



EU Lobby

In Brussels

What is a Lobbyist?

LOBBYIST



What my friends think I do.



What my parents think I do.



What the other side says I do.



What society thinks I do.



What I think I do.



What I actually do.

Why Lobby in Brussels?

- 80% EU law originates in Brussels
- 2nd biggest city in number of lobbyists
- Joint Transparency Register (15 - 30.000 active lobbyists)
- 2/3 business, 10% NGO, others NRLA

How lobby in Brussels?

- Triangle European Commission, European Parliament, European Council
- European Law Public Administration
- Biggest problem: integrity and dependency
- Networks: general / specific: HNP, Vanguard, ERRIN, KEP Bioeconomy, Bioeconomy stakeholders panel, Biostep
- RIS 3 platforms
- The place to be: Place Luxembourg

Formal Lobby

Proposal



**Consultation
CoR, EP, Council**

Legislation

Our lobby:

- Cooperation
- Consultations EC
- Rapporteur CoR
- Amendments EP
- The Council

Informal Lobby

- Events (EUWCR, EIS, etc)
- Networking
- Social media
- Sharing is caring

Lobby now for

- Structural and Investment Funds (Smart Specialisation Strategies)
- New Framework Programme (KETs)
- Agricultural Policy
- Bioeconomy Strategy

Your position paper

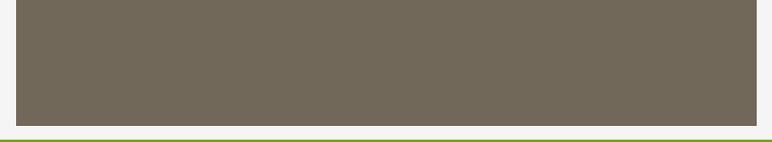
- Write down your barriers and bottlenecks
- Think about possible solutions
- Link it to EU societal challenges

Before you run to Brussels

- Where do you need to go? Lobby is a mix of local, regional , national and European actions.
- Who can represent you?
- What is your message?
- Who are your key partners?
- Do you need a network, lobby or funding?

Tips

- Read about the processes of decision making
- Formulate a smart message
- Be present at every moment of influence
- Influence the influencers
- Invest in relationships
- Find a connection with the right message to the right people



Questions?