



The new European Union

An introduction to lobbying
IMnI, St Andrews, 2 June 2005



International Manganese Institute



Objectives of this presentation

- To understand the new European Union
- To acquire an understanding of the lobbying process with the major institutions of the EU



**Why should you care
about the EU?**

Why are we here today?

over 50 % of legislation stems from Brussels...





EU basics

25 Member States



Source:
www.wordiq.com



European Council

specialist Councils

Brussels



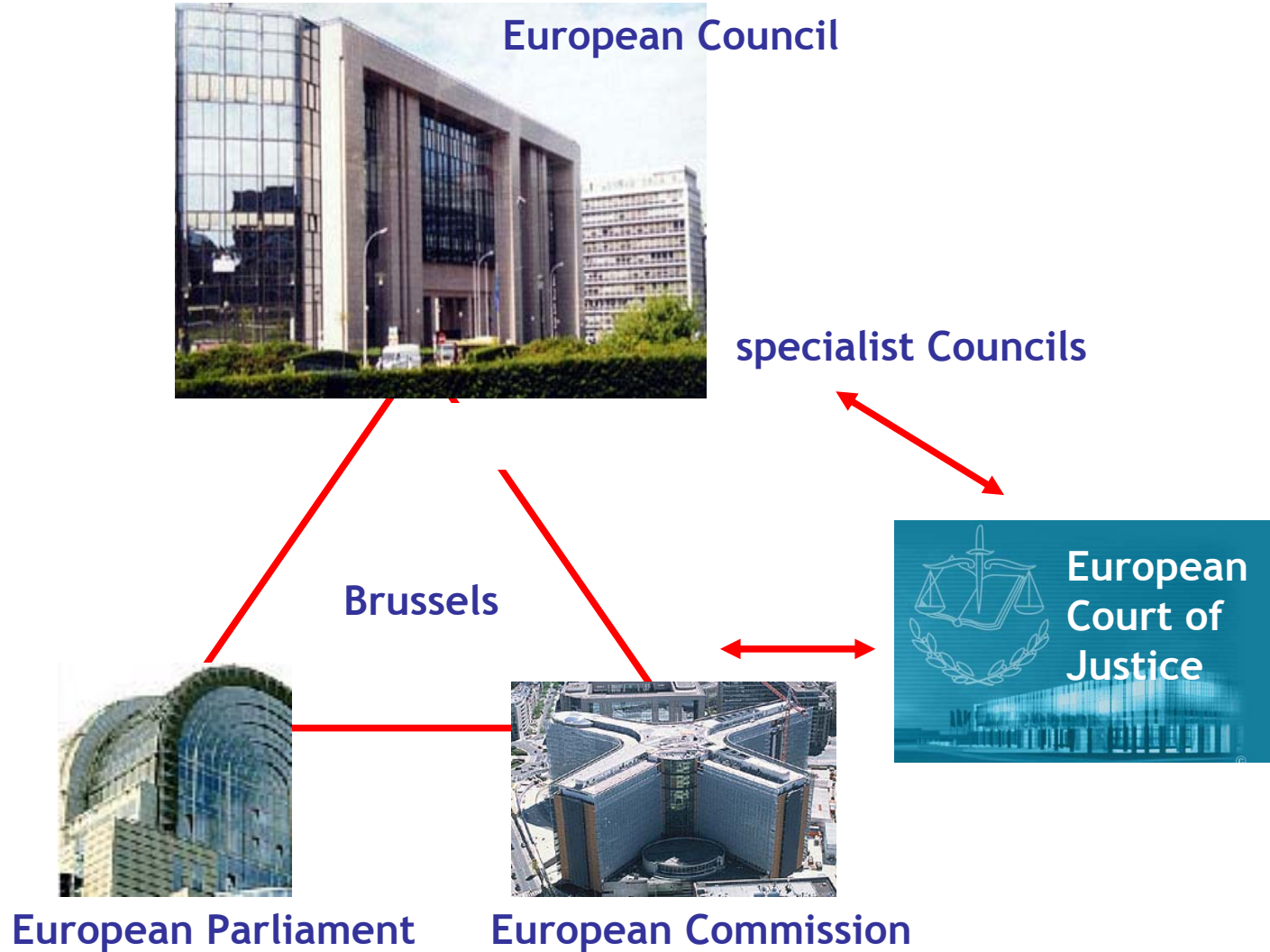
European Parliament



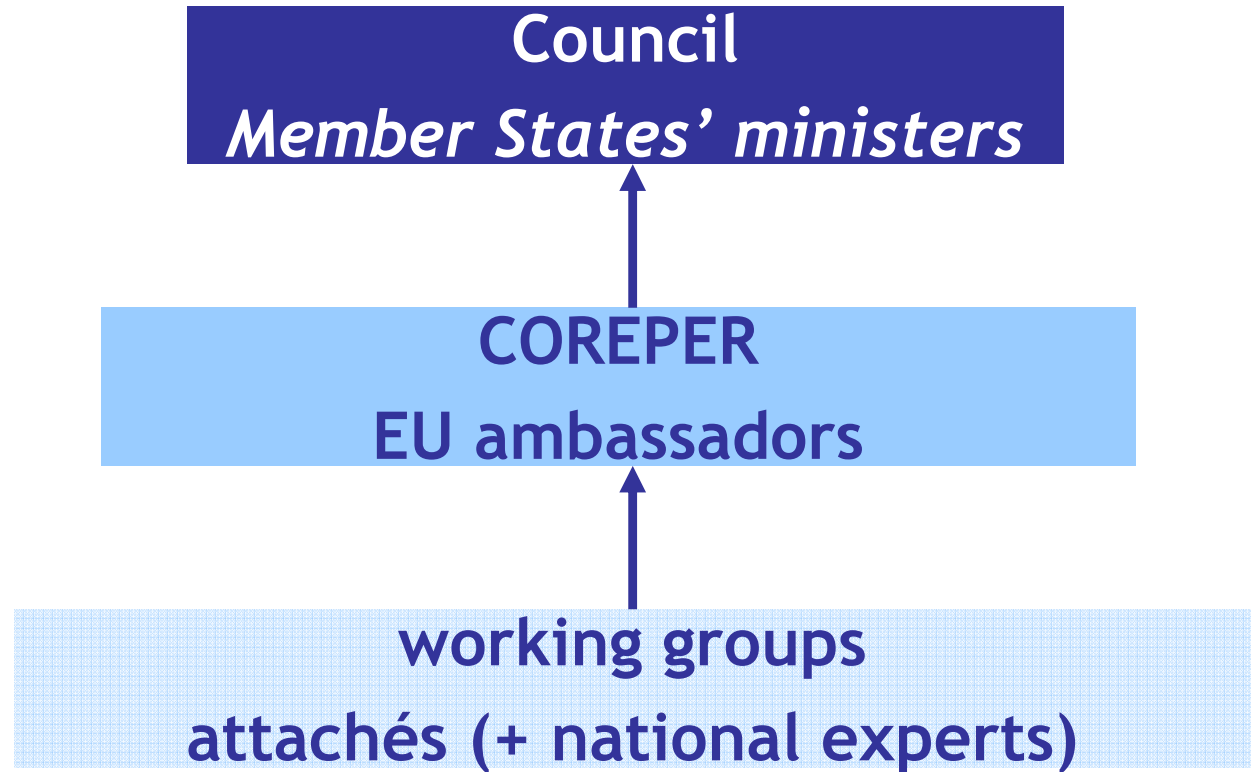
European Commission



European Court of Justice



Council: how legislation is made



The Commission: a hierarchical structure

Commission President
24 Commissioners + cabinets

political
level

Directorates-General



Directorates



Units

... 25.000 *civil servants*

technical
level

The Commission: is it a government?

Executive Functions	National government	Commission
Proposes policies, laws and annual budget	✓	✓
Influence over legislative policies	✓	✓
Executes policies	✓	✓
Imposes taxes	✓	✗
Controls police and military	✓	✗
Conducts foreign policy	✓	✗



**The European Parliament
... *becoming more assertive***





The European Parliament 2004-2009

- 732 MEPs (an additional 100 MEPs)
- 50 % of MEPs out combined with:
 - Representatives of ten New Member States not used to European Institutions
 - +/- 70 % new MEPs
 - Unprecedented renewal of European Parliament

The EP: is it a parliament?

