



Public Affairs Council

# Maximizing Intelligence & Data for Your Public Affairs Strategy

28<sup>th</sup> April 2022, Brussels

Dr Alan Hardacre



ADVOCACY  
STRATEGY

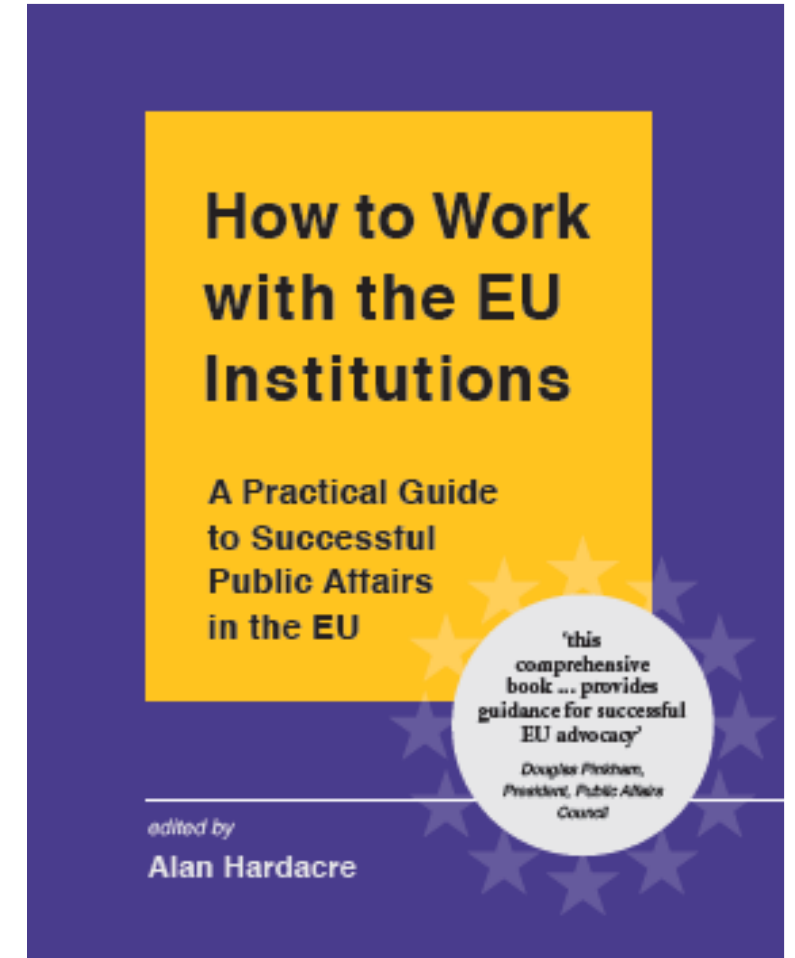
[AdvocacyStrategy.com](https://AdvocacyStrategy.com)



# Dr Alan Hardacre



- Owner Public Affairs Clinic / [www.AdvocacyStrategy.com](http://www.AdvocacyStrategy.com)
- Consulting for Kindred, CropLife & others
- ex-Director of Corporate Affairs @ Imperial Brands
- 20 years Public Affairs experience
- Author of several articles & books
- Long time Member of Board of Public Affairs Council
- Visiting Professor in UK, Thailand, Switzerland, Belgium, Netherlands





