

Lobbying for Agroforestry in the EU

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AliénorEU: A winning lobbying with a human touch



www.aliénoreu.com

- **European policies' consulting agency** based in Brussels
- **Activities:** monitoring, strategic advice, lobbying, communication, organisation of events, trainings and EU projects
- **Fields of expertise:** agriculture and food, forestry, fisheries, animal welfare, raw material and waste

Flexibility, transparency, tailor made services, professionalism

AliénorEU: Main achievements

AGROFORESTRY

- **CAP Reform**
 - ✓ First pillar: Inclusion in Ecological Focus Area
 - ✓ Second pillar: Deletion of the word extensive, extension of the period to cover the costs of maintenance - 5 years-, ambitious measure fiche on the establishment of agroforestry systems
- **Adoption of the Pilot Project** « Towards an integrated European agroforestry sector »
- **Integration of agroforestry in different key documents** : the EU Forestry Strategy, EU Policy Framework on Climate Change and Energy

Raising awareness about agroforestry at the EU level

EU: A free lobbying

Brussels: a key place

- **EU competence:** agriculture + other key policies: environment, climate change etc
- **Policy makers** in need of expertise and reliable information
- **Fight between competing interests**

*Essential to make its voice heard and
to influence the decision making process*

EU: A strategic lobbying

Primary legislation

European Commission

Proposal + Implementation

- Civil servants
- Delivering technical messages
- Work with key DGs

European Parliament

Legislative power

- Politicians
- Delivering political messages
- Cross-party work and building alliances

Council

Legislative power

- Member States representatives
- Working with Ministries and Perm.Rep.
- Delivering political & technical messages

Targeted monitoring is essential for an efficient lobbying.

EU: A more complex lobbying

Secondary legislation

- **Delegated acts:** Designed to provide or amend technical details or non-essential elements of the basic act
- **Implementing acts:** Designed to achieve a uniform enforcement of the regulation

Opaque process
Hard to get timely information
More technical lobbying

EU: A more complex lobbying

Case study: CAP

European Commission proposal

- 50% of secondary legislation on key issues: greening etc

European Parliament amendments

- 0,3% on secondary legislation

Increased power for the European Commission

Under the pressure of the European Parliament and the Council, the European Commission has finally adopted a declaration and interpretative notes to avoid the veto on delegated acts.

EU and national lobbying: two sides of the same coin

The new CAP gives more flexibility to Member States in the implementation phase.

First pillar

Using all legal possibilities to boost agroforestry: EFA, permanent pastures, eligibility etc

Second pillar

Integration of Article 23 in the Rural Development Programs

If no efficient national lobbying is done, the achievements at the EU level will be lost.

EU lobbying: an endless process

The adoption of the CAP reform does not mean that the process is over.

- A new European Parliament for new opportunities and challenges
- EFA assessment after the first year of implementation
- CAP mid term assessment in 2017
- Opportunities always offered by the European Commission
 - ✓ Agriculture and Rural Development Civil Dialogue Groups / Closed
 - ✓ European Innovation Partnership on Agriculture: suggestion of topics for a Focus Group / Deadline 1st October
 - ✓ European Network for Rural Development: Suggestions of topics / 2nd semester 2014

Maintaining close relationships, building trust and permanent dialogue with influential policy makers



© Luc Van de Velde

Mélanie Lamaison

Director

melanie.lamaison@alienoreu.com