

Citizen Lobbying Workshop

5 December 2020

JEF - Belgium's Training Days

THE *good* LOBBY

Simone Schirru

Public Affairs Fellow at The Good Lobby

Jesse Colzani

Pro Bono Manager at The Good Lobby

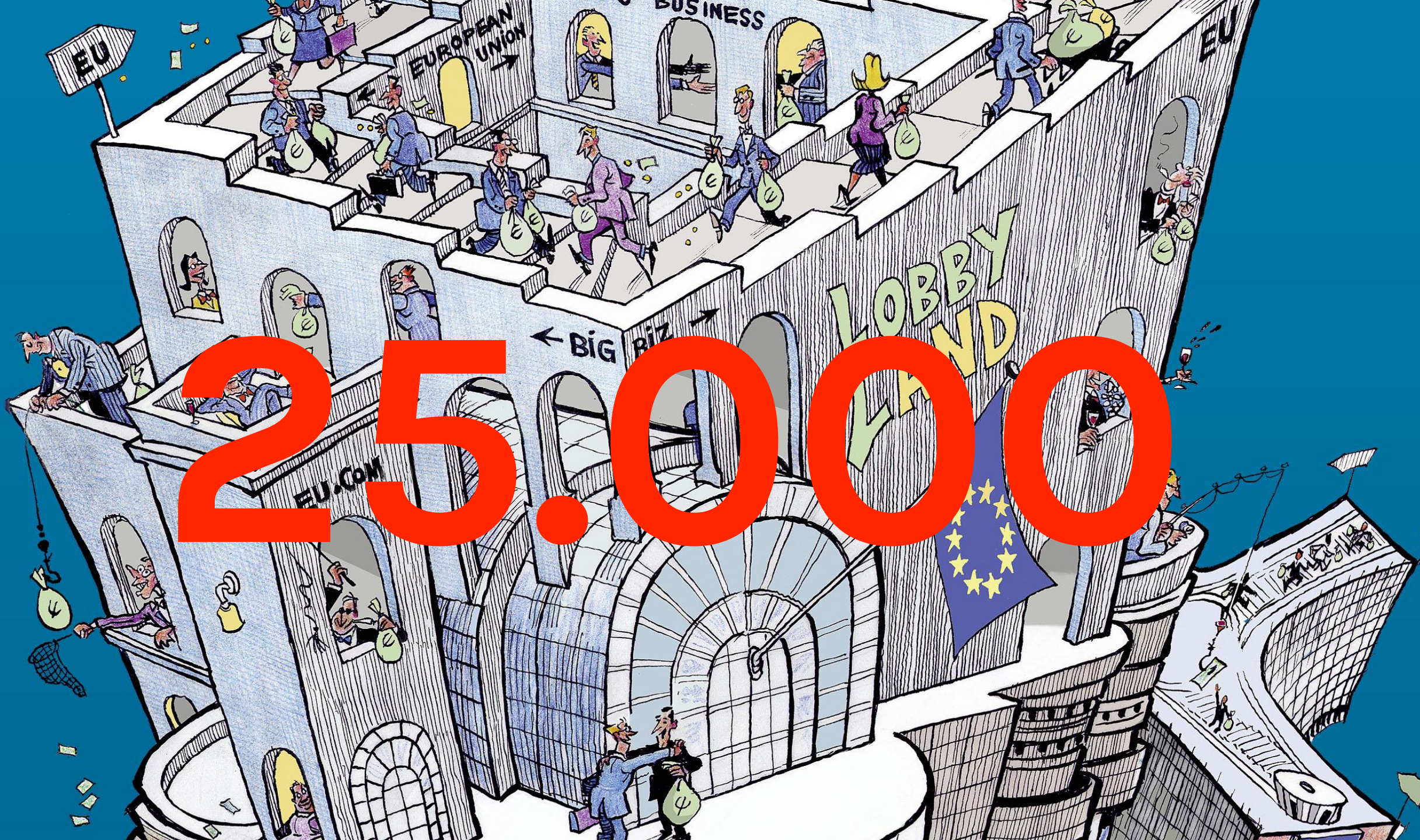




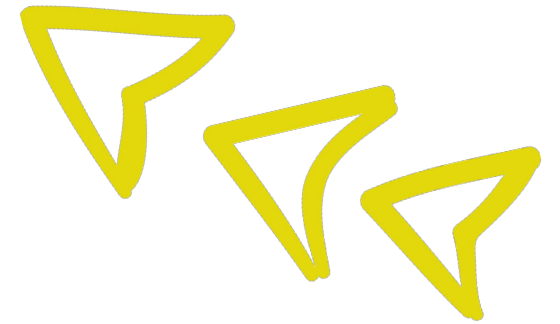
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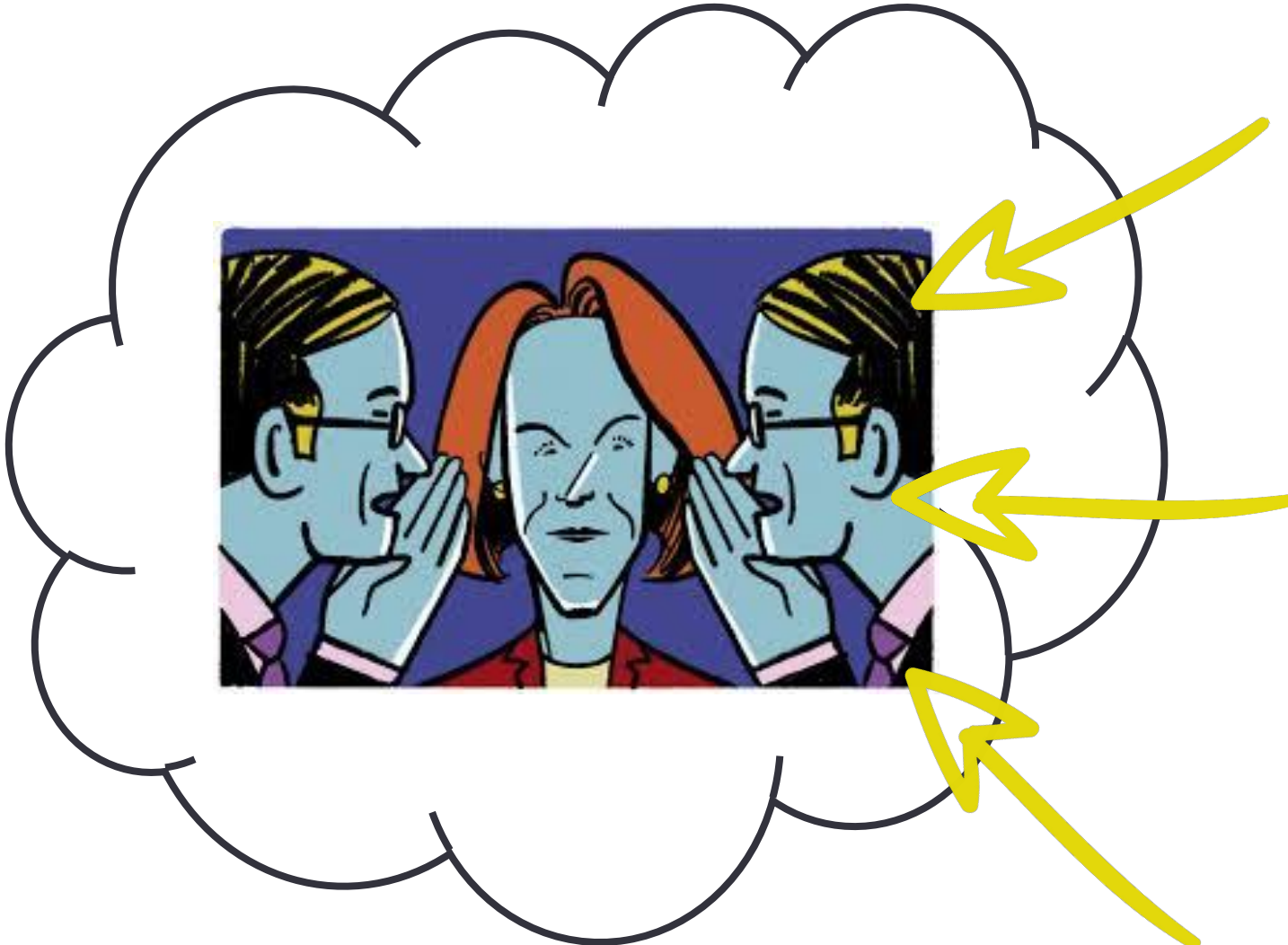


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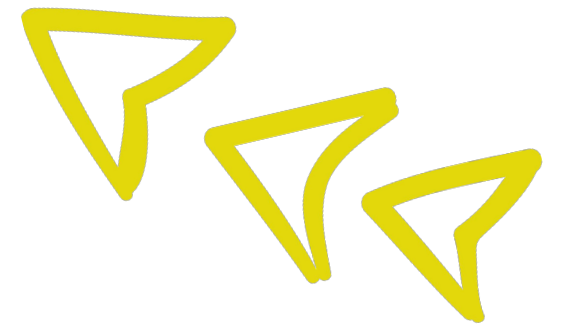
Who is a typical lobbyist?





