


# Cap&Com Workshop.

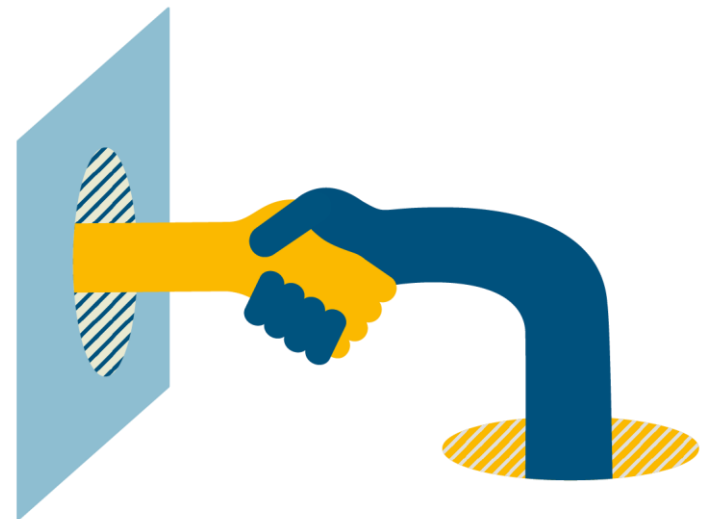
**How and when to communicate results**

**Importance of lobbying**

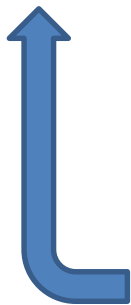
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Interreg Cap&Com Workshop.  
5-6 of July 2017 | Budapest, Hungary  
 @InteractEU

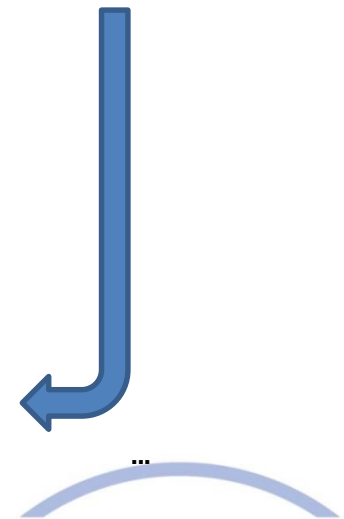
Mercedes Acitores, Interact Programme



# Why are we talking about „Lobbying“?



**“Of course we’ll make a decision ... once we have considered the 5243 factors.”**



**Do we all have the same idea when we talk about  
LOBBYING?**

**Action aiming to influence a public decision.**





EU institutions



Advisory bodies



Networks and multipliers

# Who are the main actors?



# EU institutions



**The Commission:**  
Executive Role,  
proposing EU laws



**The Parliament:**  
Debating and adopting  
the EU laws



**The Council of the EU:**  
Adopting the EU laws,  
together with the EP



# EU advisory bodies



**European Committee  
of the Regions**

## **CoR:**

- Represents local and regional authorities
- Issues opinions to the EC's proposals



**European Economic and  
Social Committee**

## **EESC:**

- Represents European workers and employers
- Issues opinions to the EC's proposals



