

BOSMIP III

Federation of Austrian Industries
Lobbying at National and International Level

Belgrad, Mag. Marion Poglitsch, 25.6.2010

Schaubild 2



Presentation - Industry and IV

Schaubild 1



Industry as a Growth Driver

- Industry is the driver of innovation and growth in Austria,
 - producing - directly and indirectly - up to 60% of the country's added value
 - contributing 61% of investments in research and development
 - securing two out of three jobs

Schaubild 2



IV in Brief

- **The Federation of Austrian Industries (IV) is a voluntary body representing the interests of about 3,500 members.**
- The **structure of IV** is based on office-holders serving on a voluntary basis as well as staff in paid employment.

Schaubild 3



IV – History

- 1862:** Foundation of the „**Association of Industrialists**“ as the first supra-regional body representing the interests of industry in Austria
- 1911:** Initiation of the „**House of Industry**“ in Vienna
- 1946:** Constituent Assembly of the „**Federation of Austrian Industrialists**“
- 1986:** Accession to UNICE (now Businessseurope)

Schaubild 4



IV Today

- **Top-level contacts** with politicians and opinion-makers.
- **Long-standing tradition of co-operation** with the social partners in Austria and Europe.
- **Broad-based network** supporting IV in its work on specific topics.

Schaubild 5



iv FEDERATION OF AUSTRIAN INDUSTRIES

The Core Priorities of IV in 2010


- Budget consolidation and administrative reform
- Reform of the pension system
- Reform of the health care system
- Education
- Modernisation of the tax system
- Europe 2020 - growth, employment and prosperity
- Building an intelligent infrastructure
- Promoting research and innovation
- Industrial corporations and leading competence units in Austria
- Implementing labour-market reforms
- Labour law reform
- Transforming the Austrian energy system into a "low-carbon economy"
- Migration and integration
- Women - work - family
- Supporting Austrian industrial investments in foreign markets

Schaubild 12 **iv**

IV in Europe

- Within the framework of the informal Central European Group, IV co-operates closely with its sister associations in Bulgaria, the Czech Republic, Croatia, Slovakia, Slovenia, Rumania, Hungary on central topics, such as
 - labour-market policy
 - infrastructure and
 - energy policy.

Schaubild 13 **iv**



IV International

Schaubild 14 **iv**

IV International

IV is also a member of IOE (International Organisation of Employers), an international organisation founded in 1920.

- IOE represents the interests of employers, above all in matters of labour and social policy, in international organisations, such as ILO (International Labour Organisation)
- Currently, IOE comprises 148 national employer associations from 142 countries of the world.

Schaubild 15 **iv**

IV International

- IV is a member of BIAC (Business and Industry Advisory Committee of the OECD)
 - Established in 1962 as an independent organisation, BIAC is the official body representing the interests of the OECD business community.
 - The BIAC membership comprises the major employer organisations of 31 OECD Member States – representing the interests of over 8 million enterprises.

Schaubild 16 **iv**

IV International

- IV is a member of the Istanbul-based UBCCE (Union of Black Sea and Caspian Confederation of Enterprises).
 - Currently, UBCCE has 22 member associations, all of them voluntary national bodies representing the interests of the business communities of 17 countries
 - bordering the Black Sea or the Caspian Sea and/or maintaining close relations with the region.

Schaubild 17 **iv**

The Basics of Political Lobbying

What is lobbying aiming at?

- To stop a decision from being taken
- To prolong or extend the process of decision taking
- To change a specific content of a decision
- To affect politics to take on a certain issue or matter of concern

