



KELLEN

europa

HOW BRUSSELS WORKS?



- Kellen Europe
- Introduction to lobbying in Brussels
- The EU decision makers
- The role of associations
- Coalition building
- National focus
- Conclusions



- Formerly Ernst & Young Association Management – acquired by the Kellen Company in 2004
- Premier professional services company for associations and the foremost global one
- Offices in Atlanta, Beijing, Brussels, New York City, Singapore and Washington DC
- Alliance partners in India, Japan & Middle East

Association Management Concept

- Our staff supports association's leadership
 - to run the day-to-day operations of the association within the scope of a well-defined mandate of activities and responsibilities
 - in close cooperation and with regular reporting to the leadership
 - allowing the leadership to focus on those association's activities that create added value for the members

Kellen's Service lines

- Association Management
- Government Affairs
- Strategic Advice
- Benchmarking
- Meeting Management
- Kellen Creative
- Kellen Interactive
- Kellen Communications & PR

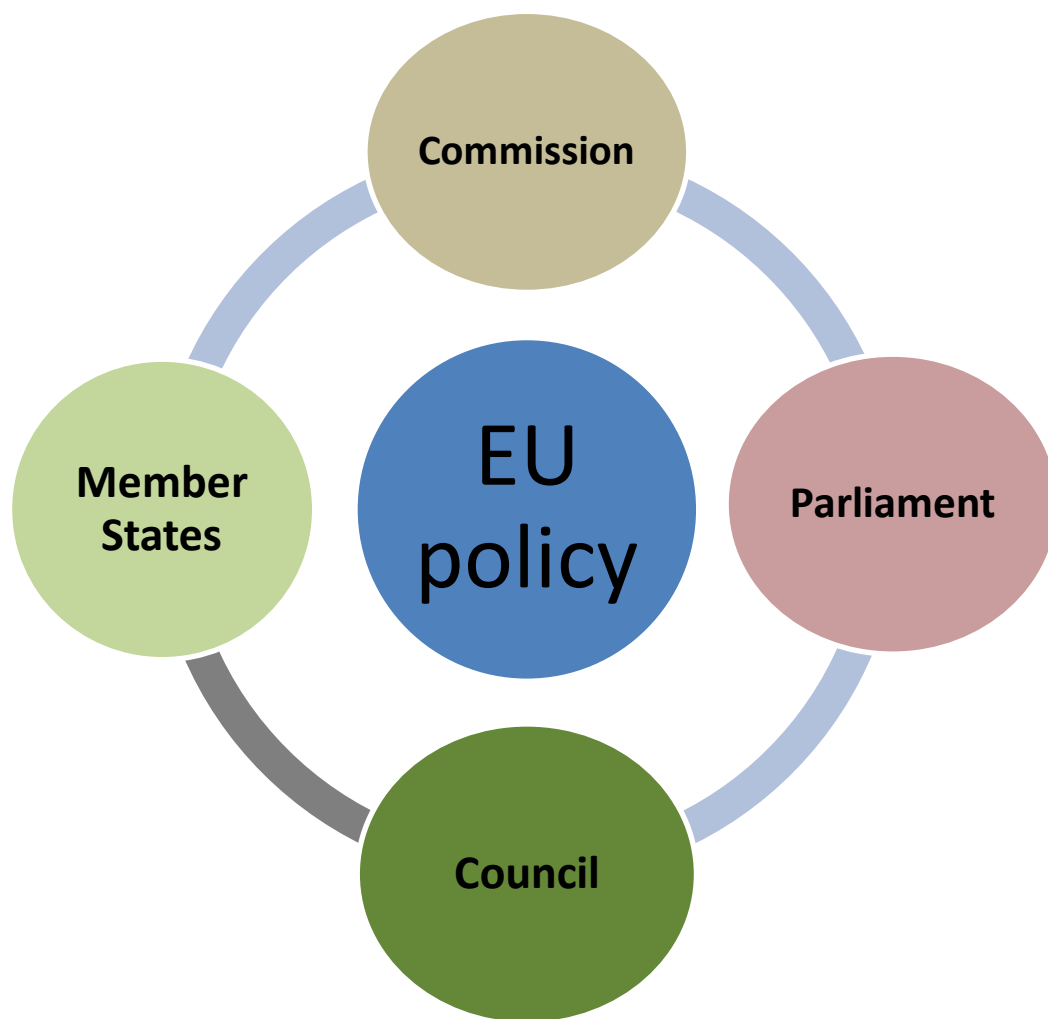
LOBBYING IN BRUSSELS



Role of industry lobbying in EU politics

- Considerable amount of national legislation comes from Europe
- Advocacy is the way business interests gain influence among the national and EU decision makers
- Business can't afford to be silent while others dominate the debate
- Many lobbyists active in Brussels (10,000?)

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→ Common goal = legislate

- Meetings are not always formalised
 - Commission desk officer
 - EP rapporteur
 - Presidency representative
- MEPs are in regular contact with their governments
- Nationality issue will make informal meetings easier
- Institutions & Member States lobby each other

