

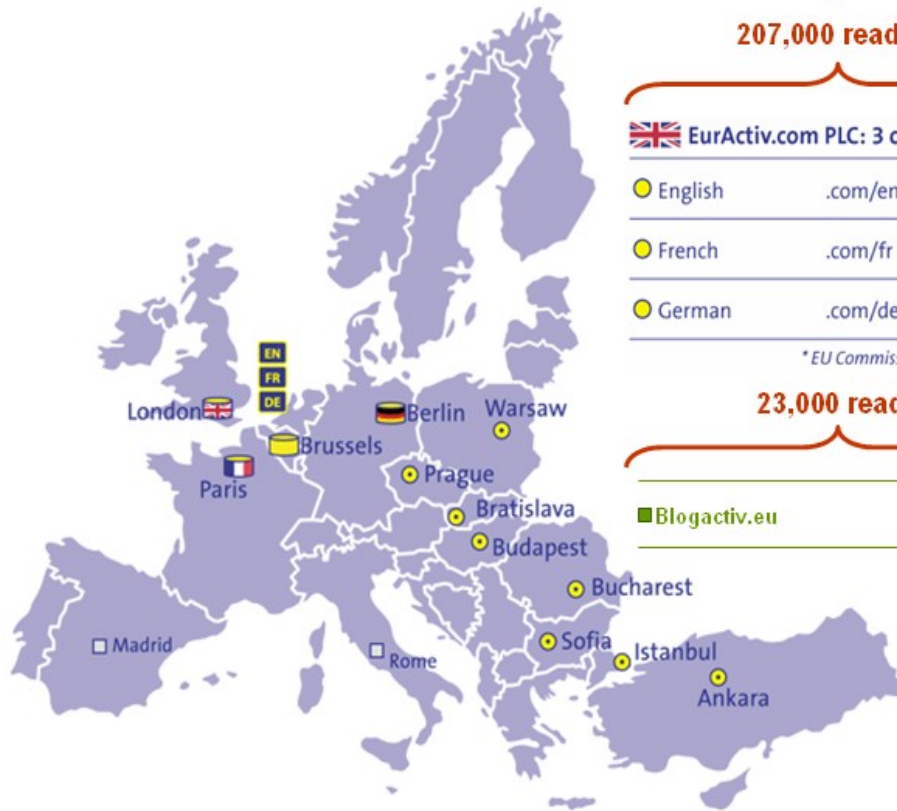
What do *EU Actors* think of the European Transparency Initiative?

Presentation for the 8th ECPA Annual Conference

Based on EurActiv Surveys 2009
in cooperation with



10 EU Policy Portals



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Additional countries considered

