

Lobbying and advocacy: how our joint activities and results can influence policy?

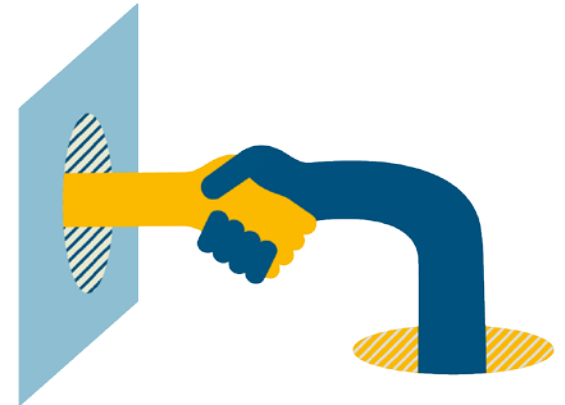
Pole leader and PAC training.

Interreg Danube Transnational Programme

29 de Junio 2018 | Budapest, Hungary

Mercedes Acitores, Interact.

@InteractEU @Interreg @Interreg_Danube

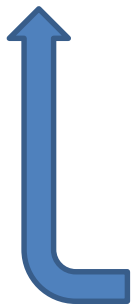


Let´s play Kahoot!

- Prepare you device,
- Go to: kahoot.it
- Enter game PIN number,
- Choose you nickname,
- Once we start, the questions will be on the big screen,
- You will see answer options on your device,
- Choose the correct answer as quickly as you can,
- Have fun!



Why are we talking about „Lobbying“?



**“Of course we’ll make a decision ...
once we have considered the 5243 factors.”**

**Do we all have the same idea when we talk about
LOBBYING?**

Action aiming to influence a public decision.



EU institutions



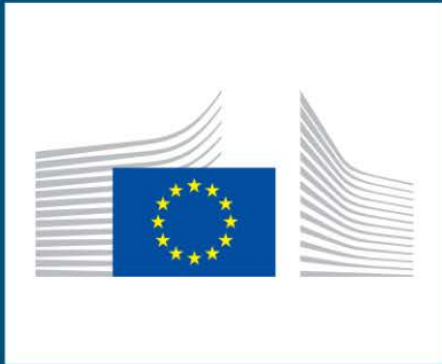
Advisory bodies



Networks and multipliers

**Who are the
main actors?**

EU institutions



The Commission:
Executive Role,
proposing EU laws



The Parliament:
Debating and adopting
the EU laws



The Council of the EU:
Adopting the EU laws,
together with the EP

EU advisory bodies



**European Committee
of the Regions**

CoR:

- Represents local and regional authorities
- Issues opinions to the EC's proposals



**European Economic and
Social Committee**

EESC:

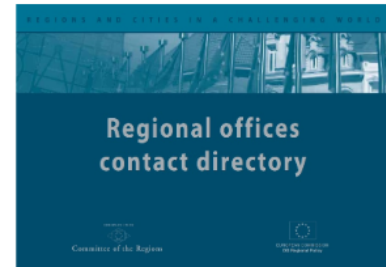
- Represents European workers and employers
- Issues opinions to the EC's proposals

