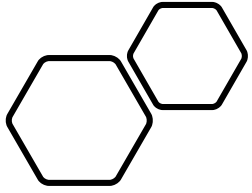


amazon



amazon

- Amazon is an American multinational conglomerate technology company based in Seattle, with 750,000 employees. It focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.
- It was founded by Jeff Bezos, who is the CEO, in Bellevue, Washington, in July 1994. The company initially started as an online marketplace for books but later expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry.



Board of directors



Jeff Bezos
Amazon Chairman, CEO



Tom Alberg
Madrona Venture Group



John Seely Brown
Fmr. Xerox chief scientist



Jamie S. Gorelick
Fmr. U.S. deputy atty. gen.



Daniel Huttenlocher
Cornell Tech



Judith McGrath
Fmr. MTV Networks CEO



Jon Rubinstein
Fmr. HP, Palm, Apple exec



Thomas Ryder
Fmr. Reader's Digest CEO



Patty Stonesifer
Fmr. Gates Foundation exec



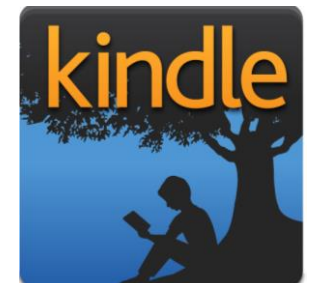
Wendell Weeks
Corning CEO

Products



Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.

- AmazonFresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios
- AmazonWireless





12

Marketplace

120+

Logistics centers

180+

Countries with
loyal Amazon customers

30+

Categories
of products

World market

- Amazon is an American technology company that has a multinational presence with offices and facilities around the world. The company is based in Seattle, Washington, United States, and has 750,000 total employees.
- Its ships to almost all countries in the world, they divide the markets in this way:
 - Africa and Middle East.
 - Europe.
 - Americas, which includes North, Central and South America.
 - Australia, Asia and Pacific.

European Market

Amazon headquarter's in Europe are in Luxembourg. They have official websites in United Kingdom, Germany, France, Spain and Italy, also have fulfillment centers in Poland, Czech Republic and Slovakia. But they ship to all countries in Europe offering their services too.

Albania	Estonia	Lithuania	Serbia
Andorra	Finland	Luxembourg	Slovakia
Armenia	France	Malta	Slovenia
Austria	Germany	Monaco	Spain
Belarus	Gibraltar	Netherlands	Sweden
Belgium	Greece	Norway	Switzerland
Bosnia And Herzegovina	Hungary	Poland	Turkey
Bulgaria	Iceland	Portugal	Ukraine
Croatia	Ireland	Romania	United Kingdom
Cyprus	Italy	Russia	Vatican City



Lobbying intro



The act of attempting to influence business and government leaders to create legislation or conduct an activity that will help a particular organization . People who do lobbying are called lobbyists.

The companies that belong to the pharmacy sector are the ones that spend more money in lobbying.



Type of lobbying

CONSULTANCY

IN – HOUSE



ASSOCIATION

In-house Lobbying

- In addition, to the staff declared there are some Amazon staff who meet the EU institutions rarely and on a specific project.
- Number of persons involved from the organization expressed in % of working time: 100%: 0 75%: 0 50%: 7 25%: 3.



☐ 10 People involve



Lobbyists with EP accreditation

- Ms Sofia Trenor
- Mr David Scuderi
- Mr Constantin Gissler
- Ms Sandra KARLSSON
- Ms Amber Bechrouri
- Mr Juan Carlos Ivars

Consultancy Agency

- According to the corporate Europe Observatory, in 2013 Amazon was lobbying to influence decision-making process in Brussels but the company also refused to sign up to the Transparency Register for lobbyists, which is not mandatory. At the beginning of that year, the lobbyplag.eu initiative showed that the company had written amendments to the EU's new data protection law and convinced MEPs to submit them, hoping that they would be accepted by the European Parliament.
- As the company had not registered at that time (in 2013), there was no entry for Amazon on the EU's Transparency Register website, but according to Cityam 2020, Amazon had **hired lobby consultancy** Brunswick Group and that in the same year it paid Brunswick €100,000 - €150,000 for lobbying services.