## Networks and multipliers



Territorial and Thematic  
Networks or sectorial federations

**Reach for advice:  
CEMR, INTERACT, CPMR,  
FEDARENE, NECSTOUR,  
Eurocities, etc.**



**Reach out to your  
regional office for  
advice.**

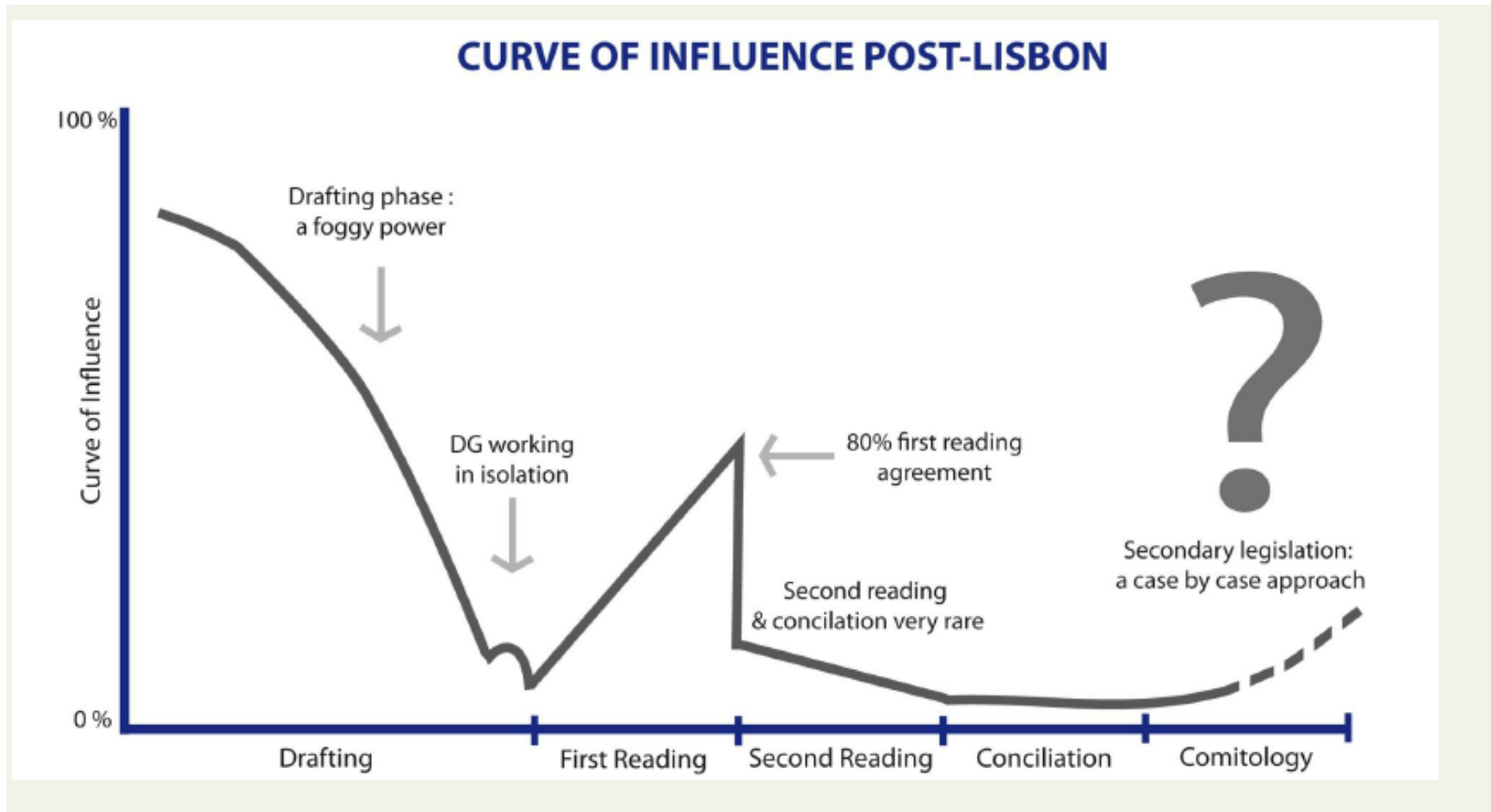


# The EU decision process





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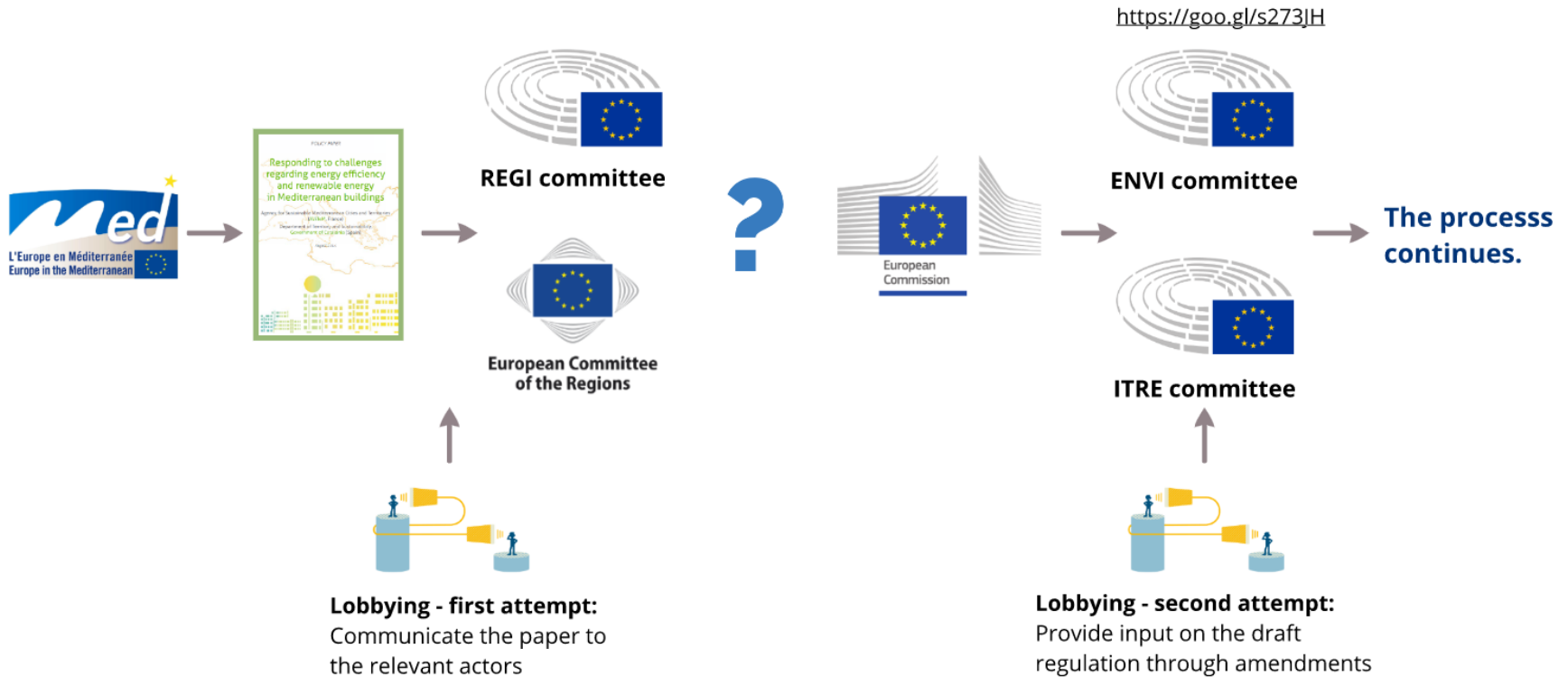


# The EU decision process

Be at the right place at the right time	
Stages	Addresses for Lobbying
<b>Consultation:</b> I. Working / Strategy paper II. Green / White Book, Communication III. Online consultation IV. Hearing.	<ul style="list-style-type: none"> <li>Addressing authors of documents (Commission);</li> <li>Attending hearing.</li> </ul>
Commission proposal	<ul style="list-style-type: none"> <li>European Commission</li> </ul>
Council (working group, Coreper, Council of Ministers) - First Reading	<ul style="list-style-type: none"> <li>Responsible National Ministry</li> </ul>
European Parliament (poss. Hearing of experts) - First reading	<ul style="list-style-type: none"> <li>MEP´s in responsible committee</li> <li>Rapporteur</li> <li>Attending hearing</li> <li>Responsible National Ministry</li> </ul>
Common position of the Council	<ul style="list-style-type: none"> <li>MEP´s in responsible committee</li> </ul>
European Parliament - Second Reading	<ul style="list-style-type: none"> <li>Rapporteur</li> </ul>
Poss. Conciliation procedure - 3 <sup>rd</sup> reading	<ul style="list-style-type: none"> <li>Rapporteur</li> </ul>
Adoption of legislation	<ul style="list-style-type: none"> <li>Responsible National Ministry</li> </ul>