# Public Affairs Council Skills Trainings 2022

*February 24<sup>th</sup>*

## **Setting the Foundations for a Successful PA Strategy**

Topics: Broad approach, setting objectives and prioritizing

*April 28<sup>th</sup>*

## **Maximizing Intelligence & Data for Your Public Affairs Strategy**

Topics: Understanding your context, intelligence gathering & using data

*September 27<sup>th</sup>*

## **Mapping and Engaging with Stakeholders Strategically**

Topics: Stakeholder mapping & engagement

*November 10<sup>th</sup>*

## **Evaluating and Communicating Your Public Affairs Work**

Topics: Measuring (and communicating internally) impact, evaluation and ROI

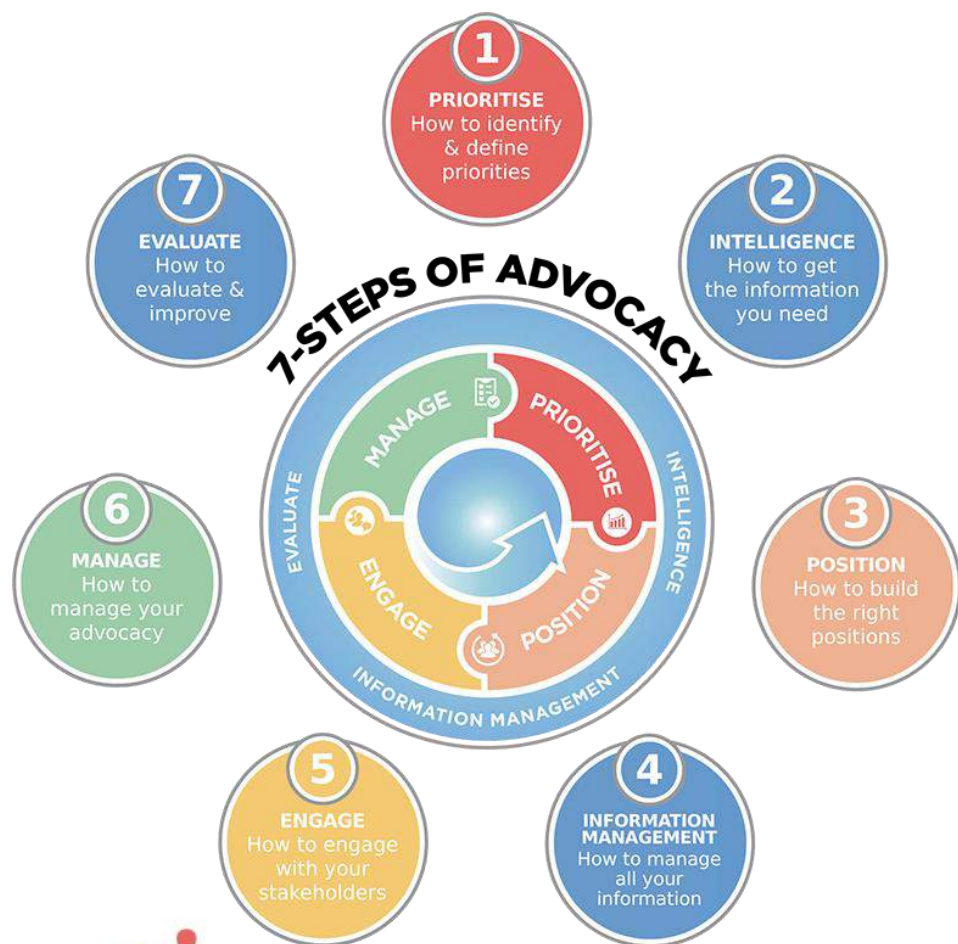


**ADVOCACY  
STRATEGY**

[AdvocacyStrategy.com](https://AdvocacyStrategy.com)



# AdvocacyStrategy Model: A Winning Advocacy Process



N°	STEP	FOCUS
1	Prioritize	How to identify & define priorities
2	Intelligence	How to get the information you need
3	Position	How to build the right positions
4	Information Management	How to manage all your information
5	Engage	How to engage with your stakeholders
6	Manage	How to manage your advocacy
7	Evaluate	How to evaluate & improve

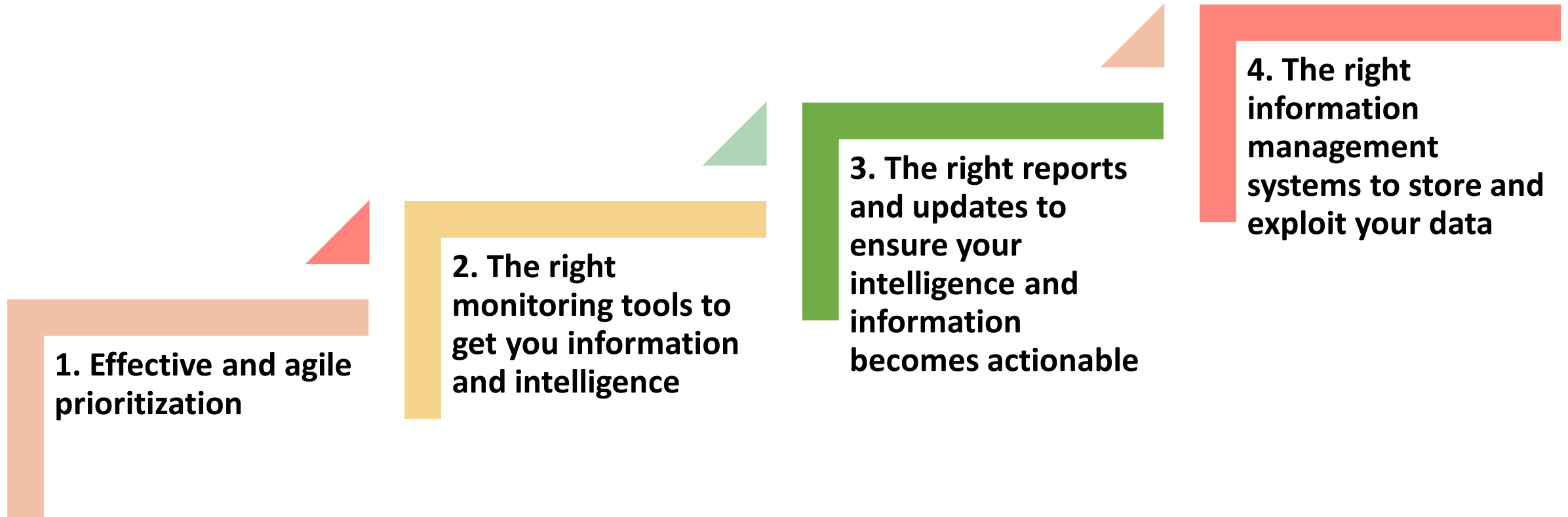


# Tour de Table

*What are your expectations for the programme and today?*



# A Successful Intelligence & Data Strategy





# Advocacy is Inter-dependent

- Link between prioritise, intelligence gathering and other steps is key
- Changes in one step require changes to many-all steps
- Everything in here is interlinked





# What we are going to do today...

## 1. Intelligence

### Intelligence 'Sweet Spot':

- Sources
- What to cover
- Open source
- Non-public

## 2. Actionable Intelligence

### How to convert:

- Ad-hoc updates
- Daily-weekly updates
- Reports
- Trackers
- Dashboards

## 3. Information Management

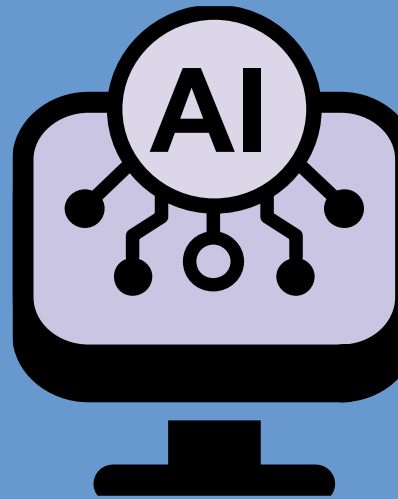
### How to manage:

- Platforms you can use
- Opportunities
- Extra benefits



# 1. INTELLIGENCE

## Intelligence Gathering



Past-Future – What to monitor – How to Process



*How do you currently gather intelligence?*

*What issues do you face?*

*What questions do you have?*



“

**"POLITICAL INTELLIGENCE"  
THE COLLECTION & USE OF  
NON-PUBLIC INFORMATION  
DERIVED FROM POLITICAL  
INSTITUTIONS.**

”



