

C 5 How Do Trade Associations Leave a Political Footprint?

Patrick Morris

CEO ACA International, USA

Heinz Kogler

Vice-director EU affairs of Austrian Economic Chamber WKO

Eric Leenders

Executive Director, Retail and Private Banking BBA, UK

Karel Havlicek

President of the Czech SMEs Association AMSP

Moderation: Peter Wallwork

Member of the Board, FENCA



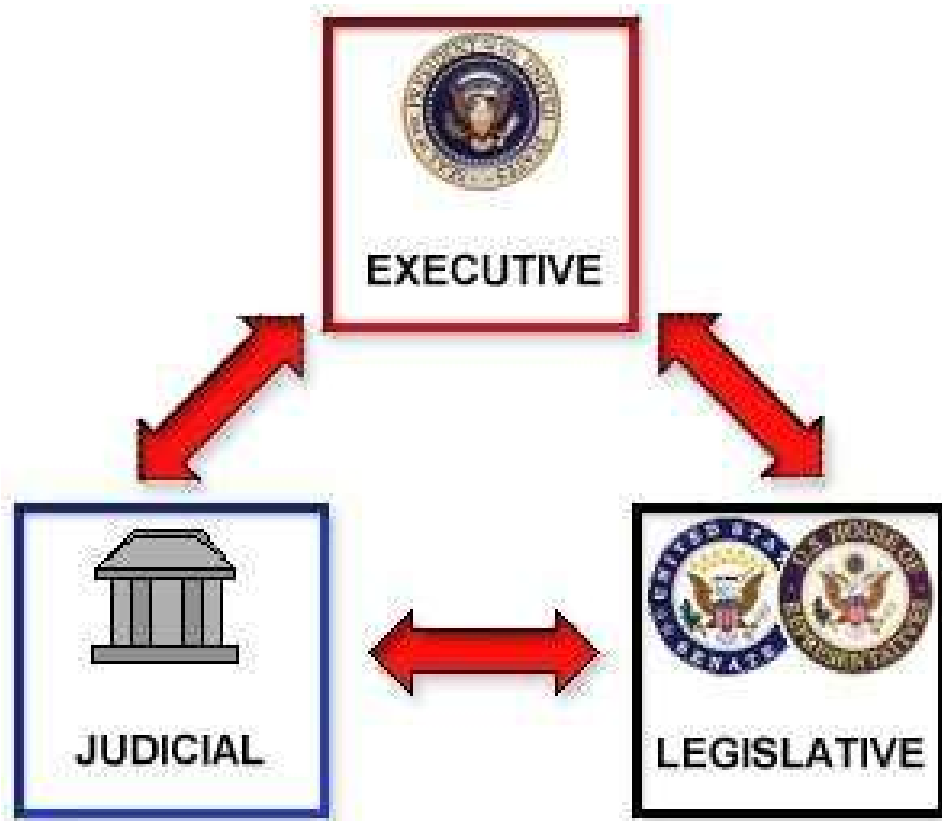
LEAVING A POLITICAL FOOTPRINT IN THE U.S.