Networks and multipliers



Territorial and Thematic
Networks or sectorial federations

**Reach for advice:
CEMR, INTERACT, CPMR,
FEDARENE, NECSTOUR,
Eurocities, etc.**

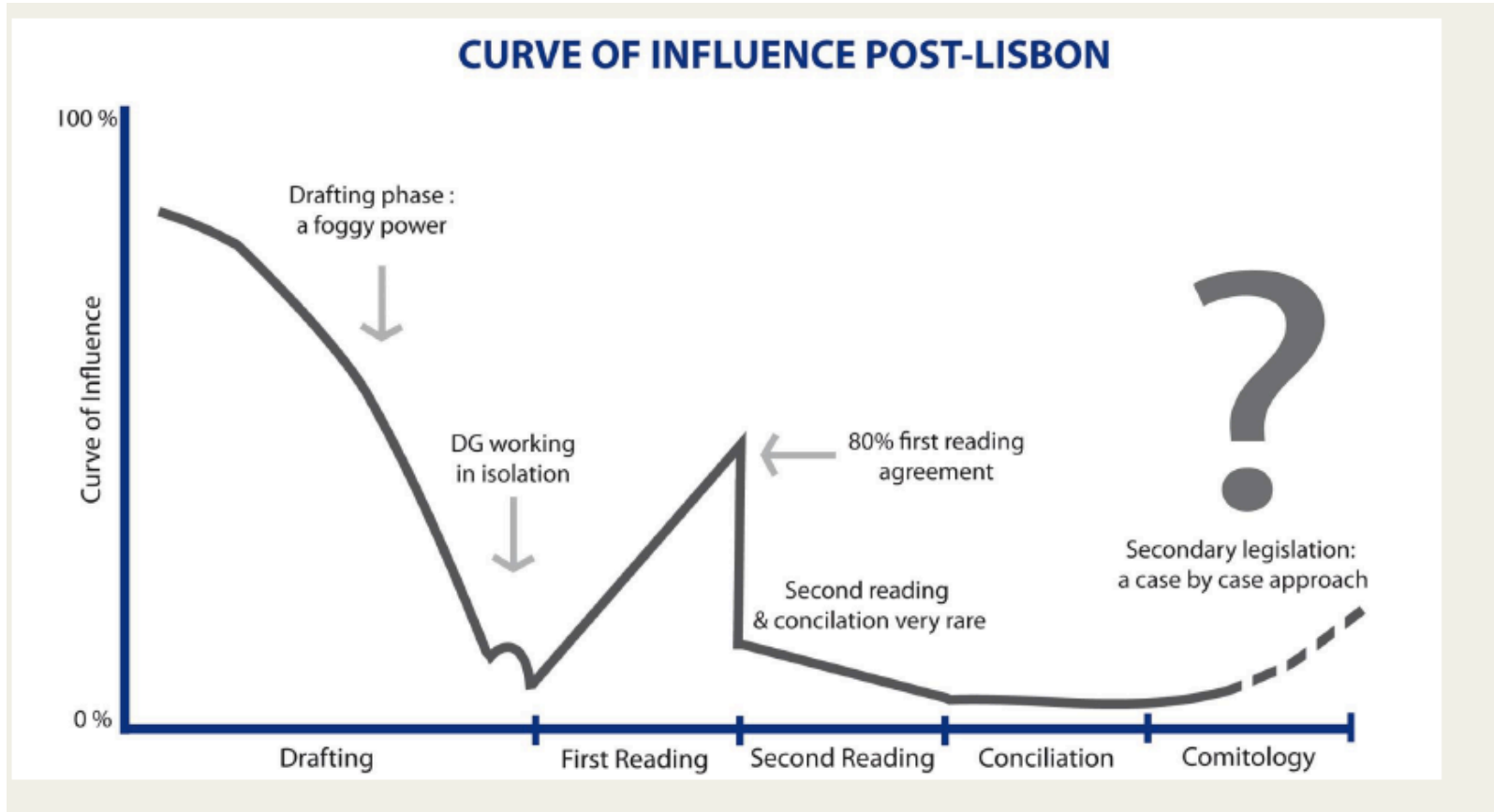


**Reach out to your
regional office for
advice.**

The EU decision process



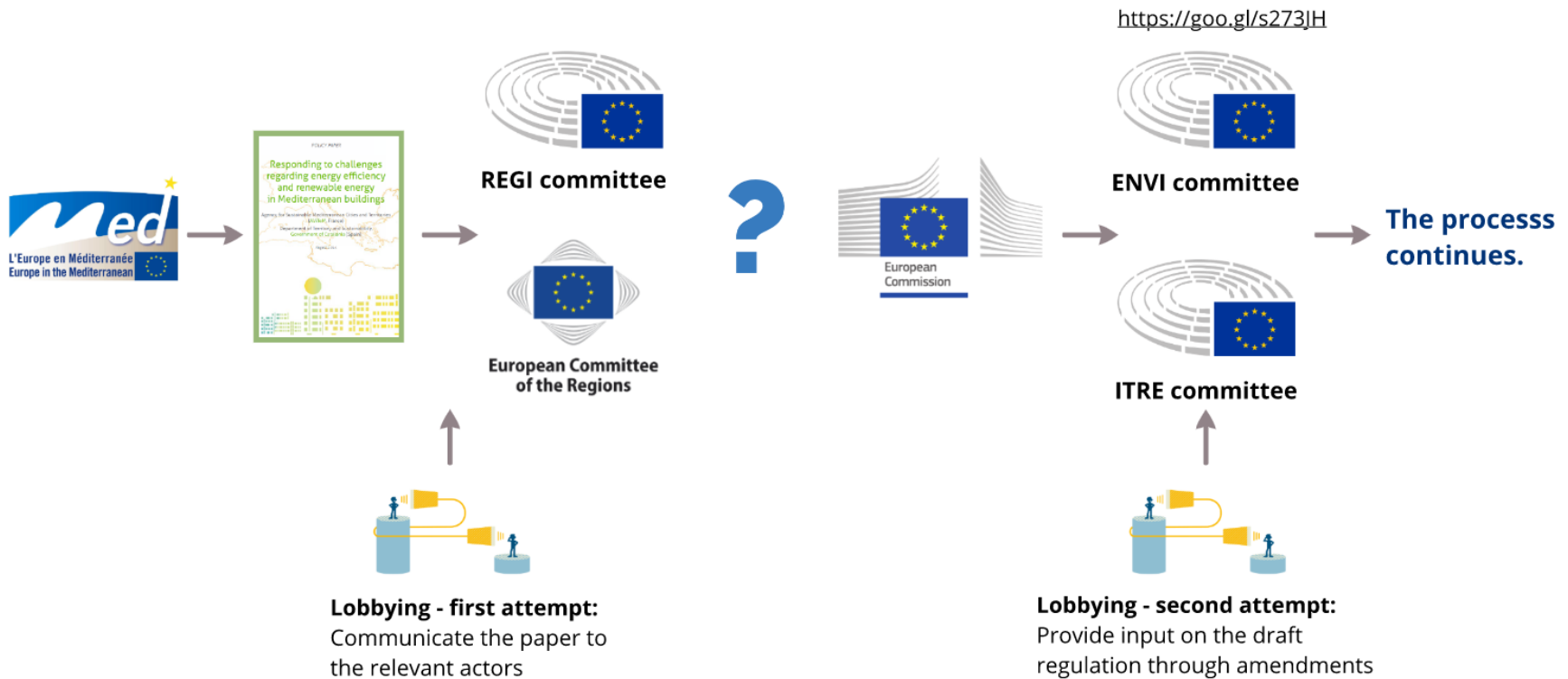
The EU decision process



The EU decision process

Be at the right place at the right time	
Stages	Addresses for Lobbying
Consultation: I. Working / Strategy paper II. Green / White Book, Communication III. Online consultation IV. Hearing.	<ul style="list-style-type: none"> Addressing authors of documents (Commission); Attending hearing.
Commission proposal	<ul style="list-style-type: none"> European Commission
Council (working group, Coreper, Council of Ministers) - First Reading	<ul style="list-style-type: none"> Responsible National Ministry
European Parliament (poss. Hearing of experts) - First reading	<ul style="list-style-type: none"> MEP´s in responsible committee Rapporteur Attending hearing Responsible National Ministry
Common position of the Council	<ul style="list-style-type: none"> MEP´s in responsible committee
European Parliament - Second Reading	<ul style="list-style-type: none"> Rapporteur
Poss. Conciliation procedure - 3 rd reading	<ul style="list-style-type: none"> Rapporteur
Adoption of legislation	<ul style="list-style-type: none"> Responsible National Ministry

An example in energy efficiency – visualised



An example in energy efficiency – links and materials

- 3 Strategic projects from MED programme approved in past period (ElihMed, Marie and Proforbiomed) – 1 [Policy Paper](#) – Ljubljana Declaration: <https://goo.gl/ZsM8kz>
 - Alliances: CPMR – <https://goo.gl/VqDG3J>
- + Regions of Catalonia, Valencia, Murcia (ES), Provence-Alpes-Côte d’Azur, Languedoc-Roussillon (FR), Piedmont, Basilicata, Umbria, Sicily (IT), East Macedonia and Thrace, Western Macedonia (GR)
- EP Regi Committee, July 2013. (INI) Report on the implementation and impact of the energy efficiency measures under Cohesion Policy
 - EP ENV Committee, June 2017. Energy Performance on Buildings (New directive):
<https://goo.gl/8n3b3C>

