Preview Agenda

HOW CAN COMPANIES LOBBY FOR GOOD?

Self-serving corporate political behaviour appears questioned today. The shift comes at a moment of increasing public scrutiny on corporate behaviour. What's at stake is the business' licence to lobby. Hence the question of what a different corporate political engagement may look like, as that is increasingly expected by investors (ESG), employees and customers. As there is little reward for companies to experiment in this space, little incentives exist on how to embrace transparent, responsible and sustainable political engagement. This session intends to reflect how to structurally overcome this major limitation to the emergence of responsible corporate lobbying in the sustainability space.

Moderator:
Richard Roberts, Inquiry Lead, Volans

Speakers:
Sophia Chrysopoulou, EU Public Affairs Director, Coca-Cola Company
Edward Collins, Director, InfluenceMap
Facundo Etchebehere, Vice-President Sustainability Strategy & Partnerships, Danone
Robin Hodess, Strategy Lead, The B-Team
Rasmus Nikolaj Due Skov, Head of Global External Affairs & Positioning, Ørsted

ESG PROVIDERS: THE GATE-KEEPERS OF CORPORATE POLITICAL ACTIVITIES?

Despite heavily influencing policy outcomes, corporate political activities are not consistently reported on or integrated into public policymaking or corporate and investment decision-making processes. In these circumstances, businesses receive little reward for responsible conduct, through the adoption of self-imposed standards, while civil society remains largely unable to exercise its watchdog function at a political level. This reporting

The GOOD Lobby
www.thegoodlobby.eu
info@thegoodlobby.eu

THE good LOBBY

gap appears partly filled by the market, notably via ESG providers who increasingly quizzed companies about their lobbying and other political activities. This session presents the first systematic attempt at ranking and comparing these initiatives against an ideal 'sustainable lobbying' private standard companies should follow to maintain their licence to engage with governments.

Moderator:
Alberto Alemanno, Jean Monnet Professor of HEC Law Paris and The Good Lobby Founder

Speakers:
Betina Vaz Boni, Senior Analyst, Principles for Responsible Investment (tbc).
Dieter Zinnbauer, Marie-Curie Fellow, Copenhagen Business School
More speakers to come!

LOBBYING BY INFLUENCERS

The question of how social media influencers should be governed and regulated is drawing growing attention. Yet the focus being limited to the phenomenon of influencer marketing, it falls short of acknowledging the existence of influencers' lobbying directed at policymakers. This session presents pioneering research findings on the nature, format and impact of influencers' attempts at shaping public policy.

Speaker:
Catalina Goanta, Associate Professor, Utrecht University
More speakers to come!

BEYOND TRANSPARENCY REGISTERS TO GOVERN LOBBYING

While many democracies have established lobby registers in recent years and more countries are expected to follow this trend, these regulatory initiatives often receive heavy criticism as they fail to meet the high expectations regarding (increased) transparency and accountability. Should lobby registers be designed in a substantially different way, or do we need a different set of tools to provide insights into the role of lobbying in policymaking?

Speakers:
Pauline Bertand, Policy Analyst, OECD
Michele Crepaz, Vice Chancellor Illuminate Fellow, Queen's University Belfast
Bert Fraussen, Assistant Professor, Leiden University
Carina Paju, Senior Regional Coordinator, Open Government Partnership

LOBBYING FOR FUTURE GENERATIONS? THE RISE OF EXISTENTIAL ADVOCACY

As societies become more concerned with their impact on future generations, the question of how to give voice to them is gaining greater urgency. How to identify and integrate future generations' concerns in contemporary decision-making? Despite growing societal acceptance of the ethics of obligations to the future – as reflected in record-high number of future-sensitive constitutions and international treaties – present generations' promises to future generations remain unfulfilled. This session focuses on how to create the conditions for policymakers to consider the distributive consequences but also not the temporal dimension of their decisions.

Speakers:
Alberto Alemanno, Jean Monnet Professor of HEC Law Paris

The GOOD Lobby
www.thegoodlobby.eu
info@thegoodlobby.eu

THE good LOBBY

More speakers to come!

WHEN PHILANTHROPY AND ADVOCACY MEET

Philanthropy plays a critical role supporting civil society to achieve systemic change which addresses the root causes of social and environmental challenges. Such change can often only be secured by influencing government policies and practices. By funding advocacy, philanthropy can empower citizen-led change and contribute to the vibrancy of democratic societies but it might also unduly influence the political process without the required legitimacy. This panel discussion will explore whether and how philanthropies partner with civil society within democratic boundaries, and what opportunities there are to further enhance this collaboration.