Pat Morris
CEO – ACA International

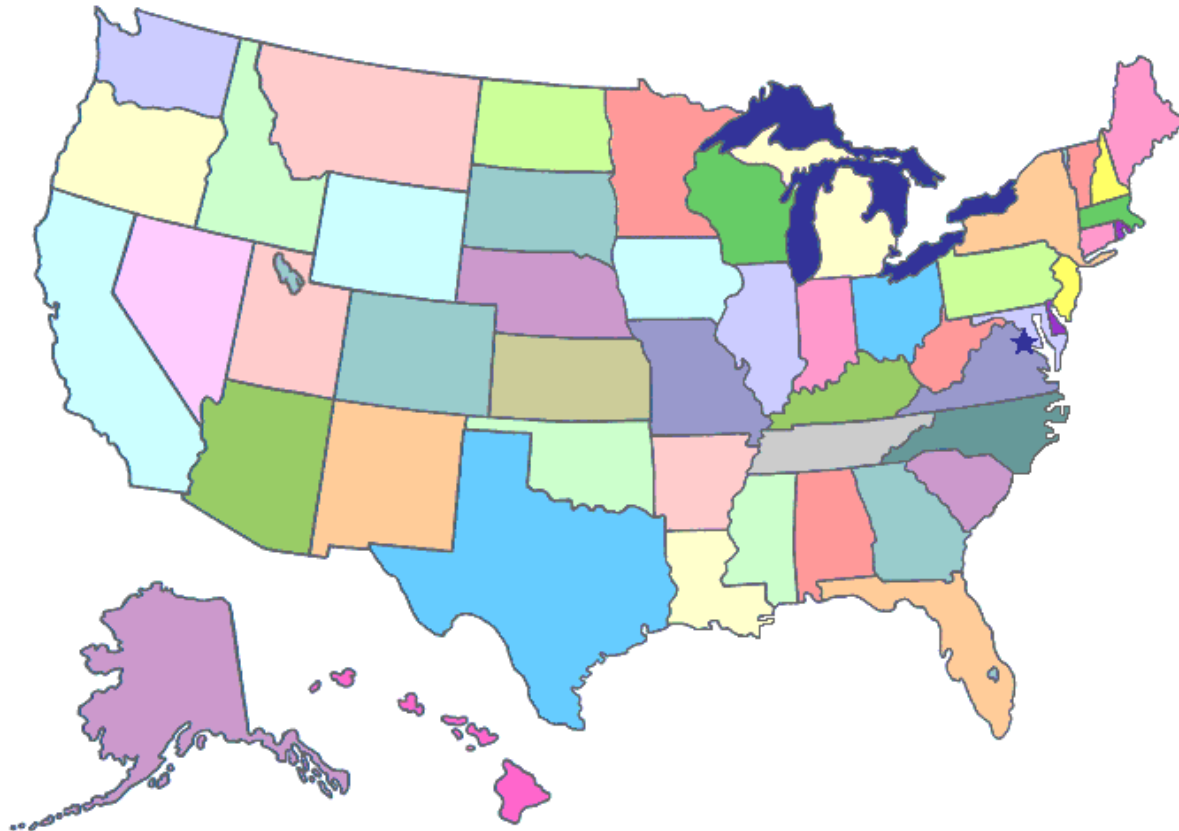
ACA MEMBERSHIP - WORLDWIDE



POLITICAL FOOTPRINTS



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AUSTRIAN CHAMBER OF COMMERCE



SECTORS

- Public law organisation
- represents all Austrian enterprises (from single entrepreneur to multinational) except agriculture and liberal professions
- 400.000 enterprises (membership provided by law)
- single voice of Austrian businesses towards government (balancing interests between sectors)

- Crafts & Trades
- Industry
- Commerce
- Tourism & Leisure
- Banking & Insurance
- Transport & Communications
- Information & Consultancy

RULES FOR EFFECTIVE LOBBYING

- Be present at EU level (EU legislation increasingly determines/influences national legislation)
- Identify transnational allies (demonstrate a European dimension of your case)
- Know the national and EU officials and MEPs involved and their roles
- Be familiar with EU terminology; know what is in EU competence and what is not;
- offer alternative solutions/amendments

BE THE ADVOCATE

- advocatus (latin): to be called to sb. aid
- who is calling for aid : your clients/members – but increasingly public administration (impact assessment)
- become the advocatus of political institutions:
 - provide expertise and experiences from your sector
 - do impact assessment of proposals on your companies
 - participate in expert groups (via European association)

BE AT THE RIGHT PLACE AT THE RIGHT TIME – AT HOME AND IN BRUSSELS

Stages	Addressee for Lobbying
Consultation I. Working/Strategy Paper II. Green/White Book, Communication III. Online Consultation IV. Hearing	Addressing author of documents (Commission) Attending hearing
Commission proposal	European Commission/Unit/Directorate Directorate General/Commissioner
Council (Working Group, Coreper, Council of Ministers) - First Reading	Responsible National Ministry
European Parliament (poss. Hearing of experts) First reading	MEP's in responsible committee, Rapporteur/Shadow rapporteur Attending hearing
Common Position of the Council	Responsible National Ministry
European Parliament - second reading	Cf. 1 st Reading
poss. Conciliation procedure -3rd reading	Council, EP, Conciliation Committe Members
Adoption of legislation	You snooze, you lose!

