

AGENDA

22 - 25 July 2024

Bilbao, Spain

Agenda

MONDAY, JULY 22	
13.00-13.30	REGISTRATION
13.30-14.00	WELCOME & SETTING THE SCENE
	Alberto Alemanno , Professor of Law, HEC Paris & Founder, The Good Lobby
14.30-15.30	CORPORATE BEHAVIOR IN AN AGE OF POLITICAL CAPITALISM
	<p>Corporations today are under increasing pressures around political issues. We have entered a new stage in the capitalist model. Increased activist pressure; greater scrutiny of corporate behaviours around political, and politicised, issues; decreasing societal tolerance of corporate externalities and market failures; an increasingly volatile and unpredictable geopolitical environment. The world has changed and companies are adapting. This session will explore what all this looks like when viewed from a corporate perspective, provide a framework for potential responses, and explore what this all means for how we view the role of business in our societies.</p> <p>Keynote speaker Joe Zammit-Lucia, Author of "The New Political Capitalism"</p> <p>Discussant</p>

	Irit Tamir , Senior Director, Oxfam
15.30-16.00	Coffee break
16.00-16.30	PRESENTATION OF LEADERSHIP GROUPS AND SIMULATION GAME
	Kelsey Beltz , Head of Global Partnerships & Education, The Good Lobby Alberto Alemanno , Professor of Law, HEC Paris & Founder, The Good Lobby
16.30-17.15	WHAT'S THE STATE OF PLAY IN LOBBYING REGULATION? PRINCIPLES, FRAMEWORKS AND REGULATIONS
	<p>Lobbying regulation is still in its infancy. Only a handful of countries have lobbying regulations. Around 17 jurisdictions have lobbying registers, but governments are facing up to the need for more clarity and transparency, and lobbying regulations have been tabled in Italy, Spain, the Czech Republic and timidly debated in Japan. Lobbying frameworks and principles are very well established, most recently at the OECD following the Global Finance Crisis. Lobbying gained renewed attention during Covid, with historically unprecedented government and central bank lending to companies across the economy. With lobbying now a part of all policy processes in all countries, how can regulations be implemented effectively and consistently? What would a Model Law on Lobbying include? Yet are all political and administrative cultures ready for that?</p> <p>Presenter Pauline Bertrand, Policy Analyst, OECD</p> <p>Discussant Ko Fuji, CEO, Makaira World</p>
17.15-17.45	CORPORATE POLITICAL ENGAGEMENT: FROM LOBBYING REGULATION TO LOBBYING GOVERNANCE
	<p>Self-serving corporate political behaviour appears increasingly questioned today. The shift comes at a moment of increasing public scrutiny of corporate behaviour on policy outcomes and society. What's at stake in this new era of concern is also businesses' licence to lobby. Hence the question of what a different model of what corporate political engagement may look like, which is increasingly what is expected by investors (ESG), employees and customers. As there is little reward for companies to experiment safely in this space, there are few incentives for first movers to embrace transparent, responsible and sustainable political engagement. Hence the emergence of dozens of initiatives, in particular in the climate space for climate-positive policy engagement, strive to experiment new approaches aiming at upping the game under the investors'</p>