# An example in energy efficiency – visualised



# An example in energy efficiency – links and materials

- 3 Strategic projects from MED programme approved in past period (ElihMed, Marie and Proforbiomed) – 1 [Policy Paper](#) – Ljubljana Declaration: <https://goo.gl/ZsM8kz>
  - Alliances: CPMR – <https://goo.gl/VqDG3J>
- + Regions of Catalonia, Valencia, Murcia (ES), Provence-Alpes-Côte d’Azur, Languedoc-Roussillon (FR), Piedmont, Basilicata, Umbria, Sicily (IT), East Macedonia and Thrace, Western Macedonia (GR)
- EP Regi Committee, July 2013. (INI) Report on the implementation and impact of the energy efficiency measures under Cohesion Policy
  - EP ENV Committee, June 2017. Energy Performance on Buildings (New directive):  
<https://goo.gl/8n3b3C>



# Lobbying Strategy Exercise .

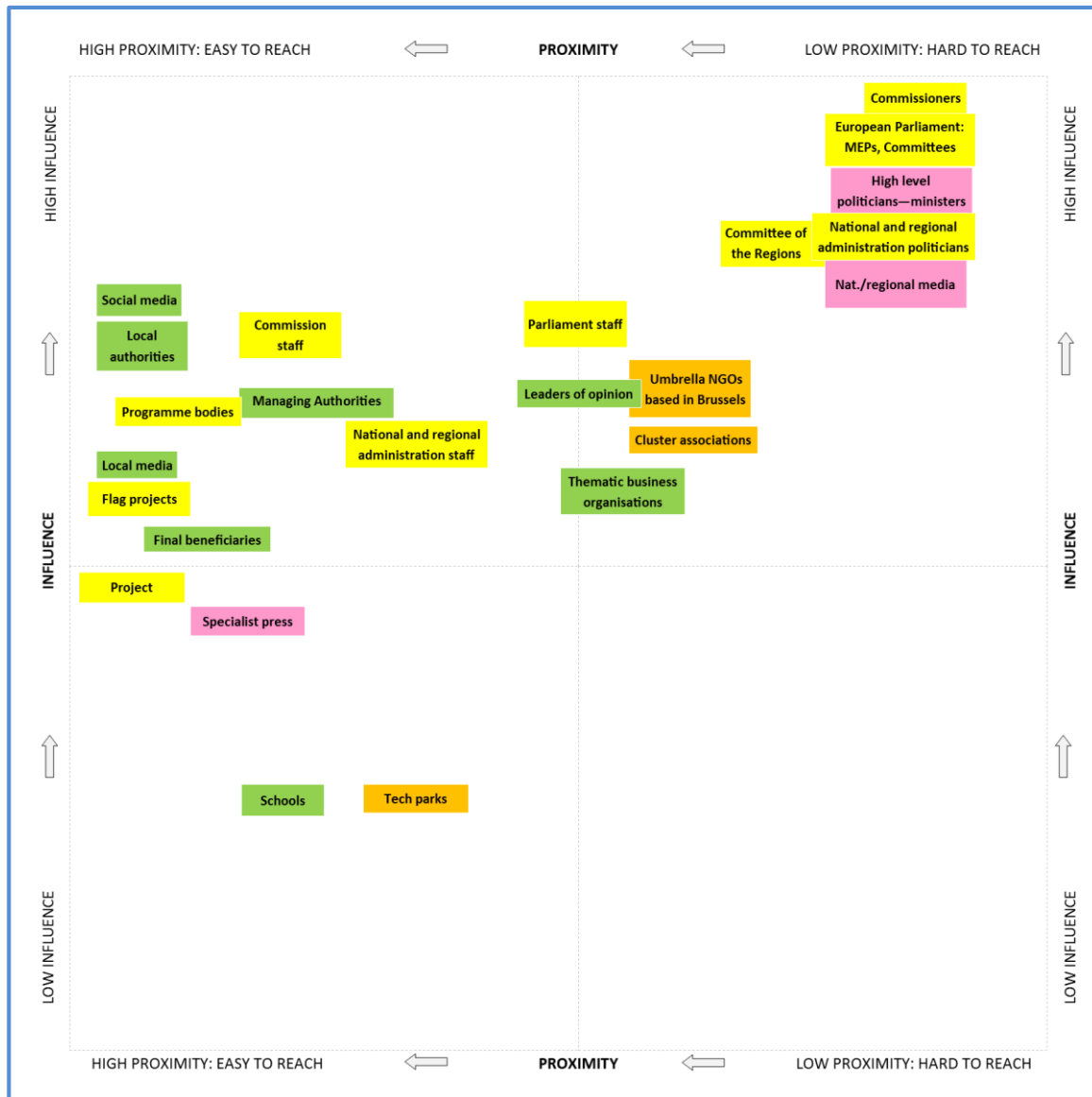
Lobbying is an action aiming to influence a public decision persuading individuals or groups with decision-making power to support a position you believe is right.

