



## Agenda



MONDAY, JULY 17th	
13:00 - 13:30	<b>REGISTRATION</b>
13:30 - 14:00	<b>WELCOME REMARKS</b>
	<b>Alberto Alemanno</b> , Professor of Law, HEC Paris & Founder, The Good Lobby
14:00 - 15:30	<b>WHO ARE THE GATE-KEEPERS OF CORPORATE POLITICAL ACTIVITIES?</b>
	<p>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, civil society remains largely unable to exercise its watchdog function at a political level, while businesses receive little reward for responsible conduct, through the adoption of self-imposed standards, beyond mere compliance. This ‘reporting 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 Good Lobby Tracker, the first systematic attempt at ranking and comparing these initiatives against existing best practices emerging from voluntary initiatives aimed at strengthening the monitoring of corporate political activities. Not only these voluntary standards might become mandatory one day, but they might soon reveal a prerequisite for the preservation of companies’ licence to lobby.</p> <p><b>Moderator</b>  <b>Carlota de Paula Coelho</b>, Policy Lead, B Lab Europe</p>

	<p><b>Presenter</b>  <b>Alberto Alemanno</b>, Jean Monnet Professor of Law, HEC Paris</p> <p><b>Discussants</b>  <b>Sebastien Akbik</b>, Analyst, UN Principles for Responsible Investment  <b>Pauline Bertrand</b>, Policy Analyst, OECD  <b>Peter Webster</b>, CEO, EIRIS Foundation</p> <p>Q&amp;A</p>
15:30 - 16:00	<b>Coffee Break</b>
16:00 - 16:30	<b>PRESENTATION OF LEADERSHIP GROUPS and SIMULATION GAME</b>
16:30 - 17:15	<b>WHAT'S THE FUTURE OF LOBBYING? A VIEW FROM 2033</b>
	<p>Come along for a little speculative stroll: given where we are and given where we seem to be going, where might we actually end up with our political engagement in five (or ten?) years' time? What could active political participation look like, what would it mean for society, for business? I will present a plausible future for inspiration and critique - and with far-flung implications for how lobbying and influencing will be transformed.</p> <p><b>Presenter</b>  <b>Dieter Zinnbauer</b>, Marie-Curie Fellow, Copenhagen Business School</p> <p><b>Discussants</b>  <b>Carlota de Paula Coelho</b>, Policy Lead, B Lab Europe  <b>Efrén Feliu</b>, Climate Change Manager, Tecnalía</p> <p>Q&amp;A</p>
19:00 - 21:00 <b>SOCIAL PLAN</b>	<b>Guided Walking Tour</b> of Getxo, followed by pintxos & drinks
<b>TUESDAY, JULY 18th</b>	
9:00 - 9:45	<b>LEADERSHIP GROUPS</b>
10:00 - 11:15	<b>BEYOND TRANSPARENCY REGISTERS TO GOVERN LOBBYING</b>
	<p>While many democracies have established lobby registers in recent years and more countries are expected to follow this trend through the adoption of lobbying laws, these regulatory initiatives face 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?</p> <p><b>Moderator</b>  <b>Bert Fraussen</b>, Associate Professor, Leiden University</p>

	<p><b>Speakers</b>  <b>Pauline Bertrand</b>, Policy Analyst, OECD  <b>Michele Crepaz</b>, Vice Chancellor Illuminate Fellow, Queen's University Belfast  <b>Carina Paju</b>, Senior Regional Coordinator, Open Government Partnership</p> <p><b>Q&amp;A</b></p>
11:15- 11:30	<b>Coffee Break</b>
11:30 - 12:30	<b>THIRD COUNTRY LOBBYING AND FOREIGN INFLUENCE</b>
	<p>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.</p> <p><b>Presenter &amp; moderator</b>  <b>Nedim Hogic</b>, Emile Noël Fellow, New York University School of Law</p> <p><b>Speakers</b>  <b>Pauline Bertrand</b>, Policy Analyst, OECD  <b>Natacha Kazatchkine</b>, Head of Advocacy, Open Society Foundations</p> <p><b>Q&amp;A</b></p>
12:30 - 14:30	<b>Lunch Break</b>
14:30 - 15:45	<b>WHAT IS THE ROLE (IF ANY) OF TRADE ASSOCIATIONS TODAY?</b>
	<p>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 session will discuss a selection of case studies (e.g. zero carbon &amp; zero waste supply chains, etc) on what principles and tools can help ensure success.</p> <p><b>Moderator</b>  <b>Dieter Zinnbauer</b>, Marie-Curie Fellow, Copenhagen Business School</p> <p><b>Speakers</b>  <b>Edward Collins</b>, Director, InfluenceMap</p>