- Drafting of **proposal** for a Directive or Regulation



European Commission

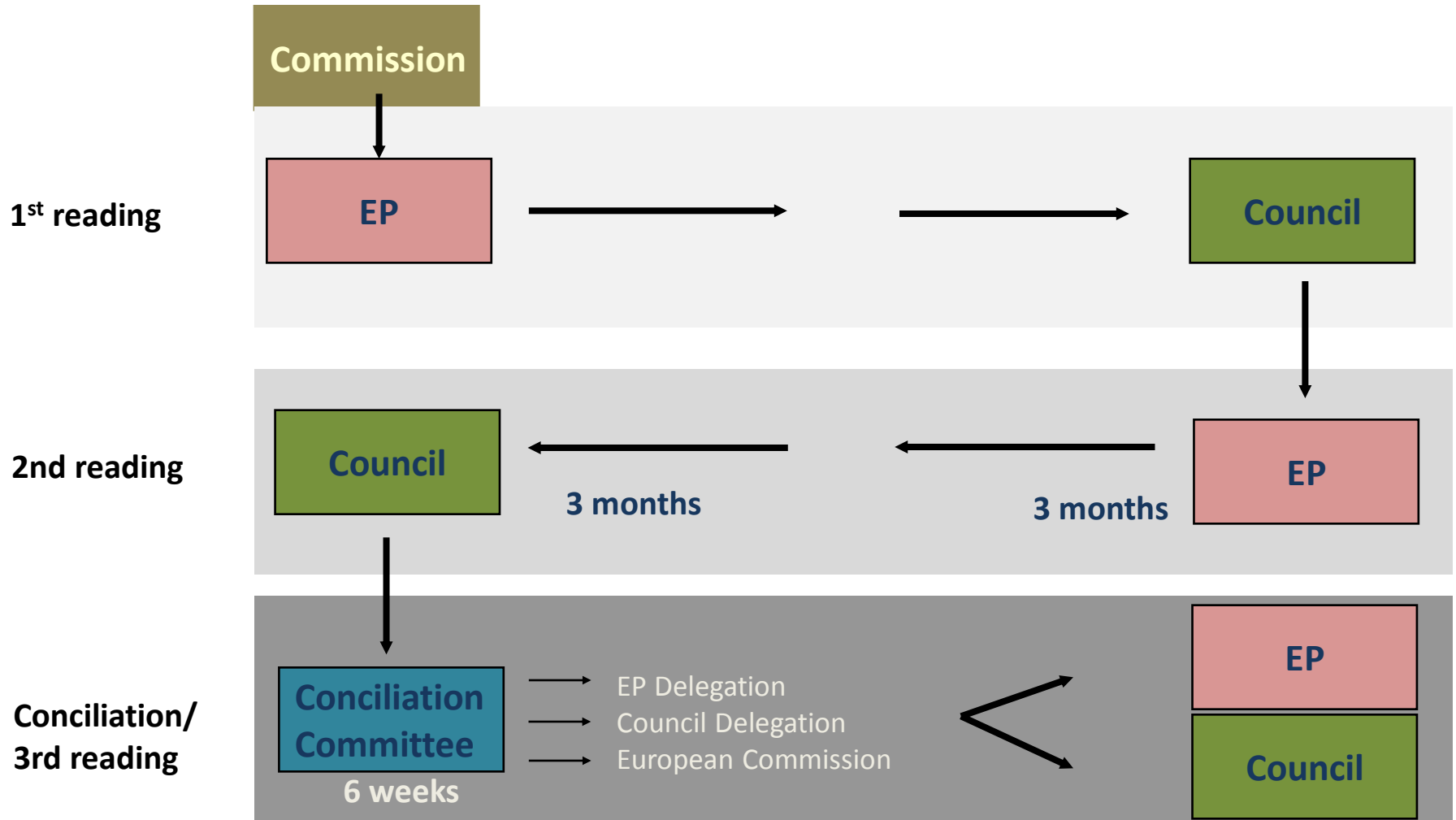
- **Legislative** power



European Parliament (representing EU citizens)

European Council (representing Member States)

Co-decision procedure (simplified flow chart)



COMMISSION

- Factual & technical discussions → desk officer
 - get in there early
 - offer your expertise and advice: Commission officials might know the dossier better than you but not your industry/products sector
- Political discussions → higher up the hierarchy