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How do you define lobbying?



LOBBYING

The activity of trying to **persuade someone in authority**, usually an elected member of a government, **to support laws or rules** that give your organization or industry an advantage

Cambridge Business English Dictionary © Cambridge University Press

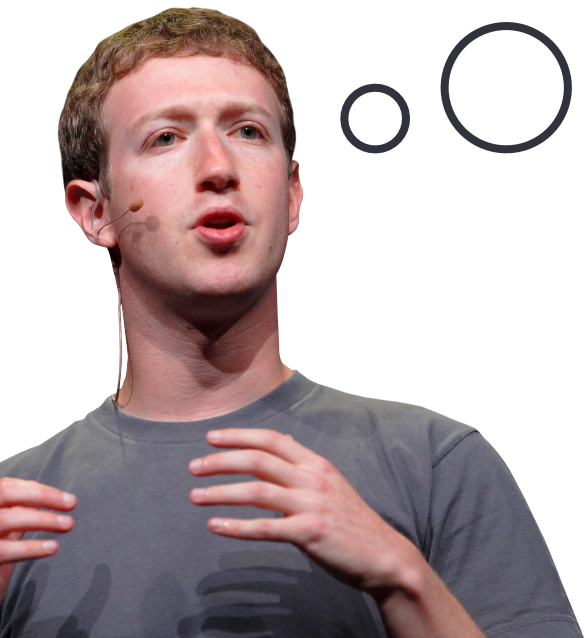
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Coca



oogle





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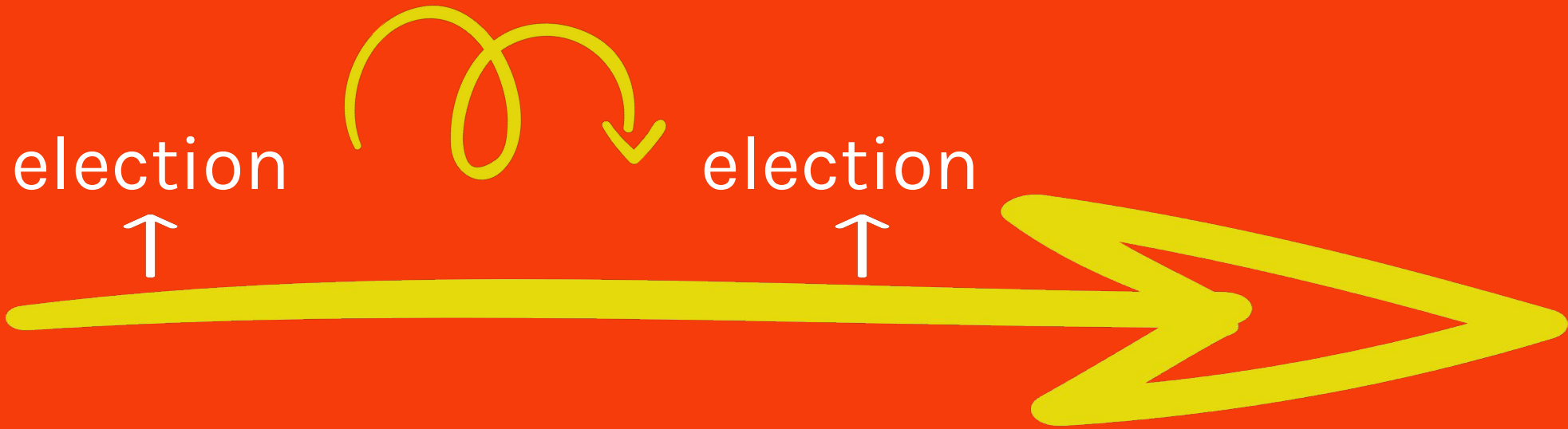


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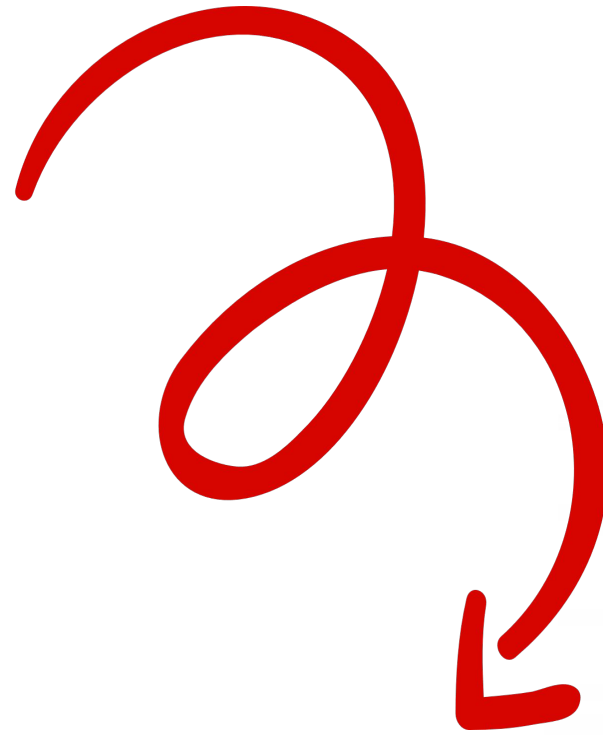


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How to fix that?



More citizen lobbyists!



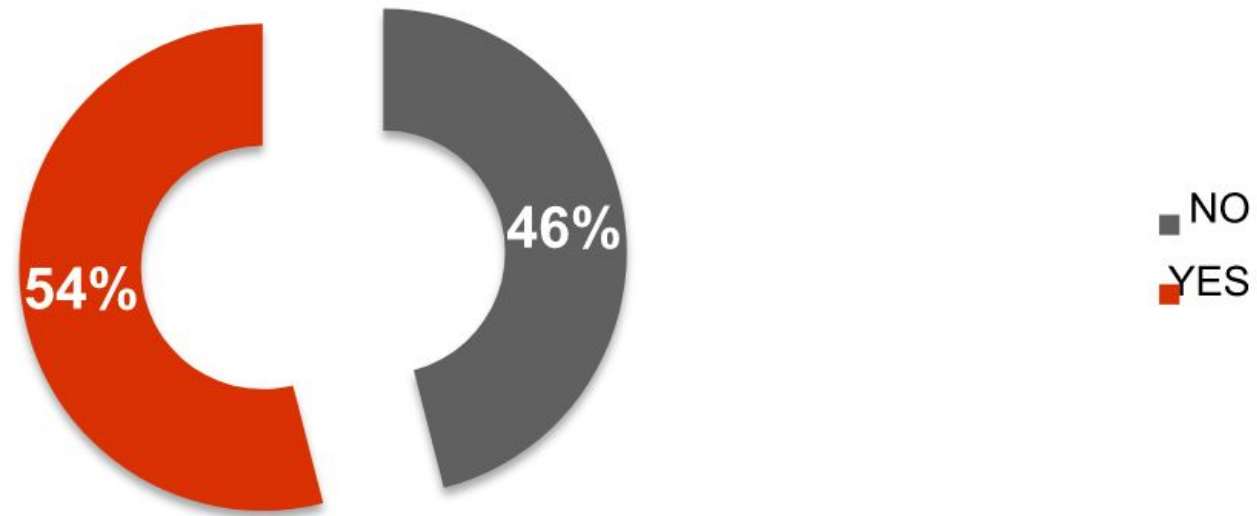
How do we do it at
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1. Match-making and incubation
2. Education and trainings



Nearly **90%** of NGOs
surveyed **required advice** in
relation to EU law.

