



Case study: Lobbying in Brussels
TOTAL S.A. – registration num **1849405799-88**

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1. Lobbying in Brussels

- ▶ Around 15 000 - 30 000 lobbyist are working in the capital
- ▶ 2/3 are working on behalf of business interest
- ▶ Brussels is the 2nd biggest city of corporate lobbying power after Washington D.C
- ▶ Corporate lobbying investment represent more than 1 000 000 000€ turnover



1. Lobbying in Brussels

Why lobby is so important for lobbyist and E.U. institution?

For lobbyist

- ▶ Secure their business
- ▶ Influence E.U. institutions regarding the laws they will issue
- ▶ Insuring the constant contact with decision maker

For E.U.

- ▶ Gathering information they don't have to take the best decision
- ▶ Access to full information

1. Lobbying in Brussels

The location of headquarter of oil corporate :

- 1 - BP
- 2 – Shell
- 3 - Vattenfall
- 4 - International Emissions Trading Association (IETA)
- 5 - Total
- 6 - Eni



2. Company presentation

- ▶ Biggest French fuel company in the world. Second most important company in the CAC 40 in terms of market cap in 2020. The company accumulated around 103 B€ since 10 years.
- ▶ Total is active in 130 countries and have 100 000 employees worldwide.
- ▶ This oil giant has 124 petrochemical refining sites. Around 61% are located in Europe.
- ▶ Market Capitalization : 79.409 B€ - *Bloomberg data April 2020**
- ▶ Revenue : 157 459 M€ / Net income: 10 065 M€ / Profit Margin : 6,39% - *Bloomberg data 2019*



3. Objectives of Total in E.U lobby

- ▶ The objective of lobbying is to influence decision mainly before they have been taken. Rules that are applied in the European Union are taken by 3 major institutions :
 1. The Commission composed by 27 commissioners (one for each state) is in charge of proposing new legislation, allocates european funding, ensures the correct application of european legislation. Many laws that will be in force in all E.U. countries are proposed in the commission that's why it is a big target for all lobbyist.
 2. The Parliament is composed by 705 Members of the European Parliament (MEPs) in 2020 elected by E.U. citizens of all the member countries. The numbers of seats are approximately proportionate to the population. The aim of the parliament is to adopt new legislations, establish the budget of the Union jointly with the Council and exercises democratic control over all the institutions of the Union.
 3. The Council is composed by all national ministers of each EU country, depending on the policy areas being dealt with. The president of the council rotates every 6 months between each country. Their job is to negotiate and adopt EU legislation, coordinate country policies and adopt the EU's annual budget together with the European Parliament.

3. Objectives of Total in E.U lobby

▶ Target of Total in Brussels :

The main target for every corporate or NGO or any stakeholder is the Commission as they have the legislative initiative. Of course the target in the commission or the commissioners but that is the very end goal. In the hierarchy the policy officers are the firsts to elaborate a new proposal of legislation. One step higher you have the unit manager and then the director. Finally at the top you have the commissioner.

