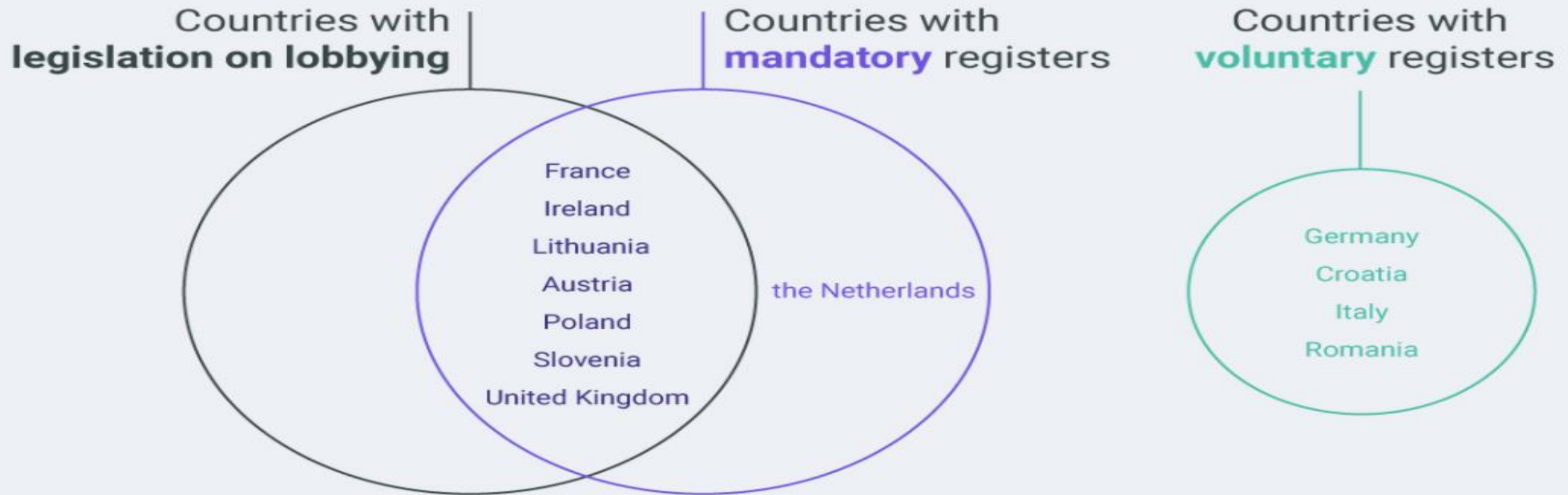
Actions, events and activities to achieve a change and to raise awareness on a specific issue working more widely across organised groups or people

Panorama of lobbying in the EU

- USA: estimated 40,000 lobbyists officially declared in Washington
- EU: Estimated 25,000 lobbyists working in Brussels
- Regulating lobbying is a rather recent concept in the majority of Member States.
- According to the EP Research Service report of December 2016 seven Member States (France, Ireland, Lithuania, Austria, Poland, Slovenia and the United Kingdom) have legislation on lobbying activities, as well as a mandatory register of lobbyists.

Panorama of lobbying in the EU

How lobbying is regulated in EU countries



Transparency register

- On 23/11/2020, there are 12073 registrants in the register.
 - The [transparency register](#) is a database that lists organisations that try to influence the law-making and policy implementation process of the EU institutions. The register makes visible what interests are being pursued, by whom and with what budgets. In this way, the register allows for public scrutiny, giving citizens and other interest groups the possibility to track the activities of lobbyists.
- ⇒ Registrants are bound by a common Code of conduct.

On 23/11/2020, there are 12073 registrants in the register.