The BrunswickGroup

ASSOCIATIONS

EDiMA

The European association representing online platforms and other innovative companies, is an alliance of Internet and new media companies whose members provide online platforms offering users a wide range of online services, including the provision of audiovisual content, media, E-commerce, communications and information/search services.

Members



Total lobbying Expenditure: 500,000 € - 599,999 €

ASSOCIATIONS

- EUROISPA (European Internet Services Providers Associations) Total lobbying expenditure: Less than 9,999 €
- EIF (European Internet Foundation)
- Fedil-ICT
- Bruegel
- Digital Europe
- CCIA
- EPIF
- Ecommerce Europe
- Eurocommerce
- European Policy Centre



ORGANISATIONS HOLDING THE MOST EP PASSES

Organisation	Lobbying costs	EP passes	Lobbyists (FTE)
Fleishman-Hillard	6250000 - 6499999	53	26.5
FTI Consulting Belgium	1750000 - 1999999	38	35
Burson-Marsteller	5000000 - 5249999	32	35
Bureau Europeen des Unions de Consommateurs	1750000 - 1999999	30	19.5
Kreab	3750000 - 3999999	27	30
FIPRA International Limited	1250000 - 1499999	26	27.25
European Chemical Industry Council	10220000	25	44.25
G Plus Ltd	2750000 - 2999999	24	19
APCO Worldwide	2500000 - 2749000	22	6.75
Verbraucherzentrale Bundesverband	900000 - 999999	22	35
BUSINESSEUROPE	4000000 - 4249999	21	30
cabinet DN consulting sprl	3750000 - 3999999	21	30
Brunswick Group LLP	1750000 - 1999999	21	12.25
Interel European Affairs	4750000 - 4999999	20	25.5
Transport and Environment	3500000 - 3749000	20	19.25