	<p>pressure. Moreover, many companies are now preparing for mandatory reporting against the EU Directive on Corporate Sustainability Due Diligence (CSRD) – and some pioneers have already released reports (voluntary reporting under ESRS G1-5). This introductory session intends to provide an overview of the changing corporate lobbying landscape, by highlighting some of the major initiatives and trends that will be unpacked during the week.</p> <p>Presenter Alberto Alemanno, Professor of Law, HEC Paris & Founder, The Good Lobby</p>
17.45-18.30	EVERYTHING YOU EVER WANTED TO KNOW ABOUT LOBBYING BUT NEVER DARED ASK
	<p>This session will provide an overview of key influence topics based on cutting-edge research from one of the leading scholars in the field of global governance, Professor Angel Saz-Carranza. Then, you will have the chance to ask everything you ever wanted to know about lobbying but never dared to ask.</p> <p>Speaker Angel Saz-Carranza, Professor of Strategy and Management, ESADE and Visiting Professor at Georgetown University's McDonough School of Business.</p>
18.30-21.00 SOCIAL PLAN	Guided Walking Tour of Portugalete, followed by Cocktail Reception at Hotel Puente Colgante
TUESDAY, JULY 23	
9.00-9.45	LEADERSHIP GROUPS
9:45-11.00	THE FUTURE OF CORPORATE POLITICAL CONDUCT: ASSESSING GAPS & OPPORTUNITIES WITH INVESTORS, ESG DATA PROVIDERS, COMPANIES & POLICYMAKERS
	<p>As citizens from more than 60 countries, representing nearly half of the global population head to the polls this year, there has never been a better time to address corporate political influence across a range of public policy issues. Institutional investors, employees and customers are joining citizens in wanting better access to data on corporate political activities that shape the regulatory context of most businesses. This panel will consider what incentives exist to encourage more consistent and transparent information, and the stakeholders who are leading the way in demanding more sustainable political engagement by large companies.</p> <p>The session will examine systems-level approaches to enabling responsible corporate lobbying, with a focus on institutional investors and data providers approaches to accessing data and assessing corporate political activities</p>

	<p>across markets. Beyond enhanced disclosure and transparency, what motivates companies to align their political activities with the public good?</p> <p>Moderator Hamish Stewart, Senior Advisor, The Good Lobby Tracker</p> <p>Speakers Pauline Bertrand, Policy Analyst, OECD Carlota de Paula Coelho, Senior Policy Manager, B Lab Amy Meyer, Consultant, Erb Institute, Michigan University Peter Webster, CEO, EIRIS Foundation</p>
11.00-11.15	Coffee Break
11.15-12.00	ESG DATA PROVIDERS AND THE CORPORATE POLITICAL FOOTPRINT
	<p>How can investors gather more and better corporate political activities' data, and what should they do with this information? This session will spotlight the uneasy relationships between ESG data providers, companies and investors. The second year of The Good Lobby Tracker provides an opportunity to assess the evolving system of voluntary standards on disclosure of corporate political activities and how these may actually impact corporate conduct. The session will assess opportunities for progress in the consistency and comparability of corporate disclosures across their influence activities, and why this matters for investors and other stakeholders.</p> <p>Presenter Hamish Stewart, Senior Advisor, The Good Lobby</p> <p>Discussants Pauline Bertrand, Policy Analyst, OECD : Ko Fuji, CEO, Makaira World</p>
12.00-13.00	MAPPING THE CORPORATE POLITICAL RESPONSIBILITY LANDSCAPE
	<p>Blue Crab Strategies conducted a landscape mapping of groups working in the Corporate Political Responsibility (CPR) space, interviewing over 30 different organisations. In this session, they will share their findings on the targets and levers the ecosystem is using, as well as gaps, challenges, and opportunities for further investment and expansion as CPR continues to gain attention as an important pillar of climate work.</p> <p>Speaker Hannah Seabury, Client Manager, Blue Crab Strategies</p> <p>Discussant</p>