% of NGOs who make use of pro bono



PRO BONO

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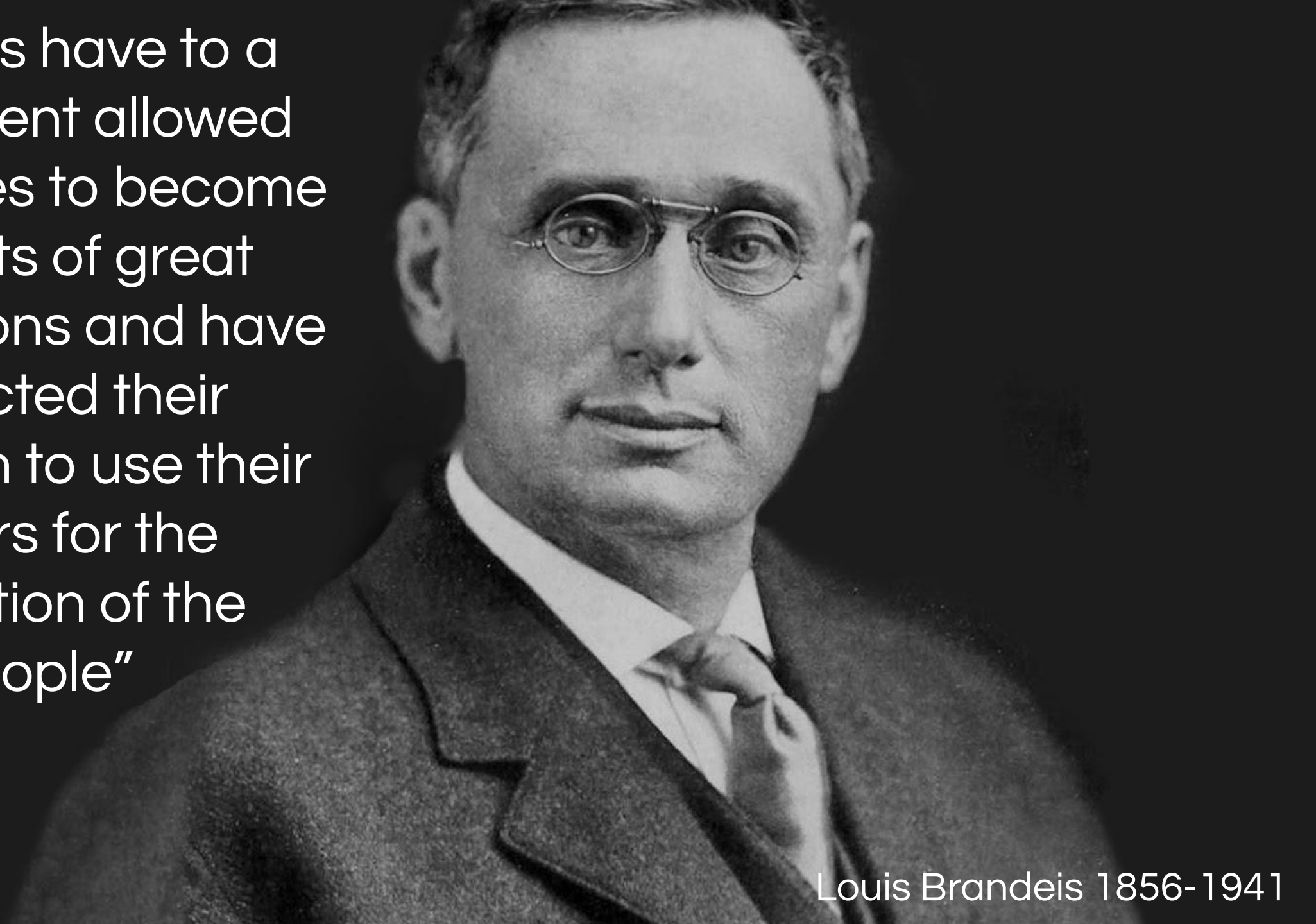
PRO BONO

(FOR)

(GOOD)

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“Lawyers have to a large extent allowed themselves to become adjuncts of great corporations and have neglected their obligation to use their powers for the protection of the people”



Louis Brandeis 1856-1941

In USA...

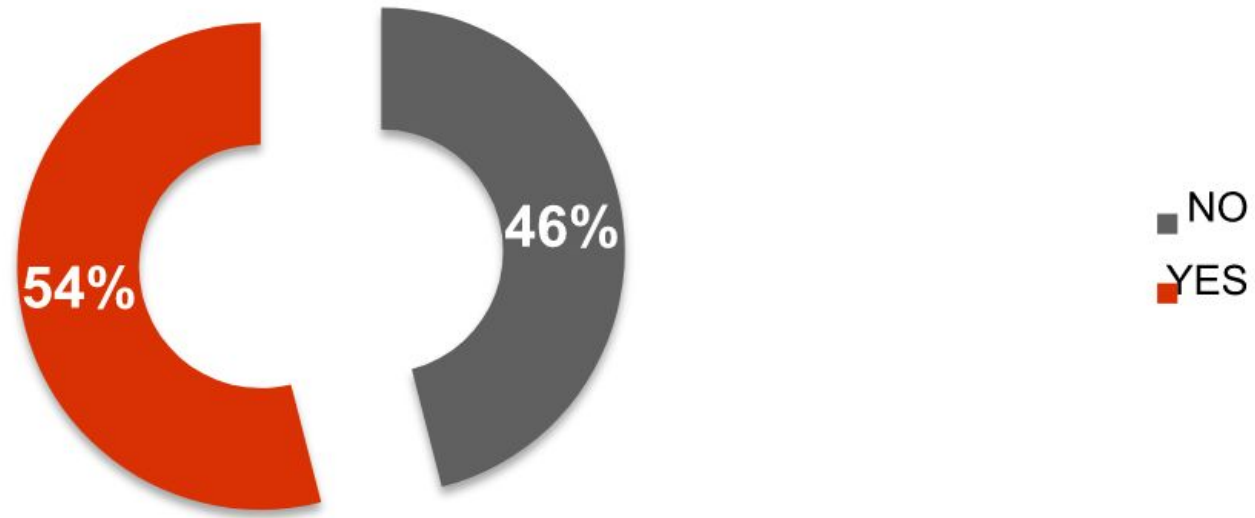
77%

U.S. attorneys
> 20 hours of *pro bono* work in 2018

over 1.8 million hours
in the last 10 years



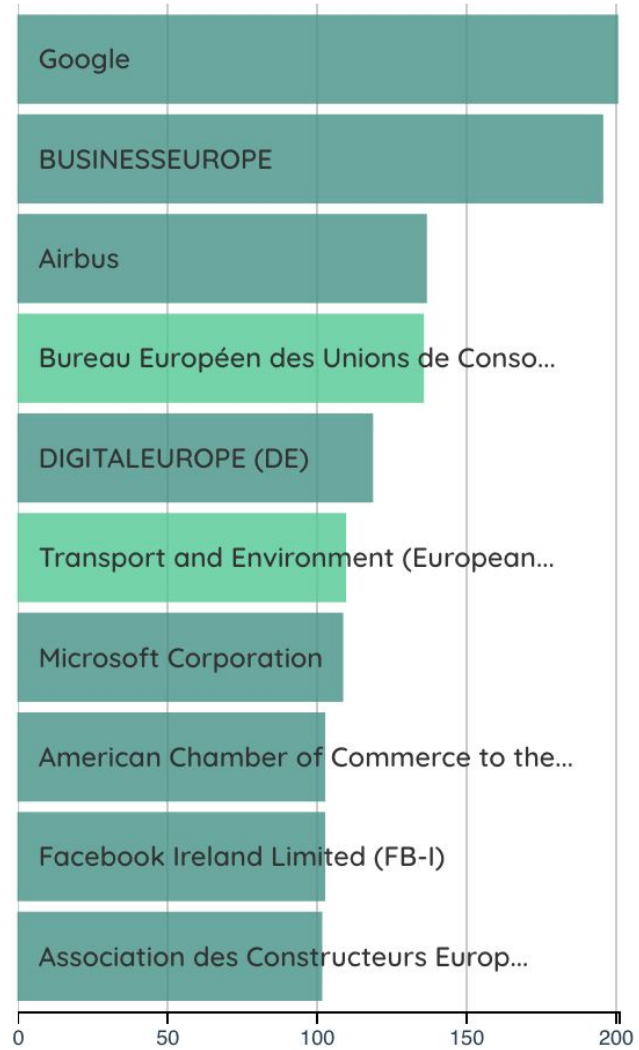
% of NGOs who make use of pro bono



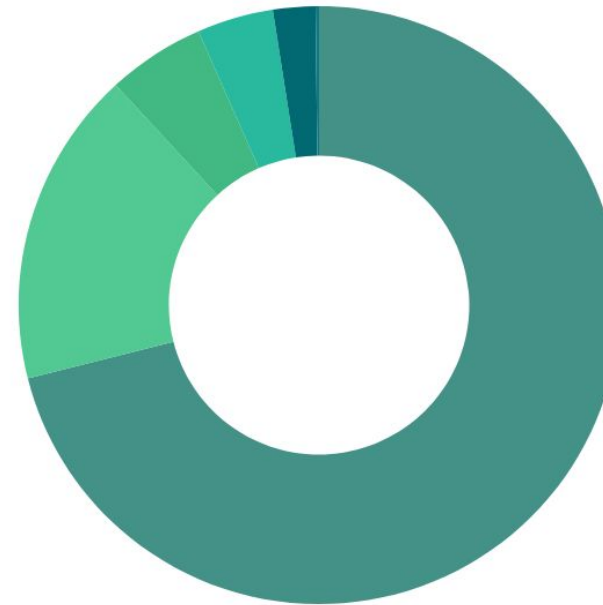
NGOs with a budget of 1 million EUR or more were twice as likely to make use of pro bono than NGOs with a budget of 250,000 EUR or less



