

ESSCA. INT 3456. 2020. Lobbying Presentations

These presentations are now all visible on the website (reesonomics.eu) under 'European Economics, Lesson 12 and also under 'links / lobbying)

General Comments

Overall, you have demonstrated your understanding of lobbying via serious research via the official and non-official sites.

Maybe we should continue confinement! Your work is overall of a very high standard, and clearly shows that you have been able to work your way through the different sites to extract useful data, and have made intelligent conclusions from what you found. Many of you commented that this was a real 'eye-opener' in terms of understanding how the system works and what its strengths and weaknesses are.

Some of you chose the same company as a case-study. Given the difficult circumstances, this is not a problem. Thank you for having organised yourselves into groups that were functional.

Concerning referencing, when giving your references for websites (what I call a webliography), I suggest you don't just do this:

<https://corporateeurope.org/en/power-lobbies/2017/11/eu-lobby-register-still-failing-live-transparency-promise>

since it's difficult to know what is behind it.

I suggest you write it like this:

'EU lobby register still failing to live up to transparency promise' from Corporate Europe Observatory, 16 November 2017. <https://corporateeurope.org/en/power-lobbies/2017/11/eu-lobby-register-still-failing-live-transparency-promise>

Nestlé

Fatima Azizbi, Juliette Guillotin, Elena Prieto and Felizia Pasteina

Good cover page and contents page

Excellent research – especially on powder milk for babies in Africa.

You have found all the relevant data including its use of associations, and criticism of its double standards. A few spelling mistakes, but overall an excellent piece of work!

19/20

Ferrari

Laura Bigi

You show the origins and working of Ferrari, but miss data on lobbying. You give the inhouse lobbying expenditure, but haven't included the associations Ferrari works with. You quote their objectives, but it's a bit naïve – Ferrari doesn't want to help the world be a better place, it wants to limit restrictions on pollution so that it can sell its cars.

You could also mention Ferrari's position on electric cars (which aren't really that green at all!)

14/20

AltroConsumo

David Guimier

Cover page – you should give the name of the company you are researching

Good referencing

Well constructed PowerPoint with embedded video

Could provide lobbying expenditure for each related consumer group association (such as BEUC). How much does AltroConsumo pay to BEUC and other associations?

16/20

Total

Hugo Le Bris and Benjamin Bail

Good cover page

Good presentation of the company

Good research on associations

Perhaps you could comment that one of the world's biggest and richest companies is paid by us to help it lobby!

Objectives – very good.

It would be interesting to identify the relations between Total and the French government (mentioned in the conclusion). Also, a little more explanation of the Palm Oil affair would be interesting to demonstrate the advantages of lobbying.

Good bibliography – but see my remarks concerning how to do this.

17/20

Amazon

Ana Abascal, Laura Castellanos, Daniella Carabello, Dive Diaz and Laura Herrera

Good cover page

Why do they have their headquarters in Luxembourg? See

<https://today.rtl.lu/news/luxembourg/a/1163712.html> from RTL 'New data protection laws to put check on social media'

and

<https://www.theguardian.com/commentisfree/2014/jul/12/why-good-europeans-despair-jean-claude-juncker-commission> 'Jean-Claude Juncker's real scandal is his tax-haven homeland of Luxembourg' from The Guardian

Good 'type of lobbying' slide

Very good research on the use of The Brunswick Group

Good associations data

Good Amazon budget data and comments on the GAFA problem

Excellent lobbying interests slide

Good Conclusion.

A few English mistakes in the presentation.

Webliography – see my introductory comments

19/20

FaceBook

Romain Rieul

Good lobbying data.

Good explanation of E-privacy and the potential problems for Facebook

Good 'Associations' research and data

Good quotations from Corporate Europe Observatory

Good research on FleishmannHillard's film 'Like a Bad Movie'. You could have included a link (<https://vimeo.com/239657912>)

Some weaknesses in your English, but the research and content is excellent!

19/20

GreenPeace

Valentina Cortes and Anita Muñoz

Good presentation of the objectives

Good total income and expenditure data

Good in-house lobbying data

Good lobbying costs

Interesting association use with Green10 and other associations

Good conclusion and references (done as I like them!)

20/20

Total

Charles Fremaux

Use the ESSCA logo on the cover page

Quite a few spelling and grammar mistakes

Good explanation of the lobbying process

Good research on Total lobbying details

Good conclusion

18/20

Association for Financial markets (AFME)

Mary Paulson, Maginigo Mpungwe, Aaron Hesser and Eszter Toth

Good cover page (except for the spelling!)

What do they do? It sounds great, but this is their whitewash :-). e.g. “support economic growth and benefit society” - a bit too good to be true ;-)

Good data on associations

Good 'revolving doors' case with web link

Good case study of Basel III lobbying

References – see my introductory comments

It is a very full and well-researched case study. However, I think you could be a bit more critical of AFME's lobbying (see <https://fmimalta.com/how-the-financial-lobby-machine-threatens-to-capture-the-agenda-of-some-eu-institutions/>) José Gusmao, MEP and <https://www.ibtimes.sg/eu-ombudsman-probes-revolving-door-banking-watchdog-38055> EU ombudsman probes 'revolving door' at banking watchdog' (International Business Times)

18/20

Nestlé

Margaux Parnet

Good cover page and introduction to Nestlé
Lobbying budget estimate – good data on US and EU lobbying
Good data on lobbying via associations
Check your English !
Good lobbying objectives and examples
Good webliography
A comprehensive and well-researched case study
18/20

Philip Morris

François Barenton, Alexander Bernard, Arthur Gilg, and Juan Camilo Villamil

Good objectives researching
Associations – need to see who they are and how much they spend, in order to separate in-house and association lobbying
Good quotation from the FCTC
Good criticism from anti-cancer NGO
Reuters is a news group, not a lobbyist
Webliography – see my introductory remarks
18/20

Philip Morris

Ty Garrett Hardy, José Pablo Davila Tejeida and Julien Faure

Good company presentation
Good data on revolving doors
Check your English!
Webliography – see my introductory remarks
17/20