Amazon budget

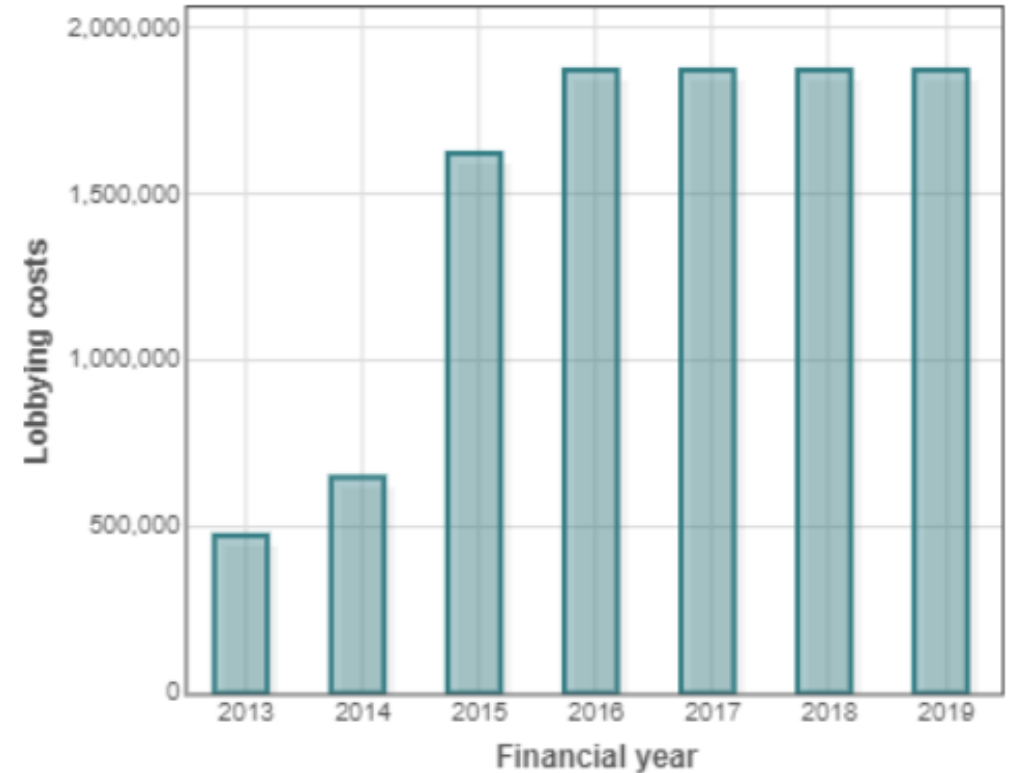


1/2019 → 12/2019

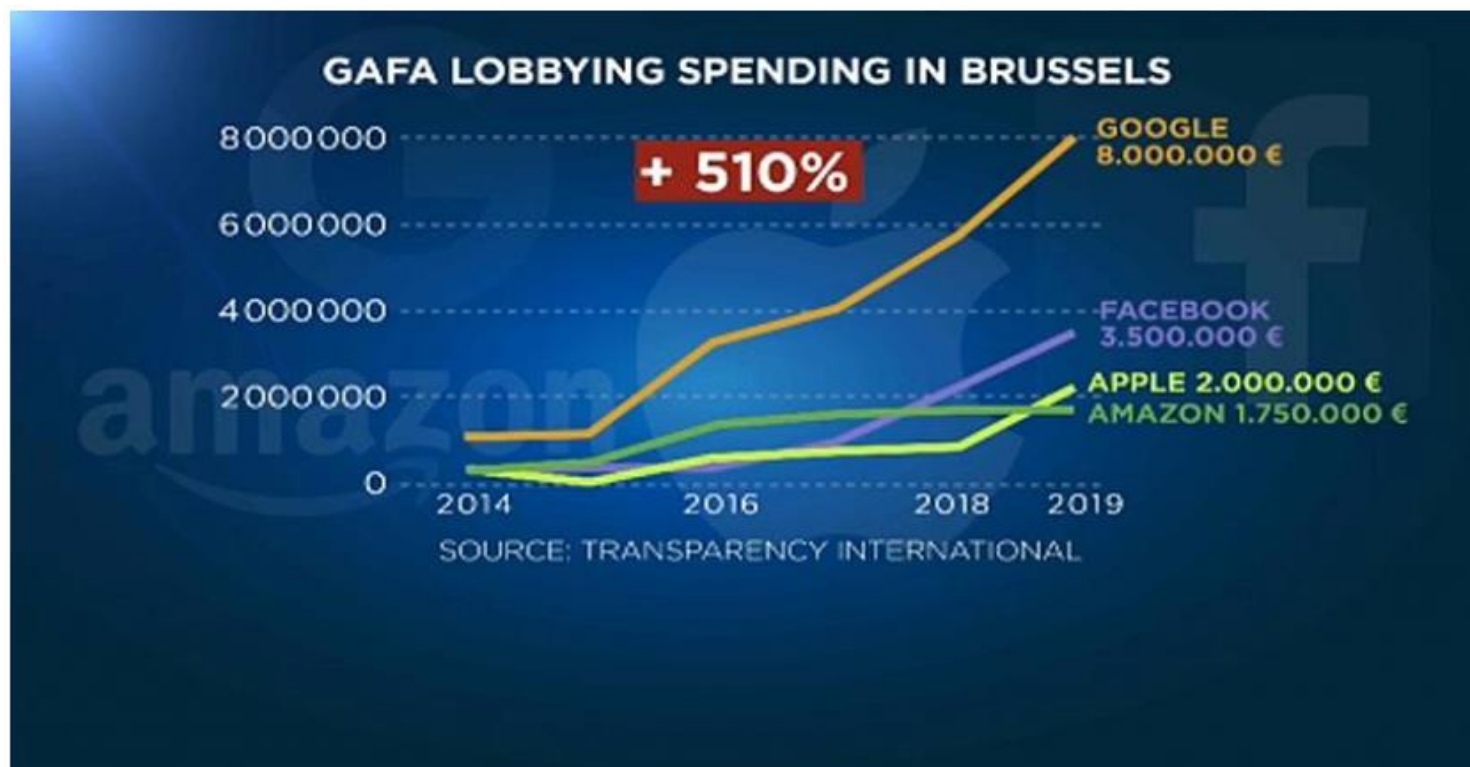
- The estimate budget 1,750,000 € - 1,999,999 €
- Established during the last four years
- No founding received from the EU institutions during the last closed financial year
- Amazon is the second tech company that lobbied more government entities