Top 10 organisations



Category of lobby organisation



- Corporate
- NGOs
- Consultants
- Think tanks
- Municipal
- Churches

Is business
overrepresented?



NO! civil society is
under-represented!

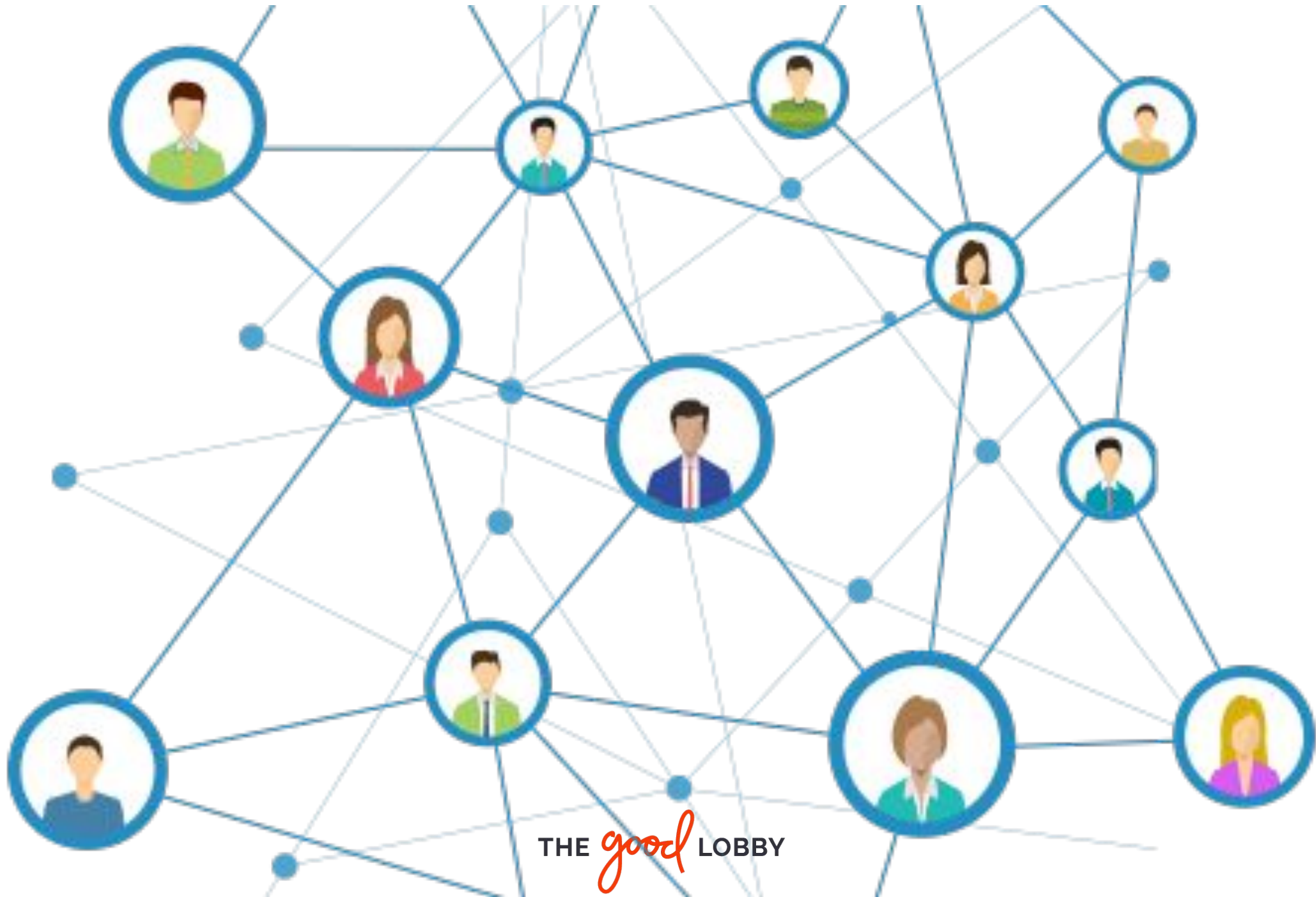


How can we professionalize
civil society?

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PRO BONO





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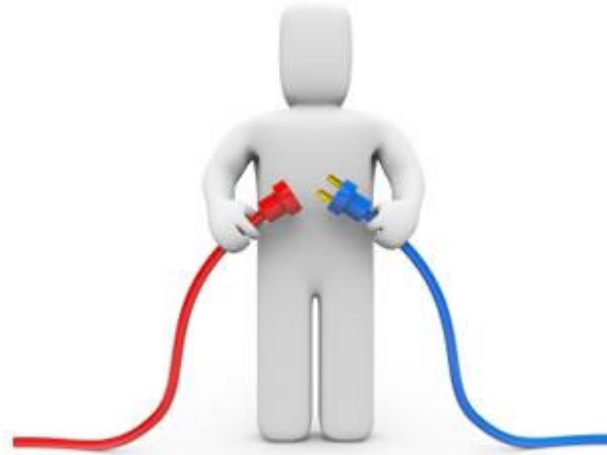


WHITE
& CASE

大成 DENTONS

Steptoe
STEPTOE & JOHNSON LLP

Hogan
Lovells



AMNESTY
INTERNATIONAL

access
!Nfo

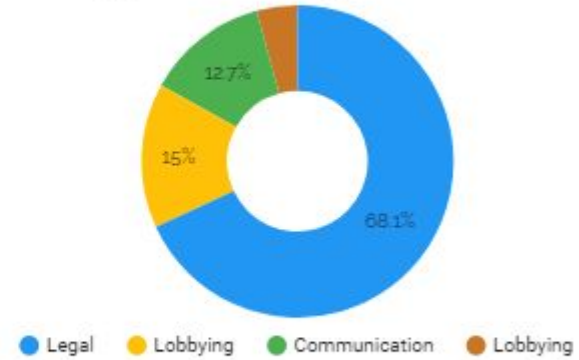
skill-based matching organization



Matched cases:

213

Type of expertise:



Our network of volunteers:



Monetary value generated:

Pro Bono Value
2,280,000 €

Select date range

47 **Partner organisations**

Our network includes NGOs, social entrepreneurs, foundations, law firms and universities from all across the world

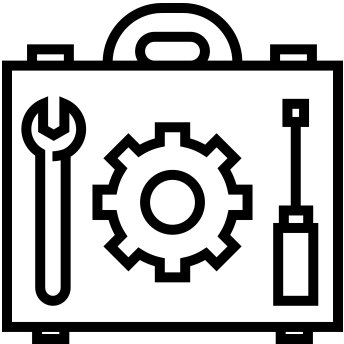
1.6k **People trained**

We organised workshops and academies in 19 different European countries, engaging and empowering citizens and professionals

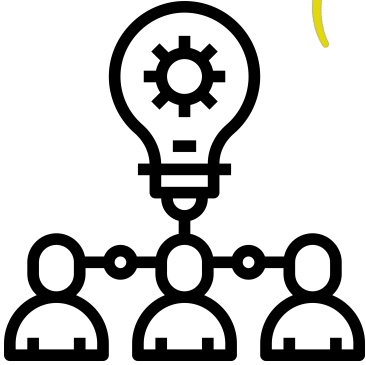


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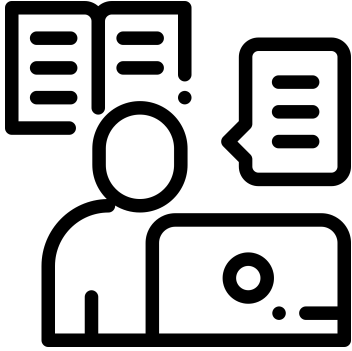
Today's session:



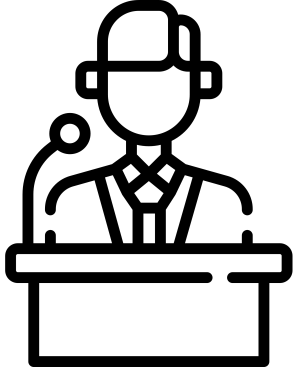
Discover the
advocacy tool-kit



Split up into
groups



Workshop



Presentation

How to become a Citizen Lobbyist



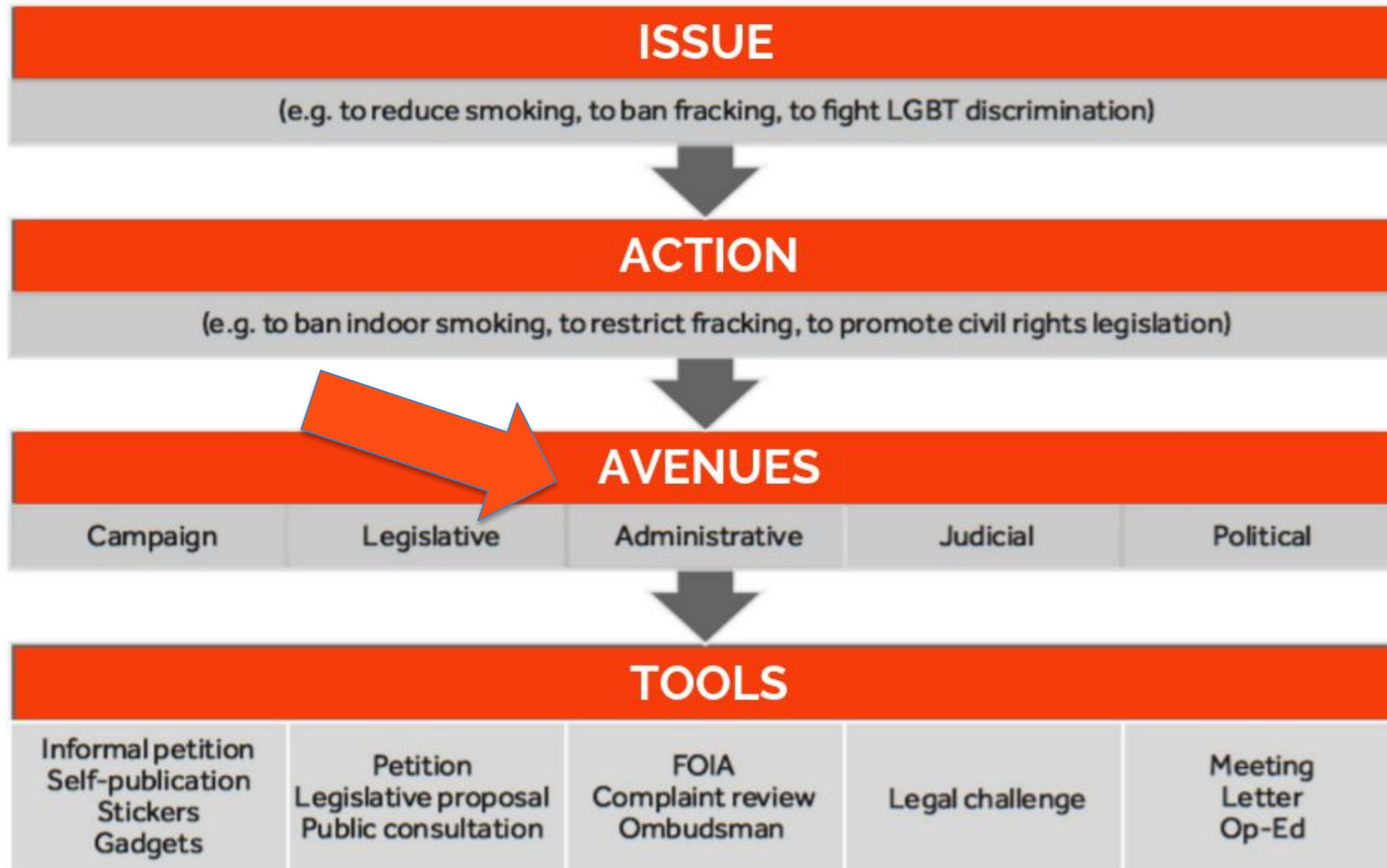
 <p>1 PICK YOUR BATTLE</p> <p>How do you choose yours? Be as passionate as strategic about your cause</p>	 <p>2 DO YOUR HOMEWORK</p> <p>Being prepared will help you to keep your cool and give you credibility</p>	 <p>3 STAKEHOLDER MAPPING</p> <p>Before designing a strategy, know your possible allies and opponents</p>	 <p>4 PLAN!</p> <p>Identify the best course of action to make your case</p>	 <p>5 COALITION BUILDING</p> <p>Be open-minded! Increase the attention of policymakers by having a broader-based coalition</p>
 <p>6 RAISE MONEY</p> <p>While volunteering work wonders, you might still face costs</p>	 <p>7 MEDIA OUTREACH</p> <p>Work out how and when to talk, and to whom. Sometimes you need a messenger!</p>	 <p>8 MEETINGS</p> <p>Know how to introduce yourself and 'speak the language' decision-makers use</p>	 <p>9 STAY VIGILANT!</p> <p>Stay vigilant! Make sure your cause move forward by monitoring and implementing</p>	 <p>10 STICK TO THE RULES</p> <p>What can and can't you do? As a citizen, the sky is the limit to your advocacy!</p>

© 2017 Alberto Alemanno, "Lobbying for Change"



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Citizens Lobbyist **Tool-Kit!**



THE CITIZEN LOBBYIST TOOLKIT



CAMPAIGN



LEGISLATIVE



ADMINISTRATIVE



JUDICIAL



POLITICAL

pick your **avenues**

THE CITIZEN LOBBYIST TOOLKIT



CAMPAIGN



LEGISLATIVE



ADMINISTRATIVE



JUDICIAL



POLITICAL



- **Legislative proposal and Petition** (e.g. European Citizen Initiatives, Draft legislations, Public Consultations).

European Citizens Initiative



Case study – 'End of roaming charges'



Case study– 'End of roaming charges'



Henri Malosse @MalosseHenri · 15 Jun 2017

#roaming : Excellent ! But it would be better to remind that this started from an **#civil** Society initiative **@onesingletariff** ! **@JunckerEU**



Preparing a draft directive on the whistleblowers protection in the European Union



Preparing a draft directive on the whistleblowers protection in the European Union

WHISTLEBLOWING • 12 MARCH 2019

**HISTORIC DAY FOR WHISTLEBLOWERS
AS EU AGREES PATHBREAKING
LEGISLATION**

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THE CITIZEN LOBBYIST TOOLKIT