*unique visitors, EurActiv Network and Blogactiv, October 2008

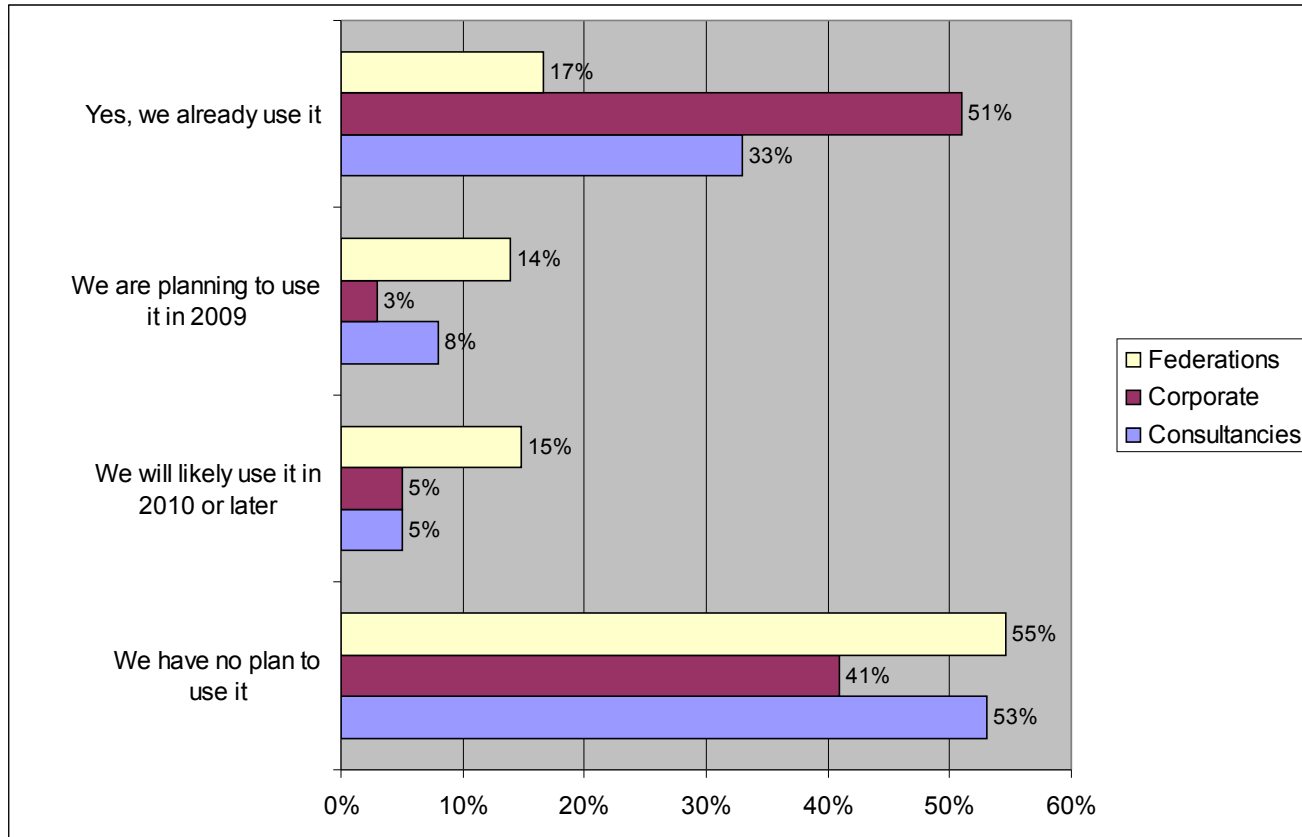
- **CrossLingual** (In all network countries)
2003, 2005, 2007
- **Federations**
2004, 2005, 2006, 2007, 2008, 2009
- **Consultancies**
2009
- **Media**
2007, 2008
- **Corporate**
2004, 2007, 2009

(Publication dates, not field work)

- **3 parallel surveys** targeting: Federations, Consultancies & Corporate EU representations.
+ questions to all on **TRANSPARENCY**
- **Method:** Dissemination via targeted emails & responses collected online.
- **Survey period:** 8 Oct.- 27 Nov. 2008.
- **Number of respondents:** 312
(170 Federations, 75 Consultancies & 67 Corporates)
- **Qualitative and indicative survey.**
- **Results:** 2009 = Extracts > Summary > Full publication.

- The majority of respondents are supportive of transparency...
- ... but corporates register more than federations...
- ... and half of consultancies do not intend to register at all: best informed but most critical.
- A majority of organisations spends half or more of their EU public affairs budget in Brussels...
- ... but 25% or less on direct lobbying.
- Specific points need to be clarified, including financial disclosure, and the distinction between public affairs and direct lobbying.

