



Lobbying in Brussels: an inside view WWF European Policy Office - Working in the capital of Europe

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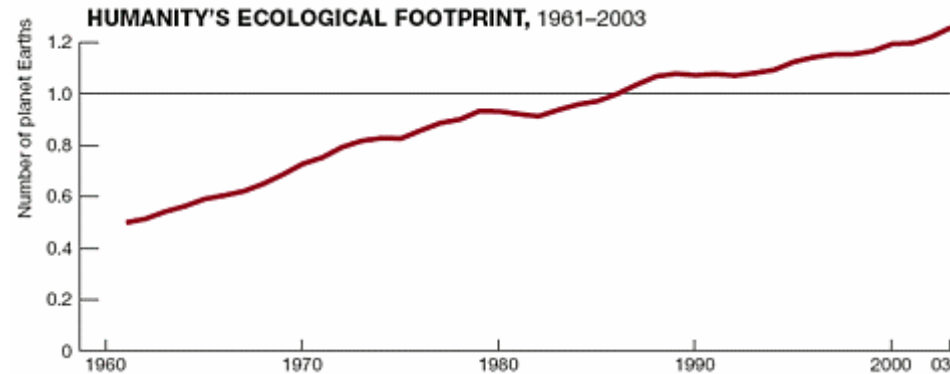
WWF IN FIGURES

- a global network in ca. 100 countries
- almost 4,000 employees world wide
- nearly 5 million supporters world wide
- worldwide income: appr. 450m €
- EPO: founded in 1989, **Mission: *The European Policy Office contributes to the achievement of WWF's global mission by leading the WWF network to shape EU policies impacting on the European and Global Environment.***
- present in 19 EU MS; in several accession/ENP states; in Norway and Switzerland





Humanity's Ecological Footprint



- ***The EF measures humanity's demand on the biosphere.*** It includes all the cropland, pasture, forest, and fishing grounds required to produce the food, fibre, and timber we consume, to absorb the wastes emitted in generating the energy we use, and to provide space for our infrastructure.
- Since the late 1980s, we have been in *overshoot* – the EF has exceeded the Earth's biocapacity – **as of 2003 by about 25%.**
- **By 2050, we'll need 2 planets Earth**
- Humanity is no longer living off nature's interest, but drawing down its capital and our reliance on fossil fuels (and their emissions) now make up 48% of our global footprint.
- This growing pressure on ecosystems is causing habitat destruction or degradation and permanent loss of productivity, threatening both biodiversity and human well-being.
NB: Freshwater consumption is not included in the Ecological Footprint





But Europe is well regulated.....so everything's fine, right???

ENDS Europe DAILY 2380, 05/09/07:

“....breaches of environmental laws continued to yield the highest number of European Commission infringement cases in 2006. The number stands at 685 cases, accounting for around 21 per cent of the total.”.....





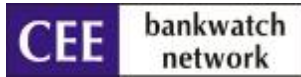
Members of Green 10 Group



BirdLife International



Climate Action Network Europe



CEE Bankwatch Network



European Environmental Bureau



European Public Health Alliance-Environment Network



Friends of the Earth Europe

Friends of the Earth Europe



International Friends of Nature



Greenpeace



The European Federation for Transport & Environment



WWF





Work with National Organisations !

- **WWF has a valuable network across the EU**
- **MEPs/Ministers are national representatives and therefore....they listen to national organisations from their own country with attention...**
- **Industry is very active using national companies to lobby MEPs and Perm Reps...**
- **combined and coordinated lobby from “home” and Brussels works best**





INFLUENCING POLICY - HOW IS IT DONE?

