



**American and European Lobbying:  
methods, actions and profile of the  
lobbyist**

**Maria Teresa Scardigli**  
Vice-President  
Kellen Europe

*27 June 2009*

# 1. Introduction



- **Lobbying is strongly influenced by the institutional framework and cultural factors**

## 2. Comparative analysis



- ü Levels of lobbying
- ü Representation system
- ü “Revolving Doors” phenomenon
- ü Funding of political campaigns
- ü Funding of not for profit organisations
- ü Transparency
- ü Lobby register
- ü Lobbying approach

## 3. Methods and Actions

- Direct contact with policy makers
- Coalition building
- Public outreach
- Grassroots lobbying
- Media influence
- Languages
- Using celebrities
- Lobbying outcome: Compromise vs. winner-take all approach
- Direct mail / faxes
- New communication tools



# 4. Profile of the lobbyist

## The Chameleon approach



**Broker of solution**  
**Results oriented**

**Strategist**  
**“helicopter view”**

**Communicator**  
**Develops the dialogue**

**Facilitator**  
**Help you**  
**present yourself**



**Guide**  
**Knows the process**  
**and procedures**

**Networker**  
**Assesses**  
**the stakeholders**

**Analysts**  
**assesses the context,**  
**objectives, strategy**  
**and actions**

## 5. Conclusions



- **Lobbying is increasingly recognised as essential on both sides of the Atlantic**
- **Lobbyists are valued for their expertise, particularly on high technical matters**
- **Lobbying methods and actions should adapt to ever changing environments in EU and US**
- **Lobbying is an “ART” not a science**