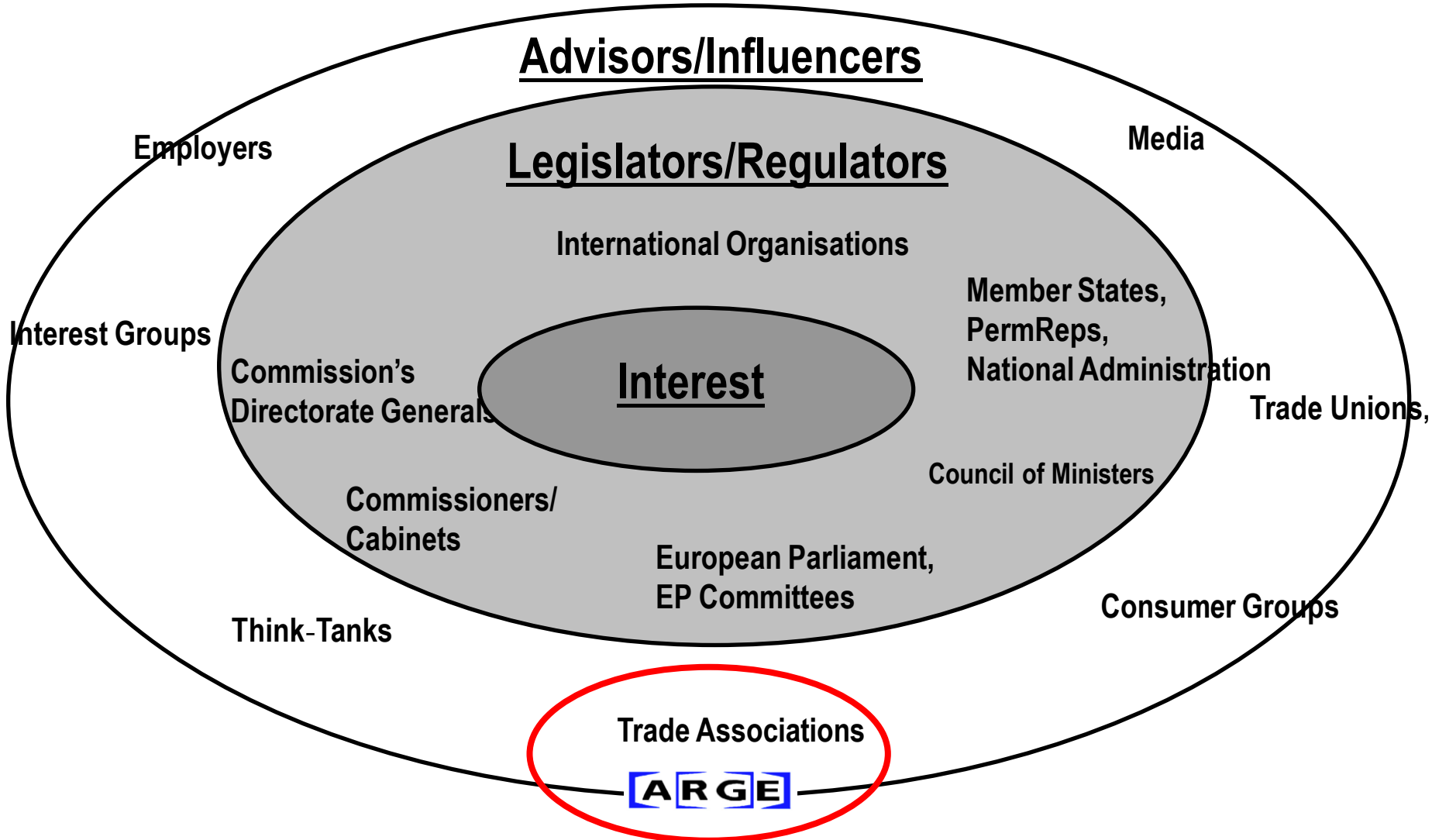
PARLIAMENT

- An MEP is an elected politician – get info on:
 - Constituency
 - Political history
 - Biography
- Can your objectives be aligned with the interests of the MEP?
- The assistants also play a crucial role

COUNCIL

- Focus should be on:
 - ➔ Council Working Group
 - ➔ Presidency
 - ➔ Key-countries

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- Associations have an important role to play in lobbying the decision makers:
 - ➔ Representation of an industry sector
 - technical expertise
 - statistical data
 - ➔ Strong messaging
 - ➔ Receptive for decision makers (frequency of visits)

Lobbying through associations – 2 important aspects:

Internal

- Need for appropriate internal structure
- Rapid decision making