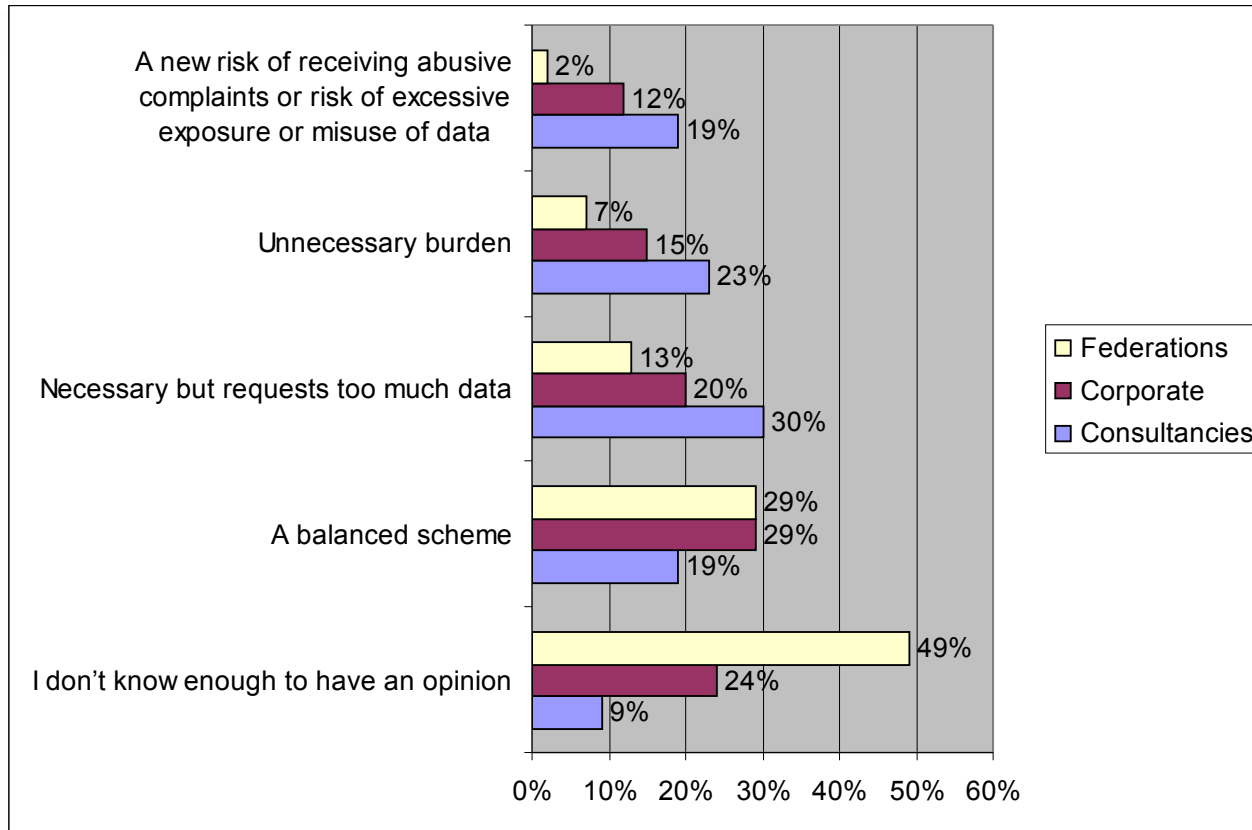
Regarding the ETI and especially the Commission's lobbyist register, what actions has your organisation taken?



→ Over half of corporates have already registered, suggesting that they may consider registration a reputational necessity (According to the chair of SEAP, Dr Susanna Di Felicianonio).

→ Nearly half of respondents do not intend to register, which of course is essential in the debate between binding/voluntary.