	<p><b>Wouter Lox</b>, Secretary General, European Fruit Juice Association  <b>María Rosa Rotondo</b>, Chairwoman, Public Affairs Community of Europe</p> <p>Q&amp;A</p>
15:45 - 16:00	<b>Coffee Break</b>
16:00 - 17:00	<b>SHOULD LOBBYING BE BANNED FROM SOME INDUSTRIES? BUSINESS' LICENCE TO LOBBY QUESTIONED</b>
	<p>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. Is business' licence to lobby at stake?</p> <p><b>Moderator</b>  <b>Alberto Alemanno</b>, Jean Monnet Professor of HEC Law Paris</p> <p><b>Speakers</b>  <b>Adélaïde Grémont</b>, Global Public Affairs Director, Danone  <b>Will Sharp</b>, Researcher, Access to Nutrition Initiative  <b>Francesco Tramontin</b>, Vice President, Group Public Policy Center, Ferrero</p> <p>Q&amp;A</p>
17:15 - 20:30	<b>Boat tour</b> along the Basque coast followed by guided visit to <b>Guggenheim Museum</b> - Free night in Bilbao
<b>SOCIAL PLAN</b>	
<b>WEDNESDAY, JULY 19th</b>	
9:00 - 9:45	<b>LEADERSHIP GROUPS (WRAP UP)</b>
9:45 - 11:00	<b>HOW CAN COMPANIES LOBBY FOR GOOD?</b>
	<p>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</p>

	<p>major limitation to the emergence of responsible corporate lobbying in the sustainability space.</p> <p><b>Moderator</b>  <b>Richard Roberts</b>, Inquiry Lead, Volans</p> <p><b>Speakers</b>  <b>Sophia Chrysopoulou</b>, EU Public Affairs Director, Coca-Cola Company  <b>Facundo Etchebehere</b>, Senior Vice-President Sustainability Strategy, Danone  <b>Robin Hodess</b>, Strategy Lead, The B Team  <b>Elvira Ragozzino</b>, Governance Manager, Ferrero</p> <p>Q&amp;A</p>
11:00 - 11:15	<b>Coffee Break</b>
11:15 - 12:45	<b>LOBBYING AND THE FUTURE OF THE FINANCIAL SYSTEM: REGULATORY CAPTURE AND BEYOND</b>
	<p>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?</p> <p><b>Moderator</b>  <b>Hamish Stewart</b>, Principal Consultant Sustainable Finance, EcoAct</p> <p><b>Speakers</b>  <b>David Barmes</b>, Head of Research, Positive Money  <b>Edward Collins</b>, Director, InfluenceMap  <b>Carlota de Paula Coelho</b>, Policy Lead, B Lab Europe  <b>Peter Webster</b>, CEO, EIRIS Foundation</p> <p>Q&amp;A</p>
12:45 - 13:30	<b>SIMULATION GAME PREPARATION</b>
13:30 - 14:30	<b>Lunch Break</b>
14:30 - 15:30	<b>LOBBYING FOR FUTURE GENERATIONS? THE RISE OF EXISTENTIAL ADVOCACY</b>
	<p>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</p>

	<p>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 numbers 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.</p> <p><b>Presenters</b>  <b>Alberto Alemanno</b>, Jean Monnet Professor of Law, HEC Paris  <b>Giulia Neri</b>, Head of Policy, The Good Lobby</p> <p><b>Moderator</b>  <b>Kelsey Beltz</b>, Director, The Good Lobby</p> <p><b>Speakers</b>  <b>Lucía Martínez</b>, Project Manager, The Good Lobby Spain  <b>María Rodríguez</b>, President, European Youth Forum  <b>Maria Petzsch</b>, Lawyer, Client Earth</p> <p>Q&amp;A</p>
15:30 - 16:00	<b>Coffee Break</b>
16:00 - 17:30	<b>SIMULATION GAME PREPARATION</b>
	Free Time
<b>SOCIAL PLAN</b>	Cocktail and Farewell Dinner in Getxo, Restaurante Migaea
<b>THURSDAY, JULY 20th</b>	
9:00 - 9:45	Leadership Groups (wrap up)
9:45 - 10:45	<b>HOW TO BUILD A SUCCESSFUL ADVOCACY AND LOBBYING CAMPAIGN? THE TALE OF THE INFANT PROTECTION LAW IN SPAIN</b>
	<p>This session reconstructs the advocacy strategy successfully designed by Save the Children in Spain in support of the Children and Teen Protection Law, a pioneer piece of legislation that became a reference for other EU member states. Main take-aways for a successful advocacy campaign.</p> <p><b>Moderator</b>  <b>Alfredo Gazpio</b>, Director, The Good Lobby Spain</p> <p><b>Presenter</b></p>

	<p><b>Catalina Perazzo</b>, Social &amp; Political Impact Director, Save the Children Spain</p> <p>Q&amp;A</p>
10:45 - 11:00	<b>Coffee Break</b>
11.00 - 12:45	<b>SIMULATION GAME : HOW TO REGULATE LOBBYING AND CORPORATE POLITICAL INFLUENCE?</b>
	<p>This concluding session will be animated by participants, organised in groups, who will be expected to contribute to a multistakeholder public consultation meeting by presenting their perspectives and policy options to the policymakers. It is based on a simulation connecting the dots among the major themes discussed during the academy and set to empower participants to experiment in a safe environment with a public consultation process.</p>
12:45 - 13:15	<b>WRAP UP: THE LOBBYING FOR GOOD MOVEMENT</b>
	<p>Most citizens, nonprofits, social change actors as well as some progressive companies perceive lobbying as an opaque activity of dubious integrity. Yet an emerging, cross-cutting movement is reclaiming this contested practice as a political innovation capable of changing how we practise democracy and prompt social change. Are you ready to join the movement?</p> <p><b>Alberto Alemanno</b>, Jean Monnet Professor of HEC Law Paris</p>