External

- Implementing lobby strategy
- Outreach to decision makers

▪ Lobby check list

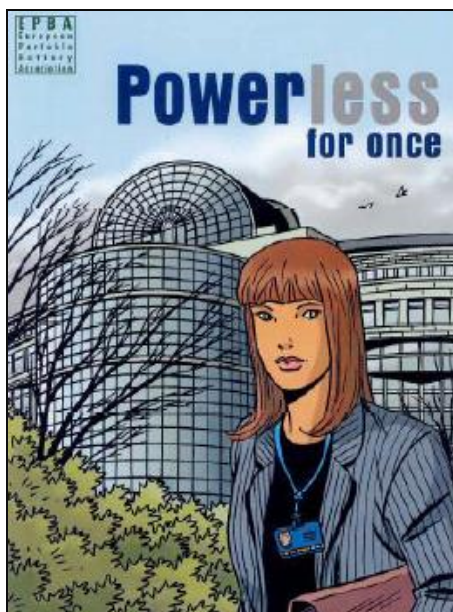
- Clearly define strategy
- Target the right officials
- Establish an ongoing relationship
- Be timely: present information early in the legislative process
- Be objective – provide credible, balanced information
- Tailor your message
 - ➔ creative and focused
 - ➔ sensitive to the needs of the interlocutor

▪ Lobby check list


Tailor your message

➔ creative and focused

➔ sensitive to the needs of the interlocutor



www.epbaeurope.net



Battery Directive Art 21(2) capacity marking
To provide consumers with
useful performance data

What consumers wanted to know about their
batteries' capacity, but never dared to ask

