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# EUROCONFERENCE

Taking your association to the NEXT level!

## European Advocacy - Intermediate

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# Introduction

The association's perspective

§ Short term: direct lobbying

§ Long term: strategic positioning



# Introduction

- § 80% of national legislation is agreed by the EU
- § Advocacy is the way interests gain influence among the national and EU decision-makers
- § There is competition for your voice to be heard
- § No genuine interest representative can afford to be silent while others dominate the debate



# Key-elements

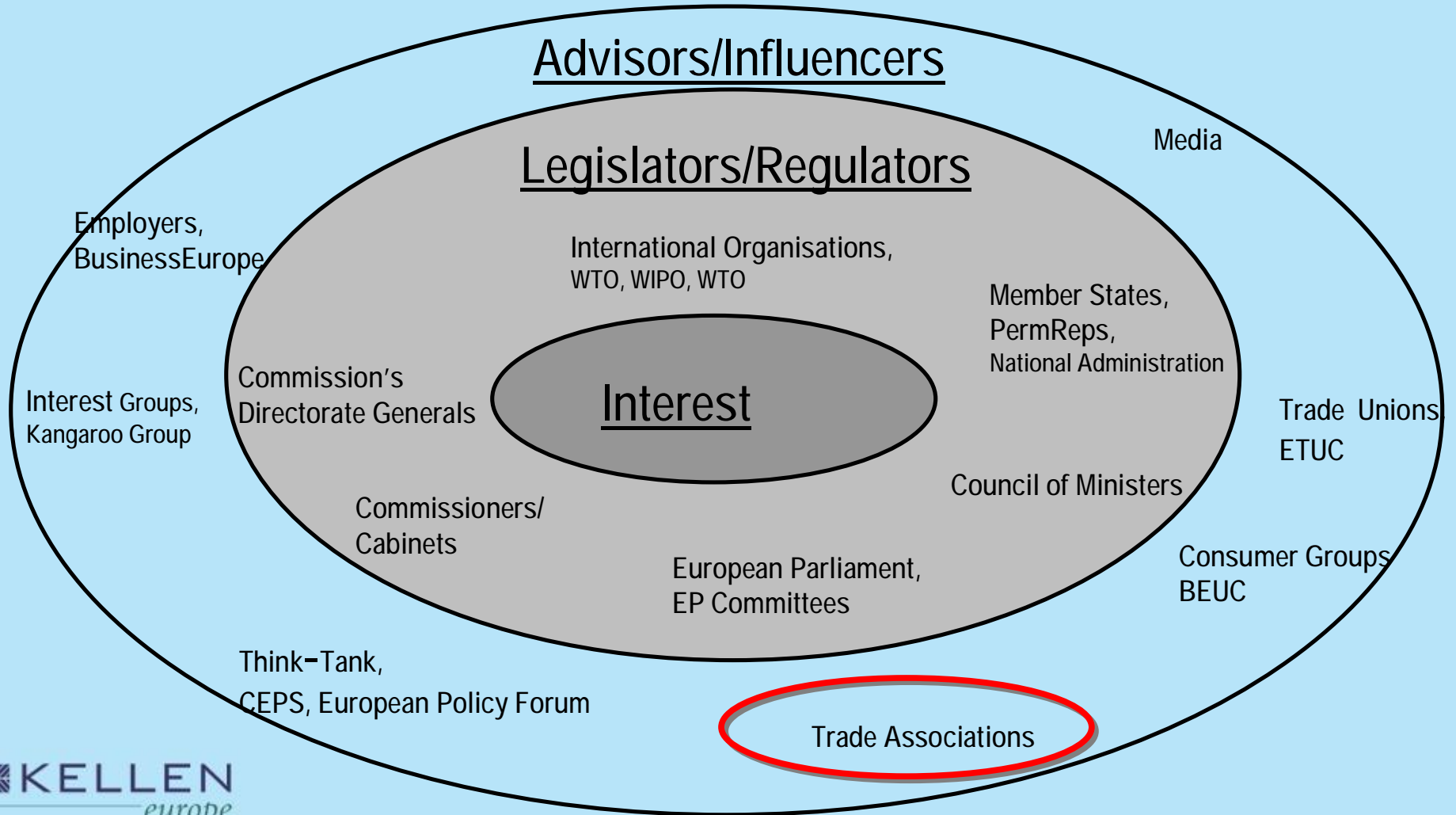
§ Focus your resources

§ Underline the Positive Message

§ Address all stakeholders



# Main stakeholders





# Lobby Planning

- § Choose the right message conveyor
- § Target the right officials
- § Tailor your message
- § Establish an ongoing relationship
- § Be timely
- § Be objective



