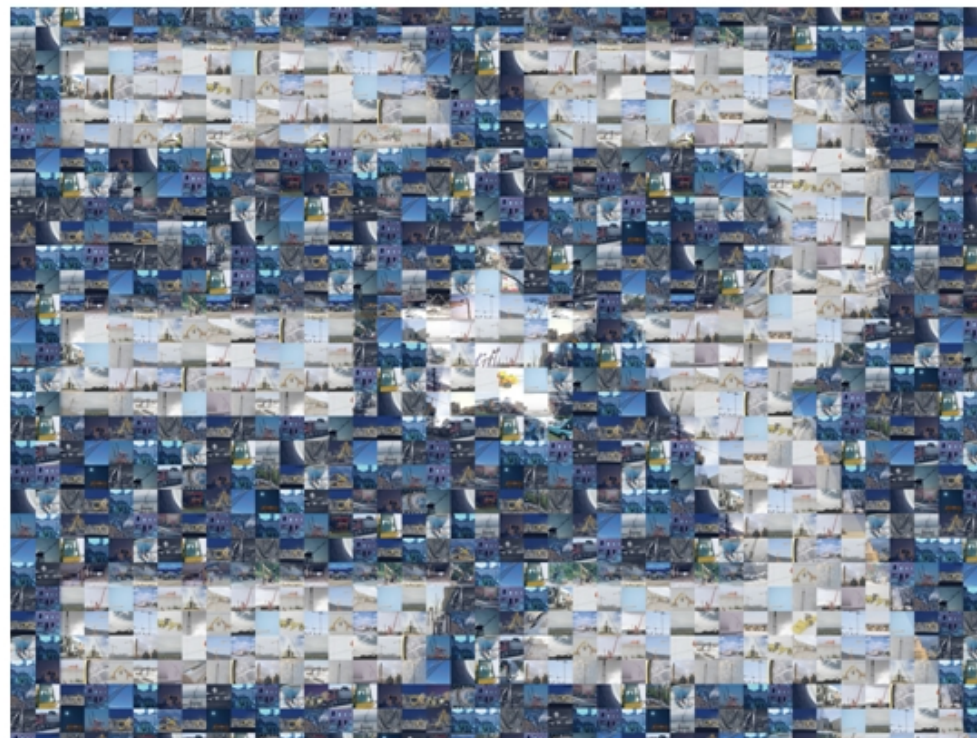


Lobbying in the EU

***What is the importance
of Lobbying for ERA?***

*Hans Craen
ERA*



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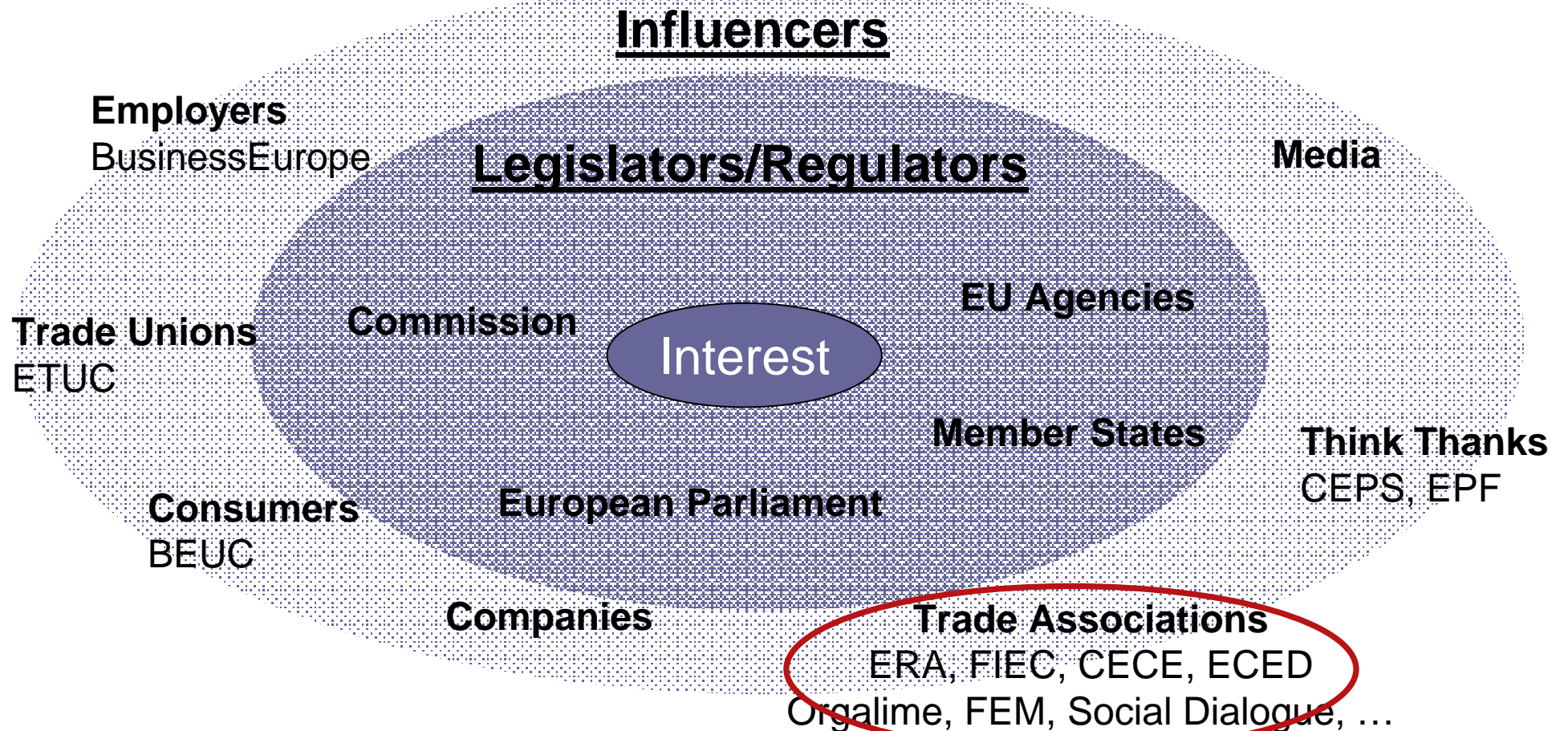
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Introduction

