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Presentation by
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European Policy Campaigning: Some Experiences



European Federation for
Transport and Environment



EDRC
Environment
& Development
Resource Centre



Communication



NGO Campaign examples



Some Lessons

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Communication



IF YOU FIND A FIRE

1. Network with your neighbours
2. Explain the issues and the processes of ignition, fuel effects, oxidation and ion plasmas, and address the social and economic justice dimensions
3. Educate decision-makers regarding the establishment of an adequately resourced fire brigade and fire prevention culture, ask your neighbours to join in

IF YOU FIND A FIRE

1. Raise the alarm
2. Go immediately to the place of safety
3. Call the fire brigade

A few examples to draw from:



Air Pollution from roads
“Classical pollution” and
C0₂



New infrastructure
building guidelines



Transport Policy /
road pricing

Air Pollution from roads

- Large coalition
- Duplicated the EU coalition at Member State level
- Presented coalition to MEPs in Brussels
- Supported MEPs with information as well as position
- Industry was split

Strong Industry lobby still: e.g.
Oil lobby example Milford Haven)

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“Victory”
tough mandatory standards introduced

Luck plays a role

Cars and CO₂

- Failure to get campaign off the ground
- Recognition of problem but not of priority
- Cleavage between problem and attitudes
 - e.g. Speed limits
- Ability to now say “we told you so...”
 - Not particularly helpful



New Infrastructure Building Guidelines - TENs

- Obvious lobby target not the highest value
- Sticking to principle rather than specific example / site
- Using power of broad coalitions

Don't forget luck



Transport Policy / road pricing

- Technical Argument won –
- objections on the basis of emotions only
- Access to key decision makers gave entry point
- Problem is not technical but emotive
- Don't forget luck – e.g. 11/09/2001



Key threads: You cannot account for luck – so don't try

Ensure you target the highest value decision makers

Identify Access entry points early

Ensure your objectives are the key framing issues

Broad coalitions

Be a resource

Do not



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Lobbying
A tough Job
But, ...
someone
has to do it

