

## PROGRAM

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### MONDAY, July 23 2018

#### 8:30-9:00 am

- **Registration**

#### 9:00-10:30 am

- **SETTING THE SCENE**

**Alberto Alemanno**, Jean Monnet Professor of EU Law, HEC Paris & Founder, The Good Lobby

Introduction to the week and its major themes

- Aims & philosophy
- Get-to-know each other
- Schedule
- Brainstorming session and foundational conversation

#### 10:30-11:15 am THEORY & RESEARCH

- **UNDERSTANDING THE POLITICAL ECONOMY OF ADVOCACY:  
TRANSLATING THE THEORY INTO PRACTICAL INSIGHT**

**Krystian Seibert**, Industry Fellow, Centre for Social Impact at Swinburne University of Technology

Advocacy is generally a form of collective action, where individuals come together to pool their resources and combine their efforts in order to achieve change. However this is not always an easy process, and comes with its own set of unique challenges. Political economy provides insights into the nature of some of these challenges, and this session will explore what the political economy tells us and what this means in practice.

Q&A

#### 11:15-12 am THEORY & RESEARCH

- **UNPACKING LOBBYING FOR THE MANY, NOT THE FEW**

**Alberto Alemanno**

Much of public opinion's aversion to lobbying has to do with today's unequal representation of interests and influence over policymakers. The benefits of lobbying are highly concentrated amongst the few, not the many, who struggle in organizing. Therefore, contrary to conventional wisdom, it is not the interests of the few to be over-represented,

but that of the many to be under-represented. How then to equalize political representation? Instead of restricting, capping and dissuading lobbying activities, there is a case for democratizing their access and demystifying them. One may consider policy interventions, ranging from the creation of ‘lobbying aid’ - along the lines of legal aid – to a lobbying stimulus, granting individuals an amount to be spent in support of an advocacy group, as well as unconventional forms of skill-sharing and collaboration in society.

### 12 am-1 pm **DEBATE**

- **EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT LOBBYING (BUT YOU WERE AFRAID TO ASK)**

Chair: **Alberto Alemanno**

Discussants:

**Oscar Cabrera**, O’Neill Institute for National and Global Health Law, Georgetown University

**Paloma Castro**, Founder Darwin & Associates

**Joseph Foti**, The Open Government Partnership, Washington DC

**Bert Fraussen**, Assistant Professor, Leiden University, The Netherlands

**Ric Herrero**, Founder, NewAdvocacy; Senior Policy Director, Cuba Study Group

**Jennifer Pomeranz**, New York University College of Public Health, New York City

Q&A

### 1:00-2:30 pm

#### Lunch Break

### 2:30-3:30 pm **THEORY & RESEARCH + PRACTICE INSIGHTS**

Chair: **Neil Campbell**, deputy director of the *Open Society* European Policy Institute

Discussant: **Luciano Inácio de Souza**, Cesco Barron, Brazilia

- **THE MISSING PIECE: THE CURIOUS ABSENCE OF LOBBYING IN THE OPEN GOVERNMENT PARTNERSHIP**

**Joseph Foti**, The Open Government Partnership, Washington DC

The Open Government Partnership (OGP) is an international partnership between nearly 100 governments and thousands of civil society organizations to promote openness and transparency in how government does business. Working in partnership with non-governmental actors, governments make concrete commitments for domestic reform subject to international review. In a discussion, Joseph Foti, OGP’s Director of the Independent Reporting Mechanism will address three questions:

- How can you use OGP? What opportunities does OGP provide at the national, subnational, and supranational level to advance lobbying transparency, equality of access, and ethics? Specifically, we can look at the action planning and commitment

process, and the principles of civil society parity and independent review that run throughout OGP.

- What is OGP doing on the subject? What is it doing and what is it not doing in terms of making lobbying fair and open in both the executive and legislative branches?
- What about the enabling environment? While OGP is thriving, what do we do in countries where there is intimidation or harassment of advocates? How widespread is the problem and are we tackling the right issues?