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- Coalition building is a joint lobby approach among different stakeholders on selected issues
- Advantage: strong message towards decision makers
- Downside: time intensive & need for compromise
- Not only horizontal but also up & downstream stakeholders

**BATTERY INDUSTRY STAKEHOLDER MEETING
ORGANISED BY EPBA
27 July 2005
CONCLUSIONS OF PARTICIPANTS**

SUBSTANCE RESTRICTIONS

Any policy option must be sustainable i.e. it needs to balance environmental, economic and social aspects. Any substance restriction should only be considered when justified on:

- The basis of a risk assessment taking into account all the proper scientific evidence;
- and taking into account the socio-economic consequences on consumers and industry, particularly the recognition of their needs;

COLLECTION TARGETS

- Collection targets should be based on the experience of the Member States; the need for correction factors due to different cultures, experiences and infrastructures should be recognized to allow transitional arrangements;
- The national government is responsible for ensuring achievement of the collection targets;
- The entire chain of actors (producers, importers, municipalities, retailers, end-users) should be involved in order to achieve the collection targets;
- It is important to engage in the awareness raising of consumers in order to be able to reach the collection targets;

FINANCING

- As stated in art 13(3) of the Council Common Position, the cost of new portable batteries and accumulators. This should not put end-user. This is an appropriate tool for the government to address.
- For portable batteries the calculation basis for financing should:
- The level of financing should cover the total cost for collection;
- A deposit system is not workable since (1) it is difficult for the to 15 years, (2) it is open to fraud and (3) it is disproportionate.

MARKING

- The marking of the battery capacity should not be a mandatory
- The symbol for separate collection is the crossed-out dustbin
- The Hg, Cd and Pb symbols should be applied as per the on batteries and accumulators containing certain dangerous substances

Brussels, 18 June 2010

Open Letter to European Heads of State on the Occasion of the June European Council's Discussion on EU 2020 Strategy

EU Energy Saving Target Key to Achieving the New Europe 2020 Objectives

As representatives of a range of business and professional associations and civil society interests, we are firmly convinced of the multi-faceted benefits of energy saving and consider that the EU must urgently step up its action in this regard.

We regret that the European Council did not pay more attention to energy saving this week, as it gathered in Brussels to endorse the Europe 2020 strategy for steering the EU toward a smart, sustainable and inclusive economic future. Improving energy efficiency to help meet the EU's target of lowering energy use by 20% by 2020 is a win-win-win solution, which should be acknowledged as lying at the heart of the new 2020 objectives.

Meeting the existing 20% target could generate a million new, local jobs, greatly reduce imported energy dependency and help Europe and its businesses take the lead in the global race for innovative and sustainable products. It is also integral to the EU's climate and energy objectives. Yet at current rates, only half of the target will be achieved. The consequence of this failure will be an unnecessary additional cost to consumers of 78 billion Euros annually at a time of severe budgetary constraints, an increase in the need for harsh and unpopular austerity measures and undermining the achievement of Europe's strategic goals.

Practices and technologies to achieve the necessary savings are already available. We call on you to urgently take the steps necessary to see that these solutions are acted upon. This means taking on a higher level of commitment and accountability for delivering on the existing 20% target.

Overcoming the barriers to energy saving requires a new impetus for targeted efficiency policies and programmes, alongside strengthened price signals. We consider that binding targets would help to establish this impetus, as has been demonstrated for other priority policy areas—for example in the case of renewable energy and air quality. We note that the European Parliament again called for such a target in its Resolution on the Europe 2020 Strategy, voted this week!

Brussels, 24 April 2008

Certain labelling requirements in the Spanish batteries legislation infringe the EU Batteries Directive 2006/66

Spain is the first Member State that has transposed the new EU batteries Directive. The battery industry and operators that place equipment containing batteries on the Spanish market, welcome that a country has finalised its transposition responsibilities a significant time before the actual deadline of 26 September 2008, since this allows sufficient time to ensure full compliance with the new requirements of the national legislation.

