

First year of the Executive Master in EU Studies

Lobbying and Advocacy in the EU

Theme/Topic:	Lobbying and Advocacy in the EU
Experts:	Dr Doris Dialer , Attachée for Health and Consumer Protection at the Permanent Representation of Austria to the EU in Brussels
Character:	Optional
ECTS Credits:	3 ECTS credits
Teaching methods:	Virtual/physical lecture, role play, story telling, guided discussion forum, documented problem solving
Assessment methods:	Active participation, feedback-based learning, short assignments (e.g. case study analyses, transparency register findings), final exam
Skills and competences:	Argumentation, presenting expertise (e.g. position paper), policy and process competence, stakeholder identification (EU WhoisWho Directory), lobbyist's tool-kit knowledge, agenda setting and issue management, transparency register knowledge, codes of conduct, dynamics and trends (e.g. digital lobbying, health advocacy, greenwashing).

Objective and course content:

Lobbyists have been termed the "fifth power" (after the executive, legislative, judiciary branches, and the media). Yet, the constant "scandalization" led to numerous lobbying myths, which the course intends to unpack. Lobbying is marked by a legitimate exchange logic, where "access" to decision-makers is gained by providing expertise. In terms of means and financial resources, the differences between NGOs (advocates) and corporate business (lobbyists), to which for instance the car, banking, pharma or digital industry are counted, raises constant concerns whether interests are represented on an equal footing. Yet, one of the vital questions is what kind of strategies and techniques lobbyists and advocates are using to reach their goals? Given the complexity of the EU institutional setting and law-making process, policy as well as procedural competence is needed to survive in the so-called shark filled "Brussels bubble".

Since the course focuses on a practical approach, insight-knowledge and case studies will support the key content:

1. *General Introduction:* theory, terminology, differentiation (consultant, public affairs agencies, law firm, think tank), lobbying as a profession, cleavage between EU and the US, funding, in-house lobbying, regional lobbying...

2. *Policy & Procedural competence*: policies, work programme of the EU Commission, legislative monitoring, identifying specific legislative proposals, understanding a procedure files, ...
3. *Institutional Setting*: Identifying stakeholders, interacting with civil servants (EU WhoisWho Directory), approaching the right Members of Parliament and their staff (Accredited Parliamentary Assistants)
4. *Strategies & Instruments*: participating in consultations, coalition building, grass-roots lobbying, inside vs outside lobbying, communication instruments, establishing and keeping contacts, awareness creation (social media tools)
5. *Scandalization, Transparency, Regulation & Ethics*: codes of conduct, conflict of interest, transparency, ethics, bribery vs misconduct,
6. *Dynamics & Trends*: changes after Brexit, policy field dynamics (e.g. health lobbying post-Covid 19), professionalization, digitalization, green transition (“greenwashing”), ...

Bibliographical advice

- Dialer, D, & Richter, M. (Eds.) (2019) Lobbying in the European Union. Strategies, Dynamics and Trends, Springer. <https://doi.org/10.1007/978-3-319-98800-9>
- Interinstitutional Agreement between the European Parliament, the Council of the European Union and the European Commission on a mandatory transparency register (20. May 2021) [Publications Office \(europa.eu\)](https://publications-office.europa.eu/)
- Code of Conduct for Members of the European Parliament (2018): [Rules of Procedure of the European Parliament - ANNEX I - CODE OF CONDUCT FOR MEMBERS OF THE EUROPEAN PARLIAMENT WITH RESPECT TO FINANCIAL INTERESTS AND CONFLICTS OF INTEREST - July 2018 \(europa.eu\)](https://publications-office.europa.eu/en/parliamentary-affairs/code-of-conduct-for-members-of-the-european-parliament-2018/)
- Code of Conduct for Commissioners (2018): [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32018Do221\(o2\)](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32018Do221(o2))