	Dieter Zinnbauer , Senior Advisor, The Good Lobby
13.00-14.00	Lunch Break
14.00-14.45	HOW DO POLICY-MAKERS LIKE TO BE LOBBIED?
	<p>In the context of corporate political activities and other forms of lobbying, policymakers are often depicted as a silent target. Yet elected officials and policymakers on the receiving end of lobbying are active agents. This session will consider how policymakers perceive lobbying and what they expect from lobbyists.</p> <p>What do the targets of lobbying consider to be effective lobbying tactics, and what are the implications for citizen lobbying? The discussion is approached from a behavioural rather than a legal perspective to examine what has largely remained a blind spot in analysis on lobbying processes and will consider lessons learned from the targets of corporate engagement campaigns.</p> <p>Speaker</p> <p>Xavier Prats Monné, Former Director General, EU Commission</p>
14.45-16.00	WHAT DOES A BUSINESS ASSOCIATION'S 'RESPONSIBLE POLITICAL ENGAGEMENT' LOOK LIKE?
	<p>Business associations play a pivotal role in the lobbying ecosystem. In many countries and policy domains they are some of the most important and effective players in the public policy process. At their best, business associations are efficient bundlers of interests, information and communication, and at worst opaque agents that do the dirty work for special interests that do not wish to be publicly identified with more aggressive or damaging positions.</p> <p>How do we ensure that business associations can play a constructive and responsible role in developing robust policy and regulations? How should they govern themselves and how should they be regulated? What can different stakeholders do to support responsible lobbying by business associations?</p> <p>This session will assess the operating logic of business associations and their impact on public policy and wider issues of government integrity in democracies. We will explore different approaches to the oversight and regulation of business associations and examples of how to encourage good conduct and jointly identify which issues need more attention and reflection.</p> <p>Moderator</p> <p>Dieter Zinnbauer, Senior Advisor, The Good Lobby</p> <p>Speakers:</p> <p>Amy Meyer, Consultant, Erb Institute, Michigan University Ko Fuji, CEO, Makaira World, Japan Wouter Lox, Senior Advisor Rud Pedersen Gaya Ducceschi, Agri-Food and Chemicals Adviser, Portland</p>

	<p>Christian Verschueren, Chairman of the Board, Natagora Iara Beekma, Head of Advocacy, New European Reuse Alliance</p>
16.15-20.15 SOCIAL PLAN	<p>Boat tour to the Guggenheim Museum. Free night in Bilbao city or bus ride to return to hotel at 20.15 pm from the museum</p>
WEDNESDAY, JULY 24	
9.00-9.45	LEADERSHIP GROUPS
9.45-10.45	LOBBYING BEYOND CLIMATE: ENCOURAGING POLITICAL ENGAGEMENT THAT SUPPORTS HUMAN RIGHTS
	<p>Business can play a key role in pushing policymakers to set more ambitious ESG goals, well beyond the ‘E’ covering climate policies. Yet from tax policy to education and human capital, positive impact strategies focused on the ‘S’ in ESG remain systematically under-resourced by investors, banks, and other corporate lobbying powerhouses. But human and labour rights, tax justice, and gender equality are fundamental to the economic outcomes that all companies rely upon to sustain themselves. As more companies acknowledge the importance of social issues in determining their success, how can they ‘lobby for social good’ within existing approaches? What has to change for corporate political engagement to have a more positive and consistent impact on social issues? Which issues are companies prioritising in their social engagements, and what should be on the agenda this decade?</p> <p>Ultimately, corporate policy engagement and positive advocacy are just as essential to meet net zero goals and transition plans as they are to advance human rights and other social issues.</p> <p>Moderator Peter Webster, CEO, EIRIS Foundation</p> <p>Speakers Jana Hoess, Analyst, Social LobbyMap Irit Tamir, Senior Director, Oxfam</p>
10.45-11.00	Coffee Break
11.00-12.00	WHEN THE LICENSE TO LOBBY IS SUSPENDED: FROM TOBACCO TO FOSSIL FUELS
	<p>A number of industries are increasingly contested in their ability to engage with governments around the world. Following the high-record number of fossil fuel delegates at CP28, the United Nations Framework for Climate Change (UNFCCC) is working on a guidance document defining ways of enhancing the meaningful engagement of observer organisations in the UNFCCC process. The World Health Organization has also been assisting governments in preventing and managing conflicts of interest in nutrition policy.</p> <p>These developments are set to revolutionise business-government relations in both climate and nutrition policy in much the same way as Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC), which aims to protect</p>

