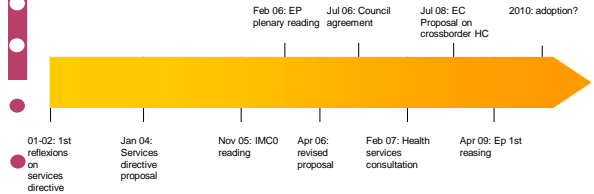


Some reasons why the EU is conducive to lobbying

- Need for expertise/ understaffing
- Multi-level governance
- Consensus-oriented politics
- Regulatory nature of the EU
- Need for legitimacy



Long timelines



When to lobby

For the purpose of this explanation:

- Early stages
- Legislative process
- Implementation

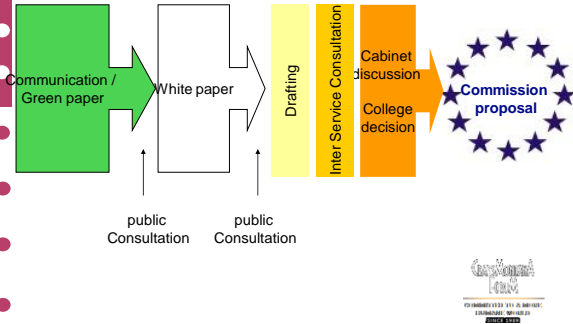


Early stages: the importance of being there first

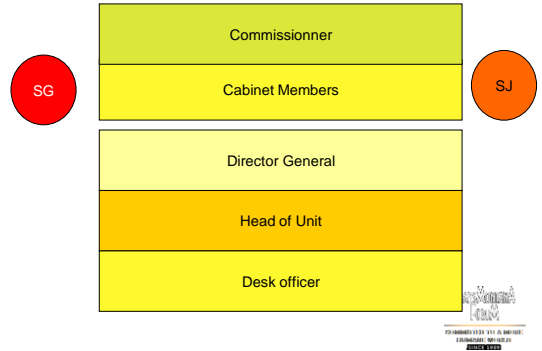
- Creating the debate and shaping ideas
- Establishing yourself as a go-to source
- Influence in a more restricted ecosystem
- BUT beware of backfiring!



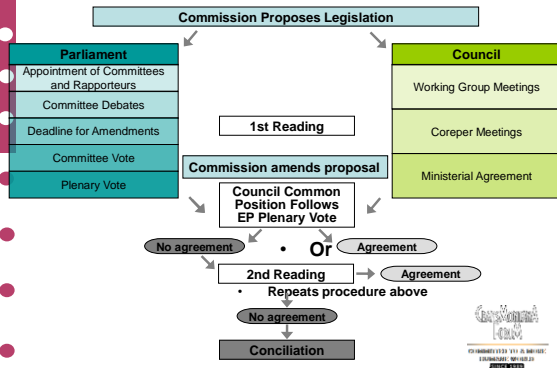
Drafting: a three step process



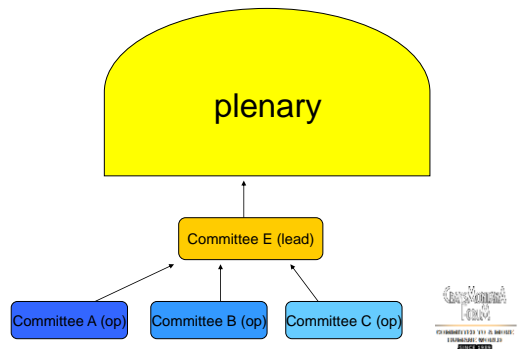
Commission lobbying

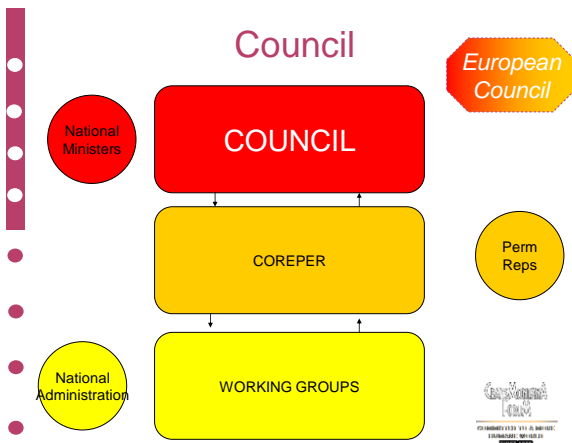
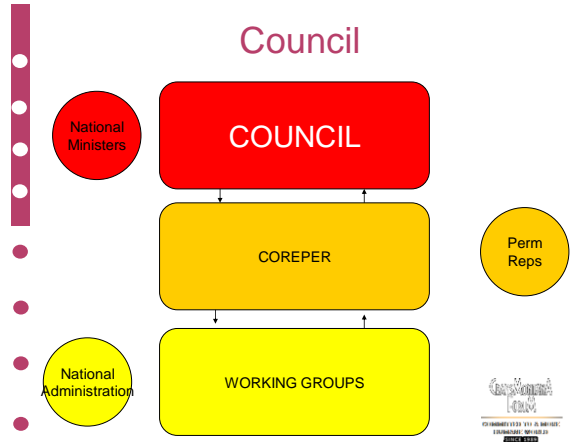
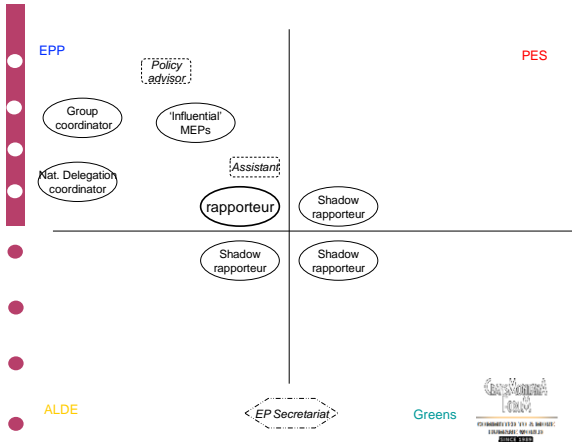


EU Co-decision Procedure



Parliament lobbying



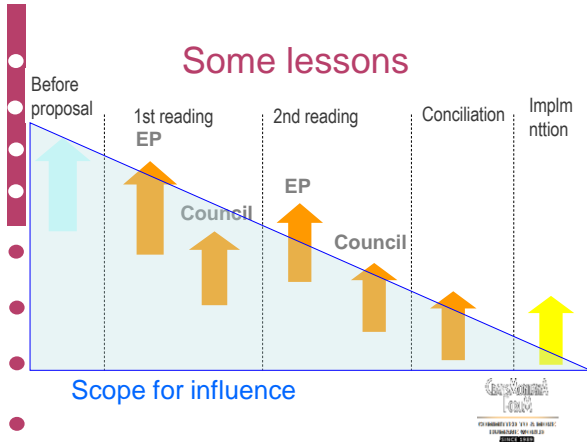


Implementation

Much more crucial than it seems!

- Implementation in Member States
- Comitology
- Standardisation bodies
- Agencies
- ECJ

Some lessons



Thanks for your attention.

Any questions?

