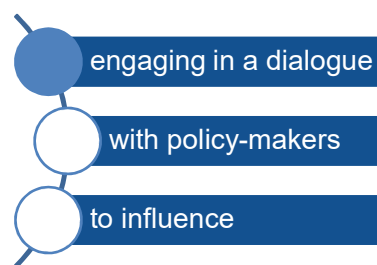


The who, when and how of Lobbying in Brussels

Joost Mulder
Young Scholars Initiative
29 May 2017

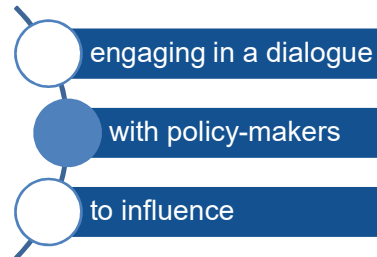
**better
europe**
PUBLIC AFFAIRS

What is lobbying?



- Any means of communication
- Most interaction remains face-to-face
- Don't forget indirect means of influencing

What is lobbying?



- A very selected group of people
- Mostly in Commission, Parliament, Council
- Beware of comfort zone, target swing vote

What is lobbying?



- Repeat, repeat, repeat
- Include the decision-maker's environment
- Combine social and traditional media

What makes a good lobbyist?

Will deliver

- the right message
- at the right time
- to the right person

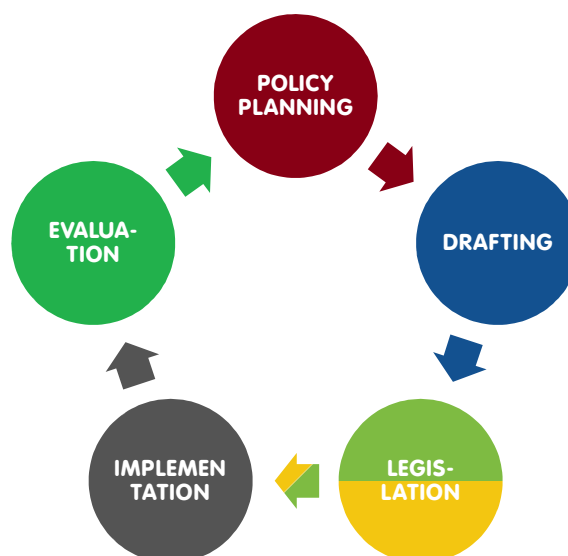
EU lobby transparency: state of play

- Lobbyists “must” register to get access to Parliament buildings and Commission officials (Transparency Register)
- Commissioners and high-level officials must disclose meetings with lobbyists
- MEPs can disclose who has given them input (“legislative footprint”)

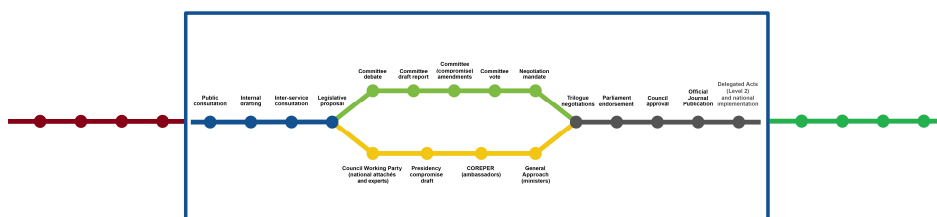
EU lobby transparency: next steps

- Scope of what is included in “lobbying” remains vague; does it include everything that enables or prepares lobby?
- Limited disclosure: only Commissioners and few officials need to register meetings
- Illusion that transparency automatically leads to a fairer outcome (that takes all interests into account)

