

Il lobbying cittadino

Come il tuo talento può salvare la democrazia
e renderti una vita più felice

Alberto Alemanno

HEC Paris – NYU School of Law

The Good Lobby

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community engagement

modelli di ingaggio

collaborazioni efficaci

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Let's meet!

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where do I come from



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The
GOOD
Lobby

skill-sharing community

committed to equalize public space

by mobilizing citizen talents

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How often do you
make a difference in life?

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my script

- problem
 - powerlessness
- solution
 - citizen lobbying
- recipe
 - the citizen lobbying tool-box

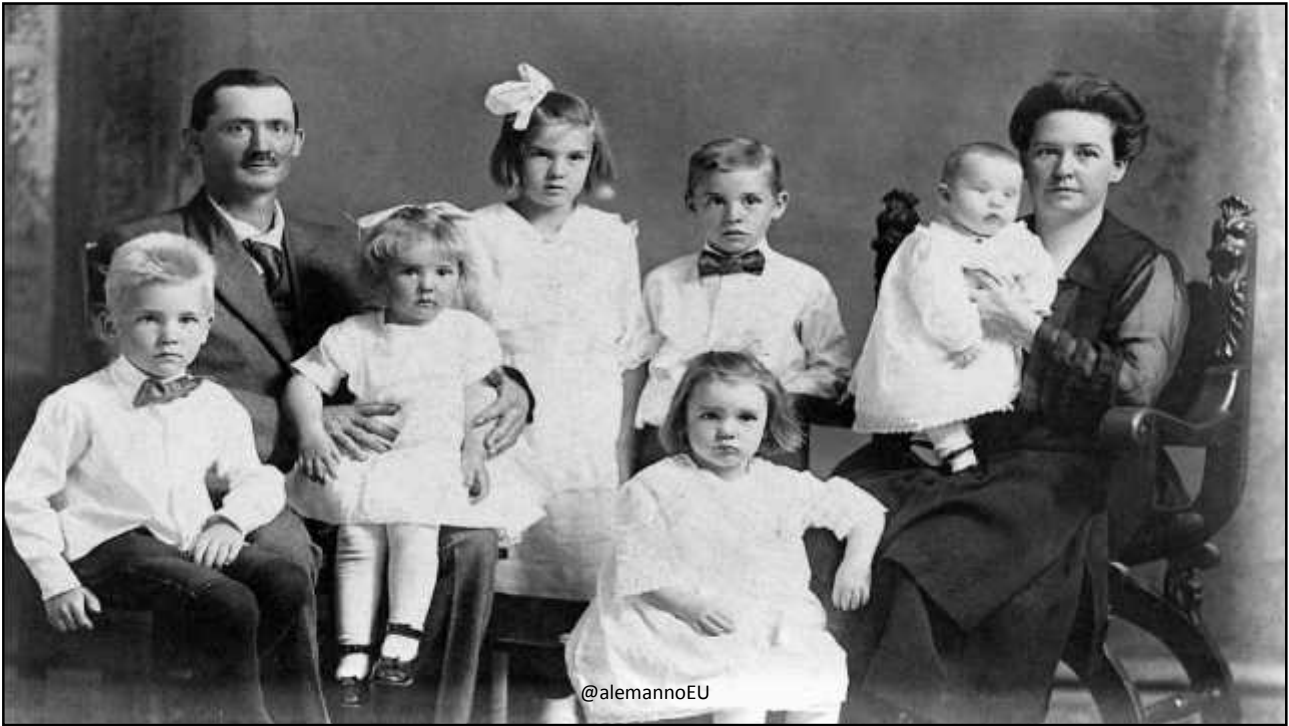
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The problem

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safer
live longer
richer
healthier