LOBBYING COST OVER THE YEARS



Amazon budget



Source: Euro news

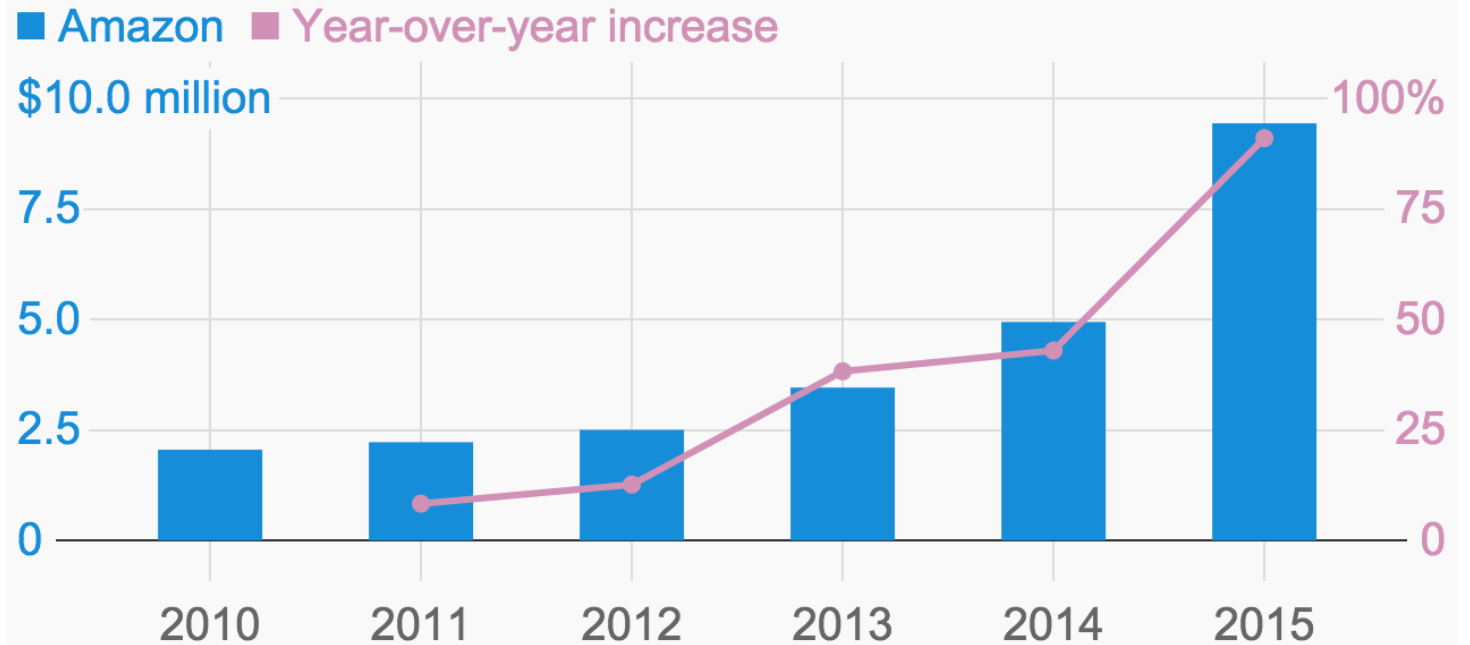
- Along with Amazon, Facebook and Apple, lobbying budgets have increased by 510% since 2014.
- Companies with competition problems soon realize that it helps to have allies and supporters dotted around Brussels and in the institution.
- Therefore, Amazon joins with different tech companies through associations and invests more in consulting agencies.



