

Lobbying in the EU

BOHNET THE CHRISTIAN SCIENCE MONITOR





What do you think is lobbying?
Who lobbies for whom?
Who is the target of EU lobbying?
Is it effective?
Is it useful / good / bad?
Are there differences in the EU and USA?



Overall approach

European Commission – Secretariat general

Definition of Lobbying

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

1. 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

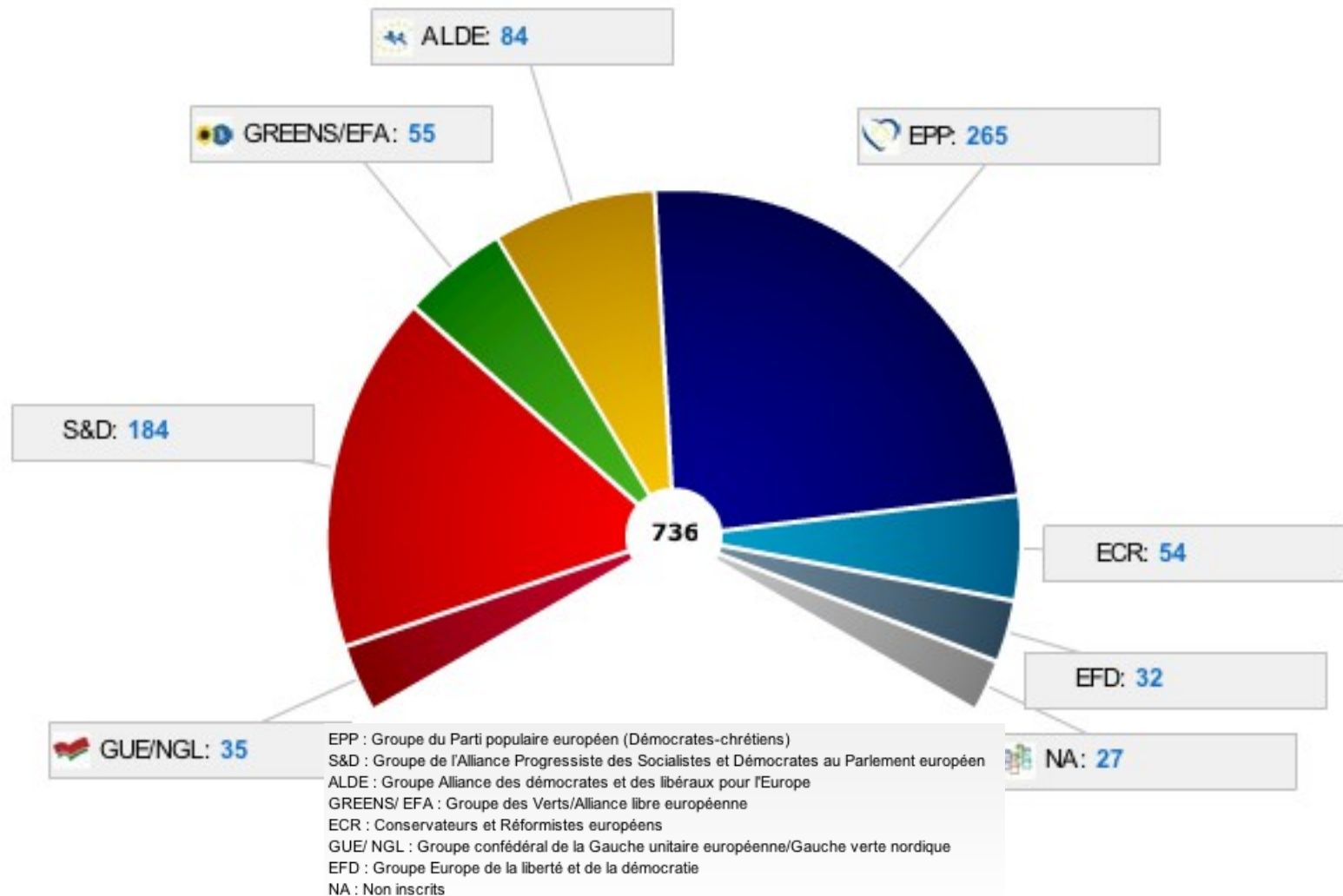
EUROPEAN COURT
adjudicates

The European Parliament



- Direct election
- Part of the codecision
- Proposals are discussed in commission then in plenary
- For each text a rapporteur within the committee
- 'shadow rapporteur' for each political group
- Rapporteur and 'shadow rapporteurs' from other committee
- A coordinator in each political group