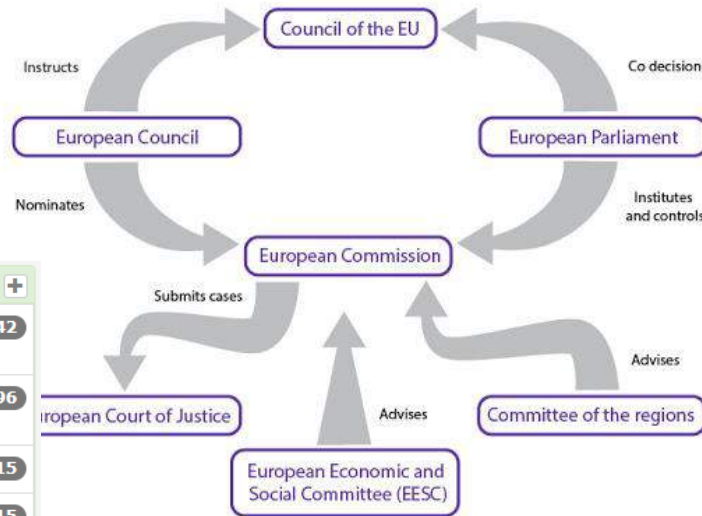
# Why (Digital) Intelligence Gathering?

- Increase access to data
  - Save time & build efficiency.
- Inform strategy:
  - Select, assess & manage issues;
  - Map & engage with stakeholders;
  - Inform strategic choices & activities;
  - Measure activities & actions;
  - Measure impact & evaluate performance.
- Demonstrate productivity:
  - Show value to organization (ROI);
  - Motivate team.
- Security
  - Centralise & share knowledge;
  - Guarantee institutional knowledge & maintain a historical record.



# Sources

They are from the following (sub)sections:	
+ I - Professional consultancies/law firms/self-employed consultants	842
+ II - In-house lobbyists and trade/business/professional associations	6,296
+ III - Non-governmental organisations	3,215
+ IV - Think tanks, research and academic institutions	915
+ V - Organisations representing churches and religious communities	58
+ VI - Organisations representing local, regional and municipal authorities, other public or mixed entities, etc.	578





# Online Public Information

## European Commission:

- College meetings, agenda, minutes, future items
- Register delegated/implementing acts
- Consultations
- EC Press, daily news, work programmes
- DG press & media
- Commissioner & DG Twitter
- Agencies: agency agendas, minutes etc.

## European Parliament:

- Legislative Observatory
- Legislative Train
- Plenary agenda
- EP Watch Live
- Parliamentary Questions
- EP Press Service
- Committees: agenda, minutes, documents, newsletter, voting records etc.
- MEP Twitter

## Council:

- European Council Agenda
- Working party agenda,
- COREPER, agenda, voting records
- Configurations
- Press service

## European Court of Justice

- Press service
- Register of documents



# Online Public Information

## News & Services

- FT
- Politico.eu/ .com
- Euractiv
- ChemWatch, ENDS Europe, Agence EUROPE
- Votewatch

## Think-tanks

- European Policy Center (EPC)
- Notre Europe
- Centre for European Policy Studies (CEPS)
- Chatham House Europe

## Trade Associations

## Companies

## NGOs

## Local & regional government



# Twitter

**Ryan Heath** @PoliticoRyan · 12.1K Tweets

**Social distancing during a pandemic saves lives. Stay home.**

**Ryan Heath** @PoliticoRyan

I have a lot of Qs. Senior editor @politico: Politico Minutes host (sign-up below), Global Translations author, Politico Nightly contributor 🇪🇺 + 🇫🇷 in 🇺🇸

politico.com/minutes/conven... Joined April 2009

15.7K Following 82.7K Followers

Tweets Tweets & replies Media Likes

**Pinned Tweet**

**Ryan Heath** @PoliticoRyan · Sep 1

**The Perfect Storm**

How bad actors and human error risk a pile-up of election problems in November, in this week's Campaign Confidential #podcast with @vermontgmg @lisackaplan @EllenLWeintraub #USElections2020 politico.eu/podcast/campai...

Florian Eder Retweeted

**Thierry Breton** @ThierryBreton · 31 Aug

It's back to 📁 season!

Join me tomorrow at 8:30 AM for a (virtual) fireside chat with @florianeder 🔥💬

Streaming [politi.co/32qWpB](https://politi.co/32qWpB)

**Jean Quatremer** @quatremer · 3h

Jusque-là les services financiers étaient directement traités par le vice président exécutif @VDombrovskis qui supervise toutes les questions économiques (et marque à la culotte le social démocrate @PaoloGentiloni). Ce Letton membre du PPE hérite en direct du commerce.

1 1 1

[Show this thread](#)

Dave Keating Retweeted

**Jack Schickler** @jackschickler · 1h

**BREAKING:** Sean Berrigan won't have to resign as head of @EU\_Finance if @MaireadMcGMEP gets the job, @EU\_Commission spokesperson says.

Convention that the two can't have same passport only applies "when you need to choose a new director general," says @MamerEric.

(News to me.)

2 12 17

**Berlaymonster** @Berlaymonster · 4h

Boris/Brexit headlines start to make so much more sense if you swap the word "deal" for the word "trousers".

Reuters UK

**UK ramps up no-deal preparations as EU trade talks stall**

Britain began a fresh round of Brexit trade talks by warning the European Union that it was ramping up preparations to leave the bloc without an ...

40 mins ago

Daily Express

**Brexit no-deal latest: No backing down! PM is defiant in the face of EU walkout threat**

Boris Johnson vowed 'I will not back down' in an angry Brexit standoff with Michel Barnier last night. Tensions worsened ahead of the ...

1 hour ago

3 9

**Alice Stollmeyer** @StollmeyerEU · 4 ...

100+ EU lawmakers:

\*Urge INTERNATIONAL investigation of #Navalny poisoning, as Russia can't be trusted to investigate its -likely own- crime

\*Urge swift implementation EU #MagnitskyAct 'so we can hold accountable the people who are behind those attacks'

[lagodinsky.de/wp-content/upl...](https://lagodinsky.de/wp-content/upl...)