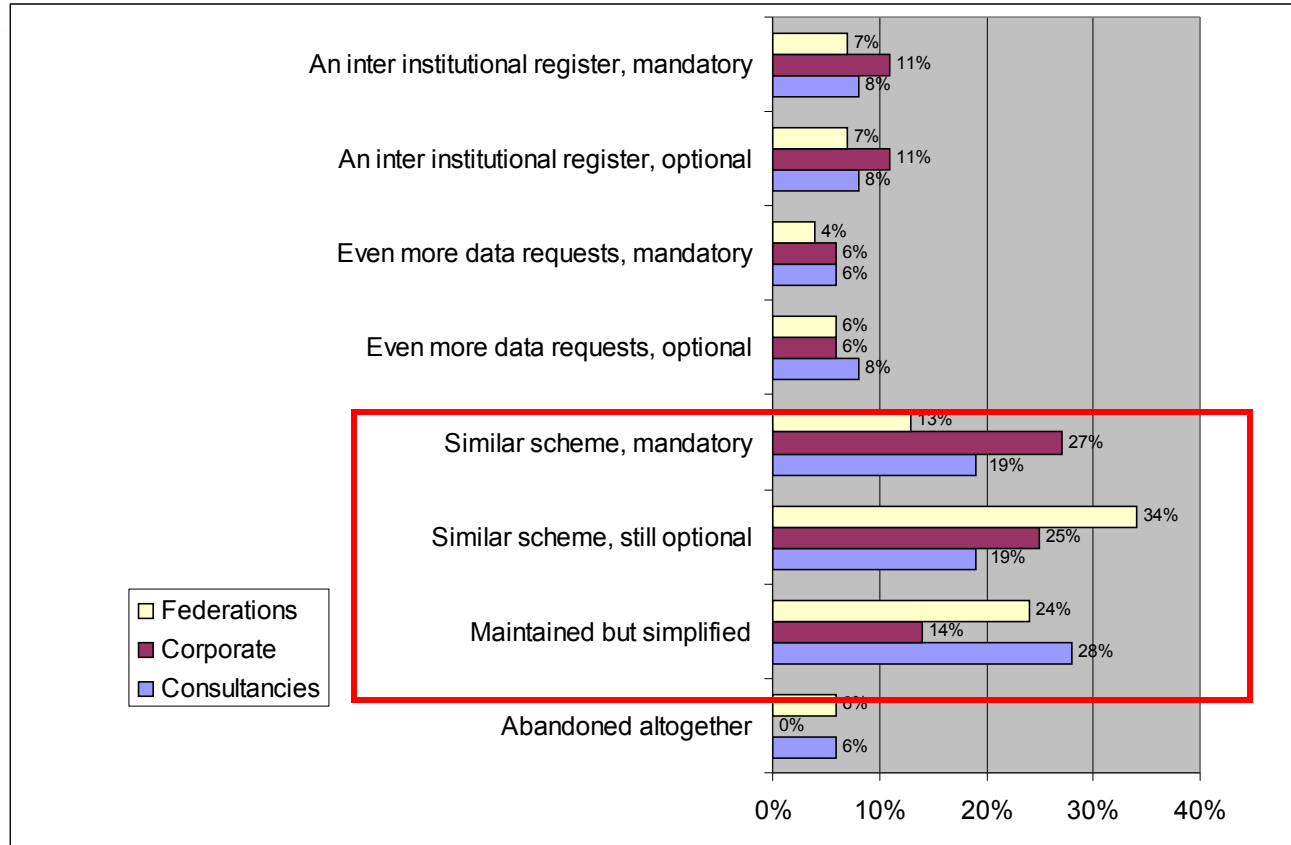
What is your personal view of the ETI?



→ Consultancies seem the most critical overall, while their information level is good.

Hypothesis: They may be under more competitive pressure than federations or corporates and complain about higher standards for their profession.

What do you personally predict will happen to the ETI after the review of the register in mid-2009?