- 1. Getting new issues onto the agenda**
- 2. Shaping Commission proposals**
- 3. Getting involved in all law-making stages**
- 4. Following the implementation arrangements for new legislation**
- 5. Using the law to enforce legislation**





NGOs versus industry influence

- For every 1 WWF contact, there will be 10-20 industry contacts on key dossiers
- Targeted industry lobby strategies – e.g. using national companies
- Parliament since June 2004 - less environmentally-friendly
- Accession country MEPs and Council keen on economic development

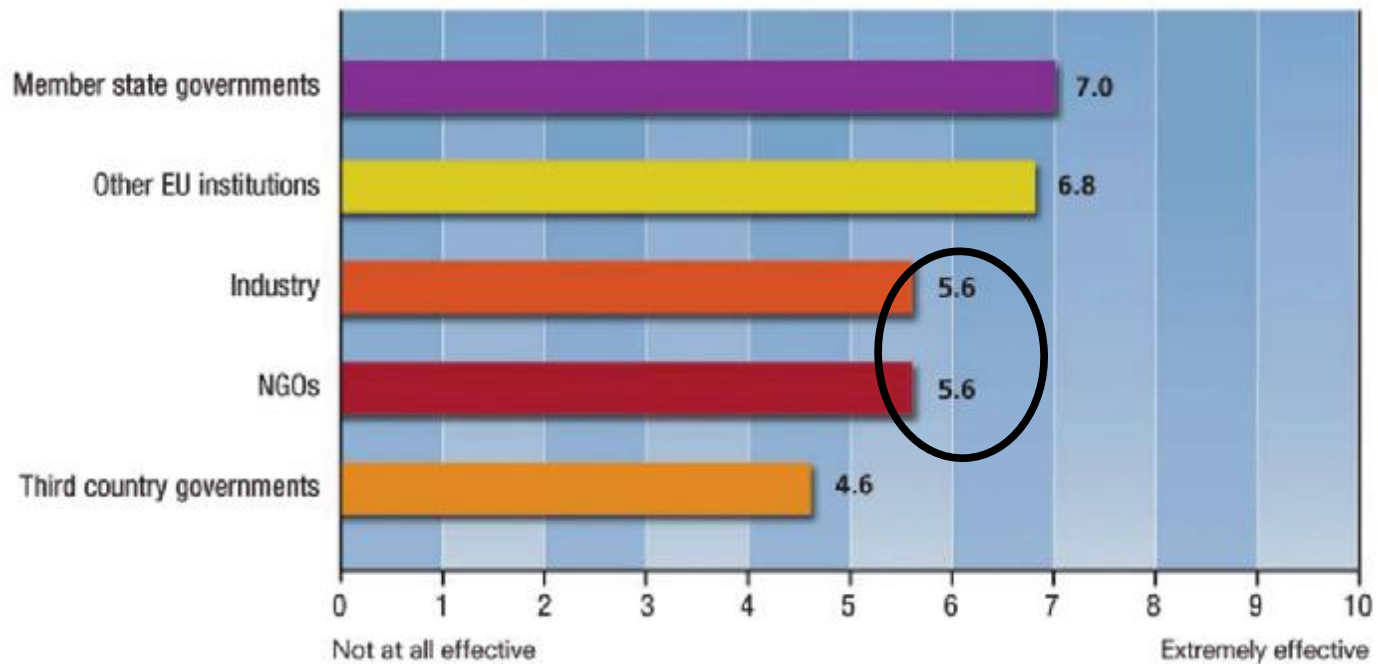
This means we have to become ever better !!





Well, does it work??

Effectiveness of Lobbying



How would you rate the effectiveness of lobbying of the following organisations?





NGO Legitimacy - From Where?

- Mission and goals
- Members and supporters
- Statutes and governance
- Accountability and transparency
- Partnerships with others (industry, other NGOs)
- Reliability in EU/Government relations





But is this Enough? **TRANSPARENCY!** **Rules for EU Lobbying should be:**

- Mandatory Registration
- Disclosure of all legislative involvement
- Disclosure of lobbying expenditures
- Commission register of consultations
- Independent lobbying ethics agency

Abramoff scandal reignited Brussels lobbying debate...





CONCLUSION: THE EU AND WWF **“Why Brussels counts”**

- **Directly relevant for achieving WWF’s Global Themes**
- **Ability to influence legislation while it is being made**
- **Altering EU positions in global treaties and conventions**
- **Strengthening WWF’s reputation and political credibility**
- **Spreading WWF messages in a global media centre**
- **Obtaining EU funding for WWF priorities**

EU Influence = A WWF Unique Selling Point





Thank you for listening!

Questions please!

More info?

Go to:

www.panda.org/eu