EU Parliament by political group



Standing committees

- ▶ **AFET** Foreign Affairs
 - ▶ **DROI** Human Rights
 - ▶ **SEDE** Security and Defence
- ▶ **DEVE** Development
- ▶ **INTA** International Trade
- ▶ **BUDG** Budgets
- ▶ **CONT** Budgetary Control
- ▶ **ECON** Economic and Monetary Affairs
- ▶ **EMPL** Employment and Social Affairs
- ▶ **ENVI** Environment, Public Health and Food Safety
- ▶ **ITRE** Industry, Research and Energy
- ▶ **IMCO** Internal Market and Consumer Protection
- ▶ **TRAN** Transport and Tourism
- ▶ **REGI** Regional Development
- ▶ **AGRI** Agriculture and Rural Development
- ▶ **PECH** Fisheries
- ▶ **CULT** Culture and Education
- ▶ **JURI** Legal Affairs
- ▶ **LIBE** Civil Liberties, Justice and Home Affairs
- ▶ **AFCO** Constitutional Affairs
- ▶ **FEMM** Women's Rights and Gender Equality
- ▶ **PETI** Petitions

Special committees

- ▶ **CRIS** Financial, Economic and Social Crisis
- ▶ **SURE** Policy Challenges Committee

Committees

Commission



- Initiative
- Executive
- Safeguard of the treaty
- Represents the Union
- Competition authority



Development of a proposal

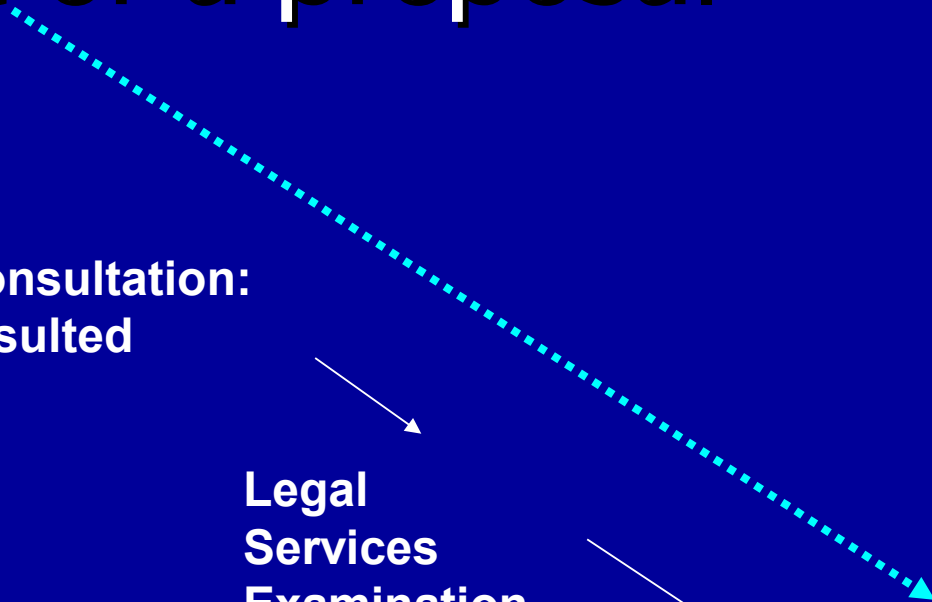
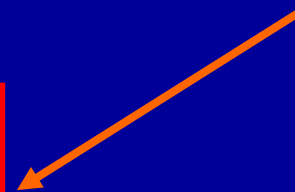
**Draft Proposal
from DG Responsible**

**Inter-service consultation:
Other DGs consulted**

**Legal
Services
Examination**

**Heads of
Cabinet**

**Commission College:
Adoption of the Proposal**



Council



The basics...