- § 80% of national legislation is agreed by the EU
- § Total number of “lobbyists” in Brussels is unknown, BUT
 - Ü approx. 5000 access bagdes to the European Parliament
 - Ü approx. 2600 interests groups active in Brussels

Introduction – Main Stakeholders



Why lobbying through Associations?

- § Lobbying or advocacy is the way ERA could gain influence among the national and EU decision-makers
- § Lobbying has become an essential element of the legislative process
- § Lobbying is also a key-activity for safeguarding the business interests of companies & associations
- § It comprises:
 - Direct advocacy i.e. trying to defend the interests during a legislative procedure
 - Long term: strategic positioning towards stakeholders

Why lobbying through Associations?

Different channels of lobbying



Corporate level



National Association level



European Association level

Why lobbying through Associations?

The advantage of lobbying through European Associations

§ Practical - For decision makers

- *Decision makers prefer to have one meeting than many individual meetings*
- *One contact point for a sector facilitates their work*

§ Representativity - The voice of an industry sector

- *the position of ERA on the Machinery Directive will be stronger than the position of one single rental company*
- *the available expertise and market data: pan-European approach*
- *raising profile of industry*
- *important for ad-hoc coalitions with other industry groupings*

Example of ad-hoc lobby with other associations



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



CPHE
Permanent European
Chronological
Committee

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 costs of collection, treatment and recycling shall not be shown separately to end-users at the time of sale of new portable batteries and accumulators. This should not preclude the separate indication of the costs on the invoice *i.e.* up to the last level prior to the sale to the end-user. This is an appropriate tool for the government to identify free riders on the system.
- For portable batteries the calculation basis for financing should be the weight and battery system placed on the market.
- The level of financing should cover the total cost for collection, treatment and recycling
- A deposit system is not workable since (1) it is difficult for the end-user to prove he has bought the battery since he/she would need to retain the relevant proof for up to 15 years, (2) it is open to fraud and (3) it is disproportionately difficult to administer

MARKING

- The marking of the battery capacity should not be a mandatory requirement.
- The symbol for separate collection is the crossed out dustbin
- The Hg, Cd and Pb symbols should be applied as per the current Battery Directive (Dir. 93/86 adapting to technical progress Council Directive 91/157/EEC on batteries and accumulators containing certain dangerous substances)

Different aspects of lobbying

- § Legislative lobbying
- § Policy lobbying
- § Strategic positioning

Different aspects of lobbying

§ Legislative lobbying

Ü Involvement in political debate & proposing amendments

Ü Will require from ERA

- clear strategy
- identified and agreed objectives
- sufficient resources
- membership involvement

Different aspects of lobbying

§ Policy lobbying

- Ü Positioning the association towards key-decision makers
- Ü The issue could relate to a concern identified by association: e.g. violation of free-movement of goods
- Ü Informing Commission on concern/MEP could raise a formal question in Parliament
- Ü Slow process but it helps to bring a significant concern for an industry under the attention of decision makers

Different aspects of lobbying

§ Strategic positioning

- Ü Presenting the association towards the decision makers
- Ü Building up a relationship for longer term
- Ü Providing information on the rental sector – showing the importance of it for the economy/employment
- Ü Effective tool for new people in Commission or new MEPs – will be important towards second half of 2009

Some of ERA's activities

- § Machinery Directive
 - Ü Input in guidance document of Machinery Directive
 - Ü Definition of placing on the market

- § Strategic relations with other associations
 - Ü Meetings with FIEC, ECED, CECE
 - Ü Working relation with CEN



European elections

- § 4 – 7 June 2009: elections for new European Parliament (2009 – 2014)
 - Ü 1/3 of MEPs is expected to change – big turnover
 - Ü new MEPs are in the beginning very open and easy to contact

- § New Commission will also be appointed
 - Ü Barroso will be put up for re-election
 - Ü Other Commissioners will either step down or take new portfolios



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European elections

§ For both Commission and Parliament the Lisbon Treaty will have impact

Ü But, Lisbon Treaty is still not adopted by all Member States

§ For some dossiers, the changes could slow down the decision making process

§ Important issues will not be tackled before new Commission is in place

European elections

§ Opportunities for ERA

Ü mainly on European Parliament level

- set up meetings with new elected MEPs who are eager to have these appointments
- objective is to have long term relationship through informing on the rental sector in Europe
- For MEPs – a link with the national market will always be made



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Thank you for your attention!