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yet

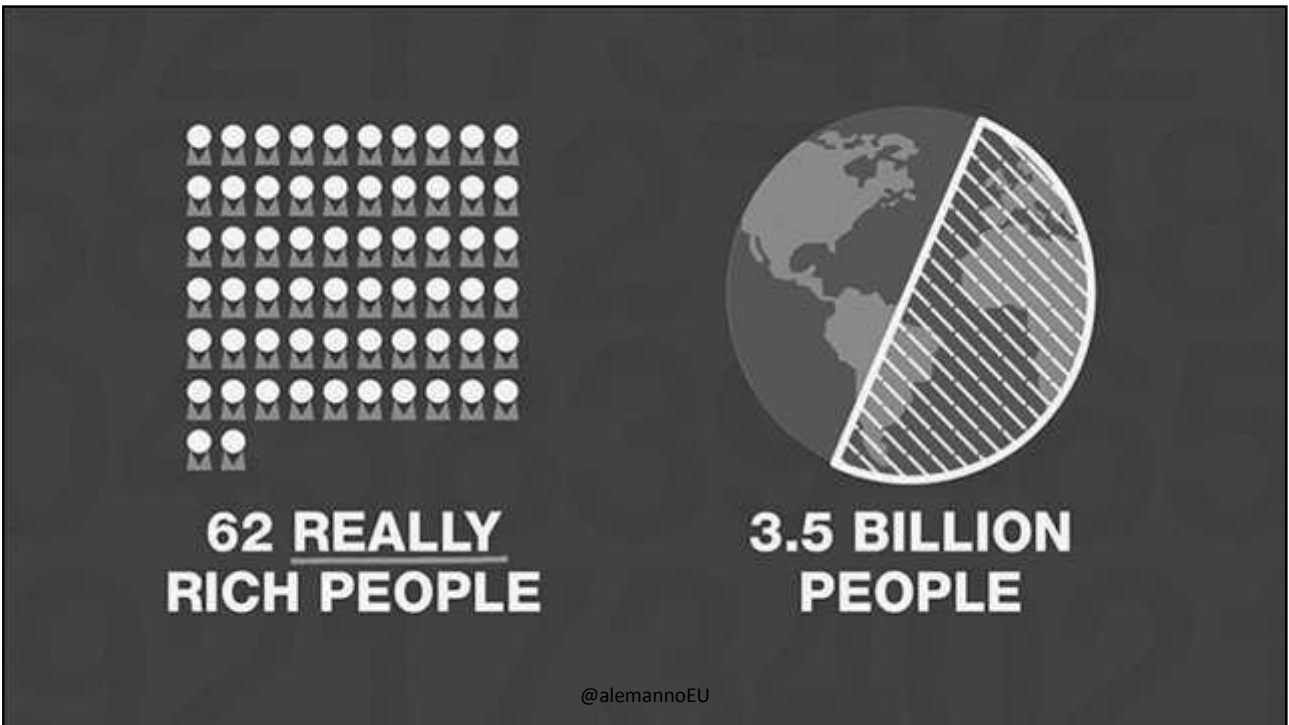
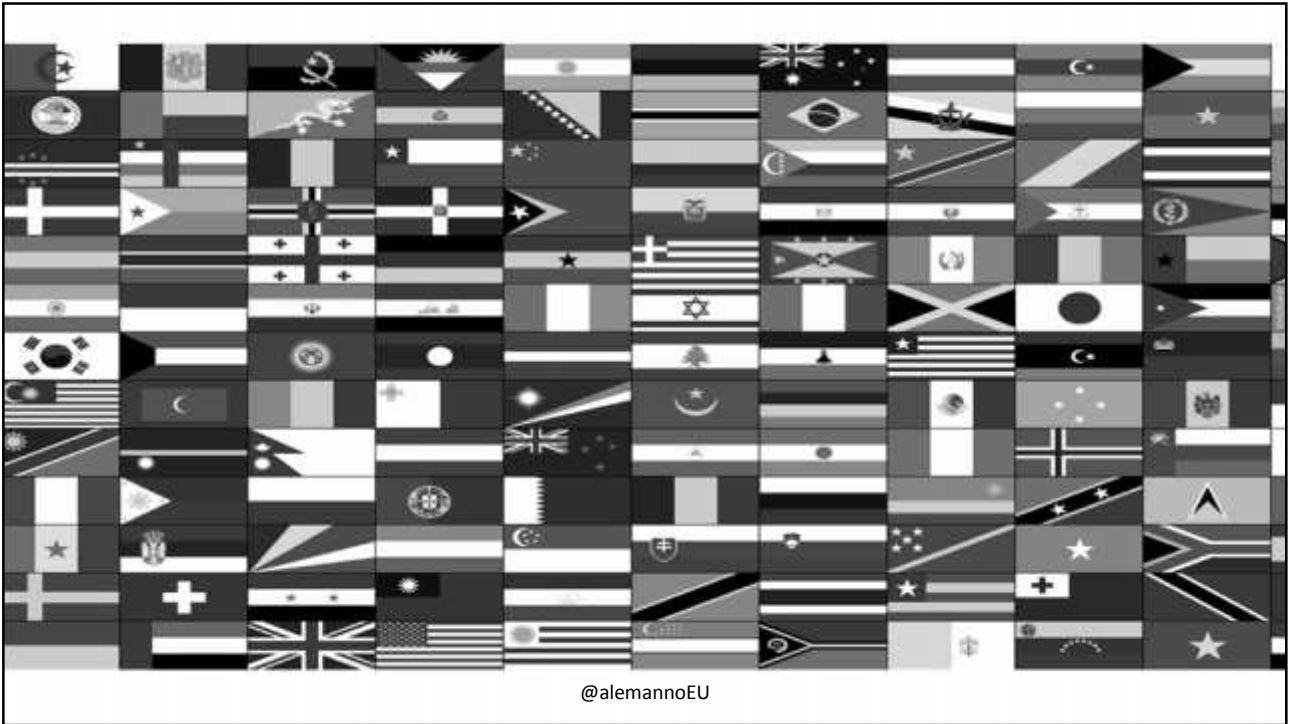
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powerless