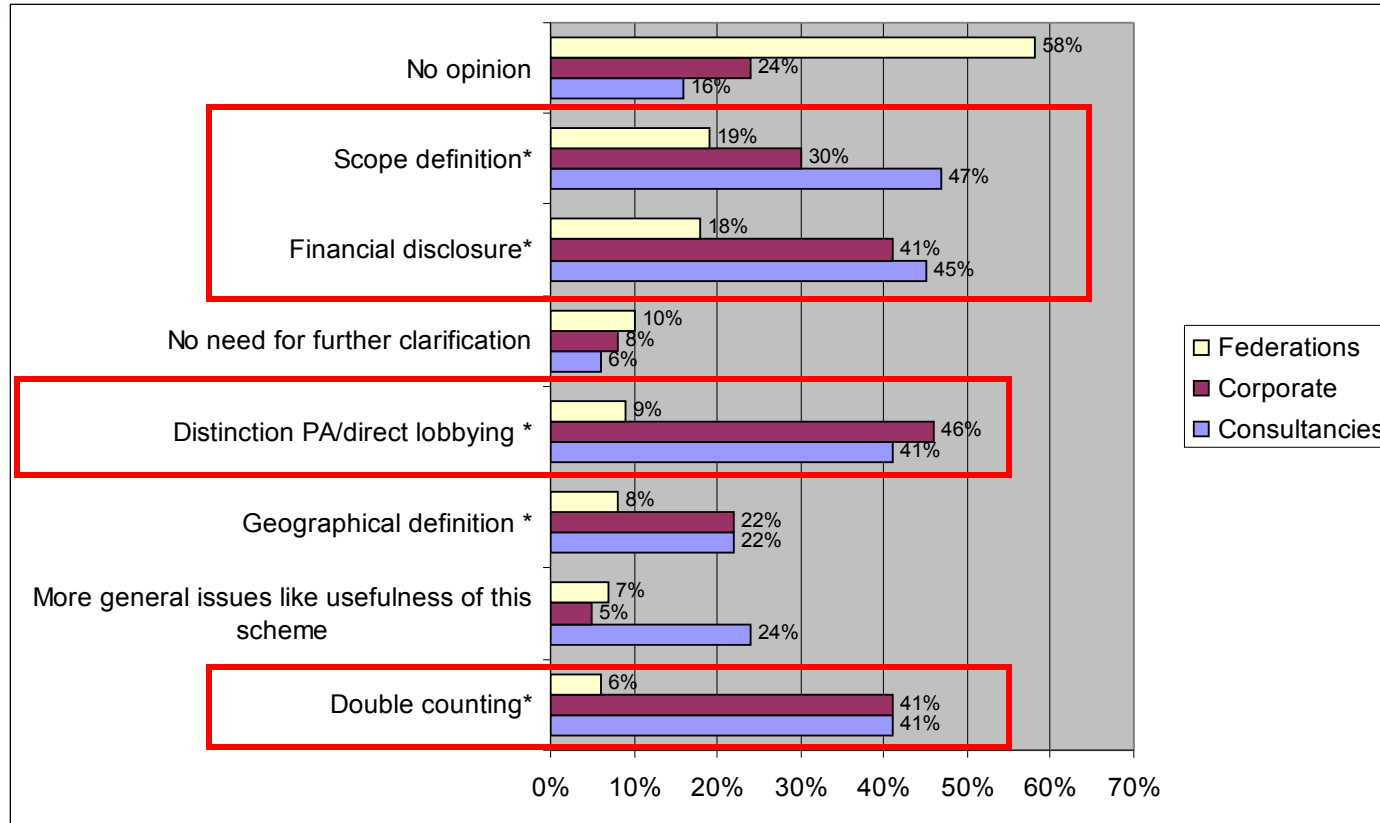
→ Most respondents expect a similar scheme in the future.

→ Possible evolution split equally between « mandatory », « still optional » and « simplified »

→ Corporates are more likely to consider that the ETI will become mandatory without any simplification.

(According to the chair of SEAP, Dr Susanna Di Feliciantonio)

What are the main points to be clarified in the lobbyist register?



Scope definition:
(e.g. only PA, NGOs & think tanks, or legal services and state lobbying too)

Financial disclosure:
(e.g. revenue breakdown for lawyers & consultancies vs. cost for others)

Distinction PA/direct lobbying: (direct lobbying vs. preparation time)