Schaubild 24



The Arena of Political Lobbying

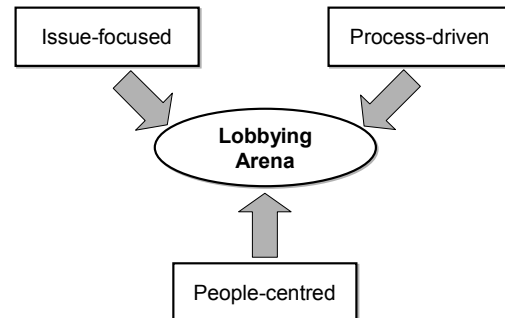


Schaubild 25



Political Arena Analysis

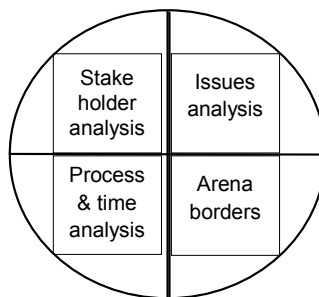


Schaubild 26



Project Draft

Questions before we start:

1. **Goal** What exactly is your political goal?
2. **Members use** Describe exactly the members use.
3. **Strategy** How do we achieve our aim?
How far does your capacity go to take action?
4. **Tactics** What kind of activities do we need to make an impact?
5. **Resources** What kind of resources do we need?

Schaubild 27



How to Lobby

Do keep in mind that "tactics follows strategy".

Thus, the best way to approach lobbying is:

1. To analyse the issue first and then set the goal
2. To frame an effective strategy to reach this goal
3. To define the appropriate tactics (tools) to bring the strategy alive

Schaubild 28



How to Lobby

Two different "toolkits" to go with:

1. "Quiet" lobbying / working behind the curtains
2. Lobbying campaigns / creating and maintaining specific attention

Schaubild 29



Decision Finding in the EU-Legislation Process

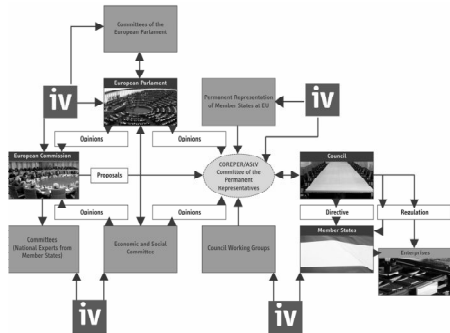


Schaubild 36

iv

„Time Frame of Topics“

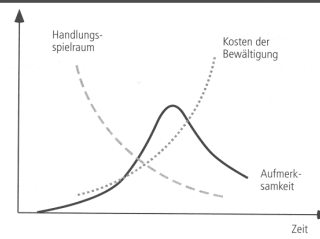


Abb. 2-1: Aufmerksamkeitswert eines Issues und die Konsequenzen für betroffene Unternehmen

Handlungsspielraum: **Scope of action**
Kosten der Bewältigung: **Costs of coverage**
Aufmerksamkeit: **Attention**

Quelle: Franz Liebl „Der Schock des Neuen“, Gerling Akademie Verlag, Seite 22

Schaubild 37

iv

Conclusions

- **To sum up:**
 - **Brussels – The political capital of Europe!**
 - **Agenda-setting – Focus on priorities!**
 - **Be aware of the importance of starting the lobbying process in good time!**
 - **Prove endurance!**

Schaubild 38

iv

Two Lobbying Examples

- **Climate - Target:** Intensive lobbying on behalf of the Federation of Austrian Industries together with BusinessEurope vis-à-vis the European Institutions.
- **Energy Taxation Directive/Energy Tax Refund:** Individual Lobbying of IV vis-à-vis the European Commission in order to find a tailor-made solution that is compatible with the interests of economy.

Schaubild 39

iv



Marketing & Communications

Schaubild 40

iv



- Target group
- Disseminators (social partners, workers' council, journalists)
- Eventmanagement

Schaubild 41

iv

- Conference of the **workers' council** in the House of Industry
- More than 80 people of the council participated /
Paneldiscussion on „**Working Time – Lifetime**“



Schaubild 48

Measures

- „City limit“-Signs (Metal) placed in the vicinity of company entry areas and gates.

Signs at the access road to the enterprises.



Schaubild 49

Entry Area



Advertisements in Specific Target Group Media



„Industriemagazin“

Schaubild 50

Current Advertisements

Adverts in daily newspapers and other media



Schaubild 51

Current Advertisements



Schaubild 52

Current Advertisements



Schaubild 53