# The Inter-Institutional Link

**COMMISSION**

**PARLIAMENT**

**COUNCIL**

## è Common goal = legislate but different functions

§ Meetings are not always formalised

- Commission desk officer
- EP rapporteur
- Presidency representative

§ MEPs are in regular contact with their governments

§ Nationality issue will make informal meetings easier

§ Institutions & Member States lobby each other



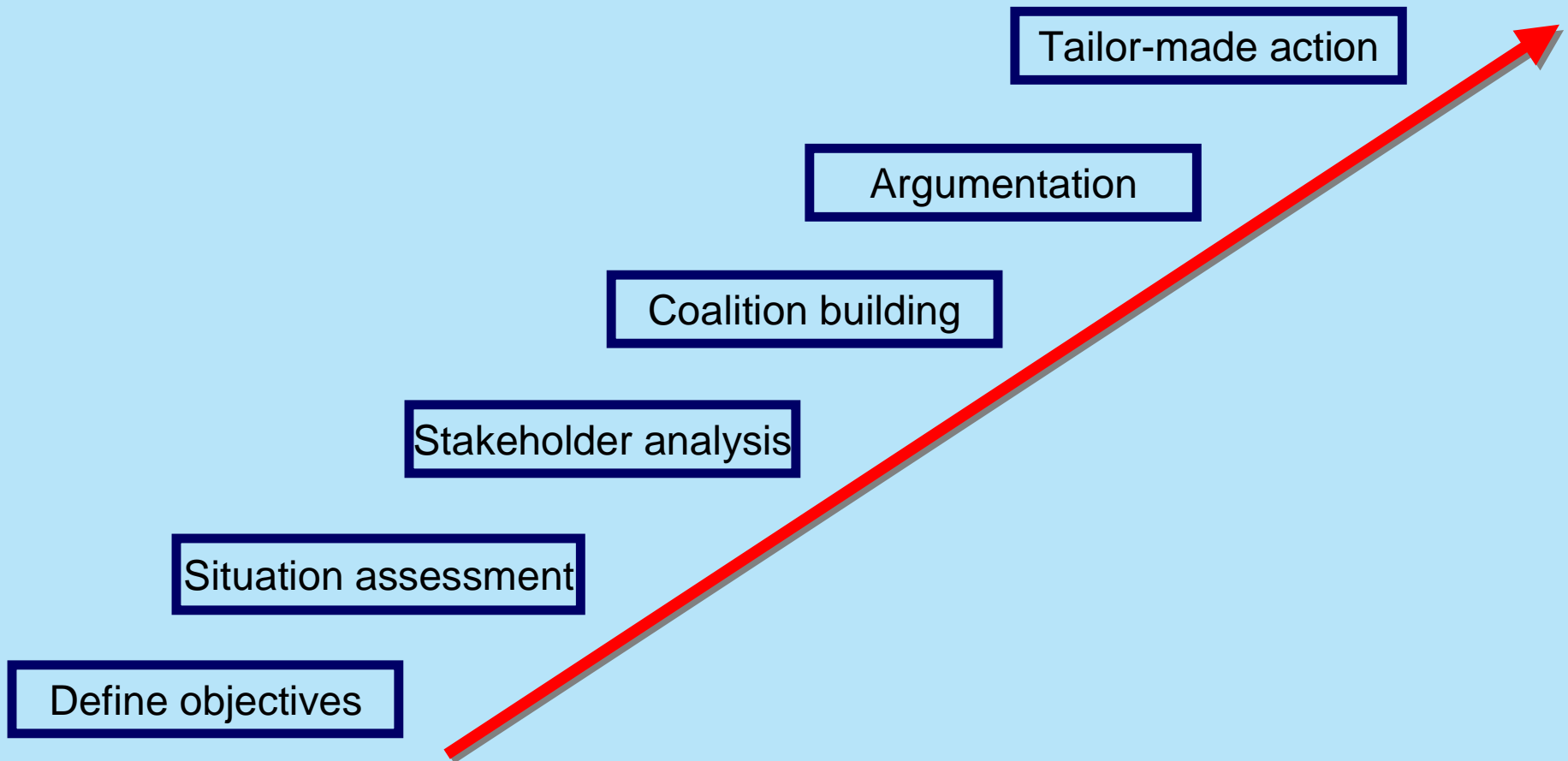
# National decision makers

## § Don't forget the national link

- The National Permanent Representatives
- The member states experts in the working groups (Council and Commission)
- Representatives of the National Governments
- The MEPs also have a national link



# Building blocks





# Outreach to other stakeholders: think-tanks

## §Think-tanks

- Feeding the policy machine
- Forums for debate, education
- Alternative vehicles for access
- Increasingly a resource for the media
- Links to other geographies (e.g. Brussels-Washington, DC)
- Changing landscape in Brussels and national capitals



# Outreach to other stakeholders: NGOs

## §NGOs

- NGOs are an obligatory stop for EU lawmakers (e.g. Environment, consumer groups)
- Dialogue can both inform preparation of industry positions and head off problems later in the lobbying process
- Rules of engagement: acknowledging the limitations of the other side, managing expectations
- Asymmetry of resources



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