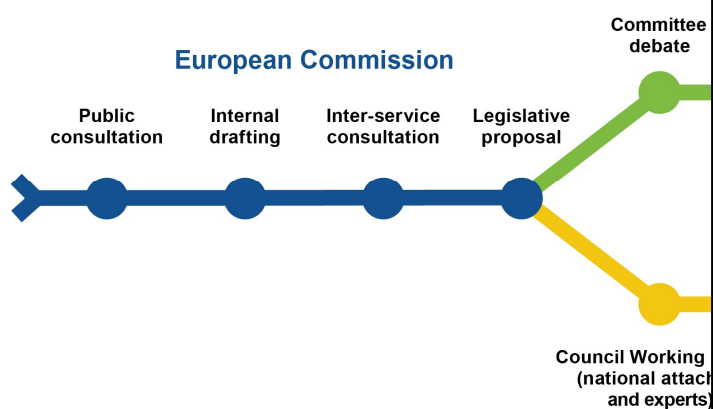
The EU policy cycle (1)



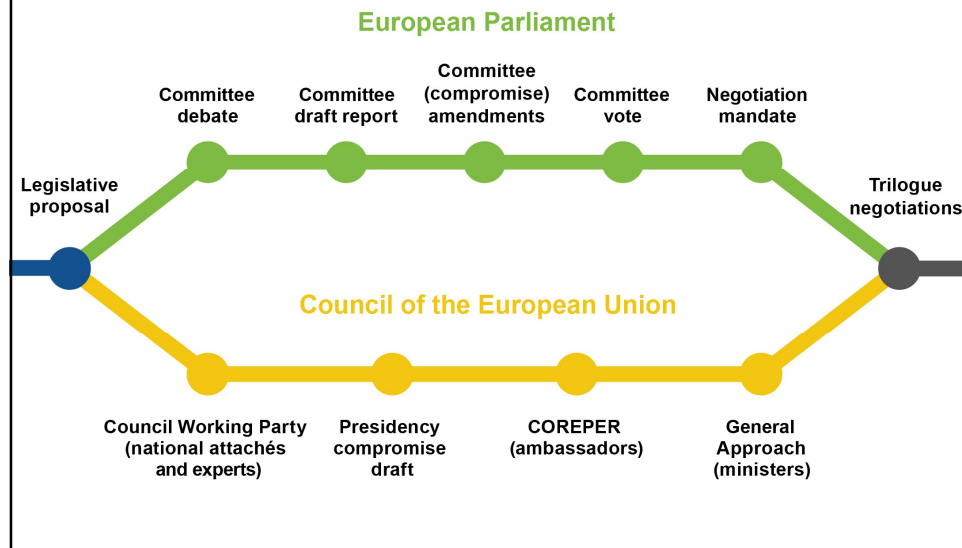
The EU policy cycle (2)



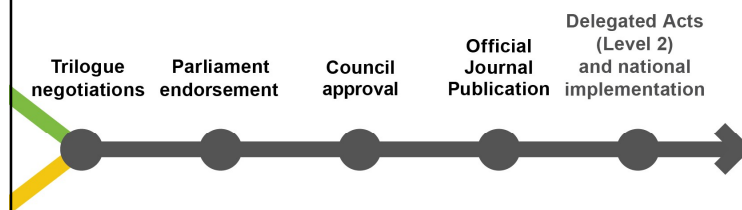
The legislative process (1)



The legislative process (2)



The legislative process (3)



Recent developments (1)

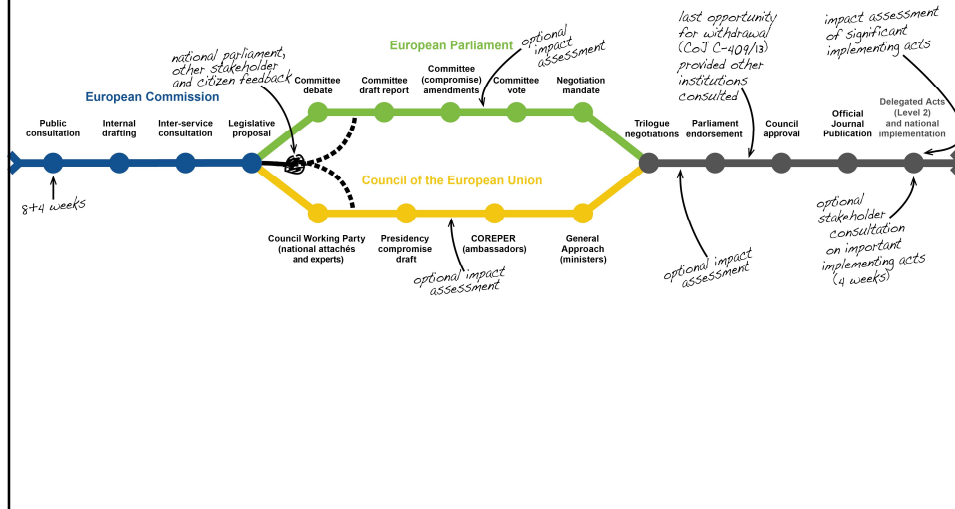
- Coping with inflexible legislative process:
 - No more second readings (99%) post-2009
 - Increased relevance of delegated legislation since Lisbon Treaty
 - Politicization of “Level 2” implementation process
 - Increased relevance of consultations in pre-legislative phase