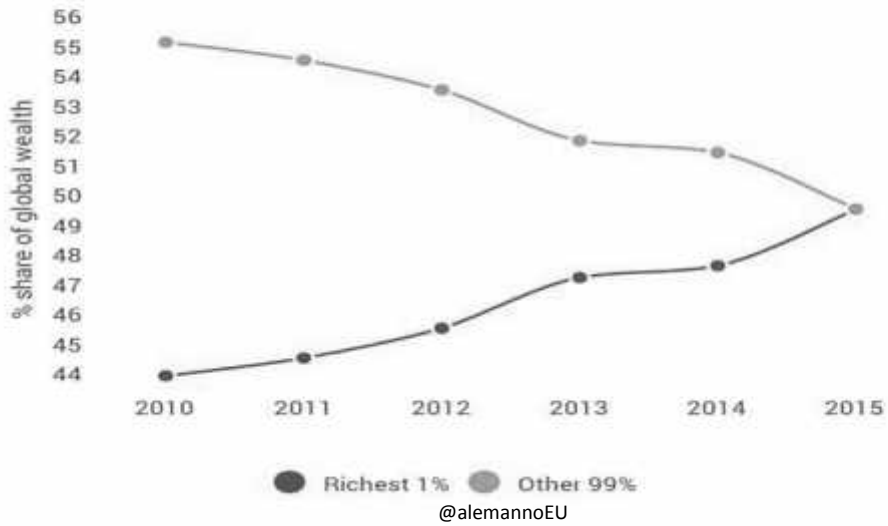
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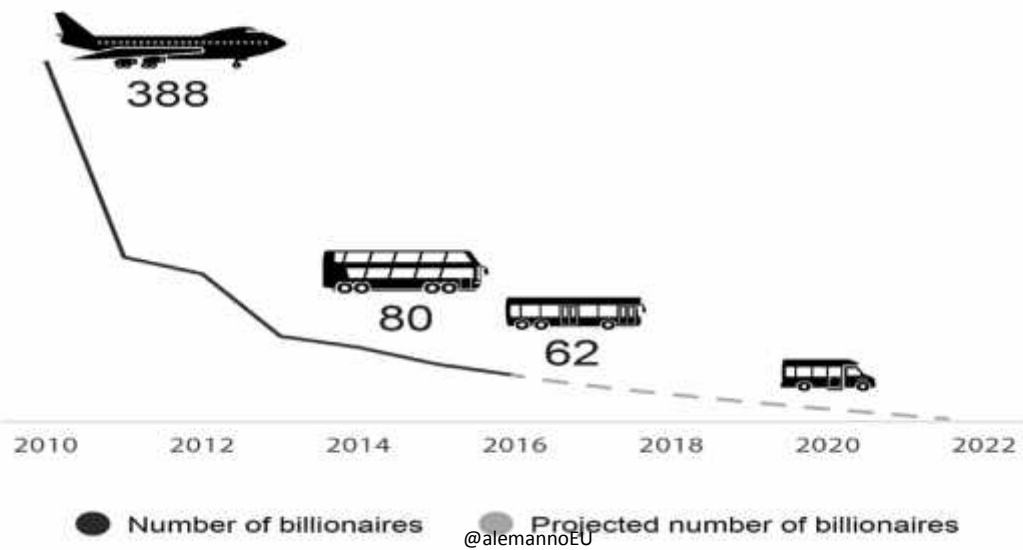
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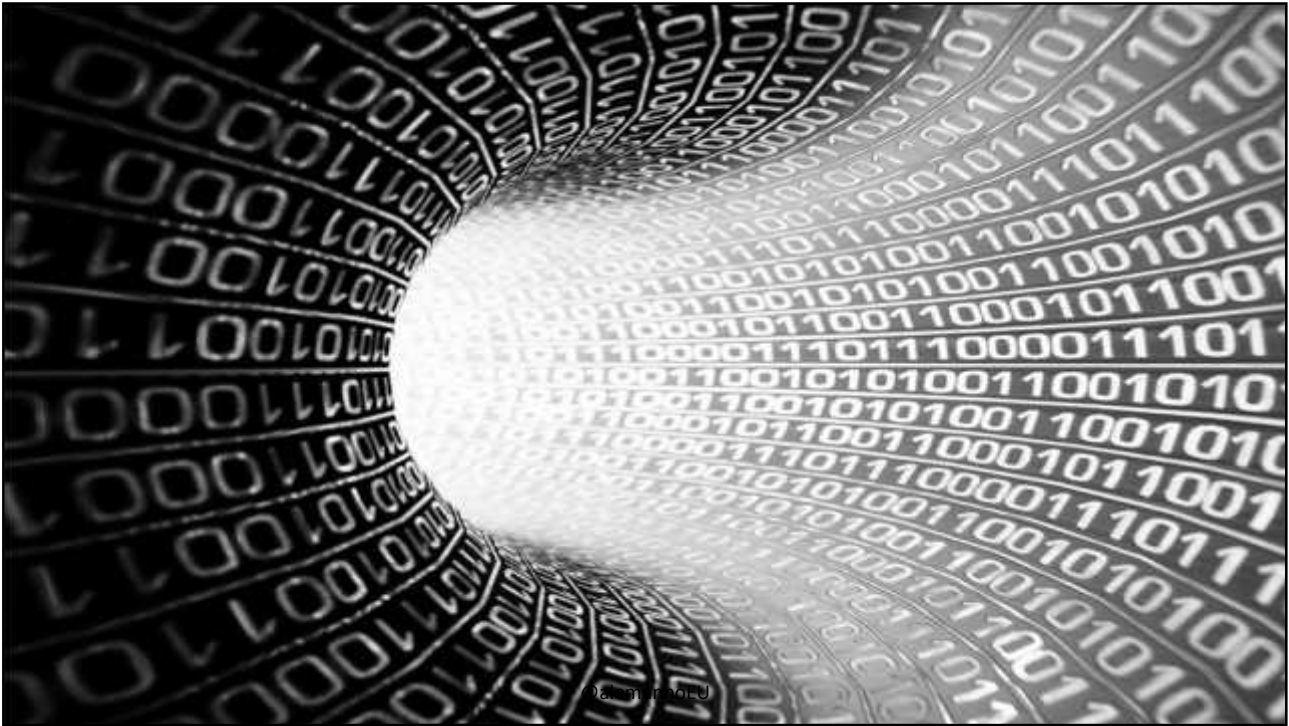


Share of global wealth 2010-2015



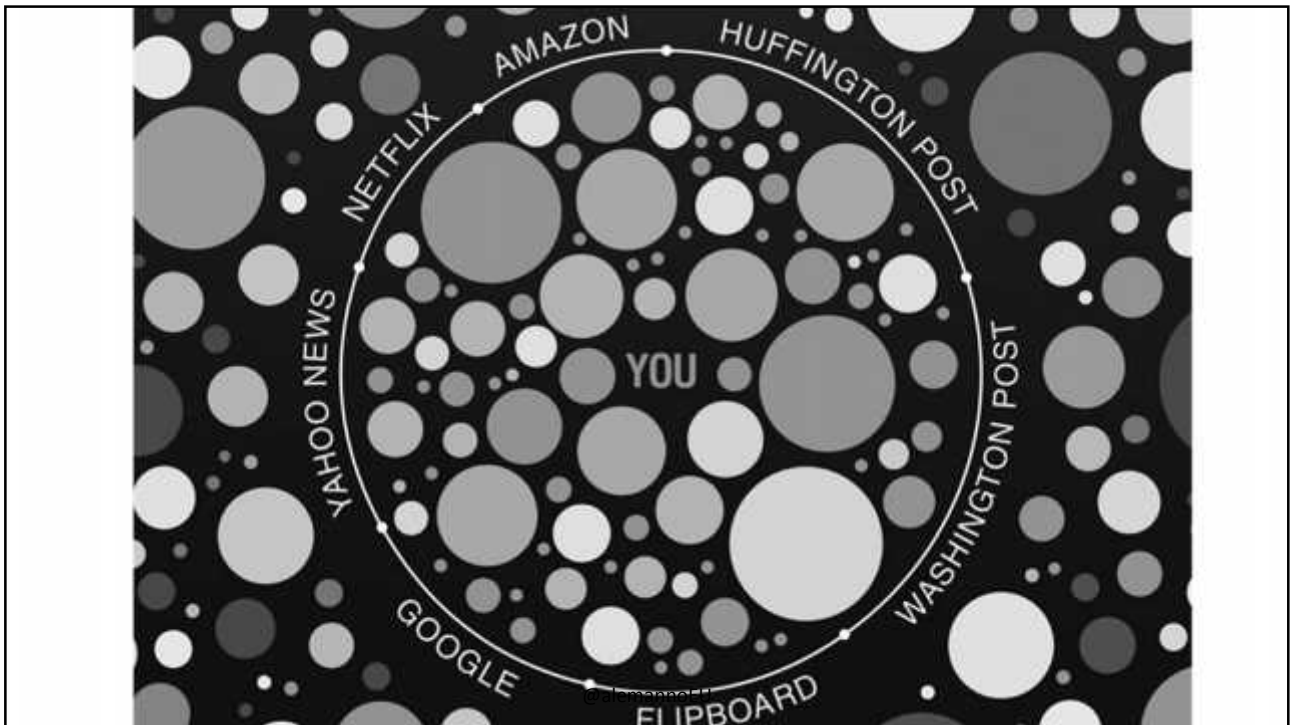
Billionaires who own the same wealth as half the world And what transport they would fit on