Lobbying Expenditure in USA

- Amazon.com Inc spent \$14.19 million on lobbying the U.S. government in 2018
- Members of the US Congress have introduced a flurry of bills that would restrict how tech companies collect data and penalize them more harshly for privacy abuses
- Silicon Valley's largest players have responded steadily ratcheting up their lobbying expenses. Amazon, for example, spent nearly \$80 million over the course of 10 years.

How much Amazon spends lobbying US Congress



△ T L △ S | Data: Center for Responsive Politics



Meetings

Through the years Amazon has had 76 meetings with the European Commission

Eduard Hulicius, Cabinet member of Věra Jourová Daniel Braun, Cabinet member of Věra Jourová Věra Jourová, Vice-President	Values and Transparency	18/02/2020	Brussels, Belgium	Illegal content online, hate speech, AI
Didier Reynders, Commissioner Lucrezia Busa, Cabinet member of Didier Reynders Geneviève TUTS, Cabinet member of Didier Reynders	Justice	18/02/2020	Brussels	General presentation of activities of the Group


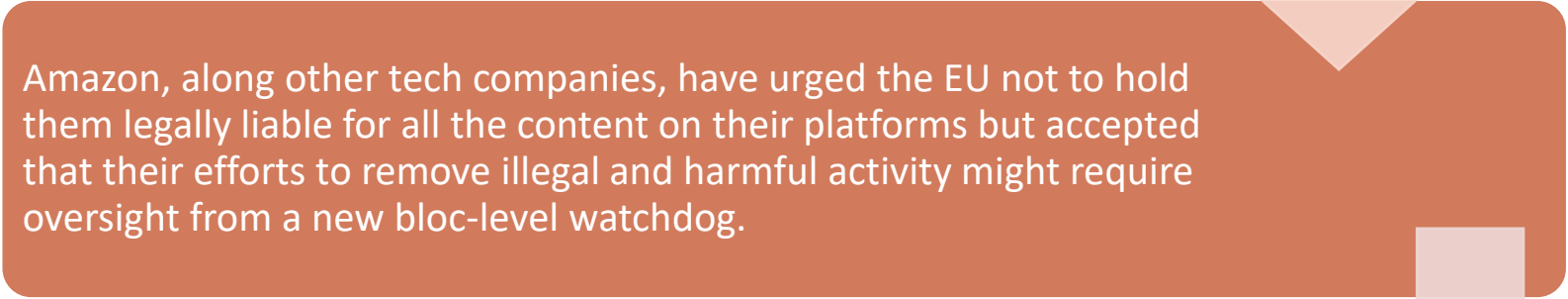
Nicolas Schmit, Commissioner Anouk Faber, Cabinet member of Nicolas Schmit Christoph Nerlich, Cabinet member of Nicolas Schmit Antoine Kasel, Cabinet member of Nicolas Schmit	Jobs and Social Rights	18/02/2020	Brussels	Skills and platform economy
Antoine Kasel, Cabinet member of Nicolas Schmit	Jobs and Social Rights	10/02/2020	Brussels	Skills and social agenda
Adina-Ioana Vălean, Commissioner	Transport	04/02/2020	Brussels	Introductory meeting of Mr. Jay Camey, Senior Vice President of Government and Corporate Affairs at Amazon