- Consists of Member State representatives
- Meets in different formations according to policy areas (e.g.: Environment, Agriculture, Health)
- Main decision-making body of EU
 - Co-legislator with Parliament
 - Concludes international agreements on behalf of EU
- Decision making:
 - Decisions by qualified majority with system of weighted votes
 - Shifting alliances
 - Slowing down with 27 Member States
- Essentially the domain of government officials
 - Politicians only called in to rubber stamp final decisions

The Council: votes

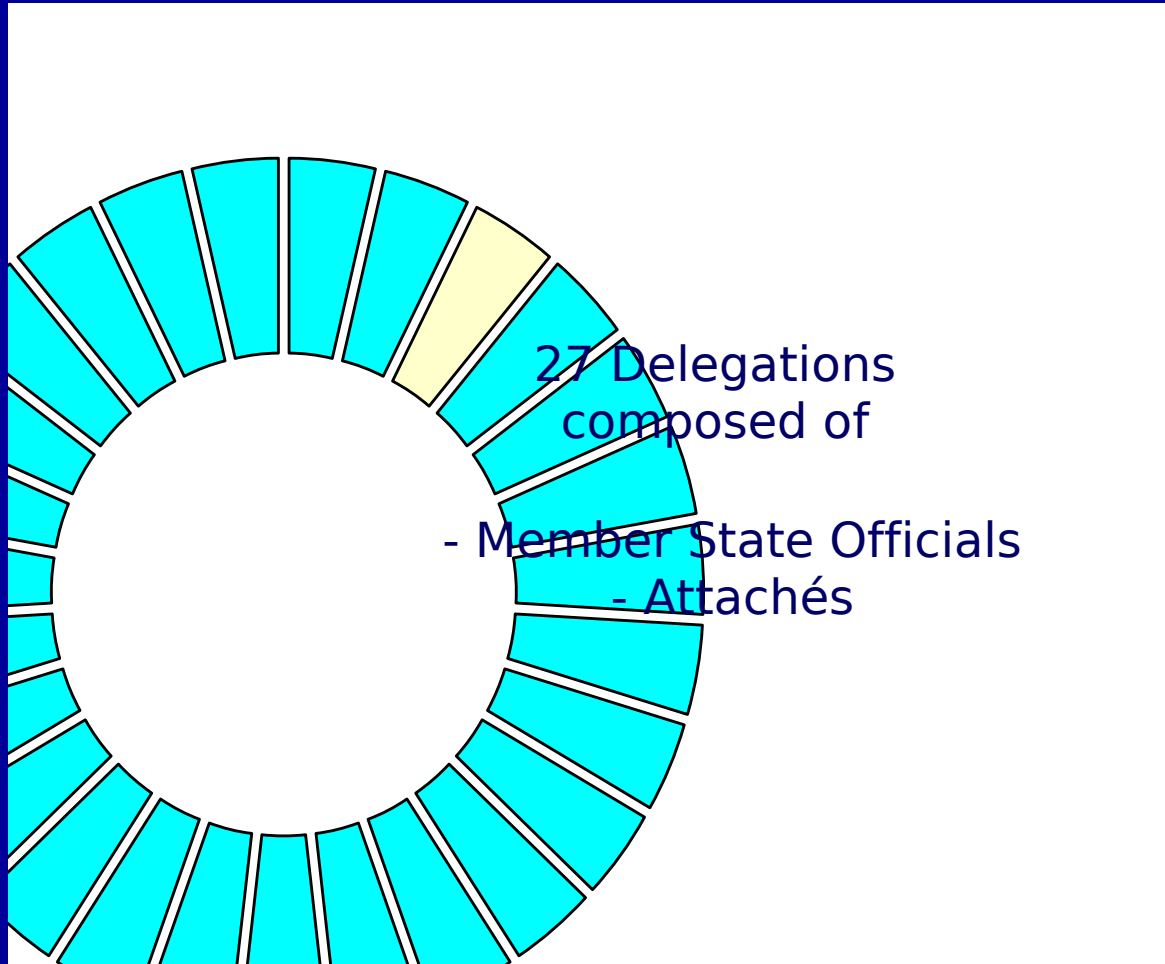


Qualified Majority = 255

Simple Majority of Member States

62% of EU population (on request)

Council Working Groups



Brussels is the place to be !

