

# *Lobbying for animal welfare*

Strategies to influence the  
decision making process in the  
European Union

# *What is lobbying?*

Implementing a specific strategy to influence political decision making in regard to a defined goal.

# *Choosing my meetings*

- Arena analysis
- Message analysis
- Priority setting
- Time frame
- Building an informal network

# *Preparing the meeting*

- Who am I going to meet?
- Previous contacts
- What is the context of the topic/issue/conversation?
- What do I want to achieve?
- What is my main message?
- What kind of supporting material do I need?
- Which information do I need to obtain?

# *Deciding on a strategy*

## **Supplying or demanding?**

Every lobby group has to develop both. Without supplying it cannot make itself interesting and without demanding it cannot influence the outcome. Lobby groups should be more conscientious about its supply than its demand side.

## **Formally or informally?**

The best style of behaviour depends on the situation.

## **Directly or indirectly?**

By using the indirect method the lobby group dissociates its message from itself and sends it through another channel.

The direct ways can range from informal to formal.



# *How to communicate effectively*

- Use as many open-ended questions as possible
  - What do you (exactly) mean?
  - Where can you situate the problem...?
- Listen actively
- Ask direct questions
  - Direct questions are questions with a YES/No answer or with a choice of two possibilities.
- Ask control questions
  - If I understood you well...
  - So you are saying that.....
- Ask general control question
  - Here the customer has to agree fully and clearly.

# *Convincing skills*

- Empathy
  - Identify oneself with the situation of the other
  - Putting yourself in the place of the other
- Mutuality
  - Adapting voice to the other person
  - Adapting body language to the other person (one level down and the other will follow)
  - Try to use the same words (equally strong) and the reframe it/change slowly – confirmation as a first step is necessary

# *Don't forget...*

You have only **60 seconds** to create curiosity on the activities of your organization when you talk to someone!



# *Lobby in the EU*

- Over 20.000 accredited lobbyists from all sectors of society
- For every issue there are opponents and supporters
- The outcome will always be a compromise
- Building coalitions is a necessity

# *What to know about the EU*

How does the legal system work?

Who are the main players?

What is the time frame?

Where does my contact come from?

Who else is participating in the discussion?

What do other political players want?

# *Common NGO mistakes*

- There is no such thing as being right
- People who are being criticised are hardly supporters
- Tactical alliances are difficult to build and to maintain
- To speak with one voice
- The right image
- Knowledge not agitation
- Facts instead of emotions

# *Golden Lobby Rule*

„Ask as many questions as possible, listen actively and speak as little as possible.“