15 222 441

Bruno Waterfield Retweeted

**George Parker** @GeorgeWParker · 2h

**NEW** - Massive ructions at heart of Govt over Brexit. Another permanent secretary quits..

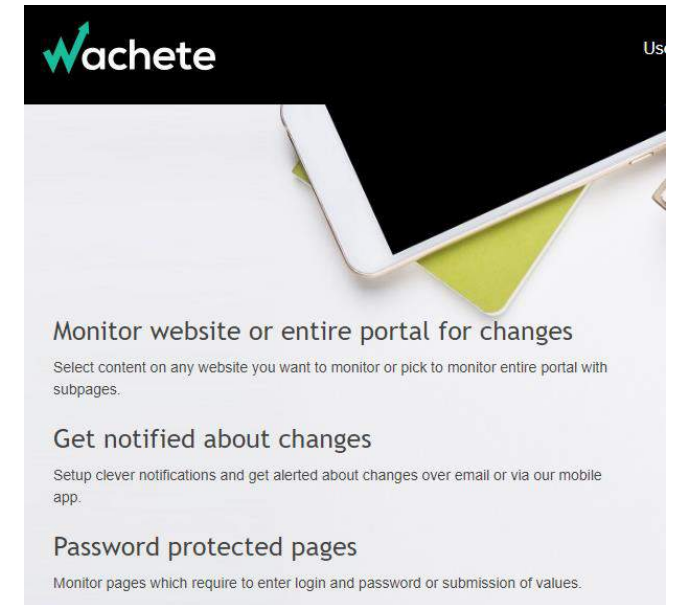
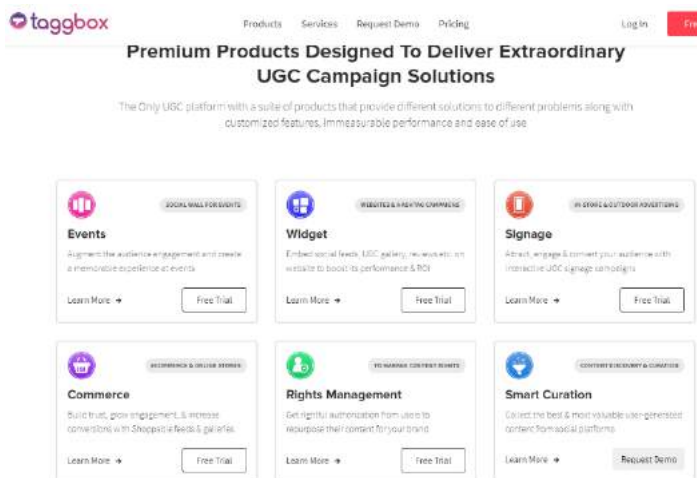
Head of UK government legal department quits over Brexit

Jonathan Jones said to be 'very unhappy' about decision to overwrite



# Tools for Online Information

- Website monitoring for [changes](#) i.e. Wachete
- RSS feeds & news aggregator i.e. Feedly
- Social media aggregator i.e. Taggbox





# Open Source Tools for Online Information

Customised  
Searches (site,  
filetypes, date etc.)

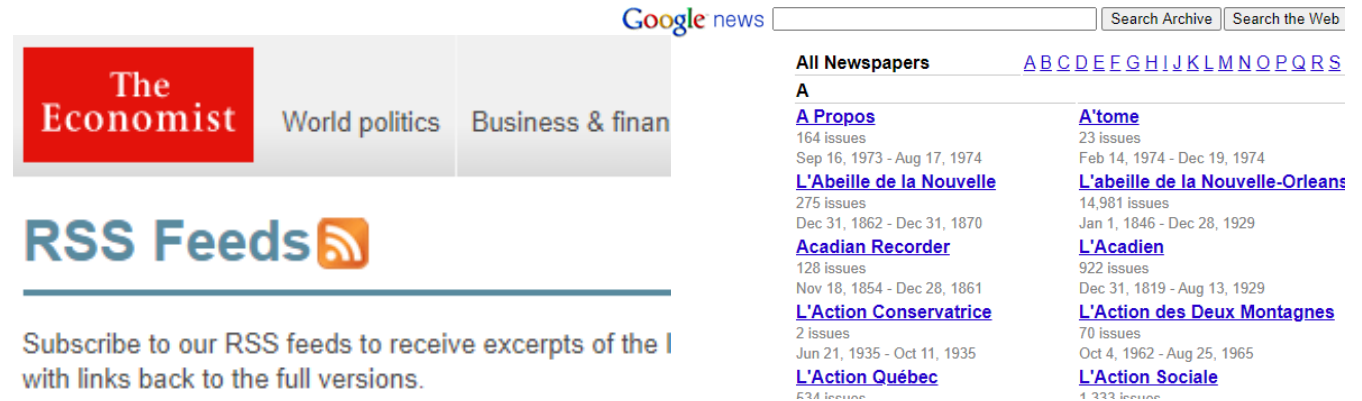
Google Cache (old  
webpages)

Google Groups  
(Usenet  
discussions)

Google Alerts  
(Email add, names,  
keywords)

Google News &  
Newspapers

Keyword tool:  
Autocomplete  
data



The Economist World politics Business & finan

## RSS Feeds

Subscribe to our RSS feeds to receive excerpts of the I with links back to the full versions.