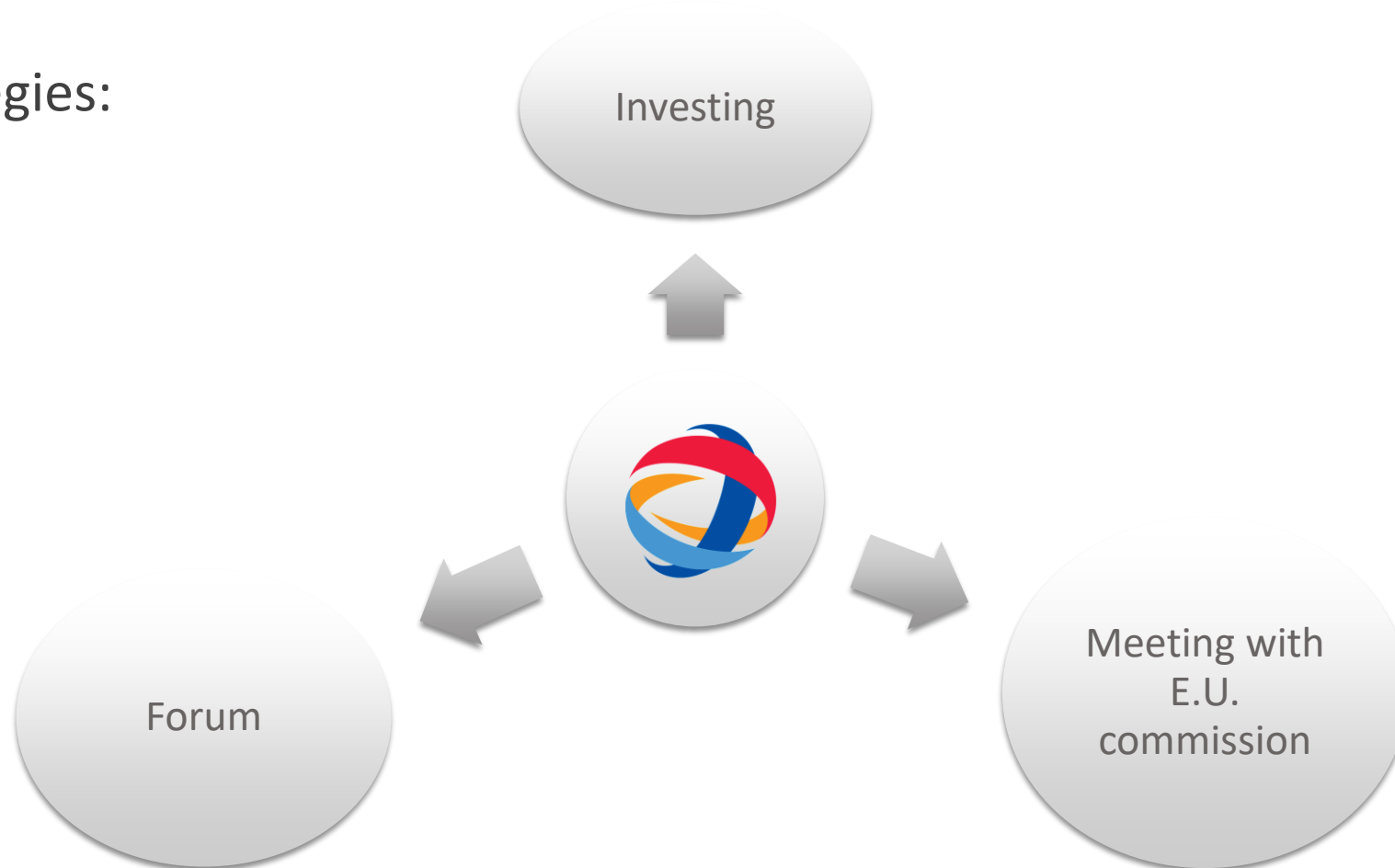
But this is not the only big target, the power of the parliament is growing and the will of lobbyist to have a say in decision in a E.U. institution is high.

▶ More specific target outside Brussels:

European Environment Agency (EEA) in Copenhagen deals with integrating environment considerations into economic policies.

4. How Total set up its lobby strategy

- ▶ 3 main strategies:



4. How Total set up its lobby strategy

► Investment:

For the year 2019, Total has spend between 1 750 000 and 2 000 000 000 € in activites related to lobbying. This amount is huge also compared with other companies :

Uber

Uber - 800 000€



Sanofi, biggest pharmaceutical group in France - 1 000 000/ 1 200 000€



BNP Paribas, biggest bank in France – 1 000 000 000/ 1 249 000€



Shell – 4 000 000€

4. How Total set up its lobby strategy

► Forums: European Energy Forum

The forums are a privileged meeting place with Members of the European Parliament. According to the EEF, these events are a means of sharing valuable information so that laws can be drawn up in an informed manner.

A lot of events organized by EEF are dinner debates a very common practice in the lobbying's field. These events include MEP assistant briefings about « better understanding on issues relating to energy in a context enabling them to directly interact with the speakers. » *EEF event on 30th Jan 2020 in Brussels**.