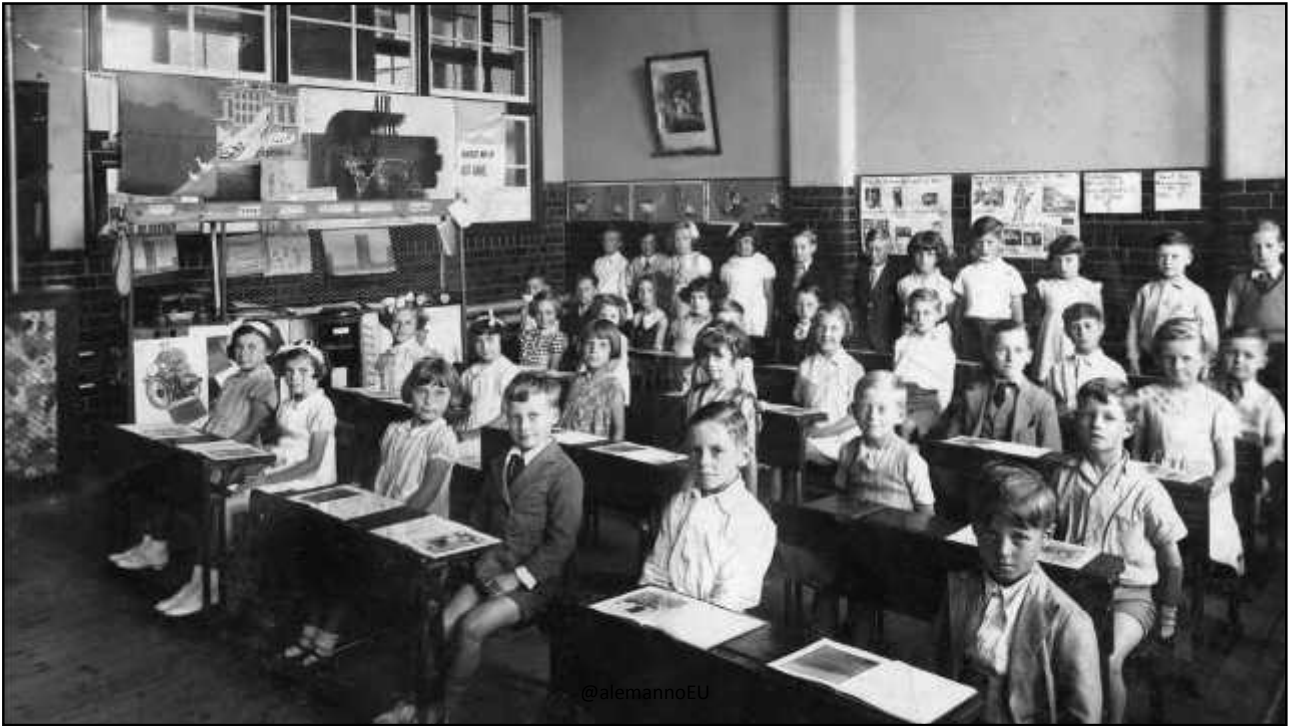






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We are spectators. Not actors.

Consumers. Not citizens.

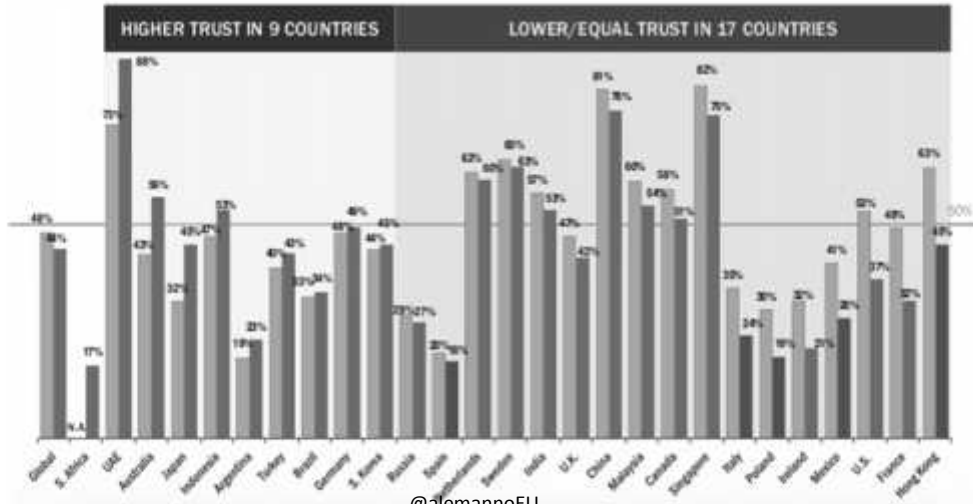
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SIGNIFICANT TRUST DECLINE FOR GOVERNMENT; LARGEST TRUST DROPS IN U.S., FRANCE AND HONG KONG

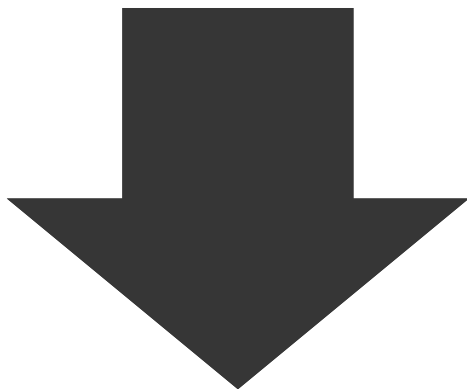
TRUST IN GOVERNMENT, 2013 VS. 2014

2013 2014 = HISTORIC LOW

GLOBAL HISTORIC LOW (2009) = 43%

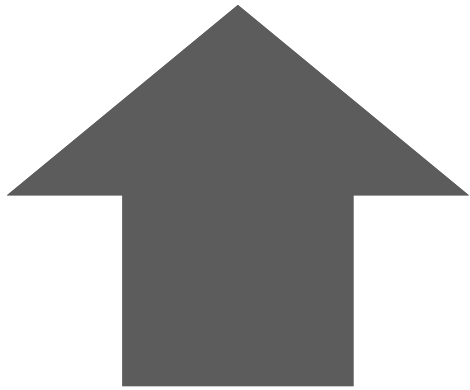


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participation
in conventional
politics

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interest in
politics

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interest in
politics

participation
in conventional
politics



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change.org

AVAAZ.ORG
THE WORLD IN WAR

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cons

- **COMMODIFICATION**
instrumentalization of public mobilization
- **ANTAGONISTIC**
outside of institutional avenues
- **LIMITED ENGAGEMENT**
yet another form of click-activism?

