

# Lobbying – magic remedy or dirty word?

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## 5 theories on the benefits and limitations of lobbying

1. Long-term relationships are the key to success, while a hectic rush is usually a recipe for disaster!
2. Viewing lobbying as a one-way street is a sure-fire way to end up in a dead end!
3. Stubbornness is a virtue; but so is exercising moderation!
4. There is a thin line between lobbying and disturbing people!
5. Don't underline differences, but instead highlight common interests!

## Lobbying – possible measures

### Including decision makers in your activities

- Invite them to the general meeting
- Invite them to special events (e.g. open house days, panel discussions)
- Send them copies of the annual report or periodicals
- Involve them in management bodies (executive committee)

### Media relations

- Invite local journalists to the general meeting
- Communiqués, topical articles
- Briefing talks with journalists

### Maintaining direct contact with decision makers

- Hold discussions with authorities
- Contact individual parties/fractions
- Talk to decision makers on a one-to-one basis

### **Cooperating with other organisations**

- Create regional or supraregional interest groups
- Get involved in existing organisations
- Assume some responsibility in overarching institutions
- Get involved in decision making boards (authorities, parliaments)

### **Important!**

All measures must meet the following criteria:

Be transparent – be of a long-term nature – be appropriate