80% of national law comes from the EU

Necessary to be there in order
to anticipate and
to be heard on time



Commission's different documents

Action plan

initiatives to come up within 12 to 60 months

Green book

open document subject to discussions

White book

document with a clear goal subject to discussion

Communication

ideas subject to discussions

Directive

Must be transformed into national law

Reglement/Law

immediately applicable in the member states

Member states



Council

EU TRIANGLE

EU Voice



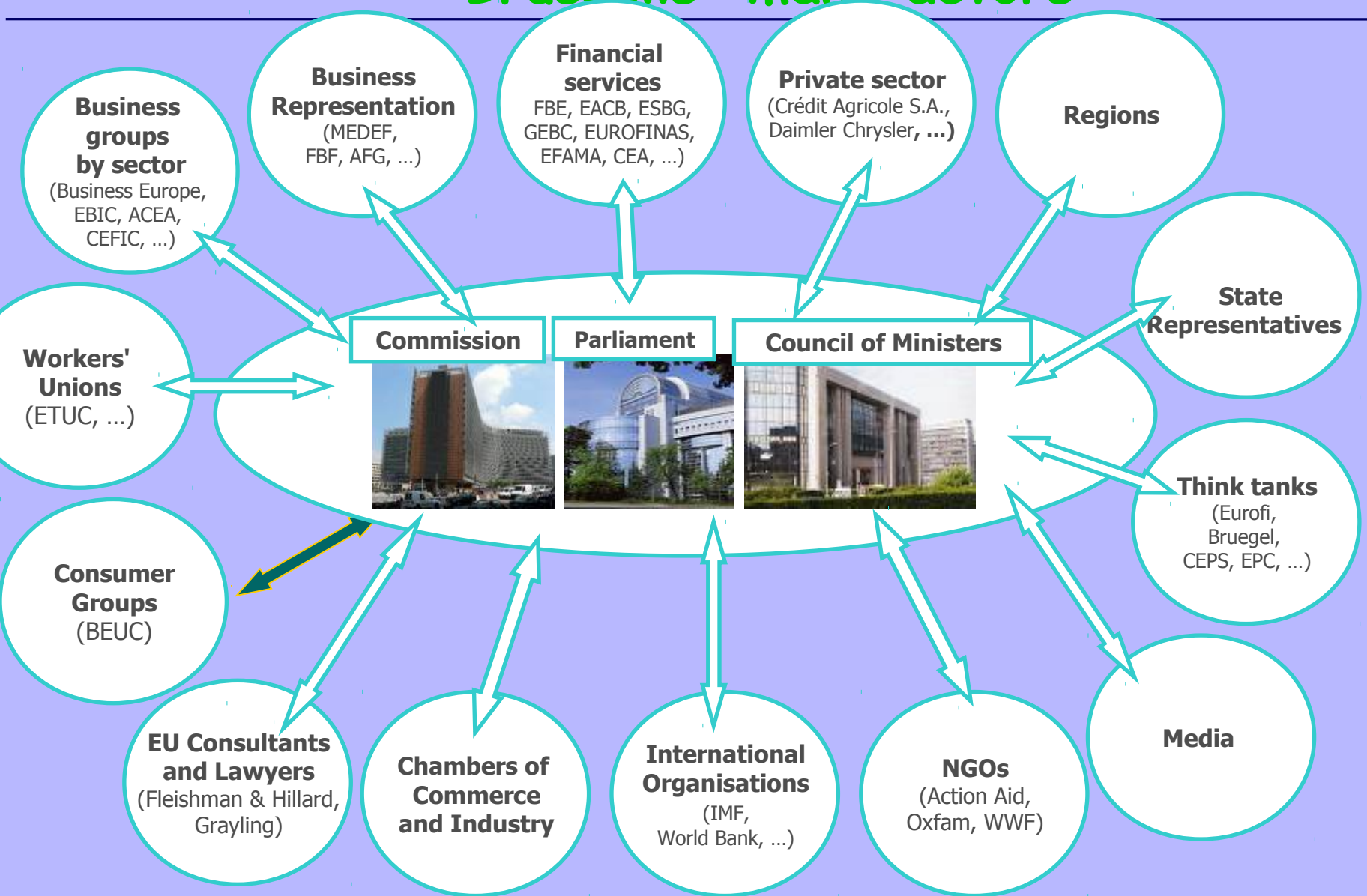
Commission

Citizens' voices



Parliament

Brussels: many actors



Who are the lobbies?