For this you should take into account the following steps:

1. DEFINE YOUR OBJECTIVE.
2. IDENTIFY INTERLOCUTORS (mapping) (Take into account
3. TIMING
4. ALLIANCES: Never lobby alone. Ensure multiplying effect.  
Compromises need to be taken in your lobbying proposal
5. PREPARATION: Lobbying means 90% of preparatory work for 10% effective lobbying
6. METHODS: Letters, Meetings, Phone calls, Petitions, Publicity, Others.
7. FOLLOW-UP
8. EVALUATION



# An example of a stakeholder map



# Lobbying Strategy Exercise.

## Instructions 1

1. Choose and indicate a lobbying goal on how to impact the EU policy with Interreg results
  - A. Your projects have a common position (policy paper) to preserve sustainable tourism in the rural area.
  - B. Your projects have developed recommendations to improve the labour mobility across the borders.
  
2. Choose a rapporteur.



# Lobbying Strategy Exercise.

## Instructions 2

1. What are the concrete outputs you will be lobbying for? Identify a specific policy output (or at most two) as focus for the rest of the exercise.
2. Who has the power to make a decision on this issue? You can list a number of targets, in Parliament, Government, local authorities, other.
3. Who else can influence the decision-makers and how can we mobilise them? Any other stakeholders you can associate to your demands? Alliance-building?
4. What are your main arguments? Try to relate this rather to the situation your own country, backing it with facts and figures if you have them, rather than on general considerations).
5. What hooks and entry points you can use (upcoming events, political agenda of decision-makers, context, opportunities).
6. What is the main opposition faced? Proposals on how to counter it.
7. What lobbying methods should you use?
8. What follow-up do you propose?





# 10 Golden Rules for an effective Lobbying.

KNOW THE  
TOPIC IN DETAIL

UNDERSTAND  
THE PROCESS

DEFINE THE  
OBJECTIVES

IDENTIFY YOUR  
TARGET GROUPS

LOOK FOR  
ALLIANCES

DESIGN YOUR  
ARGUMENTS

ADAPT YOUR  
MESSAGES

BE CONCISE

FOLLOW UP  
ACTIVELY

BE LONG-TERM  
ORIENTED

# The next steps: from the wrap-up survey:

Q6 Would you like further training on this topic?				
Question duration	30 seconds			
<b>Answer Summary</b>				
Answer options	▲ "Yes"	◆ "Yes, but in thematic focus groups"	● "No"	■ "I don't know"
Number of answers received	14	13	0	5

Q7 What should be the focus of the follow-up training on lobbying				
Question duration	30 seconds			
<b>Answer Summary</b>				
Answer options	▲ "How to write a policy paper"	◆ "Mapping and planning"	● "The EU decision-making process"	■ "Other"
Number of answers received	7	14	8	3



# Cooperation works

All materials will be available on:

[www.interact-eu.net](http://www.interact-eu.net)

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