Recent developments (2)

- Better Regulation agenda (2014):
 - Aims to address shortcomings by creating additional opportunities to influence legislation, but most changes only help insiders
 - Longer “public consultations” before proposal
 - Failed attempt to introduce U.S.-style post-proposal consultations for industry and national parliaments
 - Excessive focus on impact assessments during legislative phase (new lobby tools!)
 - Additional consultations during implementation process

Recent developments (2)



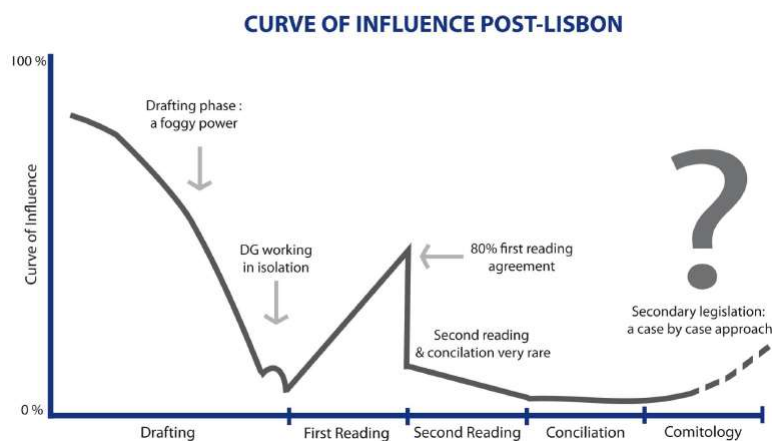
Recent developments (3)

- Impact of social media:
 - New forms of indirect lobby
 - Blurs boundary between Public Affairs and Public Relations
 - Increased ability to mobilize general public

Common challenges and strategies

- Choose the right battles and opponents
- Set the agenda,
don't follow someone else's
- Work with other stakeholders
- Get out of your comfort zone

Set the agenda (1)



Source: Daniel Guéguen and Vicky Marissen, The new practical guide to the EU labyrinth (2015)

Set the agenda (2)

- NGOs most vulnerable to the dangers of agenda following
 - Instead of challenging the role of the financial sector in society, the post-crisis regulation of every aspect of the financial sector has reinforced its role in society
 - Campaigning for agri-based car fuel actually reinforces transport infrastructure based on fossil fuel combustion
- But business also
 - Hedge funds starting to lobby when the draft Directive regulating them with largely symbolic requirements was already on the table

Work with other stakeholders

- NGOs with member associations and trade associations are very similar in governance, structure, and activities.
- Create associations and coalitions with diverse members to increase your appeal to MEPs and Member States
- Coordinate loosely but do not impose common positions

Get out of your comfort zone

- Don't restrict yourself to your comfort zone, target swing groups
- Don't exclude certain political backgrounds unless you really don't want to be seen with them

Thank you

Joost Mulder

mulder@bettereurope.eu

www.bettereurope.eu

 [bettereuropepa](https://twitter.com/bettereuropepa)

www.tubemap.eu

**better
europe**
PUBLIC AFFAIRS