Q&A

### 3:30 -5:30 pm PRACTICE INSIGHTS

- **HUMAN-CENTRIC LOBBYING: HOW CAN YOU MOBILIZE YOUR INNER STRENGTHS TO MULTIPLY YOUR POWER OF INFLUENCE AND SUCCESSFULLY ADVOCATE?**

**Sara Pongiluppi**, President of International Coaching & Consulting

We all have inside us a set of relational abilities such as active listening, trust-building, and empathy that are critical to effectively influence and engage key interlocutors and stakeholders successfully. In this engaging experiential workshop techniques and tools shared with participants will help them gain awareness of their inner strengths, identify ways to unlock or enhance those that are less developed, and learn how to use them effectively as force multiplier (or to make an impact). This workshop promises to be an absolute game-changer for anyone eager to tap into his/her inner power to influence and transform key interlocutors in excellent advocates of their cause.

- **INSTRUCTIONS AND RULES OF THE ADVOCACY GAME (SCHEDULED ON THURSDAY)**

**Gianluca Sgueo**, Lecturer, NYU in Florence and European Parliament Research Service

Day 1 Wrap-up

### **Guided Walking Tour of Getxo, the Basque Coast** **Pintxos Tour (dinner)**

## **TUESDAY, July 24 2017**

### **9:00 am-10:45 am THEORY & RESEARCH**

- **WHAT'S THE STATE OF THE ART OF RESEARCH ON LOBBYING INFLUENCE? NEW TRENDS**

**Bert Fraussen**, Assistant Professor, Leiden University, The Netherlands

One of the 'hot' topics in lobbying research is that of influence. Who is influential? And why? However, it is also a very controversial area, given the grave difficulty in assessing influence empirically. In this session, we will not only address the most important controversies around lobbying influence, but also clarify different scientific approaches for measuring influence and share key findings from state of the art research on the impact of lobbying in Europe and the United States.

Q&A

**10:45 am – 11:15 am**

**Coffee Break**

**11:15 am – 12:00 pm DEBATE**

- **LOBBY OR DIE: HOW TO ACT WHEN LOCAL REGULATION THREATENS THE EXISTENCE OF ONE OF EUROPE'S TECH UNICORNS**

Jaime Rodriguez, CEO Blablacar Spain & Germany

Alfredo Gazpio, Chief PA at Danone

Discussant: Paloma Castro, Founder Darwin & Associates

**12:00 am – 12.45 pm PRACTICE INSIGHTS**

- **HOW TO PROMOTE CITIZENS' ADVOCACY USING DIGITAL TOOLS: THE 'WeMove.eu' EXPERIENCE**

Virginia Lopéz Calvo, Senior Campaigner, WeMove Europe

Advocacy, campaigning and lobbying have so far mostly remained the expertise of a few. How can non-experts be encouraged to join these efforts? Virginia will share the learning from We Move, the leading pan-European digital campaigning organization with more than a million community members and dozens of successful campaigns.

Discussant: Ric Herrero, Founder, NewAdvocacy

Q&A

**1:00-2:30 pm**

**Lunch Break**

**2:30-3:15 pm PRACTICE INSIGHTS**

- **EVIDENCE BASED ADVOCACY: HOW TO USE OBJECTIVE ACADEMIC ANALYSIS TO INFORM POLICY REFORM?**

Oscar Cabrera, Executive Director of the O'Neill Institute for National and Global Health Law and Visiting Professor of Law at Georgetown University Law Center

Q&A

**3:15-4 pm THEORY & RESEARCH + PRACTICE INSIGHTS**

- **TECHNOLOGY ASSESSMENT AS A STRATEGY FOR LOBBYING: HOW TO DEAL WITH VARIOUS EVIDENCE**

**Hideaki Shiroyama**, Professor of Public Policy, Tokyo University and **Makiko Matsuo**, Tokyo University

Emerging technologies entail different facts and risks - safety/scientific uncertainty, ELSI etc. In order to make argument and bring preferred outcome, one needs to utilize various evidence and deploy balanced assessment which would serve as a basic tool for lobbying. TA (technology assessment) for that purpose, including approaches and tools such as Problem Structuring, JFF (Joint Fact Finding), are presented using some examples. It also discusses how these tools are and can be utilized for strategic lobbying - coalition building, hedging risks amongst various actors including government, industry, experts and citizens.

