

LOBBYING SUMMER ACADEMY

BILBAO, SPAIN **22 - 25 JULY 2019**

THE good LOBBY

EPACA European Public Affairs Consultancies Association

O'NEILL INSTITUTE FOR NATIONAL & GLOBAL HEALTH LAW GEORGETOWN LAW

MICHIGAN STATE UNIVERSITY

Monday 22 July

2-3.30 pm SETTING THE SCENE



Alberto Alemanno, HEC Paris / The Good Lobby

- Introduction to the week
- Brainstorming session and foundational conversation:
  - What is lobbying?
  - Why lobby? How to lobby?
  - Who to lobby?
  - Who else is already lobbying?

3.30-5 pm BUILDING A NEW FRAMEWORK FOR TRUST IN SOCIETY



Noa Gafni Slaney, Trust Collab, London

PRACTICE INSIGHTS

Trust is at an all-time low. Hollywood has been upended by the #MeToo movement. From Fox News to Facebook, media is under fire for fake news and filter bubbles. And Trump, Brexit and other nationalist movements are highlighting our political polarization. Join us for a workshop discussing a new framework for trust, as well as what we can do to redefine the current narrative, and how to work on rebuilding trust in society.

5.15-6 pm HOW TO USE SOCIAL MEDIA IN ADVOCACY?



Alexander Mäkelä, The Good Lobby, Brussels

PRACTICE INSIGHTS

Social media is quickly becoming the primary means of consuming news, maintaining contacts, and participating public debates in the 21st century. For private companies and civic society actors, social media is presenting new ways of engaging in debates and shifting public perception. This session will offer you insights and practical tools needed to create online content aimed at engaging with the public. Including setting up effective content creation processes, aligning with conventional communication strategies, and using social media to influence policy debates more effectively.

6-6.30 pm INTRODUCTION TO SIMULATION GAME

What makes an effective lobbying strategy? Our simulation scenario aims to engage participants in reflecting approaches to the EU system. Split into teams representing a wide range of fictional organizations, participants will create and execute strategies both among themselves and within an online social media space.

6 pm PINTXO & CULINARY TOUR IN GETXO

SOCIAL ACTIVITY

Tuesday 23 July

9-10 am HOW TO MEASURE LOBBYING INFLUENCE?



Bert Fraussen, Leiden University

THEORY& RESEARCH

One of the 'hot' topics in lobbying research is that of influence. Who is influential? And why? However, it is also a very controversial area, given the great difficulty in empirically assessing influence. In this session, we will not only address the most important controversies around lobbying influence, but also clarify different scientific approaches for measuring influence and share key findings from state of the art research on the impact of lobbying in Europe and the United States.

10-11.15 am LOBBYING FOR GOVERNMENTS



Lina Aburous, Euraffex, Brussels

PRACTICE INSIGHTS

PROFESSIONAL DEVELOPMENT

Lobbying for governments is one off the oldest form of lobbying.
Why is it different from any other kind of lobbying? How is it shaped? When is it called successful? Which rules ones need to follow? what are the particular challenges and pitfalls? This session provides insights into the world of lobbying for governments. From detailed-oriented advocacy on technical issues, to changing macro politics. How does one lobby for a government – and what precautions do you need to take?

11.30-1 pm HOW TO BE HELPFUL

BUILDING RELATIONSHIPS FOR SOCIAL IMPACT



Adam Seth Levine, Cornell University, New York

THEORY& RESEARCH

Successful lobbying requires building new relationships with diverse people. How do you build such relationships? During this session we will first review the fundamentals of the behavioral science of relationship-building. Then participants will practice using these fundamentals in a variety of interactive exercises. Throughout, we will stress how lobbying rarely entails lecturing others about what you want, but instead that a more productive mindset is to be a "helpful relational partner" — to effectively share what you know and to encourage others to share what they know. When the session is over attendees will have gained an evidence-based toolbox of various techniques for being a helpful relational partner, and they will have gained practice thinking about how to apply that toolbox in situations that are personally relevant to them.

1-2.30 pm LUNCH BREAK

2.30-3.30 pm GAMIFIED ADVOCACY

HOW TO DRAW A GAMIFIED ADVOCACY PLAN

THEORY& RESEARCH

PRACTICE INSIGHTS



Gianluca Sgueo, European Parliament

To what extent the systems of rules and rewards found in games can be used to correspond to real world action? Is gamified advocacy (long-term) effective? What makes a successful gamified advocacy strategy? Moving from the analysis of both successful and unsuccessful efforts by pressure groups to 'gamify' their strategies, participants will be engaged into implementing game elements into a strategy of advocacy.

3.30-4.30 pm HOW DO YOU POSITIVELY INFLUENCE THE POLICY PROCESS?



Dominik Schnichels,

European Anti-Fraud Office

PRACTICE INSIGHTS

How good lobbyists have their impact on the policy shaping. Based on a case study (new tobacco legislation), you will find out how the EU policy process works in practice, what are the key moments to influence the process, and which lobbying strategies are likely to be more successful. Ultimately you will better understand how EU policy makers tick and what has an impact on their decisions.

4.45-5.30 pm NEVER LOBBY ALONE?