CAMPAIGN



LEGISLATIVE



ADMINISTRATIVE



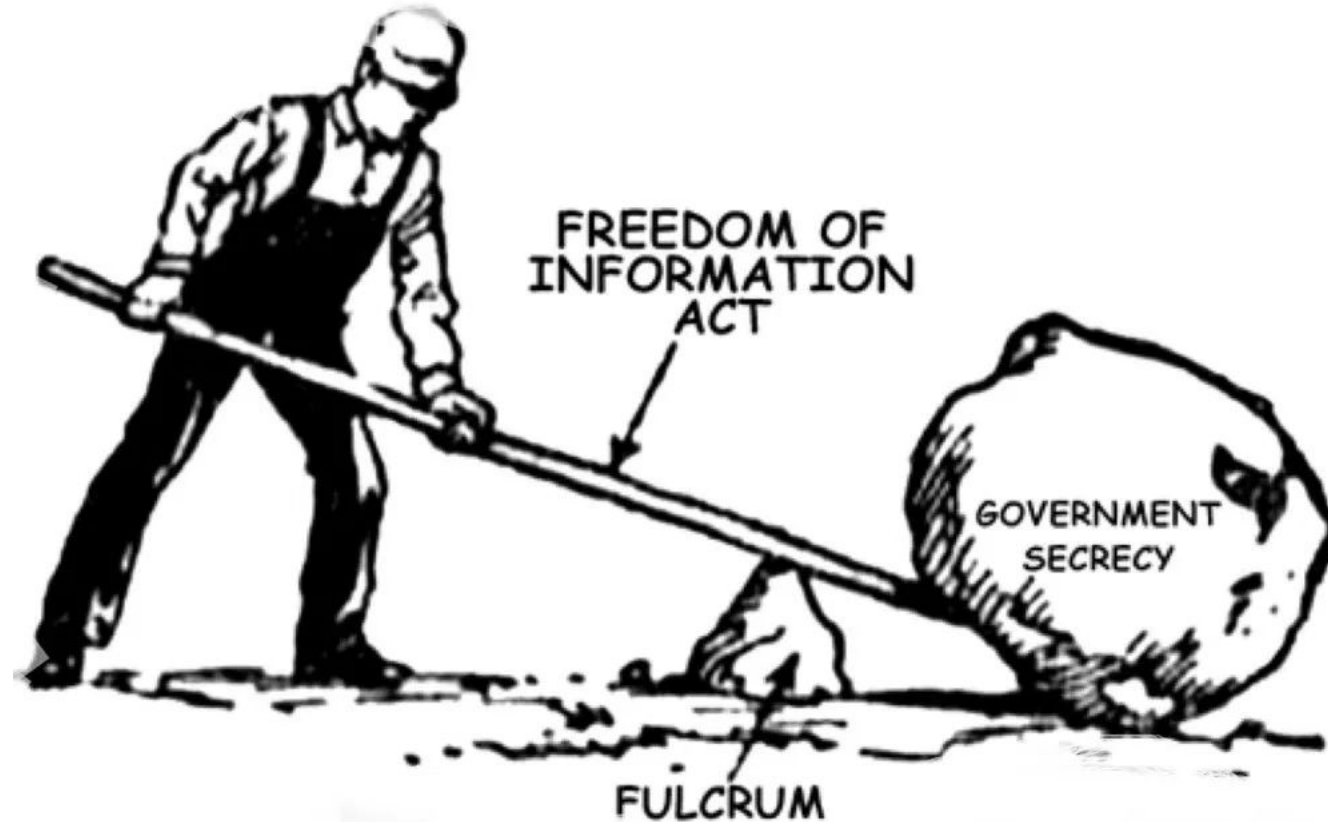
JUDICIAL



POLITICAL

Administrative remedies (e.g. Access to information requests, Official complaints).

Freedom of Information request (FOIA)



Lists of meetings

57	27/01/2015	Unit C/2; Unit C/3	Deutsche Börse AG	
58	24/02/2015	Unit B/3	Shift	
59	29/01/2015	Unit C/2; Unit C/3	Afore Consulting	Meeting on MIFID II/MIFIR - Deutsche Börse Group
60	10/02/2015	Unit C/2; Unit C/3	The Quoted Companies Alliance	Conference on the Launch of the UN Guiding Principles Reporting Framework, London.
61	20/01/2015	Unit B/3	Financial Reporting Council	Meeting with the Senior asset management delegation
62	22/01/2015	Unit D/4	Swiss Re Ltd.	Clear and Concise reporting event
63	28/01/2015	Unit D1	European Union Chamber of Commerce in China	International issues, long-term investment
64	26/02/2015	Unit B/3	Deutsche Börse AG	to discuss prospects of the EU-China investment agreement.
65	24/02/2015	Unit D/4	Geneva Association	Non-financial reporting
66	26/01/2015	GUERSENT Olivier	ESL & NETWORK EUROPEAN AFFAIRS SA	Geneva Association conference: what does good insurance regulation look like?
67	27/01/2015	GUERSENT Olivier	Orange	Lunch with ESL network
68	29/01/2015	GUERSENT Olivier	Crédit Agricole S.A.	Rdv avec Orange
69	12/02/2015	GUERSENT Olivier; MERLIN Martin; Unit C/1	BANCO BILBAO VIZCAYA ARGENTARIA	Meeting with Credit Agricole
70	12/02/2015	GUERSENT Olivier	Finance Watch	Meeting with BBVA
71	03/03/2015	GUERSENT Olivier	European Association of Co-operative Banks	Meeting with Finance Watch
72	27/01/2015	Unit E/4	Avisa Partners; IPK European Strategy Ltd	6th Convention on Co-Operative Banks in Europe, European Association of Co-operative
73	17/02/2015	Unit C/2; Unit C/3	Deutsches Aktieninstitut	Banks
74	23/01/2015	Unit C/2; Unit C/3	EUROPEX - Association of European Energy Exchanges	Some issues relate to level 2 implementation and others issues relating to EMIR
75	12/02/2015	Unit C/2; Unit C/3	FTI Consulting Belgium	Meeting with xxx and xxx
76	05/03/2015	GUERSENT Olivier	European Financial Services Round Table	Meeting with EUROPEX - physical settled contracts and financial instruments under MIFID
77	21/01/2015	Unit D/3	European Payment Institutions Federation	Meeting with XXX
78	04/02/2015	NAVA Mario; Unit D/4	Bermuda Monetary Authority; Steptoe & Johnston LLP	Sixth EFR Stakeholder Round Table - session 1: Boosting European Growth, long term
79	19/01/2015	Unit C/2	International Securities Lending Association	investment and infrastructure
80	29/01/2015	Unit D/4	Allianz SE	Payment Services Directive 2
81	20/01/2015	NAVA Mario; Unit D/3	Deutscher Sparkassen- und Giroverband	Le processus d'équivalence des Bermudes au regard de Solvency II
82	21/01/2015	Unit D/4	APREF	SFTR
83	26/01/2015	Unit C/2; Unit C/3	Sanford C. Bernstein Limited	Current regulatory issues
84	26/01/2015	Unit C/2; Unit C/3	AMC Strategy	Payment Services Directive (PSD 2)
85	29/01/2015	Unit C/1; Unit C/2; Unit D/2	ABI: Italian Banking, Insurance and Finance Federation	Current regulatory topics affecting reinsurers (Solvency II, man-made and natural
86	02/02/2015	Unit C/2; Unit C/3	Bundesverband des Unions de Consommateurs	disasters, international developments)
87	06/02/2015	Unit C/2; Unit C/3	Bundesverband Öffentlicher Banken Deutschlands	Meeting with
88	24/02/2015	Unit C/1; Unit C/2; Unit C/3	BlackRock	Meeting with XXX
89	27/01/2015	Unit E/3	Candriam; CarlsonCapital; Citi Research; Fidelity; Petercam; Pioneer Investments;	Meeting with BEUC
90	30/01/2015	Unit C/2; Unit C/3	T Rowe Price; UBS Group AG; Zurich Insurance Company Ltd	Meeting with German Association of Public Banks
91	23/01/2015	Unit C/3	Comité du commerce des céréales, aliments du bétail, oléagineux, huile d'olive, huiles et graisses et agrofournitures de l'U.E.	Meeting with BlackRock
92	28/01/2015	NAVA Mario	BlackRock; Financial Conduct Authority (FCA); Kohlberg Kravis Roberts & Co. Ltd;	Citi European Banks Regulatory Trip 2015 (Paris, Brussels, Frankfurt) - Tues 27th January
93	28/01/2015	NAVA Mario	National Association of Pension Funds; Standard Life plc; The M&G Group	Meeting with COCERAL
94	23/01/2015	NAVA Mario; Unit D/1; Unit D/3; Unit E/4	TheCityUK	Meetings on ELTIF during mission in London interview asset managers, pension funds and
95	30/01/2015	NAVA Mario; Unit D/4	Fédération bancaire française	national regulators to assess their preparations for the entry into force of ELTIF
96	21/01/2015	Unit B/3	Ernst & Young Europe	TheCityUK IRSG Roundtable Seminar on the future of financial supervision in the EU
97	30/01/2015	NAVA Mario	Centre des Professions Financières on IFRS	TheCityUK IRSG Roundtable Seminar on the future of financial supervision in the EU
98	27/01/2015	Unit C/2	European Banking Federation	To present the new Director
			Avisa Partners; IPK European Strategy Ltd	To present Ernst and Young Financial Services (FS) department (studies, European
				surveys and offers)
				Roundtable organised by the Centre des Professions Financières on IFRS
				Invitation to attend the EBF's 284th Executive Committee on 30 January 2015 - speak
				Meeting on MIFID markets issues