All those events are organized in Brussels or Strasbourg .

► International association of Oil & Gas Producers (IOGP)* :

The IOGP is an association registered in the LTR regrouping oil & gas companies like: Exxonmobile, BP, Total, Shell.. All its members represent 40% of all gas & oil production in the world. The association's main objective as they describe it is to generate a « reliable and credible source of information ».

4. How Total set up its lobby strategy

- ▶ Meeting with E.U. commission:
- Since 2015, Total took part to 25 official meeting with the Commission
- This document is extracted from the LTR but does not reflect all the meeting that have took places between them.

List of meetings **TOTAL SA** has held with Commissioners, Members of their Cabinet or Director-Generals since 01/12/2014 under its current ID number in the Transparency Register: 1849405799-88.

Nr	Commission representative	Portfolio	Date	Location	Subject(s)
1	Stefano Grassi, Cabinet member of Kadri Simson Laure Chapuis- Kombos, Cabinet member of Kadri Simson Kitti Nyitrai, Cabinet member of Kadri Simson	Energy	08/04/2020	Video-conference	Impact of Covid-19 on oil sector, role of clean energy investment for recovery; gas sector (LNG, hydrogen, clean transition); low carbon electricity & solar; Green Deal.
2	Geneviève TUTS, Cabinet member of Didier Reynders	Justice	05/02/2020	Brussels	General presentation of the activities of the group
3	Dominique Ristori, Director-General	Energy (ENER)	22/11/2018	Brussels, Belgium	energy policy
4	Dominique Ristori, Director-General	Energy (ENER)	10/07/2018	Brussels, Belgium	energy policy
5	Dominique Ristori, Director-General	Energy (ENER)	20/05/2018	Teheran, Iran	Energy policy
6	Dominique Ristori, Director-General	Energy (ENER)	28/03/2018	Brussels, Belgium	Energy policy

4. How Total set up its lobby strategy

- ▶ In addition to the meetings, the company have 7 persons accredited for access to the parliament.
- ▶ They have the certainty of having a direct contact with MPE and that is very precious
- ▶ The persons accredited are all employees of Total and in charge of european affairs

Persons accredited for access to European Parliament premises

First name	Surname	Start Date
Arnaud	CHAPERON	19/07/2019
Alexandre	FABRE	24/07/2019
Camille	JOVIGNOT	11/09/2019
Tanguy Ernest	KERVYN	24/07/2019
Frederic	LINSIG	06/07/2019
Laurent	MAUREL	08/10/2019
Burkhard	REUSS	30/01/2020

Fields of interest

The organisation's fields of interests are:

- Agriculture and Rural De
- Banking and financial se
- Budget

5. What are the outcomes?

- ▶ The influence of Total one of the biggest lobbying company in Brussels is almost unthinkable. Every law settled by the E.U. institutions have been also accepted and in a way shaped by Total.
- ▶ The famous newspaper the Guardian has revealed the efforts made by a business association to slow down the environmental transition. *Arthur Neslen 22/02/2015**. In his article he describe how Total with other partners like Enel have been negotiated some restrictions about a target of renewable energy. The target was first 45% but at the end negotiate at 27,5% of renewable energy for 2030.
- ▶ This example shows that the big oil company a power of decision and not just providing information.

5. What are the outcomes?

- ▶ The European Commission can issue some consultations on various topics. This document* is one of the last contribution in which Total could participate.
- ▶ In this example the stakeholders are varied and even the inhabitants can take part.

FACTUAL SUMMARY REPORT ON THE PUBLIC CONSULTATION FOR THE EVALUATION OF THE INDUSTRIAL EMISSIONS DIRECTIVE

1. INTRODUCTION

The European Commission has started an evaluation of the Industrial Emissions Directive 2010/75/EU (IED) in line with its Better Regulation Guidelines. The evaluation is against the following five key evaluation criteria: effectiveness, efficiency, relevance, coherence and EU added value.