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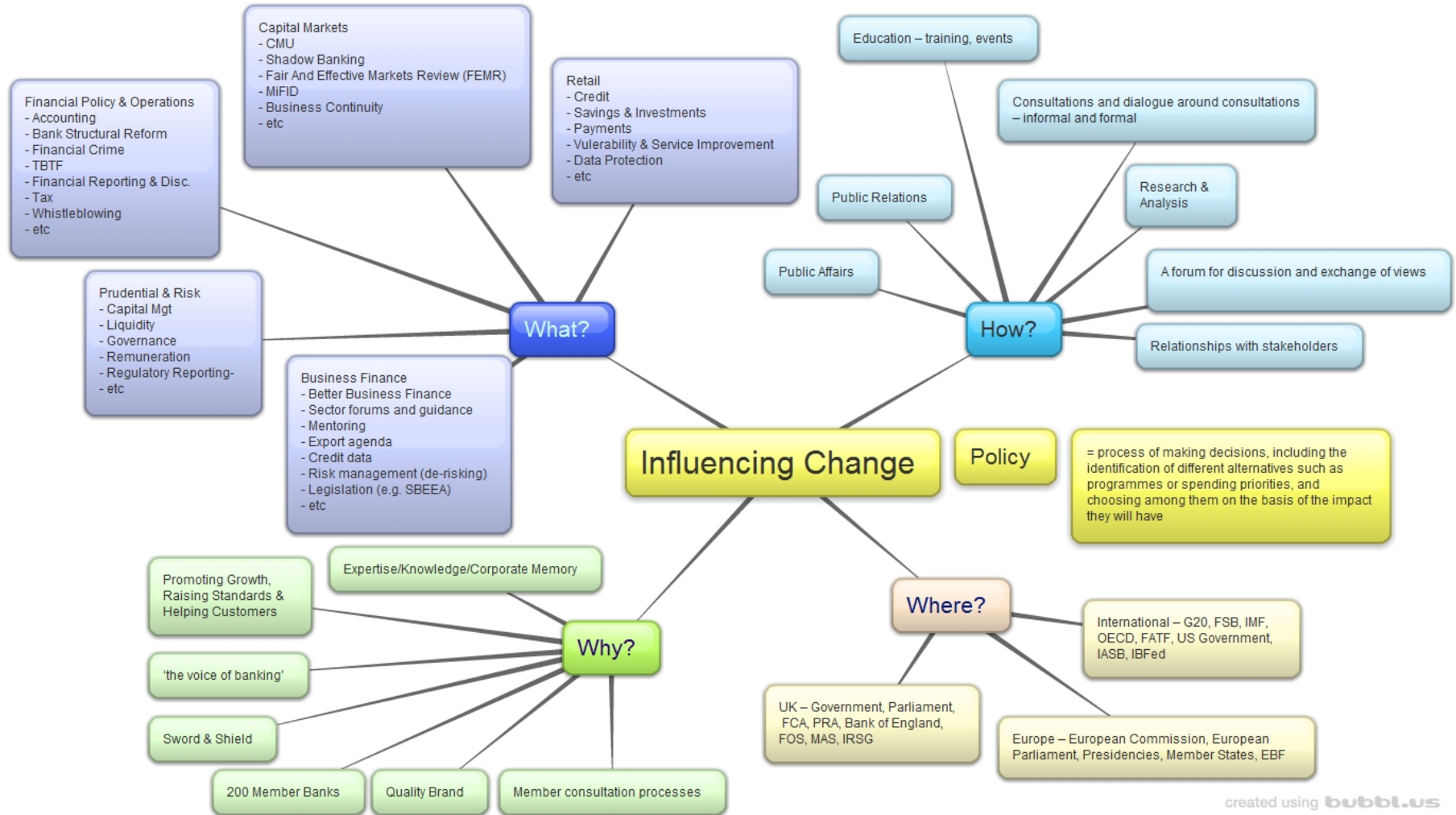
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FENCA