Please note that you may also subscribe to our audio f

**All Newspapers** ABCDEFGHIJKLMNOPRS

**A**

[A Propos](#)  
164 issues  
Sep 16, 1973 - Aug 17, 1974

[L'Abeille de la Nouvelle](#)  
275 issues  
Dec 31, 1862 - Dec 31, 1870

[Acadian Recorder](#)  
128 issues  
Nov 18, 1854 - Dec 28, 1861

[L'Action Conservatrice](#)  
2 issues  
Jun 21, 1935 - Oct 11, 1935

[L'Action Québec](#)  
534 issues

[A'tome](#)  
23 issues  
Feb 14, 1974 - Dec 19, 1974

[L'abeille de la Nouvelle-Orleans](#)  
14,981 issues  
Jan 1, 1846 - Dec 28, 1929

[L'Acadien](#)  
922 issues  
Dec 31, 1819 - Aug 13, 1929

[L'Action des Deux Montagnes](#)  
70 issues  
Oct 4, 1962 - Aug 25, 1965

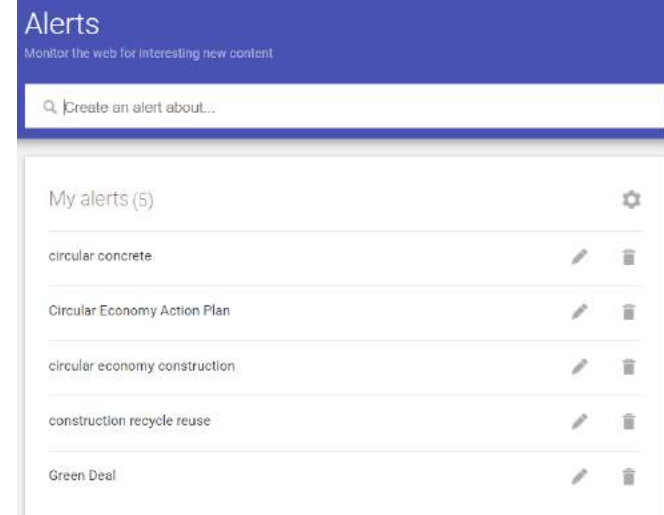
[L'Action Sociale](#)  
1 333 issues

## Blogs

Bagehot's notebook  
Bartleby  
Buttonwood's notebook  
Charlemagne's notebook  
Democracy in America  
Erasmus  
Free exchange  
Game theory  
Gulliver  
Kaffeeklatsch  
Prospero  
The Economist Explains

## Print edition

The world this week  
Letters  
Leaders  
Briefings  
Special reports  
Britain  
Europe  
United States  
The Americas  
Middle East and Africa  
Asia  
China



## Alerts

Monitor the web for interesting new content

Q Create an alert about...

My alerts (5)

circular concrete		
Circular Economy Action Plan		
circular economy construction		
construction recycle reuse		
Green Deal		



# Open Source Tools for Online Information

<https://www.votewatch.eu/>

<https://www.integritywatch.eu>

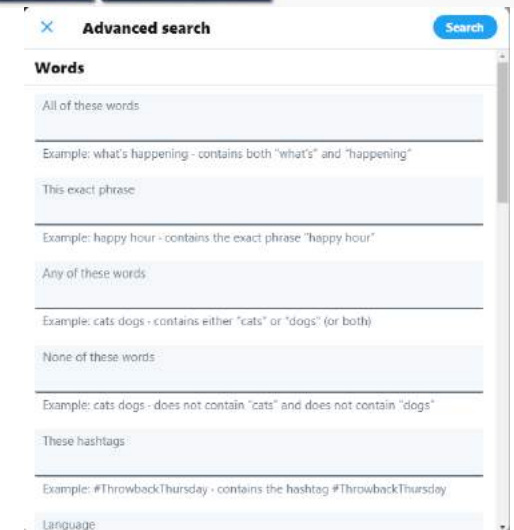
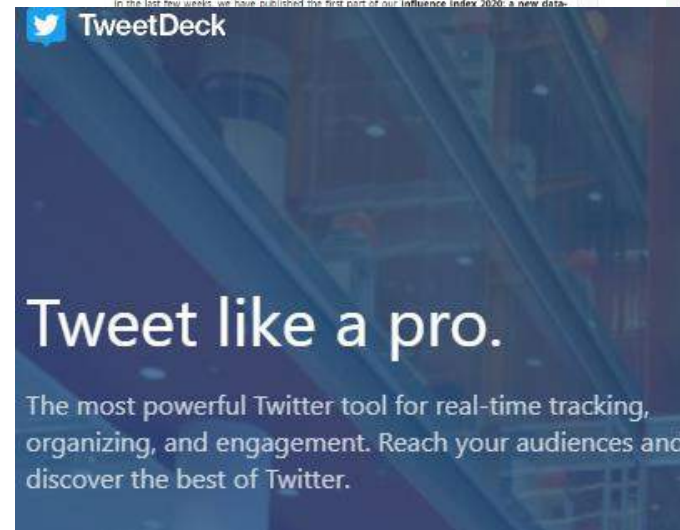
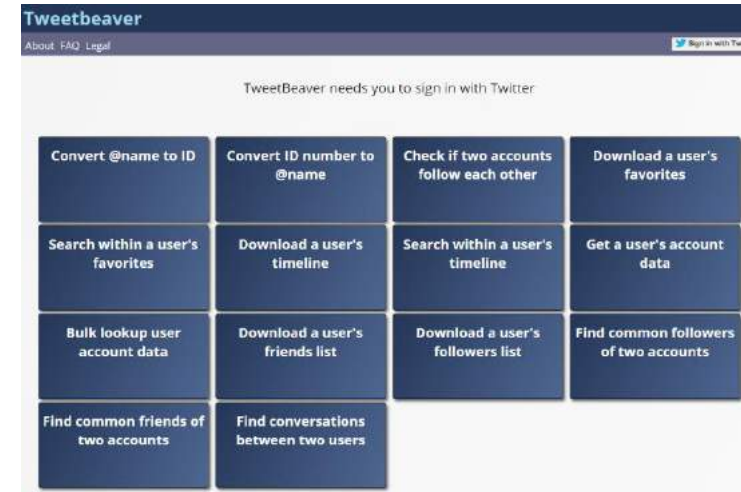
<https://twitter.com/explore>

<https://twitter.com/search-advanced?lang=en>

<https://tweetbeaver.com/>

<https://tweetdeck.twitter.com/>

<https://www.social-searcher.com/>





# Non-public Information

## EC, EP & Court of Justice:

- Attending / watching meetings
- Talking with officials

## Member states:

- Talking with officials in Permanent Representations
- Talking with National Administrations & Institutions

## Think tanks, Industry associations & NGOs

- Direct contact
- Attending sessions
- Breakfast briefings

## Media (EU & national):

- Talking with journalists & media
- Attending briefings



Attend  
receptions!