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pros

- REACTIVE
within hours they can set up a new campaign
- DATA DRIVEN
contact / test / mobilize members' interest
- ADVOCACY-ORIENTED
start pressurizing decision-makers

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difficult questions

Are these digital era social movements
capable of inducing change?

How constructive is their input
(besides aggregating millions)?

How often do they tap into membership's full
potential?

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and risk of...

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and risk of...

- worsening the polarization in public debate
- modest contribution to decision-making
- not empowering the individual

due to 'thin' participatory mechanisms

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How to make it 'thicker'?

- more deliberative, less aggregative
- more inclusive and citizen-centric
- more informed, knowledge-based

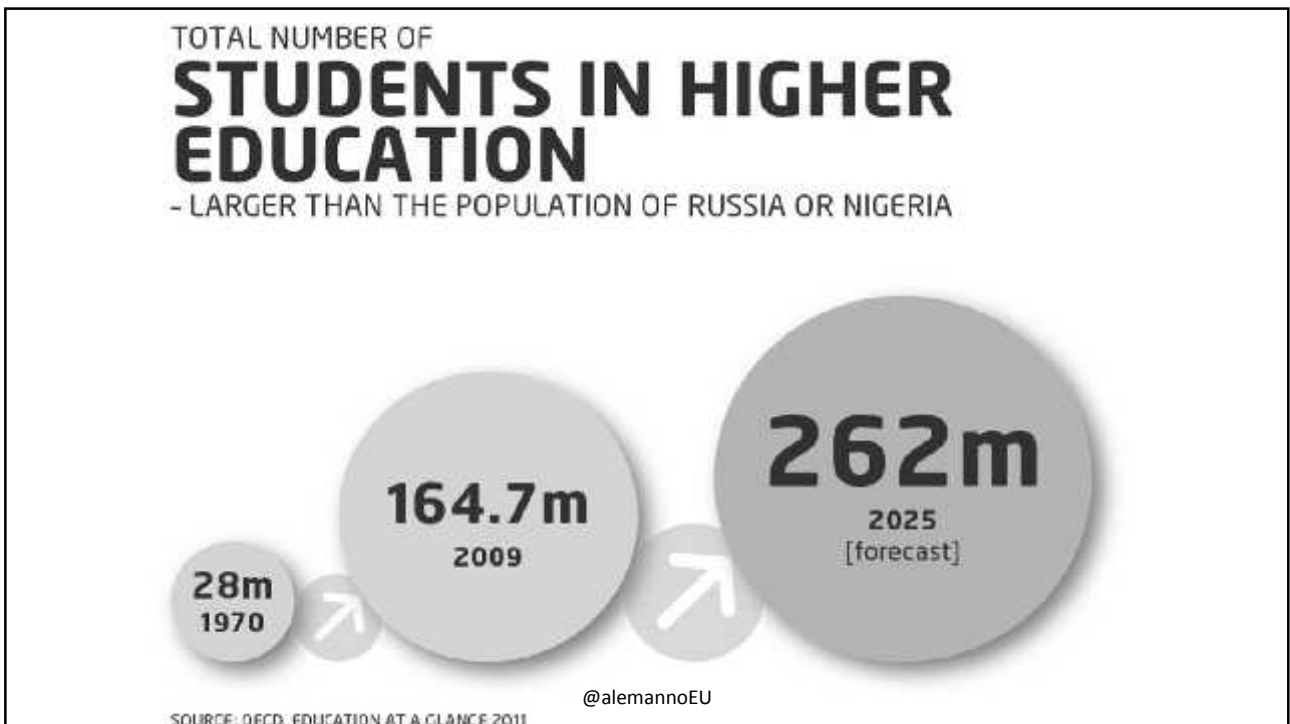
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Let's contrast

need for real, 'thicker' engagement

with

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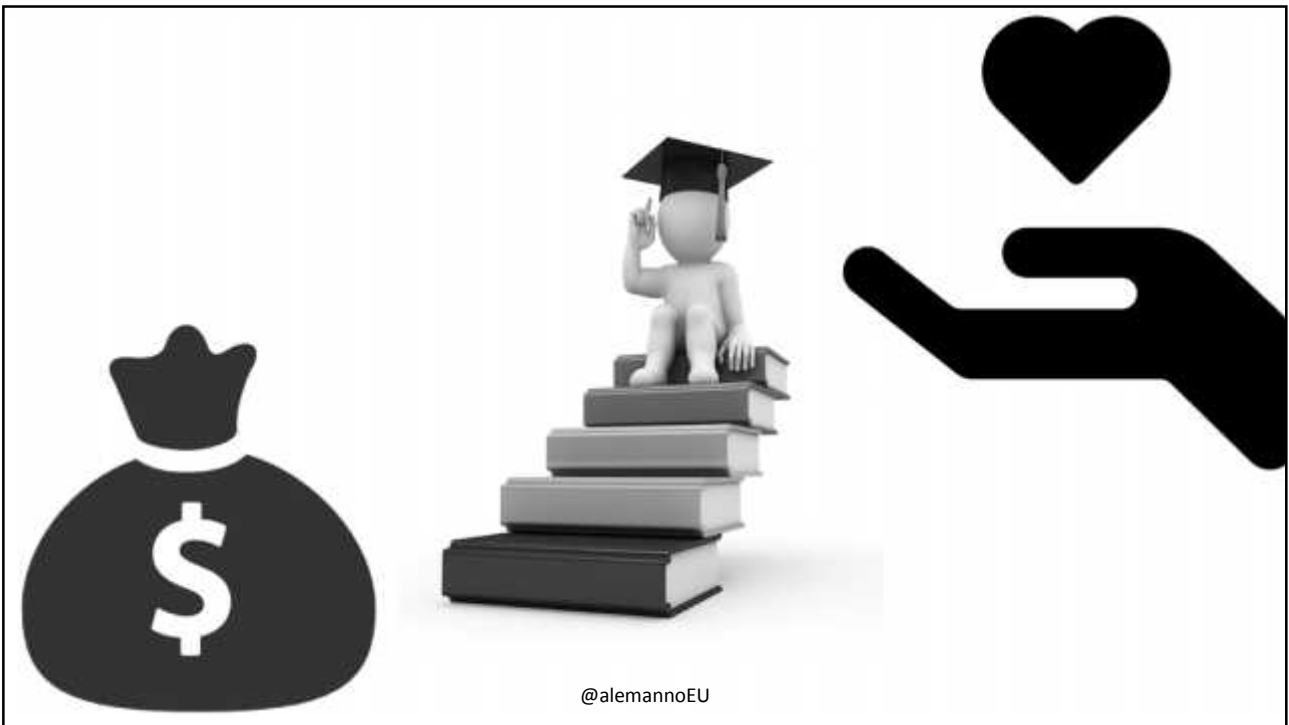




why should care?