Eric Leenders, Executive Director
Retail and Private Banking

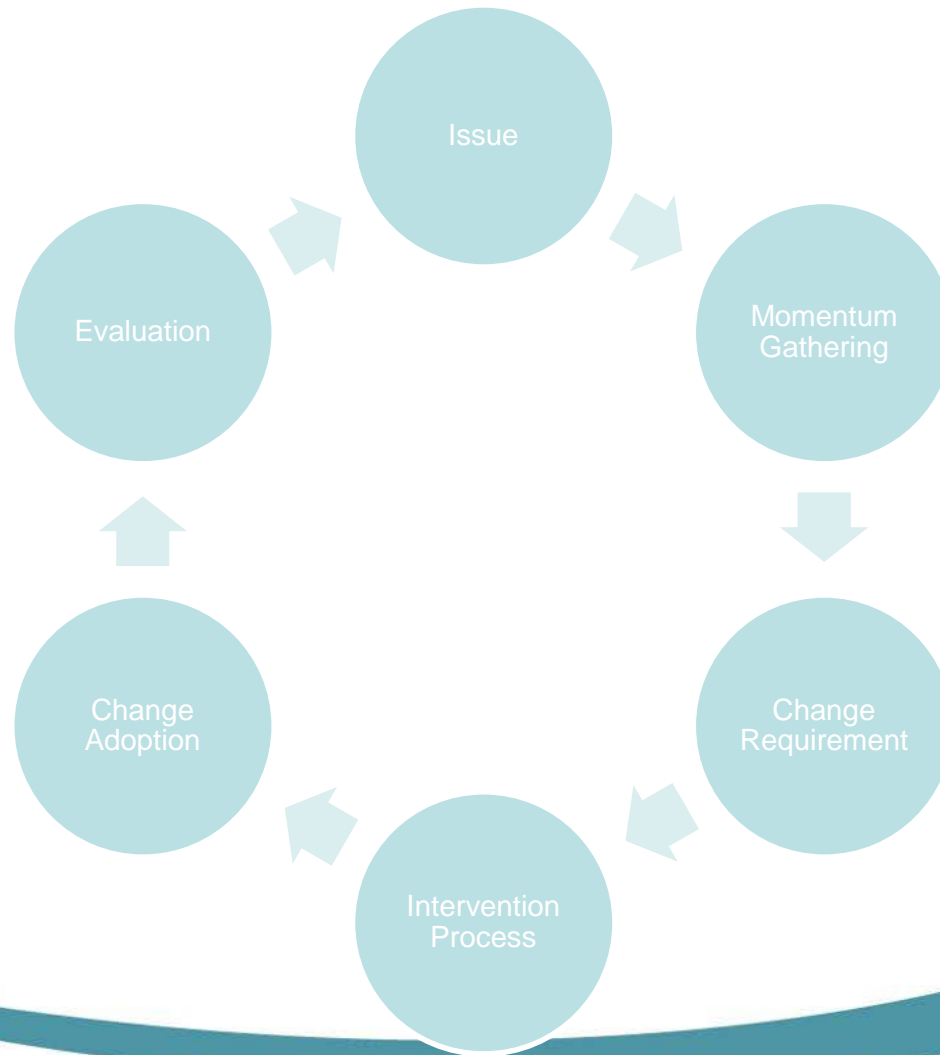
October 2015

DEFINING POLICY; *INFLUENCING CHANGE*

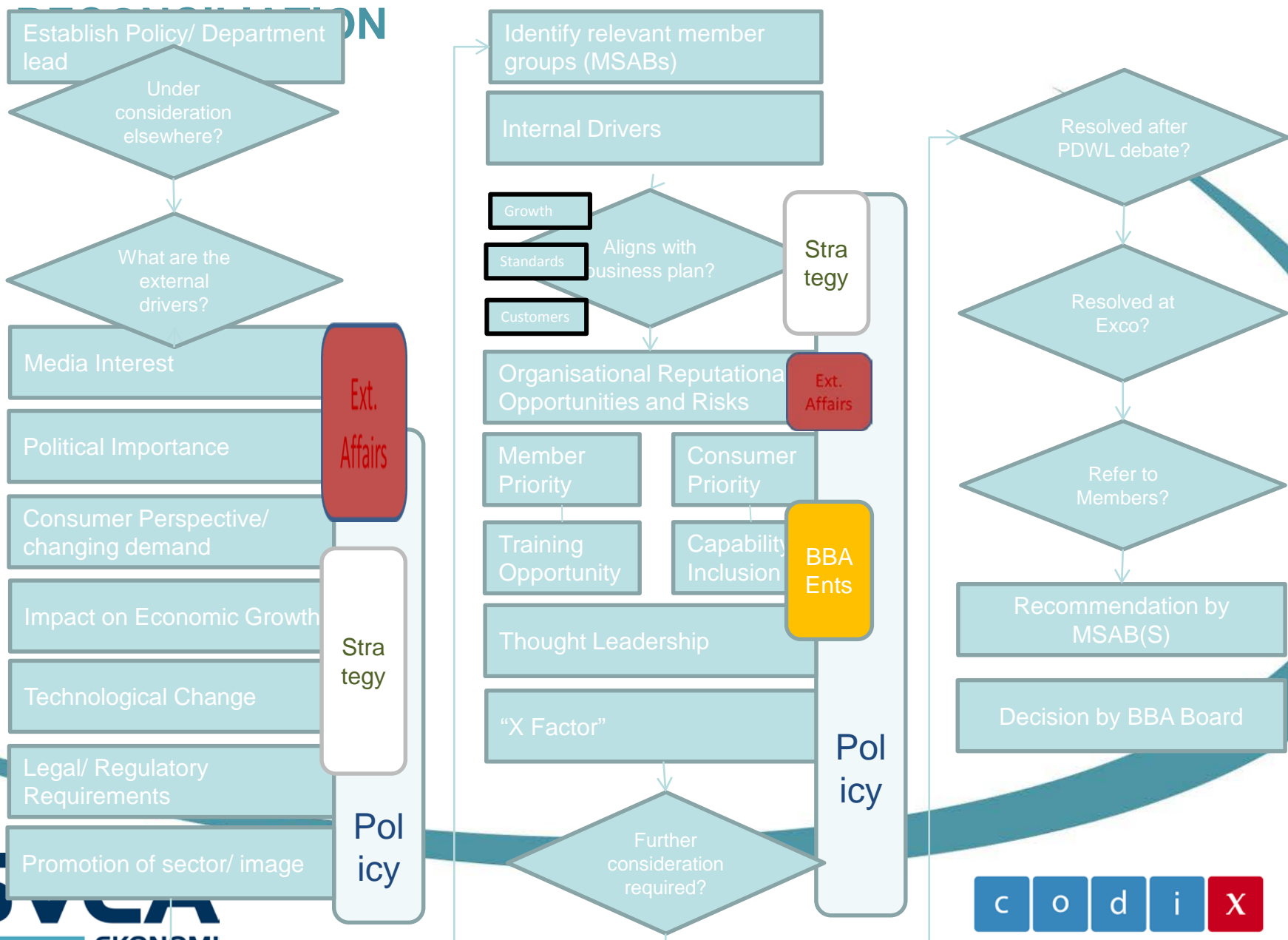


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STRAW-MAN ISSUE CYCLE LEADING TO POLICY CHANGE



FRAMEWORK FOR PRIORITY CLASSIFICATION/



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KAREL HAVLÍČEK



ASOCIACE MALÝCH A STŘEDNÍCH PODNIKŮ A ŽIVNOSTNÍKŮ ČR
ASSOCIATION OF SMALL AND MEDIUM-SIZED ENTERPRISES AND CRAFTS CZ
DIE ASSOZIATION DER KLEINEN UND MITTLEREN BETRIEBE UND HANDWERKER CZ