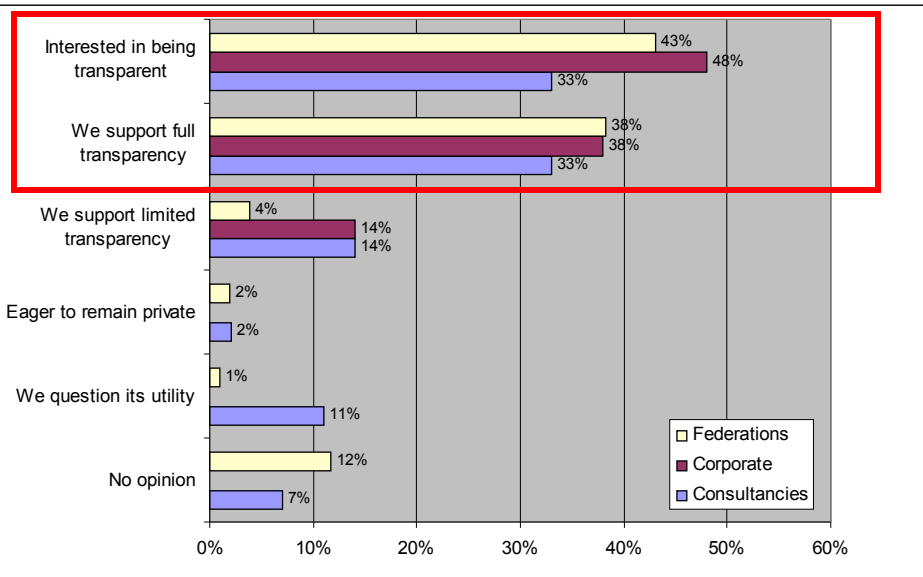
Geographical definition:
(e.g. between non-Brussels and Brussels based staff)

Double counting:
(e.g. between Corporate and their Consultants or Federations)

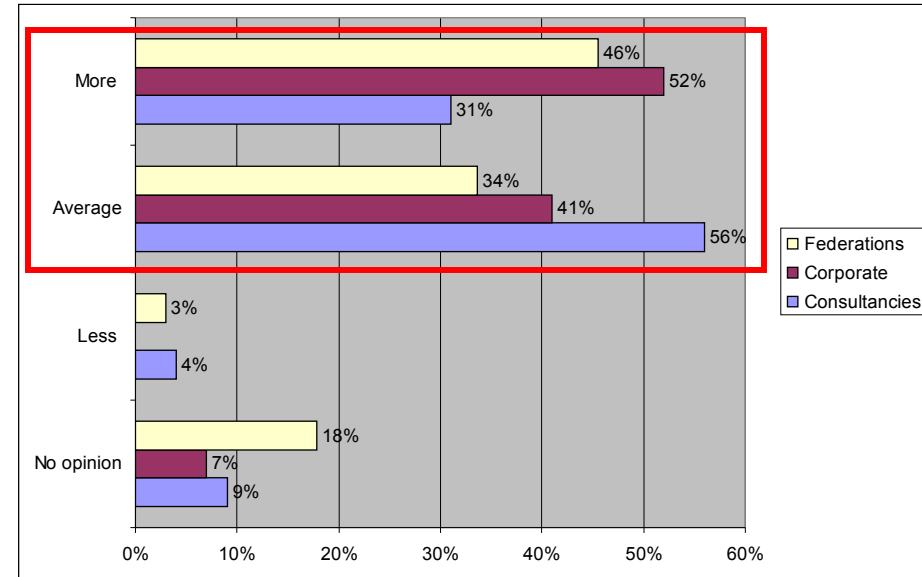
→ The results suggest that the Commission needs to enhance its communication on the ETI and address the problems identified before undertaking any review of scope (According to the chair of SEAP, Dr Susanna Di Felicianantonio) .

→ Questions were prepared with Tom Spencer, Executive Director ECPA

What is your organisation's general attitude toward transparency/ disclosure?