They are from the following (sub)sections: +

+ I - Professional consultancies/law firms/self-employed consultants	850
+ II - In-house lobbyists and trade/business/professional associations	6,419
+ III - Non-governmental organisations	3,268
+ IV - Think tanks, research and academic institutions	910
+ V - Organisations representing churches and religious communities	59
+ VI - Organisations representing local, regional and municipal authorities, other public or mixed entities, etc.	567

The EU Institutions

EUROPEAN COUNCIL
sets the agenda

**ECONOMIC AND
SOCIAL COMMITTEE**
represents economic
and social groups

EUROPEAN COMMISSION
proposes, manages, regulates

**COMMITTEE OF
THE REGIONS**
represents local
governments

EUROPEAN PARLIAMENT
comments, amends, decides

COUNCIL OF MINISTERS
negotiates, decides

MEMBER STATE
implements

EUROPEAN COURT
adjudicates



Methodology for lobbying

1. Monitoring of EU/ national/ local legislative developments
2. Analyse potential impacts
3. Mapping of the relevant stakeholders
4. Elaborate key messages
5. Build alliances/ partnerships
6. Lobbying actions



Strategy

Be at the right place at the right time

Stages	Addressee for Lobbying
Consultation I. Working/Strategy Paper II. Green/White Book, Communication III. Online Consultation IV. Hearing	Addressing author of documents (Commission) Attending hearing
Commission proposal	European Commission
Council (Working Group, Coreper, Council of Ministers) - First Reading	Responsible National Ministry
European Parliament (poss. Hearing of experts) First reading	MEP's in responsible committee, Rapporteur Attending hearing Responsible National Ministry
Common Position of the Council	MEP's in responsible committee
European Parliament - second reading poss. Conciliation procedure-3rd reading	Rapporteur
Adoption of legislation	Responsible National Ministry

6 principles of ethical influence - Cialdini

PRINCIPLES OF ETHICAL INFLUENCE

A Pocket Guide
by Dr Robert Cialdini

Reciprocation — You, then me, then you, then me...

Be the first to give:

- Service
- Information
- Concessions

Scarcity — The rule of the rare.

Emphasize:

- Genuine Scarcity
- Unique Features
- Exclusive Information

Authority — Showing knowing.

Establish position through:

- Professionalism
- Industry Knowledge
- Your credentials
- Admitting weaknesses first

Consistency — The starting point.

Start:

- Small and build
- With existing commitments
- From public positions
- Toward voluntary choices

Liking — Making friends to influence people.

Uncover:

- Similarities
- Areas for genuine compliments
- Opportunities for cooperation

Consensus — People proof, people power.

Unleash people power by showing:

- Responses of many others
- Others' past successes
- Testimonials of similar others

The ethical use of influence means: being honest, maintaining integrity, being a detective, not a smuggler or bungler.

For more information regarding influence programs and training, call
INFLUENCE AT WORK 430-967-6070

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Finding the right balance between inside and outside lobbying

- Best strategy= mixing 2 different ways to influence EU policymaking
- 1. Inside lobbying encompasses EC advisory bodies, committees, EC agencies, parliamentary committees...
- 2. Outside lobbying: communication, media, PR, mass media...



Direct or indirect lobbying? Which tools?

- Indirect lobbying (Grassroots) is lobbying with the intention of reaching the policy-makers and making a difference in the decision-making process by asking the general public to contact legislators and government officials
 - Establishing partnership and alliances with national association, government, local authorities, sectoral association, NGOs, scientific experts.... (see. Transparency register)...
- Direct lobbying: conveying the message to the legislators directly
 - Meetings, calls, invitation to events, position statement, press conference, PR in media, attending public hearing...

Lobbying tips

- Clearly identify your objectives and right subject
- Identify the right moment to intervene = the right moment for your interlocutor
- Identify the right interlocutor and know his/her political thinking
- Establish clear, concise messages (in different languages) with solid arguments (science-based)
- Be transparent in your communication
- Respect the consultation process
- Be present and active throughout the whole legislative process
- Be identified as an expert in your field

Build alliances with like-minded partners

- National Permanent Representations to the EU
- Regional offices to the EU
- Sectoral associations/ organisations
- Look at the Transparency Register



Rappresentanza Permanente d'Italia
Unione Europea

Thank you very much for your attention!