#### 4-4.30 pm **DEBATE**

- **The STATE OF THE ART OF EVIDENCE-BASED ADVOCACY**

Chair: **Jennifer Pomeranz**, New York University College of Public Health, New York City

Discussants : **Oscar Cabrera**, **Hideaki Shiroyama**, **Makiko Matsuo**

Day 2 wrap-up: **Bert Fraussen**, Assistant Professor, Leiden University, The Netherlands

**Bus to and guided visit of the Guggenheim Museum in Bilbao**

**Boat tour along the river and return to Getxo**

### **WEDNESDAY, July 25 2017**

#### 9–10:00 am **THEORY & RESEARCH + CASE STUDY**

- **GRASSROOTS CHANGE: LESSONS FROM LOCAL FOOD ADVOCACY**

**Jennifer Pomeranz**, New York University College of Public Health, New York City

Public health benefits from evidence-based policies, which often evolve from government experimentation and evaluation. Thus, governments often learn from each other. For example, in the 1970's U.S. cities and states enacted indoor smoke-free laws; over time, countries around the world followed suit. Hungary's public health product tax and Mexico's sugary beverage tax were strenuously evaluated and the positive results have helped paved the way for food and beverage taxes internationally. Chile's innovative food warning labels started appearing on foods in 2016 and countries around the world are considering similar strategies. So what comes next? Regulatory chill, preemption, and an undoing of democracy. This presentation will explain preemption and why food policy advocates are losing the preemption battle at the state level. Participants will learn to identify preemptive language and describe methods to win the preemptive fight through grassroots engagement and transparency. These strategies have turned the tide for tobacco control advocates, who have successfully repealed preemption in a number of states as the tobacco industry has suffered from a loss of public support.

#### 10–11:15 am **PRACTICE INSIGHTS + CASE STUDY**

- **THE CORPORATE REPUTATION DILEMMA: BLENDING CORPORATE RESPONSABILITY AND PUBLIC AFFAIRS? THE CONSUMER LENS TO INFORM ADVOCACY IN THE FOOD SECTOR (LABELLING, NUDGING, MARKETING...)**

**Francesco Tramontin**, Director Public Affairs, Mondelez International

Today's dilemma for companies responding to consumer activism or policy threats: Lobbying for their license to operate or protecting/enhancing reputation? These are often perceived as being contradictory forces generating tensions within companies, organizations and various stakeholder groups. The food sector is a unique blend of systemic sustainability issues, everyday's consumer dilemmas, tradition and innovation, small and big business: It provides for the perfect opportunity to understand some of these dynamics at play. In particular understanding consumer needs, bias and views can help evaluate priorities and identify policy solutions where business interests and positive impacts can coexist. We'll have a look at some of these trends in the food sector and explore, in a fun and interactive way, insights on consumer behavior that can make us think differently on policy topics, advocate with a purpose and communicate better.

#### **11:45–12.45 pm**

- **IS THE ROLE OF TRADE ASSOCIATIONS CHANGING? PRACTICE INSIGHTS**

**Alan Galaski**, former Director-General, AIM – The European Brand Association

Is there a shift in the way trade associations deliver value to their members in the 21st century, with a growing allocation of resources to projects and causes that support the reputation, credibility and effectiveness of the sector – complementing the sector's traditional lobbying? Does it create space for unexpected coalitions? If this shift exists, what are the conditions that foster or hamper its becoming a successful model? This session will be discussing through a selection of case studies (e.g. responsible sourcing, brands nudging for good, etc) what principles and tools can help ensure success.

Q&A

Morning wrap-up: **Oscar Cabrera**, Executive Director of the O'Neill Institute for National and Global Health Law and Visiting Professor of Law at Georgetown University Law Center

#### **1:00 pm-2:30 pm**

**Lunch Break**

#### **2:30 -3:30 pm PRACTICE INSIGHTS**

Chair and discussant: **Francesco Tramontin**, Director Public Affairs, Mondelez International

- **MAPPING THE TRUST EVOLUTION IN EUROPE**  
**Paloma Castro**, Founder Darwin & Associates

This session will narrate how lobby has evolved in the last 20 years looking at the different stakeholders for trust. It will do so by relying upon three major EU stories: the BSE crisis of 2000, the Digital host provider first challenges, and the legitimacy of luxury as a cultural product. This will be an interactive session generation major take-aways actionable by anyone involved in advocacy.

**3:30 -4:30 pm THEORY & RESEARCH + CASE STUDY**

▪ **TRANSNATIONAL POLICY BATTLES: THE CASE OF THE EU AIRLINE EMISSIONS SYSTEM**

**Angel Saz Carranza**, Director of the Center for Global Economy and Geopolitics and Associate Professor, ESADE, Spain

The session, based on a real case, will cover both EU policy-making and transnational policy, as the EU--in dealing with a global public good--clashes with other policy-makers across the globe. The session will try to provide a framework to analyses such multilevel International settings involving a myriad of actors (states, corporations, advocacy groups, business associations and more).