What are interest groups?

- An interest group (also called an advocacy group, lobbying group, pressure group (UK), or special interest) is a group, however loosely or tightly organized, doing advocacy: those determined to encourage or prevent changes in public policy without trying to be elected.



Lobbying

Lobbying is an attempt to influence policy-makers to adopt a course of action advantageous, or not detrimental, to a particular group or interest. A lobbyist is a person employed by a group, firm, region or country to carry out lobbying. Lobbyists in Brussels are also known as consultants or public affairs practitioners

Some Numbers

- Approximate number of all EU employees
 - 35,000
- Approximate number of all lobbyists with the EU
 - 15,000
- Approximate number of lobbyists in Washington DC
 - 35,000

Private economic interests

- Most represented
 - 150 groups – chemical industry
 - 140 groups – food and drink sector
 - 88 groups – agriculture and fisheries
- Best represented – Pan-european groups:
 - Union of Industrial and Employers' Confederations (UNICE)
 - European Trades Union Confederation (ETUC)
 - Committee of Agricultural Organizations (COPA)
 - They also participate in the Economic and Social Committee of the European Commission

Private economic interests

- The biggest enterprises are not only members of different interest groups but have their own lobbying offices in Brussels (Philips, IBM, Philip Morris)
- 320 major European enterprises have full-time EU public affairs directors
- Chambers of commerce don't come only from EU countries but also from the US, Turkey, Norway, Morocco, or the Philippines

Public interest bodies

- Among the most active are environmental, public health, human rights, animal welfare NGOs
- Also includes think tanks
- Many smaller organisations actually get funding by the EU (Action Aid)