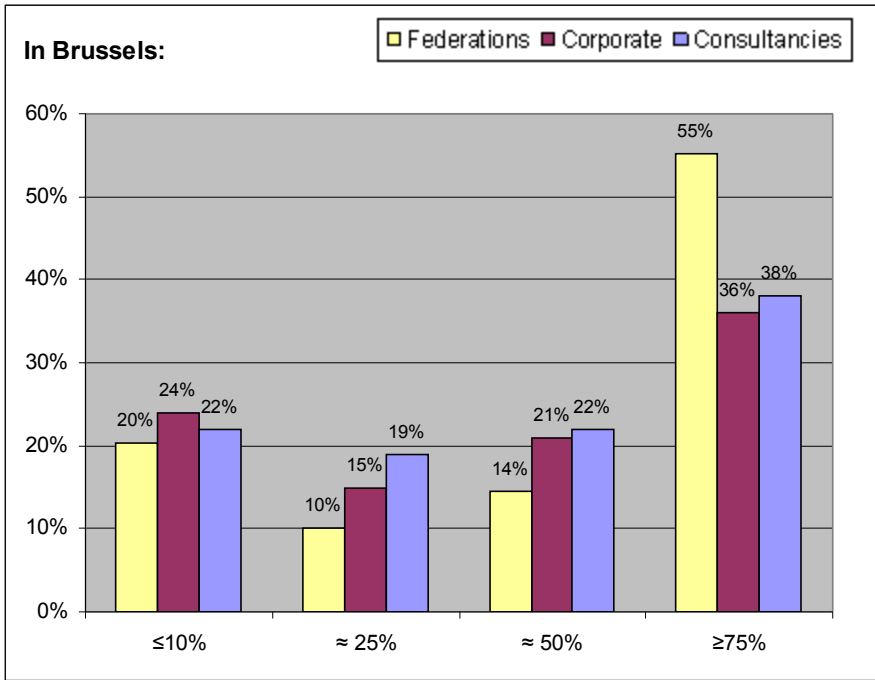
Do you think your organisation is more or less transparent than other companies in your industry?



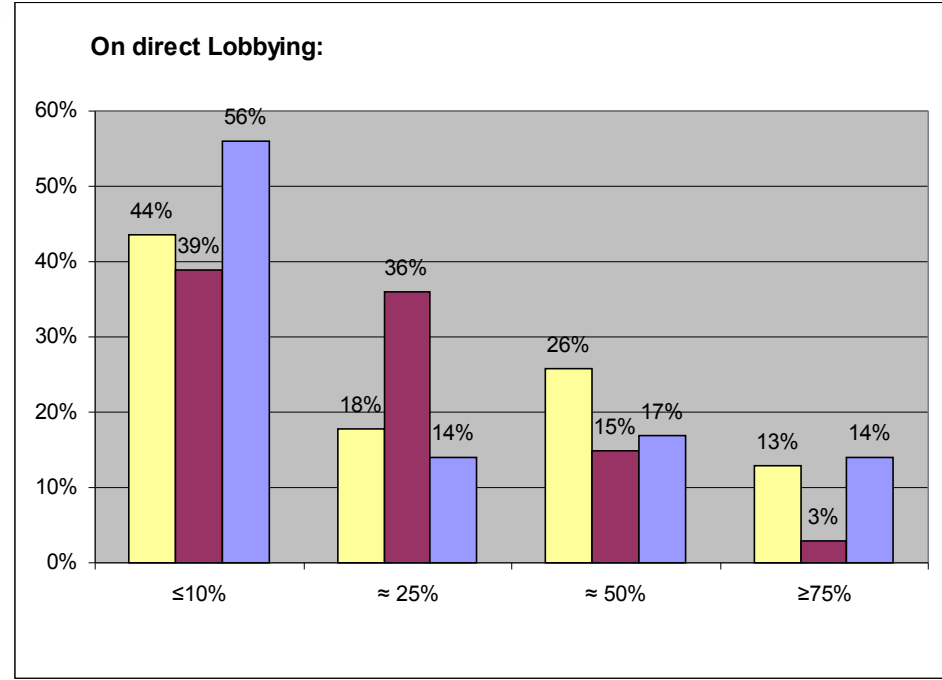
→ In principle, most respondents do support transparency.

→ Corporates are particularly concerned with transparency. This could be because they are more likely to consider transparency to have potential immediate reputational consequences (According to the chair of SEAP, Dr Susanna Di Felicianonio).