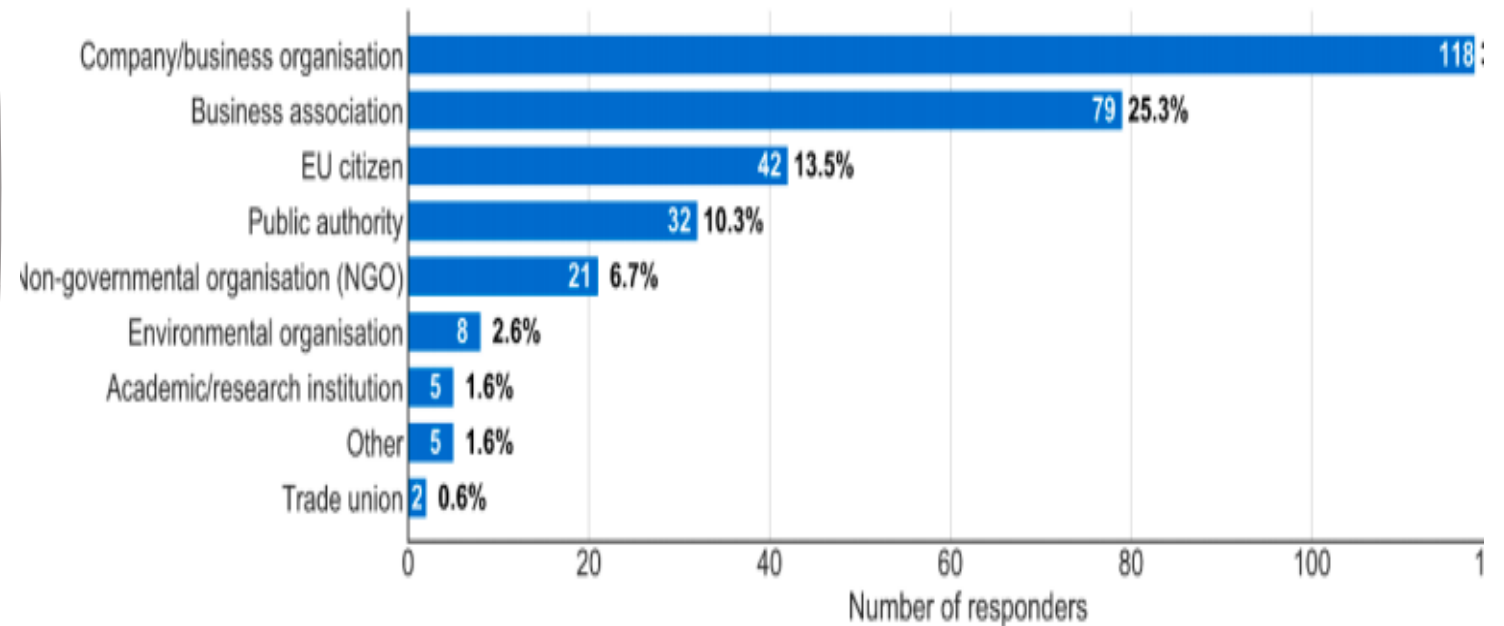
The evaluation is supported by a series of stakeholder consultation activities, including a public consultation, as well as more detailed and targeted stakeholder consultations (targeted stakeholder survey, interviews, focus groups) and stakeholder workshops.

This document provides a high-level breakdown of the responses to the consultation, as requested by the European Commission. A full analysis of the results will be included in the public consultation appendix accompanying the final report of the study in support of the evaluation.

5. What are the outcomes?

- ▶ In this example the stakeholders are varied and even the inhabitants can take part.
- ▶ But as we can imagine the higher percentage response rate is the company and business organisation

Figure 1 Responses to the public consultation by stakeholder type



6. Conclusion

This case study allowed me to discover the world of the Lobby that I didn't know at all. Contrary to what I expected the lobby is not always an illegal practice and is trying to be regulated more and more.

I was impressed by the amount of money spent by companies and the strong link between large groups and European institutions.

This discovery was very interesting and raises even more questions about the proper functioning of the European system and its integrity.