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‘Participation can be seen as
having intrinsic value for the quality
of life’

Amartya Sen

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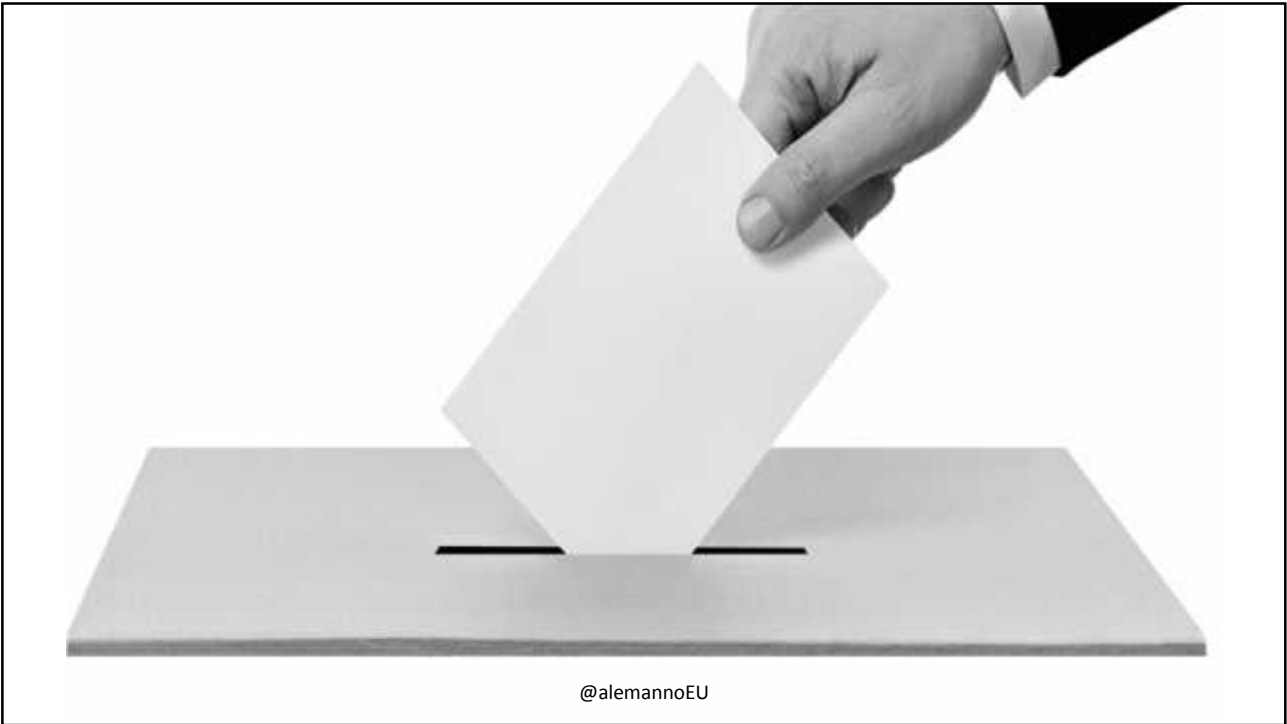


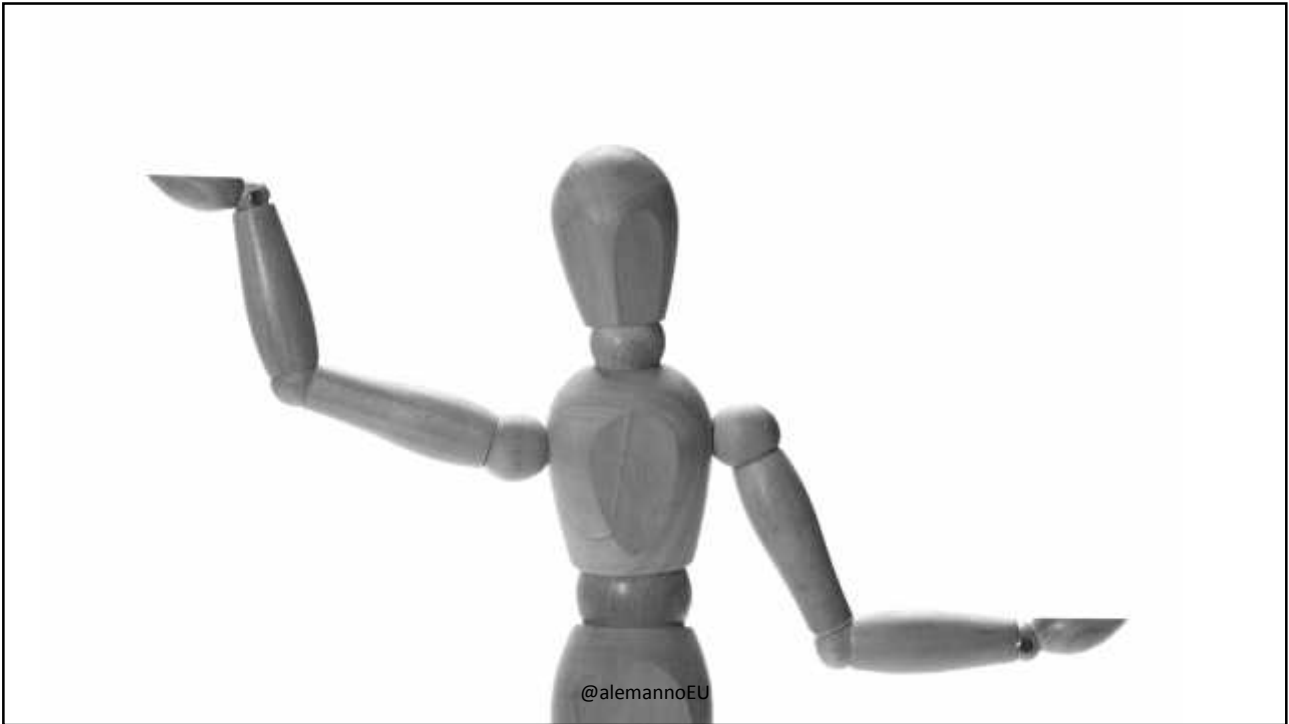
How to fix that?