Pick up the  
phone!

Listen to  
People!  
Meet them.  
Build Trust.



# The Power of Gossip!

“Great minds discuss ideas.  
Average minds discuss events.  
Small minds discuss people.” ~  
Eleanor Roosevelt

“If you have nothing nice to say,  
don’t say anything at all.”

Question: what are the  
advantages and disadvantages of  
political gossip?





*How do you decide what is relevant?*



# Relevance

Set out the scope of monitoring: what subjects?

Determine the frequency: daily, weekly, monthly

Develop a network of contacts for sharing intelligence

Analyse the intelligence and feed into priorities

## Content of the monitoring

- Each stage of the procedure
- Key actors positions
- Timelines and deadlines
- Analyse issues and opportunities
- Objective: recommend advocacy actions

## NOT RAW DATA!

- A tool to aid decision-making



# What to Share: The Ws and the Hs

Who was involved?  
Who is in charge?  
Who does it  
impact?

What happened?  
What was the  
decision? What  
should I know?

Where did it take  
place? Where is  
affected? Where  
can I get more info?

When did it take  
place?

Why did that  
happen?

What Next

What would you  
recommend

What source

How did it happen?

How was the  
decision made?

How does it impact  
the client?

How will we  
communicate  
internally /  
externally?



# Reliability & Validity of Political Intelligence

## Reliability and Validity

- Reliability is about the consistency
- Validity is about the accuracy

## What of the data?

- Inaccurate information & data.
- Personal opinions on persons / issues (subjectivity)

## What of the analysis?

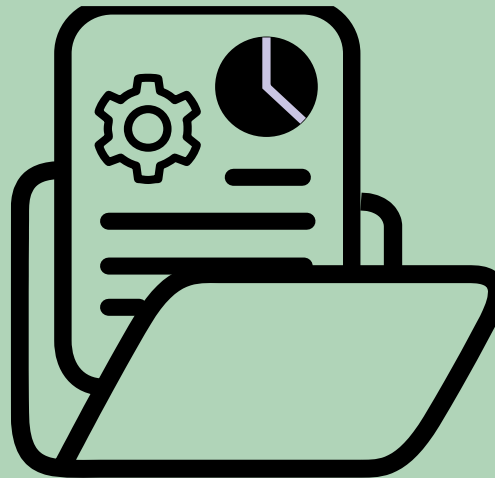
- Digital vs human analysis
- Forecasts, trends & patterns
- Visualisations

**Warning: Anything you write down about stakeholders could be accessed & scrutinized!**



## 2. ACTIONABLE INTELLIGENCE

### REPORTING & ALERTS & TRACKERS



Alerts – Updates – Newsletters – Trackers – Dashboards



*What formats / frequencies do you currently use?*

*Do you outsource?*

*Do you use tools or consultancies?*



# From Intelligence to Actionable Intelligence

Ad-hoc alerts

Daily Updates  
(monitoring  
reports)

Weekly  
Recaps

Reports

Trackers



# To get started...

Title clearly identifies the issue

Emphasize the key development(s)

Recommend follow-up action or report planned action

Link to the source documents used to produce the report

Warning:  
Choose your format carefully!!



# And some more... Monitoring can also include:

Background of  
the legislative  
proposal

Objectives of  
the legislator

Impact on the  
organization

Action-plan  
and schedule

Type of  
legislative  
procedure

Stage in the  
legislative  
process

Upcoming  
events

Key decision-  
makers in each  
institution

Link to key  
documents /  
news articles



# Make your own Issue Dashboard

## Issue 1

Impact & Measure

Favourable / Neutral  
/ Unfavourable

Your Positioning

## Issue 2

Impact & Measure

Favourable / Neutral  
/ Unfavourable

Your positioning

## Issue 3

Impact & Measure

Favourable / Neutral  
/ Unfavourable

Your positioning



# Some Inspiration



**EU-Australia Free Trade Agreement: The EU has requested Australia to protect a list of 408 product names as GIs**

## New Improvements

During the fourth round of negotiations for a Free Trade Agreement between the European Union and Australia, Geographical Indications (GI) was profoundly discussed and constructive follow up actions were agreed between the EU and Australia ("Report of the 4th round", 2019, p. 2). The EU has requested Australia to protect a total of 408 product names, including 238 spirit names and 172 other names across dairy, meat, confectionery and horticulture (Australian Government, n.d.). Furthermore, the Australia's system of GIs is not the same as the EU GIs system (Wallace, 2019). In reaction to the fourth round of negotiations, the NFF objected to the plans, stating that it is disappointed that the Australian Government has taken the next steps towards banning the use of common food names in Australia (Wallace, 2019).

A list of the EU GIs spirit and foodstuff can be found in the link:

<https://doi.org/10.1016/j.jenvman.2019.106505>

## Campaign Development Request

**Cambre**, a policy and public relations consultancy organization, was requested to monitor the FTA and develop a campaign for the National Farmers' Federation (NFF).

## Background

On 22 May 2018, the Council of the European Union authorised the European Commission to negotiate a Free Trade Agreement (FTA) with Australia. This trade and economic relations are conducted under the 2008 *EU-Australian Partnership Framework* ("Report of the 4th round", 2019, p. 1). Four rounds of negotiations occurred. The last round occurred on 5 July 2019. The EU negotiating team was led by Ms Helena Kóring, Chief Negotiator and Deputy Director General for Trade of the European Commission, while the Australian team was led by Ms Alison Burrows, Chief Negotiator and First Assistant Secretary at the Australian Department of Foreign Affairs and Trade ("Report of the 4th round", 2019, p. 1). In this round, various important issues were discussed and a fifth negotiating round was scheduled for October 2019 ("Report of the 4th round", 2019, p. 1).