Of your total EU public affairs budget, what is the average percentage spent:



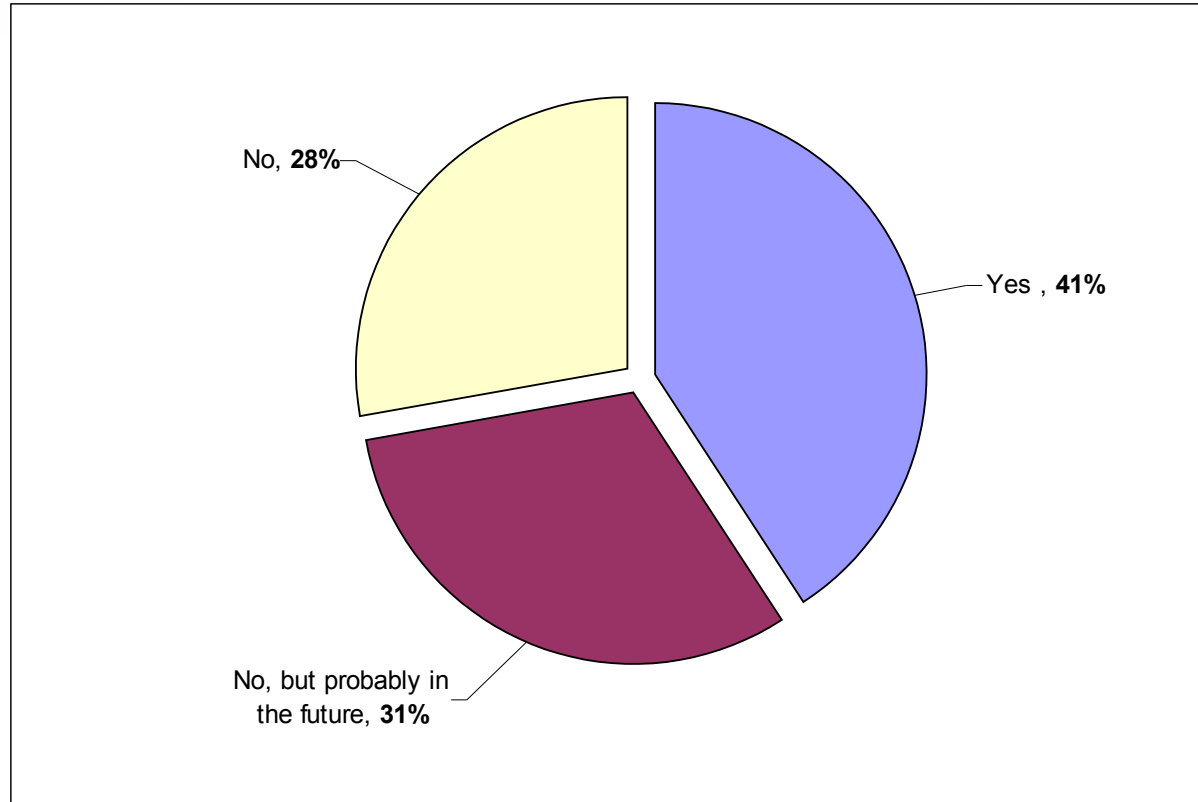
→ The majority of organisations spend half or more of their EU public affairs budgets in Brussels.



→ Most respondents spend less than 25% of their public affairs budgets on direct lobbying.

→ This underlines the scope issue of the lobbyists' register.

Question addressed to consultancies:
Have you advised your clients on how to register?



→ A substantial majority of consultancies have been advising clients to register and plan to continue doing so.

→ This may be a result of the need for consultancies to indicate their client list and to avoid double counting whilst dealing with any confidentiality arrangements that may exist (According to the chair of SEAP, Dr Susanna Di Feliciano).

- **For Corporates:** Communication decisions are made in headquarters, whereas policy decisions are made in Brussels or jointly.
→ See more on communication vs. lobbying resources.
- **For Consultancies:** Half of corporates & federations prefer to use their own staff.
→ See more on budget availability for consultants.
- **For Federations:** Half have more than 50 members, and trend is increasing, esp. corporates.
→ Will this continue with the crisis?

For more information

- *On this survey,*
- *On the other surveys (trends among consultancies, federations & corporates),*

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