

EU in Practice : Advocating in the EU

Instructor: Pierre-Yves Le Borgn'

Email: pyleborgn@yahoo.com

Office:

Office Hours:

Course description:

The EU defines lobbying as *“activities ... carried out with the objective of directly or indirectly influencing the formulation or implementation of policy and the decision-making process of the EU institutions, irrespective of where they are undertaken and of the channel or medium of communication used “* (Interinstitutional Agreement L277/11). This intensive class aims at increasing students' knowledge of lobbying strategies, the significant role of lobbyists in Brussels, the evolution of lobbying the EU in parallel to the changing nature of the EU and how the EU is contending with lobbying activities. The class will also provide practical training and tips in how to effectively lobby the EU and its institutions.

Note about intensive seminars:

This is a one-week intensive course. Students will meet in person with the faculty 3 hours a day M-F for the one week. However, the class is a semester-long course and students are expected to complete the readings in the weeks leading up to the seminar and work on any final assignments for the class after the class meetings. Students are required to attend all classes, so please make sure to take note of the dates and time, and plan to clean your schedule that week.

Course objective:

At the end of the course, students will be able to:

- Discuss the current state of lobbying in the EU
- Outline the rules and regulations for lobbying in the EU
- Identify avenues to participate and influence EU policy-making
- Create effective corporate or non-profit strategies for engaging with the EU

Assignments:

- Attendance (15%)
- Active Participation (15%)
- Weekly Discussion Responses (25%)
- Group Project: Lobbying Pitch (30%)
- Pitch Presentation (15%)

Required readings:

- Reading will be provided to students on Canvas



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Weekly Outline

Day 1 – Understanding the EU decision-making process

Topics: EU institutions; legislative process, rules and regulations on lobbying EU institutions

Readings

- Pinder, John and Simon Usherwood. 2018. *European Union: A Very Short Introduction* (Oxford: Oxford University Press)
- Hofmann, Andreas. 2017. "[Lobbying and Interest Group Politics in the European Union.](#)" in *The Routledge Handbook of European Public Policy* eds. Nikolaos Zahariadis and Laurie Buananno (Abingdon, UK: Routledge): 279-286.
- Dinan, William. 2021. "[The Regulation of Lobbying and the European Transparency Register.](#)" in *Interest Representation in the European Union*, 4th ed. (London: Palgrave MacMillan): 55-66.

Recommended Readings

- De Bruycker, Iskander and Jan Beyers. 2019. "[Lobbying Strategies and Success: Inside and Outside Lobbying in European Union Legislative Politics.](#)" *European Political Science Review* 11(1): 57-74.

Day 2 – EU Secondary Legislation, from delegated acts to implementing acts – Understanding post-Lisbon lobbying

Topics: EU secondary legislation; delegated acts; implementing acts; consequences over EU lobbying

Required Readings

- Guéguen, Daniel. 2021. *Lobbyist* (Anthemis).
- Wetendorff Noergaard, Rikke, Peter Nedergaard, Jens Blom-Hansen. 2019. "Lobbyism in the EU Comitology System". In *Lobbying in the European Union: Strategies, Dynamics and Trends*, eds. Doris Dialer and Margarethe Richter (Cham, Switzerland, Springer): 149-164.
- Eckert, Sandra. 2020. "Beyond Legislation: Reconsidering the Locus of Power in EU Regulatory Governance". In *The Theory and Practice of Legislation* (Taylor & Francis Online): Volume 7, Issue 3: Regulation and Legislation: 205-225.

Recommended Readings

- Marrissen, Vicky. 2018. "The European Parliament and EU Secondary Legislation: Improved Scrutiny Practices and Upstream Involvement for Delegated Acts and Implementing Acts". In *The European Parliament in Times of EU Crisis* (Palgrave MacMillan): 143-159.

Day 3 – Trends in EU lobbying

Topics: changing time for lobbying in Brussels and Strasbourg; competing lobbying angles

Required Readings



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

- Coen, David, Katsaitis, Alexander and Vannoni, Matia. 2021. *Business Lobbying in the European Union* (Oxford University Press).
- Junk, Wiebke Marie. 2016. Two Logics of NGO Advocacy: Understanding Inside and Outside Lobbying on EU Environmental Policies. In *Journal of European Public Policy*, Volume 23, 2016 – Issue 2: 236-254.
- Bank, Max; Duffy, Felix; Leyendecker, Verena; Silva, Margarida. 2021. *The Lobby Network: Big Tech's Web of Influence in the EU*. Published by Corporate Europe Observatory and LobbyControl e.V. Brussels.

Recommended Readings

- Business. 2021. "The Power of Lobbyists is Growing in Brussels and Berlin". In *The Economist*, 15 March.

Day 4 – Toolbox for Lobbying the EU

Topics: How to monitor EU legislation; how to influence it

Required Readings

- Alemanno, Alberto. 2016. *Lobbying for Change* (Icon Books).
- De Bruycker, Iskander. 2016. "David and Goliath in Brussels: Lobbying Strategies and Success in the EU". *LSE blog*. <https://blogs.lse.ac.uk/euoppblog/2016/06/02/david-and-goliath-in-brussels-lobbying-strategies-and-success-in-the-eu/>
- Guéguen, Daniel. 2013. *Reshaping European Lobbying* (Europolitics and PACT European Affairs).

Recommended Readings

- Tidey, Alice and Genovese, Vincenzo. 2022. Calls for EU lobbying rules to be reformed grow as corruption scandal rocks Brussels. *Euronews*. <https://www.euronews.com/my-europe/2022/12/12/calls-for-eu-lobbying-rules-to-be-reformed-grow-as-corruption-scandal-rocks-brussels>

Day 5 – Conclusions & Presentations

Required Readings

- Students should come prepared to present their pitches.



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.