Case study


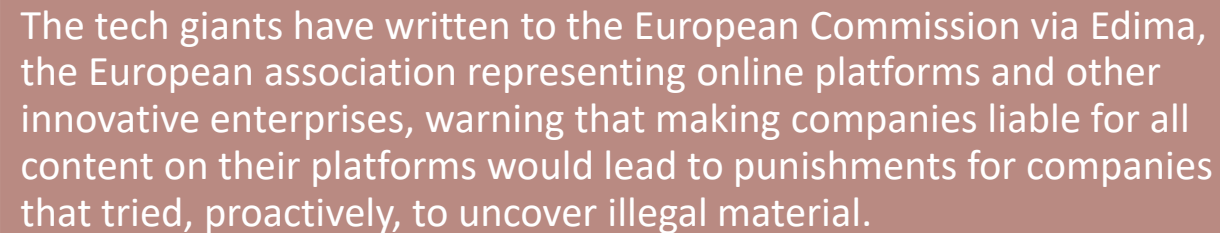
The last meeting of the European Commission took place on 18 February 2020 to discuss about illegal content online, AI and hate speech



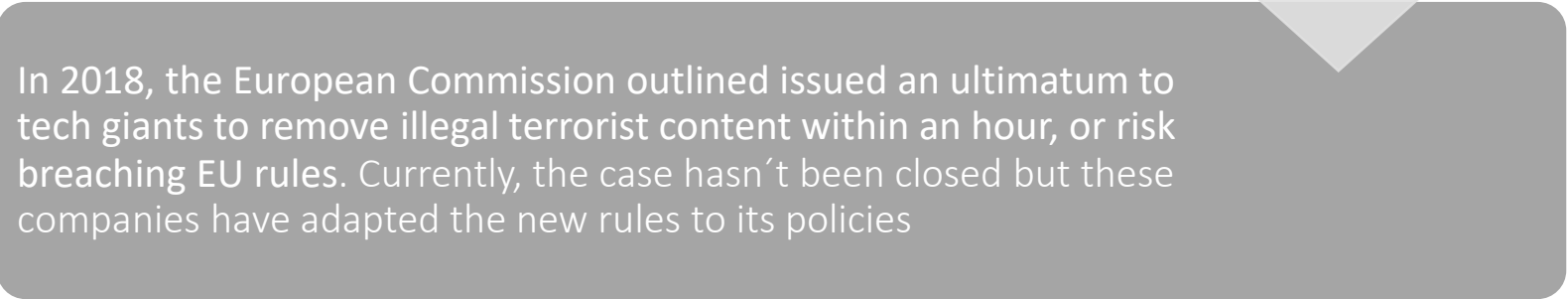
Amazon, along other tech companies, have urged the EU not to hold them legally liable for all the content on their platforms but accepted that their efforts to remove illegal and harmful activity might require oversight from a new bloc-level watchdog.



The tech giants have written to the European Commission via Edima, the European association representing online platforms and other innovative enterprises, warning that making companies liable for all content on their platforms would lead to punishments for companies that tried, proactively, to uncover illegal material.



In 2018, the European Commission outlined issued an ultimatum to tech giants to remove illegal terrorist content within an hour, or risk breaching EU rules. Currently, the case hasn't been closed but these companies have adapted the new rules to its policies



The Everything Lobby

Issues Amazon has lobbied by year



Conclusion

- We have learned a lot by inquiring about lobbying and our specific Amazon case and we can conclude that this process can have both advantages and disadvantages. On one hand, we see that it contributes to solving problems that affect some companies by making legislators aware of certain things that can affect a sector, but on the other hand, it can also become risky if it is not managed in a correct way since it can become something corrupt for which disclosure and transparency is necessary.
- We can also see that Amazon has spent a lot of money on lobbying, mainly in privacy and illegal content issues because those topics have been the ones affecting the most the company. Also, as Amazon expands their services to new areas, they also want to make sure they have good relations with the ones in charge of making the laws. Other important fact is that President Trump has been very open about their anti-competitive practices, which has made them make an effort so others don't question their practices.



Sources

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- <https://edima-eu.org/>
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