**4:45 -5.45 pm PRACTICE INSIGHTS**

▪ **ENGAGING THE JUDICIARY STRATEGICALLY**

**Mónica Roa**, Public Interest Lawyer & International Consultant, Colombia

Whether as part of a litigation process or not, the judiciary offers opportunities to advance your social justice goal. However, judges have particular dynamics that you need to understand to be able to get the power of justice behind your purpose. This class will offer practical tools to show you how to map the context and identify whether the situation is ripe for rights litigation, how you can strengthen such conditions, and how to plan legal, communicational, and/or social mobilization strategies around a case.

Q&A

Day 3 wrap-up: **Jennifer Pomeranz**, New York University College of Public Health, New York City

**Free time**

**Farewell Dinner**

**THURSDAY 26 July 2017**

**9– 11 am CASE-STUDY**

▪ **GAMIFIED ADVOCACY: HOW TO DRAW AND IMPLEMENT A GAMIFIED ADVOCACY PLAN**

**Gianluca Sgueo**, Lecturer, NYU in Florence and European Parliament Research Service

Gamified advocacy, as it is referred to in scholarly parlance, is included in the broader context of digital advocacy, and comprises behavioral incentives aimed at mobilizing segments of the public opinion. Gamified advocacy has been particularly useful in supporting ideologically driven campaigns targeting corporate multinationals. When not directly targeting multinationals, however, gamified advocacy may also be directed towards policy-makers. Highly sensitive social issues like peace-building, social welfare, the gender gap, food security, corruption and diversity have all been targets of gamified campaigns of advocacy. This simulation is aimed at ideating and implementing a gamified advocacy plan. Moving from the analysis of both successful and unsuccessful efforts by pressure groups to ‘gamify’ their strategies, participants – divided in groups – will be engaged into implementing game elements into a strategy of advocacy. Trade-offs and strategic-thinking will be key to successfully deal with the assigned tasks. Through the simulation, participants will have a better grasp of the following questions: first, to what extent the systems of rules and rewards found in games can be used to correspond to real world action? Second, Is gamified advocacy (long-term) effective? Third, what makes a successful gamified advocacy strategy?

**11-11:30 am**

**Coffee Break**

**11:30-12:45 am THEORY & RESEARCH**

- **THE BUSINESS CASE FOR PRIVATE SECTOR ACTION IN SUPPORT OF CIVIC FREEDOMS**  
Lamin Khadar, Pro bono & diversity manager, Dentons

From gun control to sexual harassment, in an increasingly volatile and politically polarized world, inaction is not the safe haven it once was for multinational corporations. This is especially true for social media companies whose users have the power to render a platform obsolete almost overnight (Myspace, Snapchat). In the context of the global attack on civic freedoms this urgency for corporate action and danger of inaction plays out with a great deal at stake. Whether it’s data harvesting to corrupt the democratic process, censorship to limit political expression or surveillance to identify LGBT activists, social media companies are required to take a political stance with wide reaching consequences. But what economic and business oriented incentives are there for such companies to promote and protect civic freedoms? This talk will explore exactly this question.

**1-2:30 pm**

**Lunch Break**

**2:30 – 4 pm DEBATE**

- **PHILANTHROPY AND THE POWER OF ADVOCACY: PRIVATE WEALTH FOR PUBLIC GOOD AND ITS ROLE IN SUPPORTING CITIZEN-LED CHANGE**



**Krystian Seibert**, Industry Fellow, Centre for Social Impact at Swinburne University of Technology.

Advocacy is generally a form of collective action, where individuals come together to pool their resources and combine their efforts in order to achieve change. However this is not always an easy process, and comes with its own set of unique challenges. Political economy provides insights into the nature of some of these challenges, and this session will explore what the political economy tells us and what this means in practice.

**Moderator:**

- **Krystian Seibert**, Industry Fellow, Centre for Social Impact, Swinburne University of Technology, Australia

**Panellists:**

- **Susan Treadwell**, Deputy Director, Open Society Initiative for Europe, Spain
- **Isabelle Schwarz**, Head of Advocacy, R&D and Knowledge Management, European Cultural Foundation, The Netherlands
- **Tamara van Strijp**, Adesium Foundation

Q&A

**4:00-4:30 pm**

- **Wrap Up, feed-back and greetings**  
Alberto Alemanno