Moderator:
Alberto Alemanno, Jean Monnet Professor of HEC Law Paris

Speakers:
Neil Campbell, Director of Policy Planning, Global Advocacy, Open Society Foundations
Carola Carazzone, Vice-President, Philea

SHOULD LOBBYING BE BANNED FROM SOME INDUSTRIES? THE OUTER LIMITS OF BUSINESS-GOVERNMENT RELATIONS

The World Health Organization's (WHO's) draft Decision-Making Process and Tool to assist governments in preventing and managing conflicts of interest in nutrition policy is set to revolutionise business-government relations in nutrition policy in much the same way as Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC), which aims to protect tobacco policies from tobacco industry political influence. As such, it offers a case in point of a broader, public policy and legal discussion about whether - and under what conditions - companies may participate in policy-making both at the domestic and transnational level, especially in the most contested policy spaces. In the meantime, the climate movement has been asking for a ban on fossil fuel companies' political engagement with public authorities, and similar voices have been raised in relation to the alcohol industry.

Moderator:
Alberto Alemanno, Jean Monnet Professor of HEC Law Paris

Speakers:
Adélaïde Grémont, Global Public Affairs Director, Danone
Will Sharp, Researcher**,** Access to Nutrition Initiative
Francesco Tramontin, Vice President, Group Public Policy Center, Ferrero

WHAT IS THE ROLE (IF ANY) OF TRADE ASSOCIATIONS TODAY?

Trade associations are undergoing a profound crisis in their ability to represent and speak on behalf of an entire sector. Too often their members may publicly support policy action, yet simultaneously fund a trade association countering that policy. The misalignment between corporate lobbying with a business' stated commitments to purpose, values or stakeholders is often due to lack of oversight, a siloed organisation or the involvement of trade association. Regardless, it is increasingly watched and called out by ESG investors (via InfluenceMap), employees (via ClimateVoice), and consumers (via ProgressiveShoppers). This

The GOOD Lobby
www.thegoodlobby.eu
info@thegoodlobby.eu

THE *good* LOBBY

session will discuss a selection of case studies (e.g. zero carbon & zero waste supply chains, etc) on what principles and tools can help ensure success.

Speaker:
Edward Collins, Director, InfluenceMap
Adélaïde Grémont, Global Public Affairs Director, Danone
Dieter Zinnbauer, Marie-Curie Fellow, Copenhagen Business School
More speakers to come!

WILL AI WRITE OUR LAWS?

What is AI-powered lobbying? Imagine a world where lobbyists, aided by artificial intelligence, can dramatically expand their influence on government. As of today, AI has the potential to aid in the creation and passage of micro legislation by adopting large language models. AI could author draft policy proposals that are highly tailored, making it harder to detect the hand of special interests. AI could help develop an impact assessment and quantify how beneficial proposed policy changes will be - financially or otherwise - to key interests. Whether and how to use and govern AI-powered lobbying emerges as yet another challenge for the integrity of the political process.

Speakers to come!

LOBBYING AND THE FUTURE OF THE FINANCIAL SYSTEM: REGULATORY CAPTURE AND BEYOND

The FTX debacle and fallout from the rapid collapse of Silicon Valley Bank and Credit Suisse remind us how quickly lessons from the Global Financial Crisis have been forgotten. Financial sector lobbying shapes global capital flows and government policy. Following more than a decade of accommodative monetary policy and unprecedented growth in financial assets, the financial system is ripe for reinvention to better serve the public. From climate change to housing and public health, how is lobbying influencing financial architecture and capital allocation across the economy, and what will be the outcome: higher profits or a financial system that meets basic needs for all citizens?

Carlota de Paula Coelho, Policy Lead, B-Lab Europe
David Barmes, Head of Research, Positive Money (tbc)
Hamish Stewart, Principal Consultant Sustainable Finance, EcoAct
More speakers to come!

THIRD COUNTRY LOBBYING AND FOREIGN INFLUENCE

The recent turn to the treatment of corruption as a tool for foreign interference and national security threat exposes two contradictory tendencies. First is the desire to preserve the integrity of the decision-making within one jurisdiction from foreign interference and the second is to limit transparency of the decision makers. What changes to the lobbying environment does this bring and how will the lobbyists and those lobbied by the non-EU actors be affected? This session will explore the tensions for both groups that could be hit by the new developments.

Neil Campbell, Director of Policy Planning, Global Advocacy, Open Society Foundations
Nedim Hogic, Emil Noel Fellow, New York University
More speakers to come!

PITCHING TIME BY PARTICIPANTS FOR PARTICIPANTS (PARALLEL SESSIONS)

SOCIAL PLAN:

- Guided Walking Tour of Getxo, pintxos and drinks (gastronomic experience)
- Boat Tour along the Basque Coast
- Visit to the Guggenheim Museum
- Farewell Dinner

The GOOD Lobby
www.thegoodlobby.eu
info@thegoodlobby.eu

THE good LOBBY