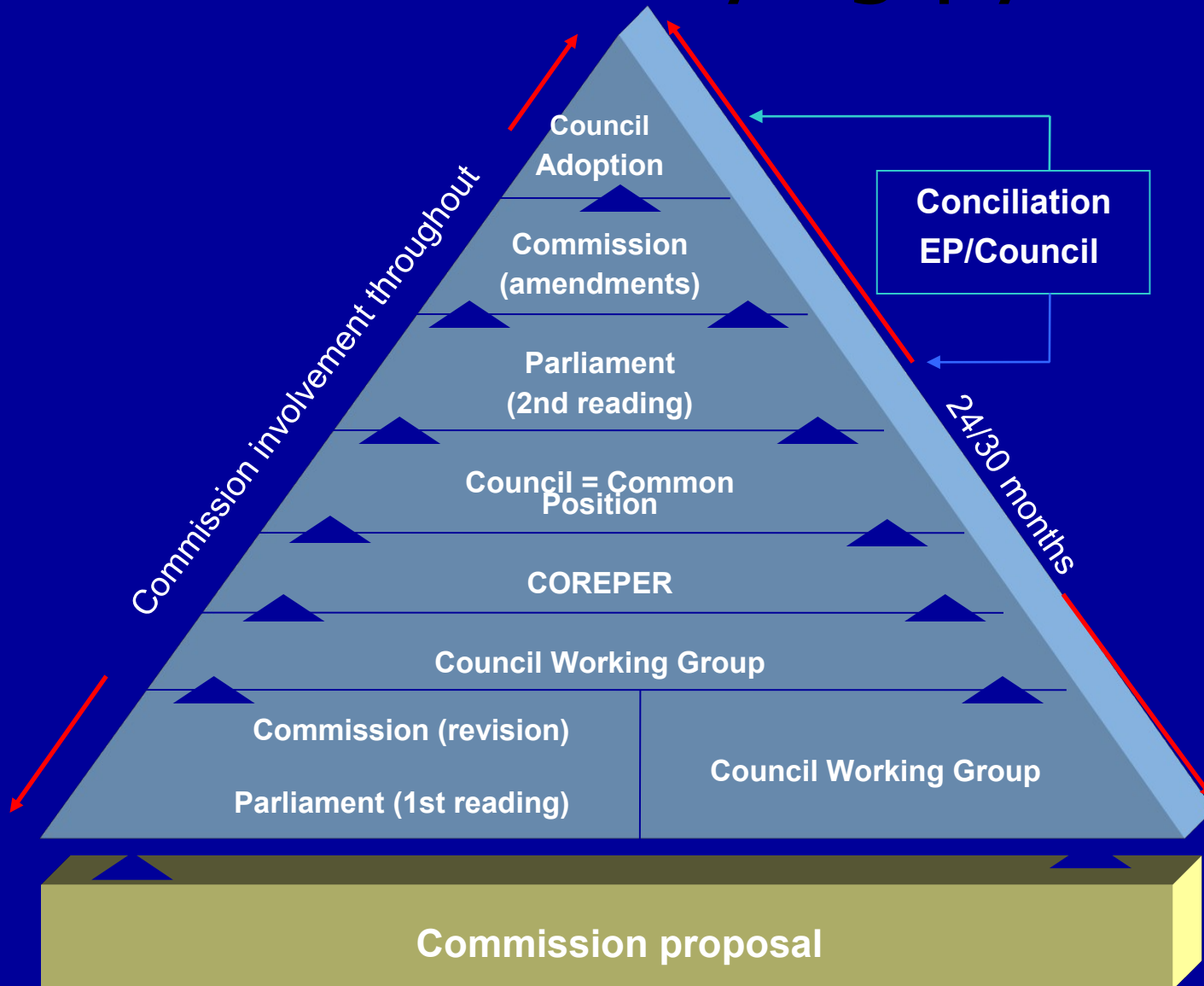
Governmental Actors

- 167 Non-EU country embassies
 - Mostly try to influence EUs trade and aid policies
- Delegations from local authorities or regional bodies: German Länder, Scottish Executive, ...
 - some of the delegations are cross-border enterprises
 - Committee of Region is an official advisory body to the European Commission

How to lobby ?



The Lobbying pyramid



How to Lobby the council

- Influencing the Council can be done at two levels:
 - National governments and ministries
 - Permanent representations in Brussels
- Important to build support around an issue in enough member states so as to ensure a majority or a blocking minority
- Lobbying the government is key in order to influence the Council's position

How to lobby the commission

- The Commission is a technocratic body, and officials respond to data and arguments
- However, when lobbying you need to be aware of different DGs' political priorities, and those of the Commissioner
- One DG is responsible for a dossier, but agreement is reached by the Commission as a whole and different DGs interact throughout the adoption process of a proposal
- Within the same DG, it is important to work your way up the Commission's structure: from the policy officer to the head of unit, to the Director and finally the Cabinet.
- The right moment to influence the Commission is when they are in process of drafting the proposal
- During the adoption of legislation the Commission is present at each stage of the discussions and a key player, do not underestimate its influence

Campaign Model



Good Lobbyists...

(Commission view)

- **Provide balanced views**
- **Target information**
- **Give practical solutions**
- **Mobilise other interest groups**
- **Don't waste time**
- **Work in partnership with officials**
- **React to requests**
- **Keep in touch**
- **Make timely interventions**
- **Lobby EU capitals as well as Brussels**

Bad Lobbyists...(Commission view)

- **Lack understanding of what Commission can/can't do**
- **Don't compromise**
- **Make shallow arguments**
- **Intervene too late**
- **Bombard officials with E-mails**
- **Are aggressive**
- **Provide general information**
- **Are unfocused**
- **Rely on one-off contacts**
- **Make little personal contact**

The Interest Representation Register

http://europa.eu/transparency-register/index_en.htm

Who should register?

Public Affairs Consultants and Law Firms

- *declare turnover and 'weight' of clients*

Corporate Lobby Units and Trade Associations

- *declare estimated cost of direct EU lobbying*

NGOs and Think Tanks

- *declare overall budget and source of funds*

Not covered by the register - public authorities

So lobbying will continue to exist...



And do not imagine it does not exist



QUESTIONS ?