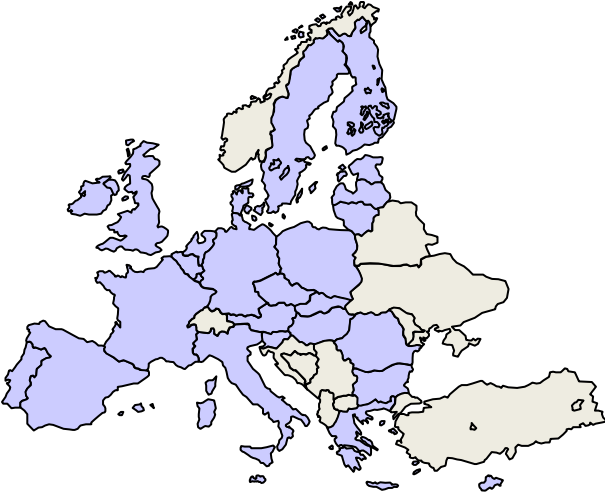
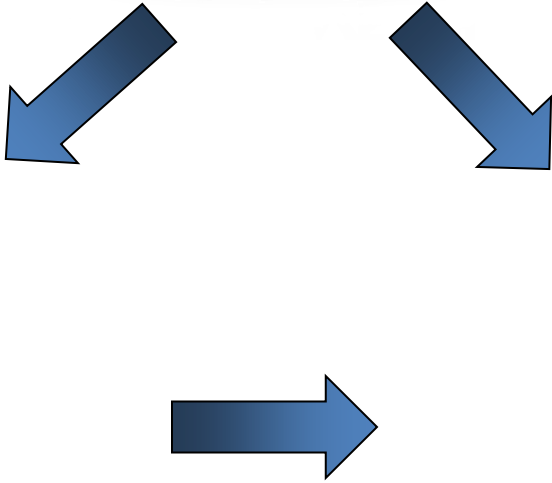
However, the battery industry and operators that place equipment containing batteries on the Spanish market are of the opinion that some of the provisions of the Royal Spanish Decree is not fully in line with the EU Batteries Directive as it does not comply with the internal market principles included in the EC Treaty that are reiterated in the new Battery Directive.

In particular, Art. 8 of the Spanish Decree which deals with Integrated Management Systems requires in paragraph 6 that *"The identification symbol for the Integrated Management System must visibly appear on each sales unit which may be purchased by the consumer or user"*.

This requirement is not in line with the new EU Batteries directive for the following reasons:

- I. Art 8(6) Spanish Decree contains a marking requirement which exceeds what is foreseen in article 21 of the Battery Directive. The latter only contains 3 marking requirements for batteries: (1) crossed-out dustbin, (2) the chemical symbol and (3) capacity marking
- II. The Battery Directive explicitly states in Recital 1 that *"[...] it is also appropriate to take measures at Community level on the basis of Article 95(1) of the Treaty to harmonise requirements concerning [...] labelling"*

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- National focus in lobbying is important:
 - ➔ Identify and assess possible impacts for a region or group of Member States
 - ➔ Make use of the national/local link of an MEP
 - ➔ Use national contacts from your organisation

e.g. EU Presidencies:



QMV voting
Linked to ARGE
Membership



10



27



12



27

QMV:
- 255/345 votes
- 14 MS



7



10



7



12

ARGE members
Represents: 253



29



13



29



29






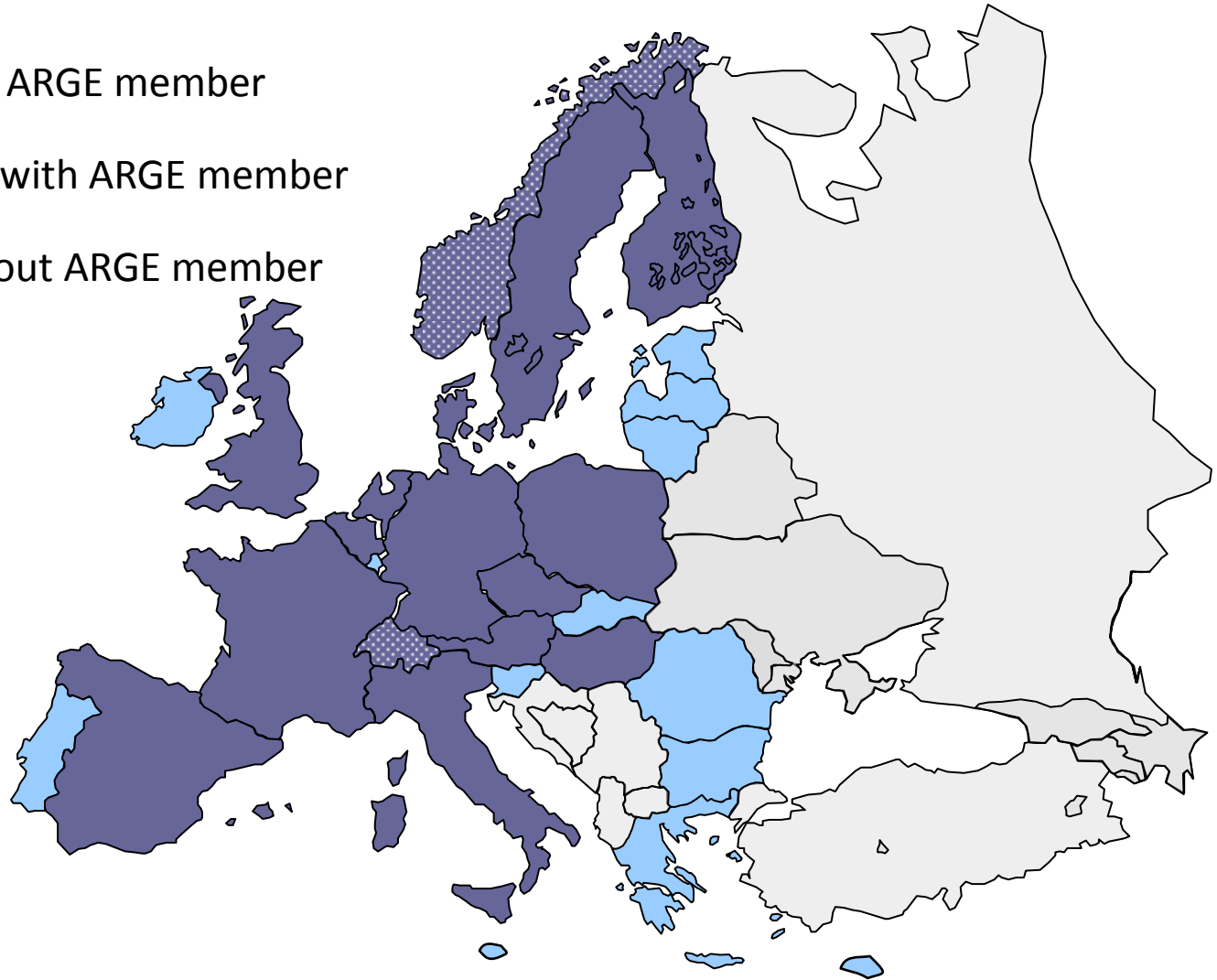
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National focus

-  EU MS with ARGE member
-  Non-EU MS with ARGE member
-  EU MS without ARGE member



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- DG Enterprise has listed on its website several stakeholders in the construction area

- ARGE does not appear in the list of 16 industry associations
 - ➔ This does not mean that ARGE will not be heard;
 - ➔ it is a sign that the 16 associations have established good contacts with the Commission

- There is a big opportunity for ARGE to approach various associations active in the construction sector

- Difference needs to be made on issue of discussion
 - horizontal vs. vertical
 - general vs. specific

- A joint approach with other associations is an easy way to increase visibility

Thank you!

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