Minutes of meetings



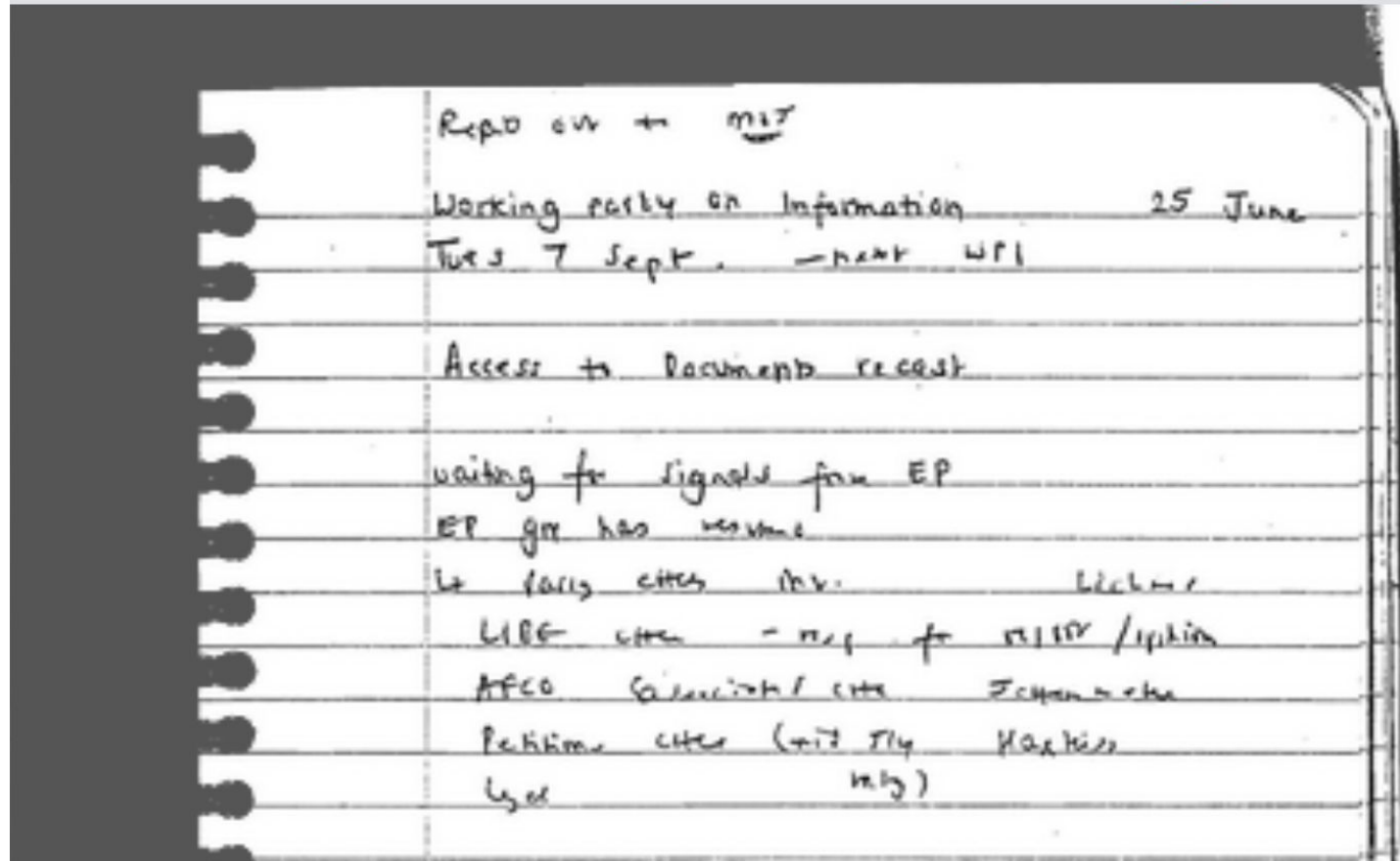
EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENVIRONMENT
Directorate D - Water, Chemicals & Biotechnology
ENV.D.1 - Water