Monitoring Report - 20 October 2019  
Guillaume Leonardo – student number: 17005043

1



## Issue

One of the key issues for NFF are Geographical Indications (GIs). The EU claims that Australia has insufficient protection for GIs ("COMMISSION STAFF", 2017, p. 8). Moreover, the EU points out that areas such as dairy, processed agricultural products and wine remain crucial for further negotiation ("Trade negotiations", 2019). The NFF is concerned with the implications of GIs for Australian producers (Wallace, 2019). Consequently, GIs are perceived as a threat by Australian farmers. In a press release written by the most important European farmers organization, the Copa-Cogeca, the use of GIs was deeply reinforced in order to protect European products and its superior quality standards (Copa-Cogeca, 2015).

### Follow up Actions

The NFF should monitor the results of the fifth round of negotiations between the EU and Australia regarding to GIs, and evaluate the latest news of Copa-Cogeca towards the development of the negotiations.

## Stakeholders

- Key Australian stakeholders are: Australian government; NFF and its members; and Australian Bureau of Agricultural and Resource Economics and Sciences – ABARES.
- Key European stakeholders are: the European Commission; the European Parliament; Copa-Cogeca; France; and Austria.

(+/- 500 words)

Monitoring Report - 20 October 2019  
Guillaume Leosardo – student number: 170035043



## List of References

Australian Government. (n.d.). Retrieved October 5, 2019, from Australia - European Union Free Trade Agreement:

<https://dfat.gov.au/trade/agreements/negotiations/aeufta/public-objections-gis/Pages/default.aspx>

COMMISSION STAFF WORKING DOCUMENT IMPACT ASSESSMENT. (2017, September 13). Retrieved October 6, 2019, from EUR-Lex: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=SWD%3A2017%3A293%3AFIN>

Copa-Cogeca. (2015, April 9). Retrieved September 23, 2019, from Archive of press releases : <https://copa-cogeca.eu/Main.aspx?page=Archive>

Report of the 4th round of negotiations for a Free Trade Agreement between the European Union and Australia. (2019, July). Retrieved October 4 2019 from European

Commission: [http://trade.ec.europa.eu/doclib/docs/2019/july/tradoc\\_158277.pdf](http://trade.ec.europa.eu/doclib/docs/2019/july/tradoc_158277.pdf)

Trade negotiations with Australia and New Zealand. (2019, June). Retrieved October 6, 2019, from European Parliament:

[https://www.europarl.europa.eu/RegData/etudes/STUD/2019/603479/EXPO\\_STU\(2019\)603479\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2019/603479/EXPO_STU(2019)603479_EN.pdf)

Wallace, L. (2019, August 13). *Farmers concerned as Government moves towards a ban on common food names*. Retrieved October 6, 2019, from National Farmers' Federation: <https://www.nff.org.au/read/6514/farmers-concerned-as-government-moves-towards.html?hlite=Geographical-indications>

Monitoring Report - 20 October 2019  
Guilherme Leonardo – student number: 17005063





# More Inspiration



## CAMBRE KEEPS TRACK EU - Australia Trade Negotiations

Stay Informed With Cambre's Exclusive Monitoring Analysis

### Australia launches Public Objection Process on EU list of Geographical Indications

Brussels - October 2019

#### Highlights

EU PROVIDES LIST OF GEOGRAPHICAL INDICATIONS

In early August, the EU provided a list to the Australian negotiating party of 172 foodstuff geographical indications it would like Australia to protect under a free trade agreement and Australia now calls for their producers' opinion on the list. The EU includes common terms marketed by Australian producers, such as Camembert, Prosciutto, and Couda, but also declared several products where it agrees on the use of generic product names as long as the term used does not suggest a wrong geographical origin. This would permit Australian producers to market a product as 'Camembert' but not as 'Camembert de Normandie' (List of EU FTA Geographical Indications, 2019).

INDICATIONS PROTECT GENERIC AUSTRALIAN PRODUCTS

Including European geographical indications in Australian legislation would protect them from any commercial use as generic product names, including when they are used as ingredients, and would require them to be marketed with terms such as 'like' and 'imitation' (European Commission, 2019). Such agreement would render many Australian farmers unable to sell their products under names long used - both in European and Australian markets while providing European farmers with a significant competitive advantage.

PRODUCERS INVITED TO VOICE CONCERNS

A Public Objection Process has been launched by the Australian Department for Foreign Affairs. It published the EU's list and invites Australian producers to lodge an objection with the department if they expect the indications to have adverse effects on their interest. The Process is open until the 13th of November and can be accessed online and offline (Public objections procedure concerning terms proposed by the European Union for protection as geographical indications in Australia, 2019).

EUROPE MAINTAINS STRONG POSITION ON GEOGRAPHICAL INDICATIONS

Geographical Indications remain a salient issue as the European Union maintains its position that "EU products with GIs [...] face unfair competition" (European Commission 2017) due to imitations being marketed under the same name but not being subject to the same rules on production. The EU's farmers' body Secretary General Mr Pekka Pesonen (pekka.pesonen@copa-cogeca.eu / +32022872722) stresses the importance of these rules: for SMEs who invested in over 200 specific production processes (European Parliament 2015) and could face competitive disadvantages if products were not to be protected. The European Civil Dialogue Group "International Aspects of Agriculture" led by Mr Nikolau Morawitz (COPA: nmorawitz@ilk-oe.at / +431534418531) and Ms Bénédicte Masure (FoodDrinkEurope: bmasure@euromilk.org / +3225495044) seconds this and stresses the importance of geographical indications for various trade agreements, explicitly including EU-Australia (Civil dialogue group on international aspects of agriculture, 2019). The EU has long made a market access offer conditional on an Australian move for protection of European GIs in its intellectual property regime (European External Action Service, 2019).