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The solution

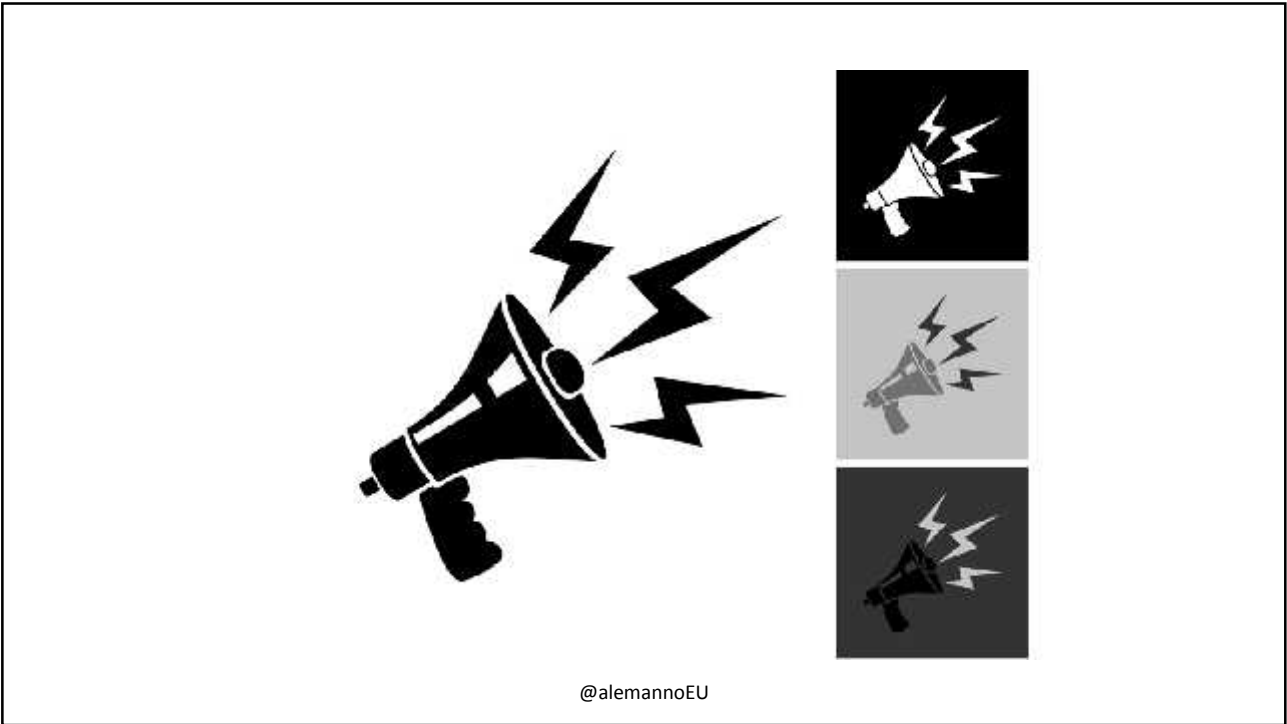
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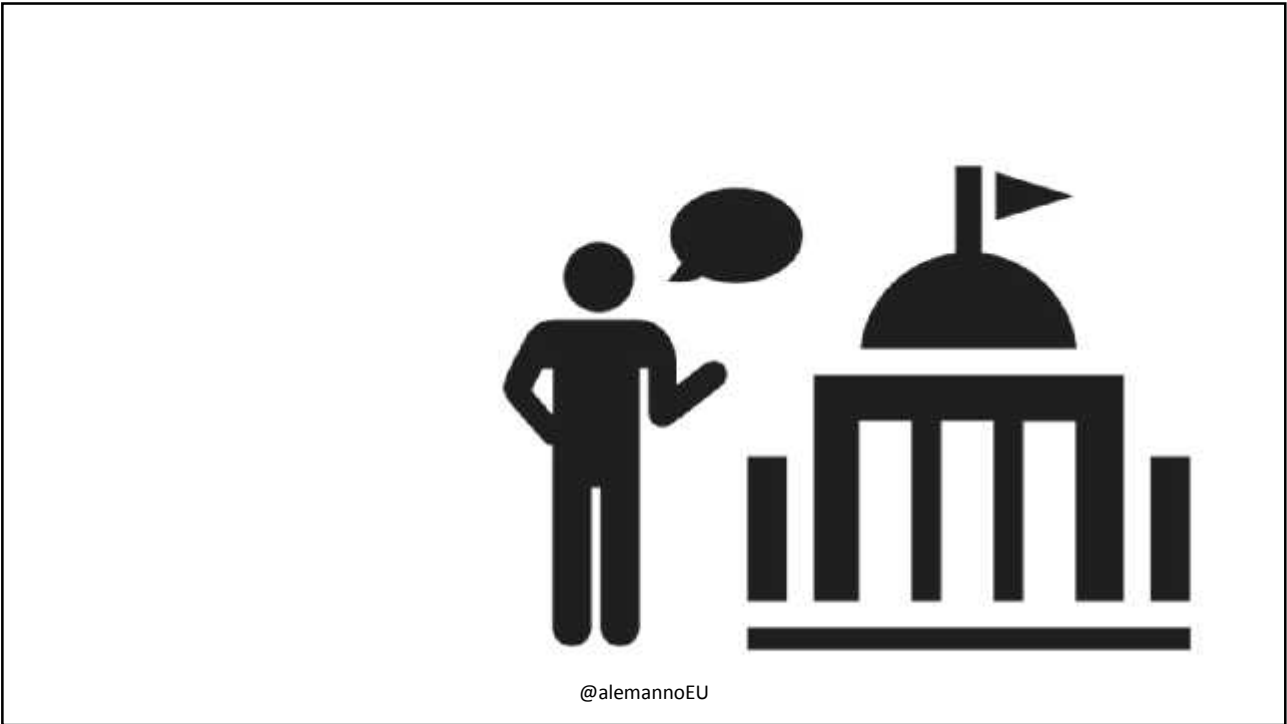




lobbying

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citizen lobbying

lobbying by the citizens for the citizens'

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To sum up, a citizen lobbyist is someone who, in the absence of remuneration, participates in a pro-active manner to the policy process by tapping into the repertoire of various, rapidly adapting lobbying techniques. Those include monitoring, stakeholder mapping, petitions, meeting solicitation, as well as campaigning.