Legislative Functions	National Parliament	EP	Council
Passes laws	✓	✓	✓
Adopts annual budget	✓	✓	✓
Tax and spend powers	✓	✗ & ✓	✓
Scrutinises the executive	✓	✓	✗
Supports and sustains a government	✓	✗ but...	✗
Determines foreign policy	✓	✗ but...	✓



2004/05: main events

MAY '04
Enlargement

JUNE '04
**Euro Parliamentary
Elections**

OCTOBER '04
Constitutional Treaty

NOVEMBER '04
New Commission

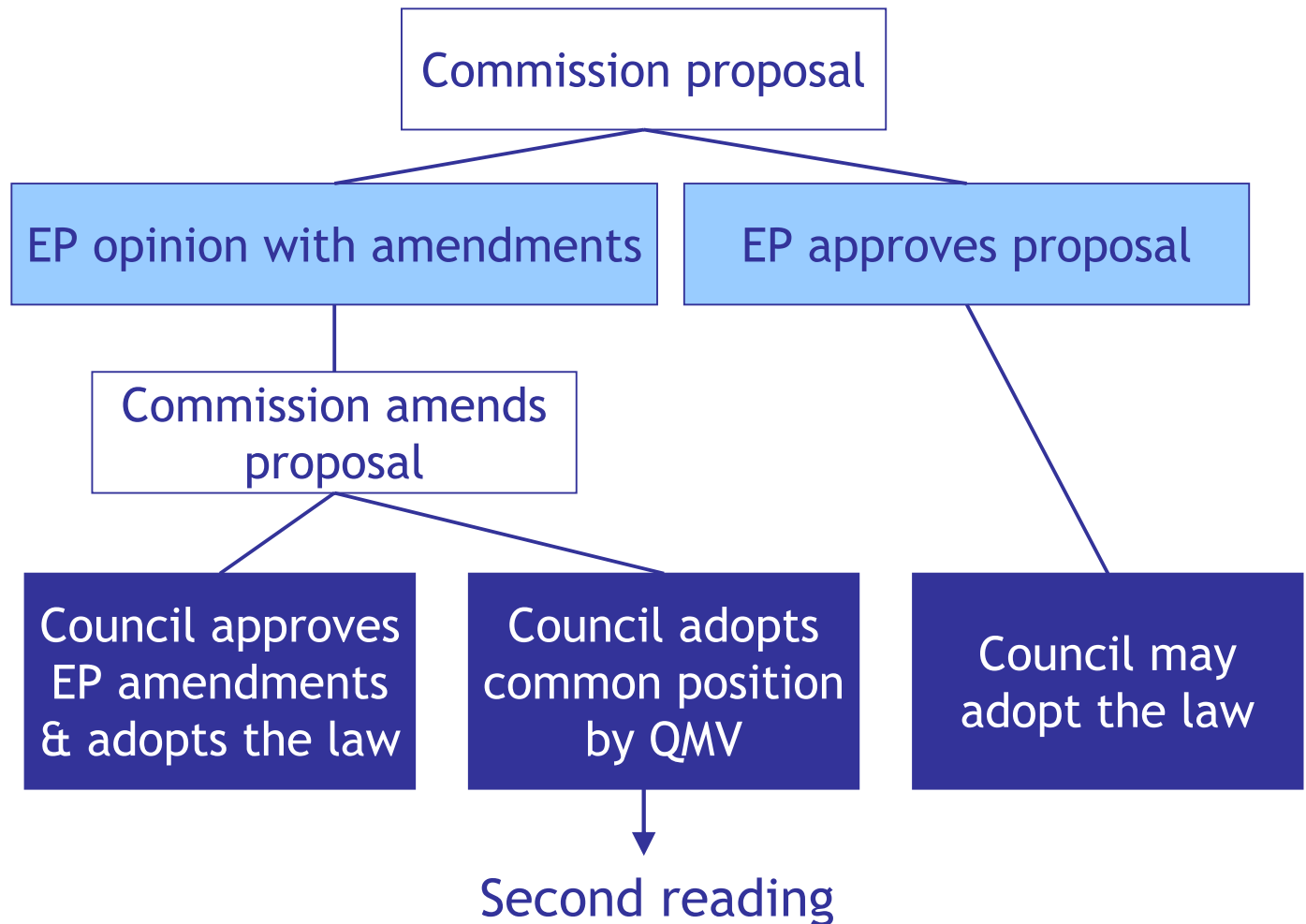
2005
Ratification

JULY '05
UK Presidency

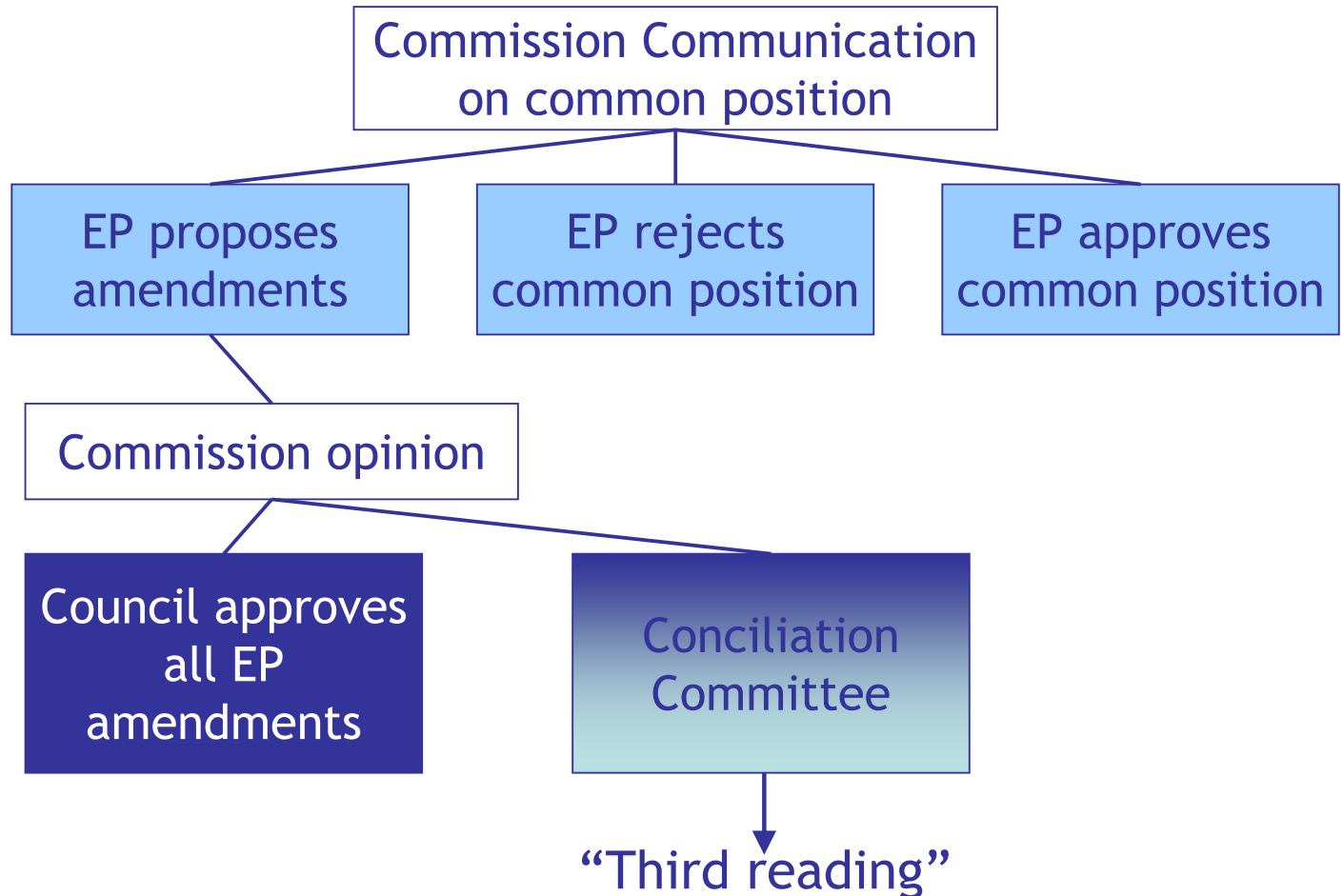


EU procedures

The REACH Directive: “co-decision procedure”



Second reading

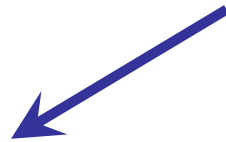




Why lobby?

Why lobby?

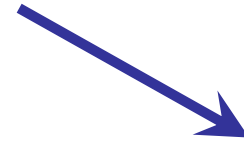
Influence government decisions in...



Commission



European Parliament



Council

Why lobby?



think tanks



Media

But also...



NGOs



a multitude of associations

The keys to **SUCCESS**

A winning lobbyist is:

- A strategic thinker
- Credible and respected
- An effective networker



A winner is....

A strategic thinker who:

- Sets clear realistic, objectives
- Follows the process, knows the people
- Has a perfect sense of timing
- Uses right instruments at the right time



GPlus: a winning lobbyist...

- Is equipped with clear, concise and relevant messages
- Tries to demolish the opposing case
- Works for the same goals as the policymaker
- Builds alliances



GPlus strategy for REACH

- Raise the issue profile with:
 - Parliament
 - Council
 - Media
- Reach high political levels in:
 - Commission
 - Council
- Build support with:
 - MEPs
 - Council working groups



Questions



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