WORLD CHANGES IN THE LAST 20 YEARS

New economic
superpowers

Tourism
developement

ICT
developement

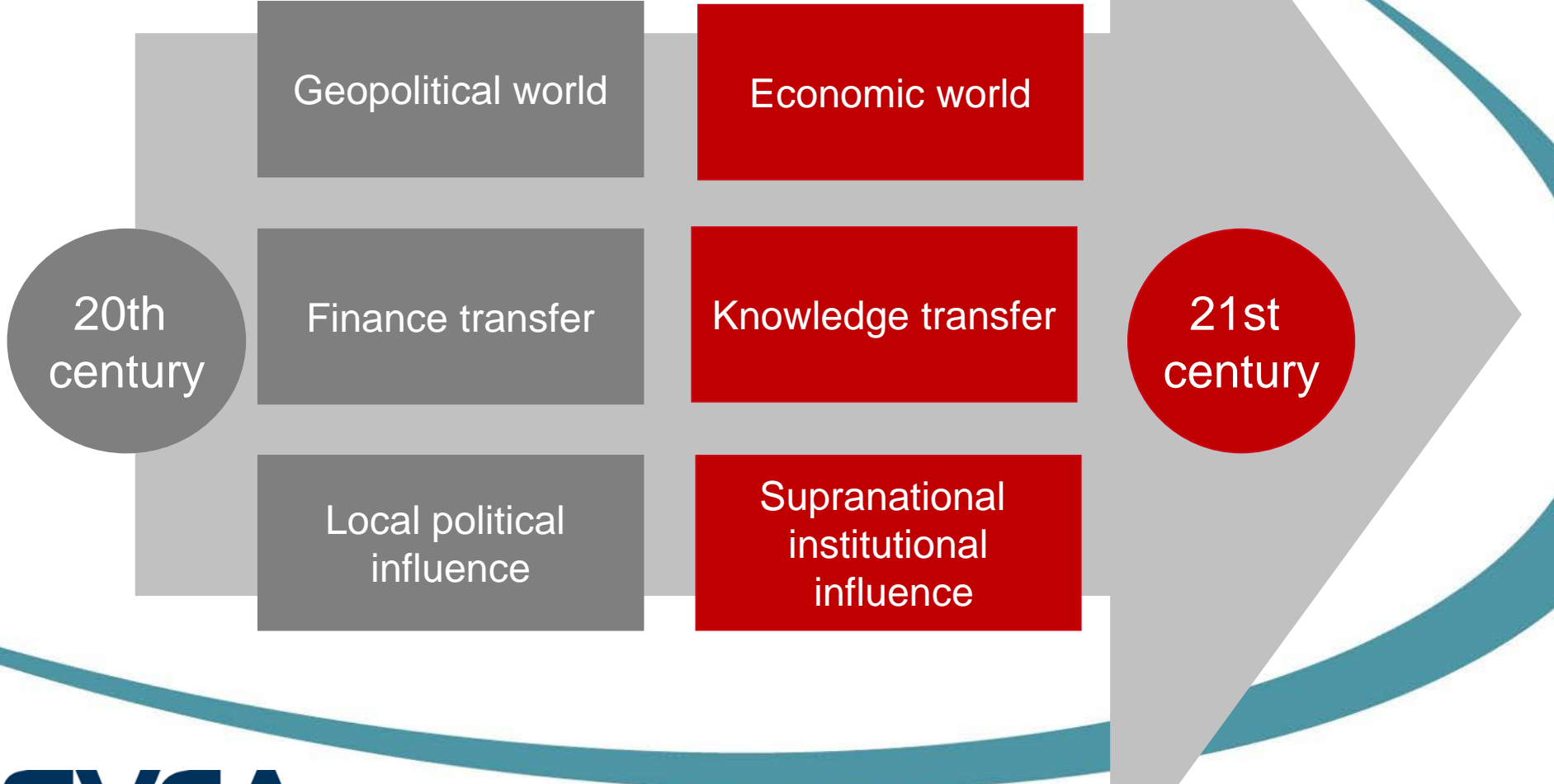
World
economic crisis

New
challenges

New
threats

Adaptation
life style/business/public/
activities

Global view



Local political influence

- +
 - Independence
 - Higher efficiency of lobbying
- - High local corruption
 - Big impact of small players

Supranational institutional influence

- +
 - Greater range of activities
 - Intelligent lobbying
- - Domination of large groups
 - Loss of independence

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