	<p>tobacco policies from tobacco industry political influence. As such, they offer 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, similar voices have been raised in relation to the role played by the alcohol industry.</p> <p>Moderator Alberto Alemanno, Professor of Law, HEC Paris and The Good Lobby Founder</p> <p>Speakers Pauline Bertrand, Policy Analyst, OECD Gaya Ducceschi, Agri-Food and Chemicals Adviser, Portland</p>
12.00-13.00	SIMULATION GAME PREPARATION
13.00-14.00	Lunch Break
14.00-15.00	CAN RESPONSIBLE LOBBYING BE TAUGHT? BUILDING PRACTICAL CURRICULUM FOR RESPONSIBLE POLITICAL ENGAGEMENT
	<p>Can one learn how to be a responsible lobbyist? What would a good curriculum look like, what should be included, how and where would it best be taught? This session draws on the full range of experiences of our audience to jointly envision a responsible lobbying curriculum and teaching format. Senior practitioners are invited to share what they would have loved to know before they found out the hard way and what they would like to convey to new entrants into the field. Younger participants are asked to share what they would love to know and what could be most helpful for their career path going forward. Along the way we hope to collect ideas for pivotal readings and resources, innovative learning formats and exercises that could inspire a model curriculum to build upon and trial.</p> <p>Moderator Dieter Zinnbauer, Senior Advisor, The Good Lobby</p> <p>Speakers Daphne Panayotatos, Associate Director for Partnerships & Planning, Global Advocacy, Open Society Foundations</p>
15.00-15.15	Coffee Break
15.15-16.15	SETTING A LOBBYING AGENDA THAT RESPECTS DIVERSITY OF OPINIONS WHILE CONTRIBUTING TO THE PUBLIC GOOD: THE CASE OF B LAB
	<p>How can tipping points be identified when a lack of a public stance on a matter becomes equivalent to tacit endorsement.? Crafting a lobbying agenda that can strike the delicate balance between staying true to an organisation's values while maintaining neutrality is challenging and requires a thoughtful approach. Respecting plurality means acknowledging and valuing diverse perspectives within the organisation's broader network. This is particularly important for</p>

	<p>maintaining credibility as well as trust, while focusing on addressing issues where you can make the most significant impact.</p> <p>For B Lab, this means focusing on promoting responsible business practices. Yet, the rise of far-right ideologies may test B Lab's commitment to being a non-partisan organisation.</p> <p>Carlota de Paula Coelho, Senior Policy Manager, B Lab Sébastien Chahidi, Director, B Lab Switzerland</p>
15.15-16.15	WHAT A ROLE FOR PHILANTHROPY IN CLEANING UP CORPORATE POLITICAL INFLUENCE?
	<p>Philanthropy has an already large and now increasing influence across the globe. What does the scale of global philanthropy mean for the regulation of corporate political influence? Philanthropic foundations support work on sustainability goals and civil society's work towards a more just society. Philanthropic groups see themselves as 'good lobbyists' with an important role to play in shaping public policy. Beyond this important function, this session will consider the role of philanthropic organisations in addressing negative corporate lobbying practices. With the global value of philanthropy (covering donated time and money) estimated at US\$2.3 trillion, accounting for at least 3% of global GDP, these groups wield significant policy influence alongside their financial firepower. Lobbying is a relatively recent issue for most philanthropy organisations, so this session will consider the groundwork that has been laid so far and the next steps for engaged philanthropic groups to clean up corporate lobbying practices.</p> <p>Moderator</p> <p>Alberto Alemanno, Professor of Law, HEC Paris and The Good Lobby Founder</p> <p>Speaker</p> <p>Daphne Panayotatos, Associate Director for Partnerships & Planning, Global Advocacy, Open Society Foundation</p>
16.15-17.00	SIMULATION GAME PREPARATION
SOCIAL PLAN	Farewell Dinner , Restaurante Migaea, Avenida de Algorta, 12 - Getxo
THURSDAY, JULY 25	
9.00-9.45	LEADERSHIP GROUPS + PREPARATION SIMULATION GAME
9:45-10:00	Coffee Break
10.00-11.45	SIMULATION GAME

11.45-12.15	WRAP UP
	Alberto Alemanno , Professor of Law, HEC Paris & Founder, The Good Lobby