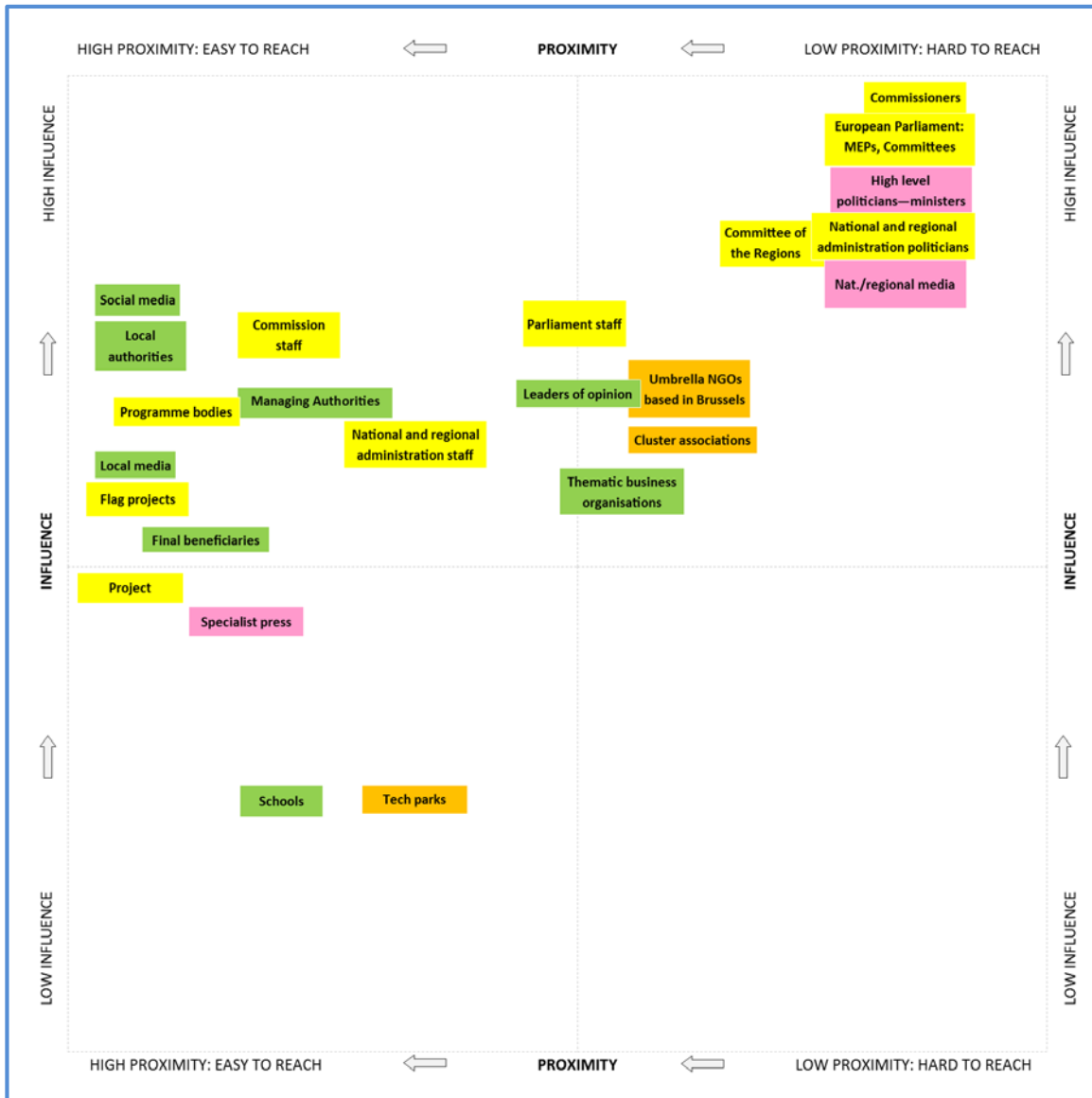
Lobbying Strategy Exercise .

Lobbying is an action aiming to influence a public decision persuading individuals or groups with decision-making power to support a position you believe is right.

For this you should take into account the following steps:

1. DEFINE YOUR OBJECTIVE.
2. IDENTIFY INTERLOCUTORS (mapping) (Take into account
3. TIMING
4. ALLIANCES: Never lobby alone. Ensure multiplying effect.
Compromises need to be taken in your lobbying proposal
5. PREPARATION: Lobbying means 90% of preparatory work for 10% effective lobbying
6. METHODS: Letters, Meetings, Phone calls, Petitions, Publicity, Others.
7. FOLLOW-UP
8. EVALUATION

An example of a stakeholder map



Lobbying Strategy Exercise.

Instructions 1

1. Choose and indicate a lobbying goal on how to impact the EU policy with Interreg results
 - A. Your projects have a common position (policy paper) to preserve cultural heritage and sustainable tourism. (choose your related pole topic)
 - B. Your projects have developed recommendations to improve the labour mobility across the borders. (choose your related pole topic)

2. Choose a rapporteur.

Lobbying Strategy Exercise.

Instructions 2

1. What are the concrete outputs you will be lobbying for? Identify a specific policy output (or at most two) as focus for the rest of the exercise.
2. Who has the power to make a decision on this issue? You can list a number of targets, in Parliament, Government, local authorities, other.
3. Who else can influence the decision-makers and how can we mobilise them? Any other stakeholders you can associate to your demands? Alliance-building?
4. What are your main arguments? Try to relate this rather to the situation your own country, backing it with facts and figures if you have them, rather than on general considerations).
5. What hooks and entry points you can use (upcoming events, political agenda of decision-makers, context, opportunities).
6. What is the main opposition faced? Proposals on how to counter it.
7. What lobbying methods should you use?
8. What follow-up do you propose?

10 Golden Rules for an effective Lobbying.

KNOW THE
TOPIC IN DETAIL

UNDERSTAND
THE PROCESS

DEFINE THE
OBJECTIVES

IDENTIFY YOUR
TARGET GROUPS

LOOK FOR
ALLIANCES

DESIGN YOUR
ARGUMENTS

ADAPT YOUR
MESSAGES

BE CONCISE

FOLLOW UP
ACTIVELY

BE LONG-TERM
ORIENTED

Cooperation works

All materials will be available on:

www.interact-eu.net