THE BENEFITS AND PITFALLS OF COALITIONS

THEORY& RESEARCH

PRACTICE INSIGHTS



Bert Fraussen, Leiden University

Francesco Tramontin, Mondelez

Advocacy groups often join forces in a coalition to shape public policy in a more effective way.These coalitions vary considerably in nature, ranging from a small set of rather similar organizations, to large platforms including both business groups and NGOs. What are the key differences between coalitions, and what does this imply for their possible policy impact? In this session we share both academic perspectives and practitioner insights on the reasons behind the success and failure of coalitions. We'll deep dive and exchange views on concrete examples from the food sector where large players coexist with small local companies, and interest within the sectors are often very polarized.

5.30 pm BOAT TOUR AND GUGGENHEIM MUSEUM

SOCIAL ACTIVITY

Wednesday 24 July

9-11.30 am POLICY PATRONS: WHEN PHILANTHROPY MEETS ADVOCACY



Megan Tompkins-Stange, University of Michigan
Lamin Khadar, Dentons (moderator)
Verena Ringler, European Commons
Carola Carazzone, Assifero

THEORY& RESEARCH

How mega-foundations go about trying to advocate for reform?

In this session, Megan Tompkins-Stange, from the Stanford Center on Philanthropy and Civil Society program, discusses how big funders use their financial resources to push for the reforms they seek. Megan will present her research on four of the largest and most influential foundations that are active in the field of education grantmaking and show how each institution approaches policy influence differently, depending on their core norms and values.

Followed by panel of foundations,donors and philanthropists (TBC).

11.30-12.45 am LOBBYING FOR CHANGE



Alberto Alemanno,
HEC Paris / The Good Lobby

THEORY& RESEARCH

The last 15 years have witnessed an unprecedented proliferation of lobbying frameworks. If lobbying regulation aims at restoring the level playing field, these rules are not only largely ineffective but also produce unintended consequences.

To foster responsible lobbying, governments must encourage organisations to engage with policymakers in a way that ensures higher levels of societal legitimacy and accountability.

12.45-2 pm **PREPARATION TIME FOR SIMULATION GAME AND LUNCH BREAK**

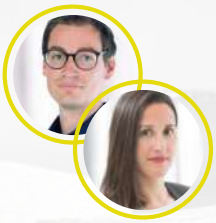
2-5 pm **SIMULATION GAME**

PROFESSIONAL DEVELOPMENT

5-6 pm **PARALLEL SESSIONS**

LOBBYING FOR THE LOBBYSTS

CHALLENGES AND STRATEGIES FOR REPRESENTING THE INTERESTS OF PUBLIC AFFAIRS PROFESSIONALS



Matti van Hecke, Political-Intelligence
Isabelle de Vinck, Political-Intelligence, EPACA

PROFESSIONAL DEVELOPMENT

While public affairs consultants are mostly preoccupied with promoting and defending the interests of their clients, the industry itself is increasingly facing regulatory hazards which are often fueled by negative images in the media. What challenges are heading our way and what are the best ways for the sector to cope with them?

WHAT FUTURE FOR LOBBYING: NEWS TRENDS



Andrea Boccuni, The Good Lobby

PRACTICE INSIGHTS

How is corporate business approaching lobbying in the wake of 2020? While the European Union is busy looking inwards with issues such as Brexit, migrants, and new forms of anti-establishment sentiments, it appears that the EU lobbying activity has remained mostly business as usual. But scrap the surface and you will realize that the 'Brussels' Bubble' is undergoing a silent metamorphosis. This interactive session will give you a panoramic view of the new tools and strategies related to digital lobbying.

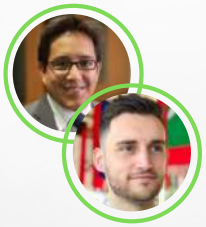
FAREWELL DINNER

SOCIAL ACTIVITY

Thursday 25 July

9-11.15 am MAKING HEALTH POLICY THE PRIORITY

SUCCESSES AND FAILURES IN LEVERAGING THE THREE DIMENSIONS OF POWER



Oscar Cabrera, Georgetown University

Maik Dünnbier, IOGT International

THEORY& RESEARCH

PRACTICE INSIGHTS

Health policy is contested topic, all the more the underdeveloped nutrition and alcohol policies. And it is one of those public policy areas with a massive commercial sector doing everything they can to obstruct, derail and undermine evidence-based public health policy-making. In this session we discuss the success and failures of civil society advocates to navigate the space; we explore the dimensions of power and how they can be used to advance policy solutions, set a progressive agenda and contain counter-productive developments; we analyze how new infrastructure can be built and what the lessons might be from a cool campaign that didn't make a difference.

11.30-12.30 am DE-BRIEF SIMULATION

12.30-1 pm WRAP UP

LOCATION

The choice of this vibrant city will enable participants to benefit from the world renowned Basque cuisine, its privileged geographical location between the Atlantic sea and the Rioja region, as well as its distinctive architectural landscapes (with the Guggenheim Museum, Norman Foster's Underground, the towers by Arata Isozaki and César Pelli and the Calatrava's airport).

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