EXPERT GROUP ON REVIEW OF WFD PRIORITY SUBSTANCES LIST (EG-R) SUB-GROUP OF THE WORKING GROUP E ON PRIORITY SUBSTANCES

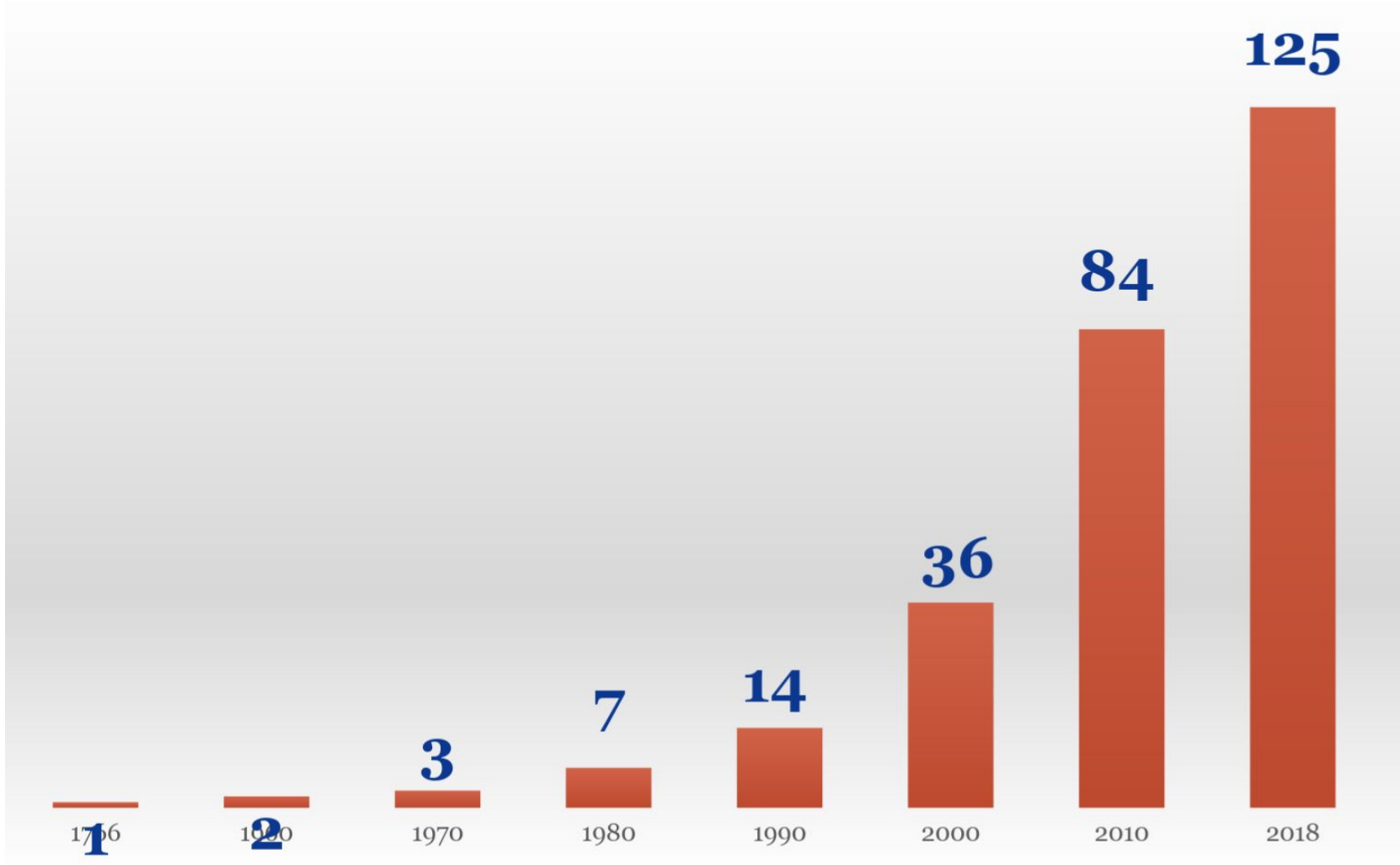
MINUTES

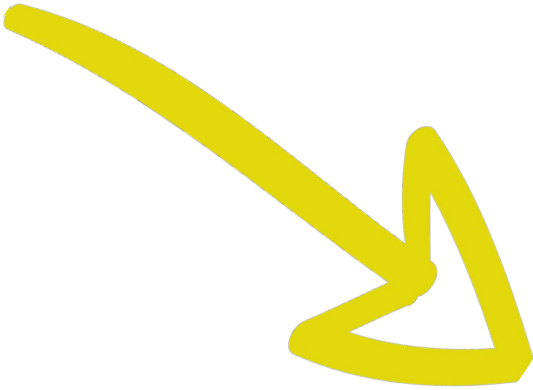
Participants: Jorge RODRIGUEZ ROMERO (**JRR**), Madalina DAVID (**MaD**), Karola GRODZKI (**KG**), Steven EISENREICH (**SE**), Ana PAYA PEREZ (**APP**), Klaus DAGINNUS (**KD**), Sandrine ANDRES (**SA**), Alice JAMES (**AJ**), Benoît FRIBOURG-BLANC (**BFB**), John BATTY (**JB**), Helen WILKINSON (**HW**), Raphaël DEMOULIERE (**RD**), Marc BABUT (**MB**), MéliSSa DALLET (**MeD**), Petra RINGELTAUBE (**PR**), Mario CARERE (**MC**), Theodora TEN HULSCHER (**DH**), Eric VERBRUGGEN (**EV**), Helene LAGER (**HL**), Henning CLAUSEN (**HC**), Ismene JAEGER (**IJ**), Nadia HAIAMA (**NH**), Ann DIERCKX (**AD**), Andre LECLOUX (**AL**), Katrien DELBEKE (**KaD**), Frank VAN ASSCHE (**FvA**), Klaas DEN HAAN (**KdH**), Mick HAMER - Syngenta (**MH**), Dolf VAN

Notes from meetings



Access to Information Laws





askthe

it's your right



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A woman with her hair in a bun, wearing a light blue dress, is engaged in a conversation with two men in suits. The man in the center, wearing a light blue suit and a striped tie, has his hands on the shoulders of the man on the right, who is wearing a grey suit and a blue striped tie. They are standing in front of a large window with a cityscape view. The text 'OMBUDSMAN' is at the top, 'YOU' is on the man in the grey suit, and 'PUBLIC ADMINISTRATION' is at the bottom left.

OMBUDSMAN

YOU

**PUBLIC
ADMINISTRATION**

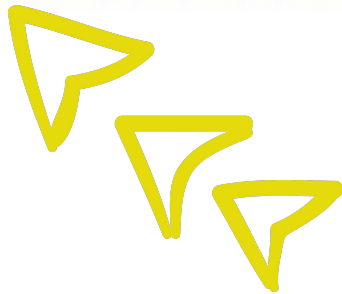
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European Ombudsman



www.ombudsman.eu



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Investigates complaints about maladministration by EU institutions, bodies and agencies



Expresses **recommendations** and adopts **decisions**



Creates pressure on decision makers



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Strategic litigation (e.g. Procedure before the European Court of Human Rights or national courts)

Matteo Salvini - 'Nave Diciotti'



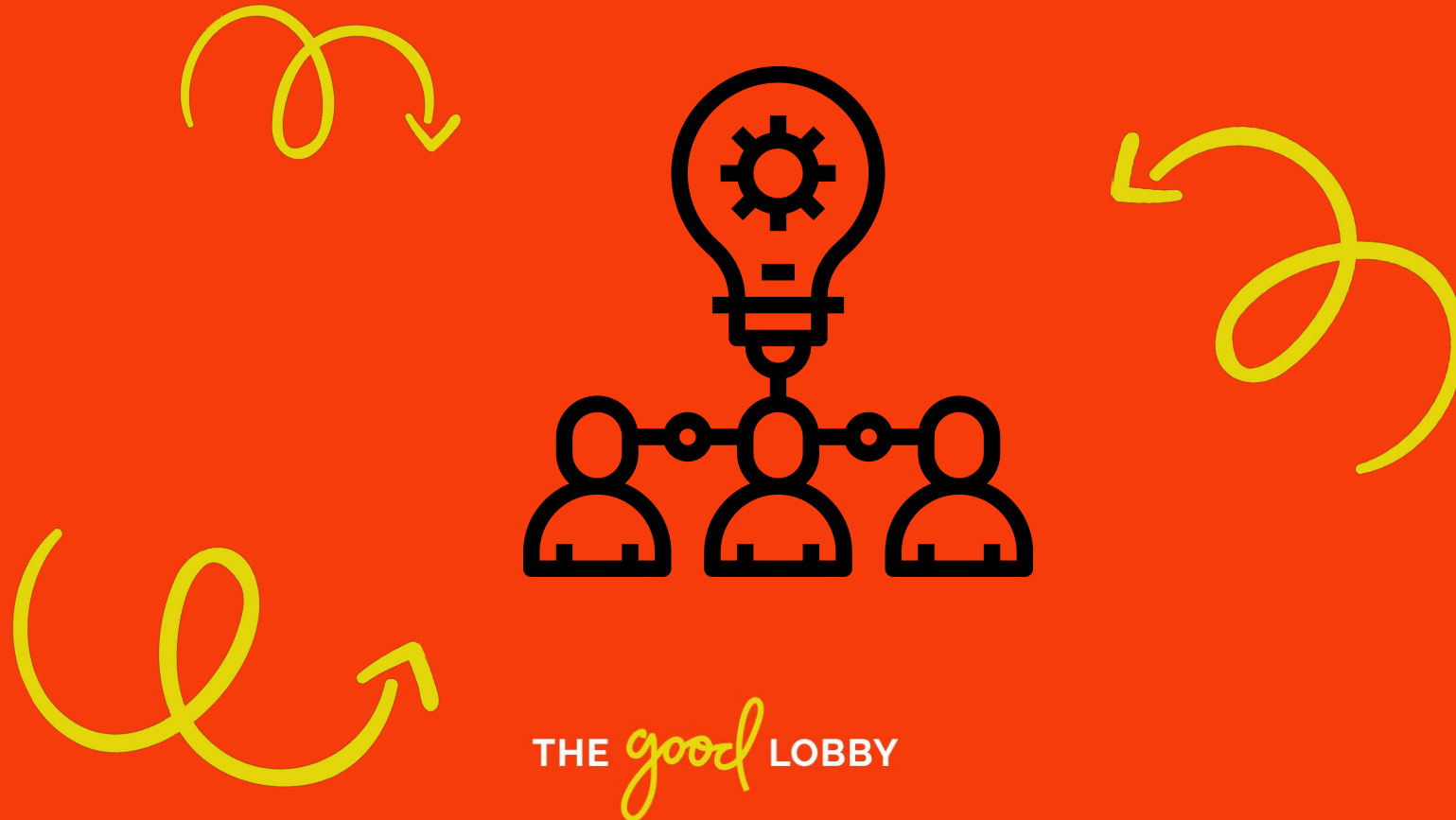
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Split up into
groups !

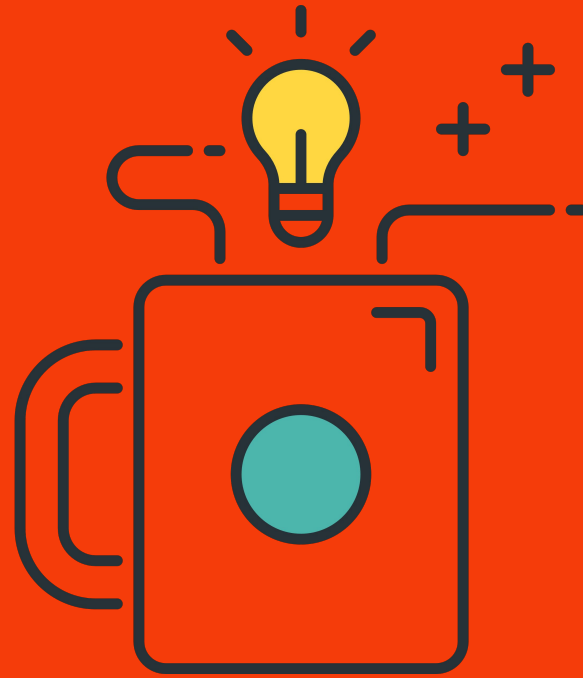


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What should be your priority issue?

COFFEE BREAK



WITH YOUR TEAM

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Design an advocacy strategy that explores the **legal, administrative and judicial** aspects of your strategy.



Map your lobbying environment by doing a **stakeholder mapping**

Prepare a **3 min presentation** with your team!





Three thoughts to
take away:



Focus on strategic thinking; a good legal/regulatory background makes the difference.



Speak the 'gov' lingo; don't need to be a lawyer, **you can talk to one!**



Be and informed citizens and a critical thinker, Grassroot is cool, except when it isn't.



Thanks!

jesse@thegoodlobby.eu

[@thegoodlobby](#)
[#lobbying4change](#)



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