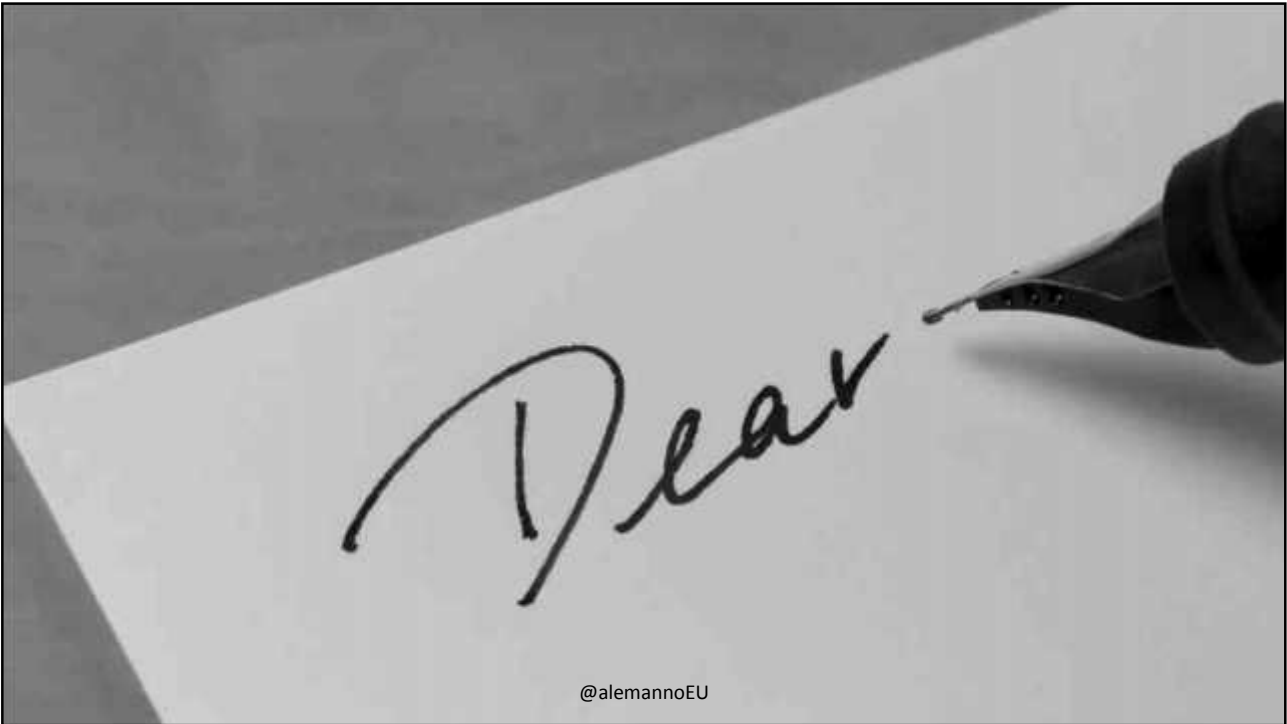
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The recipe

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The Recipe

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1. Pick your battle

- What's your issue?
- Situating the issue in the policy cycle

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2. Do your homework

- Is your issue a real issue?
 - Gather your facts
 - Evidence about your issue
 - Evidence about your solution
 - Evidence about precedents
 - Fact-sheet

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3. Map your environment

- List your stakeholders
- Map your stakeholders
- Map your allies and opponents

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4. Draw up a lobbying plan

- Inside vs outside lobbying
- The avenues
 - The legislative avenue
 - Policy change
 - Policy initiation
 - » Referenda
 - » Petitions
 - » Initiatives
 - The administrative avenue
 - FOIAs /Administrative complaints / Ombudsman
 - The judicial avenue
 - Public campaigning

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5. Pick you allies

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6. Raise money

- Donors
- Crowdfunding
- Elevator pitch!

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7. Plan your communication

- Branding
- Media Campaign
 - Map the media / Spot the journos / Build a relationship
 - Draft a press release
 - Prep for an Interview
- Digital Campaigning
 - Emailing / Social Media / Online Marketing
- Blogging
- Eventing

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8. Face-to-face meeting

- Who you meet
 - Crystal tools
 - Nothing left to improvisation
- Prep the interview

- The interview
 - Humanising it!

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9. Stick to the (lobbying) rules

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10. Monitor progress and delivery

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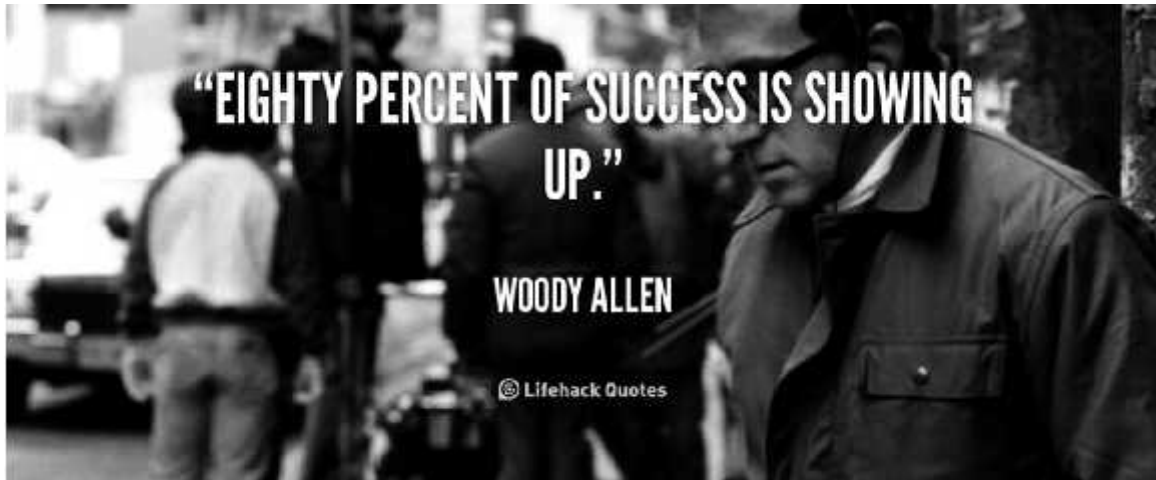
Why should you lobby?

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Lobbying works

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Lobbying is win-win



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Lobbying is good for democracy

- complementary, not antagonistic, to representative democracy
- institutionalize distrust by turning it into a civic virtue

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How often do you make a
difference in life?

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More often

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from spectators into actors.

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from consumers into citizens.

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“Non dubitare mai che un piccolo gruppo di cittadini coscienti ed impegnati possa cambiare il mondo. In verità è l'unica cosa che è sempre accaduta.”

Margaret Mead

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