AUSTRALIANS ARE ASKED TO MAKE A MOVE

It is recommendable to the NFF to communicate recent developments to their members and encourage them to participate in the Public Objection Process if necessary. It is furthermore recommended to meet key stakeholders and familiarise with their positions on the issue as mentioned in this report. It is believed to be beneficial to the NFF to discover common positions and find common ground on contentious issues, including geographical indications, before the group meets next on October 18th. Parties that should be of special attention are the members of the Civil Dialogue Group as to their advisory position and hence considerable influence on the European Commission and, correspondingly, the negotiating team of the Directorate General Agriculture.

NEGOTIATIONS CONTINUE: GETTING CLOSE TO STAKEHOLDERS

The EU-Australia Free Trade Agreement Negotiations have been launched on May 22nd 2018 (European Commission, 2018) and have consequently achieved substantial progress in four rounds of negotiations led by Ms Helena König (Deputy Director Directorate General Trade, EU) and Ms Alison Burrows (First Assistant Secretary, Australian Department of Foreign Affairs and Trade). The partners will move to a fifth round in October (European Commission, 2019). Issues proven to be contentious in previous meetings will likely be of high importance in the fifth round of negotiations in October as well. Sensitive points of relevance for NFF and its members include sanitary and phytosanitary standards, European climate change policy in relation to Australian emission levels, as well as Australian labour standards, subsidies under European common agricultural policy, and geographical indications.

Cambre Associates

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## WILL AUSTRALIA'S PUBLICATION OF A LIST OF GI'S, ACCELERATE NEGOTIATIONS IN THE AUSTRALIA- EU FTA?

22/9/2019 · MONITORING REPORT ·



### BACKGROUND

During the Australia- EU FTA negotiations launched in June 2018, Geographical Indications have been a continuous topic of debate (Australian Government Department of Foreign Affairs and Trade, 2018).

A Geographical Indication is a name used for products that have a specific geographical origin and therefore possess qualities, characteristics or a reputation, particularly of the originating region. The use of the name of a GI is only allowed by producers who meet the rules protecting the GI (Kamra, 2018).

The EU has a rigid position on the topic of Intellectual property rights and most particularly Geographical Indications (European Commission, 2018). For several European Union member states such as Greece, France, Italy and Spain GI's are highly important, since these will have a large impact on the sales of some of their most intensively exported products such as Prosecco, feta, Gorgonzola (Worthington, 2019).

Within these negotiations, the Australian government will pursue Australia's interest. However, for this FTA, the best outcome can only be achieved if Australia also considers the interests of the European Union. The European Union has clearly shown the crucial importance of Geographical Indications and has identified the protection of Geographical Indications as one of the principal objectives in the negotiations of the Free Trade Agreement (European Commission, 2018).

The Australian government has published a list of GI's, that the EU wants protected under the FTA, the list is open for public objections.

The 5th round of negotiations are planned for October 2019 in Canberra, Australia.

To be able to move forward to the crucial market access stage of the FTA negotiations, the Australian government published a list of product names which the European Union wants to see protected, as Geographical Indications on the 20th of September, 2019 (Australian Government Department of Foreign Affairs and Trade, 2019).

The Australian government has made no commitments to the European Union, implying that the EU GI's will be protected, since they are of significant importance for the Australian economy, in particular for the agricultural sector (Martin, 2019). However, the Australian government did commit to engagement with the EU and its GI's interest as an essential part of FTA negotiations. Therefore has the Australian government recently published a list of GI's provided by the European Union (Australian Government Department of Foreign Affairs and Trade, 2019). The list of GI's includes 236 spirit names and 172 agricultural and other foodstuff names which the EU would like to see protected as a GI in Australia. The names are linked to a range of different sectors such as dairy, meat, small goods, horticulture, confectionery, oils, beer and the spirits mentioned above (European Commission, 2018).

The Australian government has consented to publish the list open for public objections. It is in the interest of Australia to closely consult with its stakeholders on the issue of Geographical Indications. The public objection process allows for consultancy to the government regarding any concerns organisations might have concerning the protection of European Geographical Indications. The final decision on EU GI's that will be protected by Australia will be made in the following negotiations and will be depended upon what the European Union has to offer in return, especially concerning market access (Australian Government Department of Foreign Affairs and Trade, 2019).

#### Recommendation

It is recommended for the NFF to object to the protection of specific GI names which will affect one or more interest of the organisations the NFF represents. Public objections by the NFF will show the Australian government the stance of the organisation on the topic and will reflect the proactive attitude of the organisation and display the vital importance of the FTA and its provisions for the NFF.

Objections to specific GI's must be based upon the following criteria. The name is used in Australia as the common name for the relevant good; the name is used in Australia as the name of a plant variety or an animal breed; the name is identical to, or likely to cause confusion with, a trademark or GI that is registered or the subject of a pending application in Australia; the name is identical to, or likely to cause confusion with, an unregistered trademark or GI that has acquired rights through use in Australia, or the name contains or consists of scandalous matter (Australian Government Department of Foreign Affairs and Trade, 2019).

Objections must be received by 6pm AEST Wednesday 13 November 2019.

Ruby Oldenburg, 16050231



ADVOCACY  
STRATEGY

short title presentation - customize v



# Legislative Tracker

Issues & Measures	Previous Steps	Next Steps	Your Actions	Contacts/Comments/References
<ul style="list-style-type: none"> <li>List key issue points</li> </ul>	<ul style="list-style-type: none"> <li>Key dates</li> <li>Outline history of the issue stage by stage</li> </ul>	<ul style="list-style-type: none"> <li>Outline the next major steps</li> <li>Discussions, votes, trilogues, publications dates</li> </ul>	<ul style="list-style-type: none"> <li>List key meetings and actions that need to be undertaken</li> </ul>	<ul style="list-style-type: none"> <li>Hyperlink document reference</li> </ul>
				<ul style="list-style-type: none"> <li>Related references</li> </ul>
				<p><u>Commission Officials</u></p> <p>Lead DG, Unit Name (Position) Other DG Unit Name (Position)</p> <p><u>EP Rapporteur</u></p> <p>Name (Party)</p> <p><u>Shadow-Rapporteurs</u></p> <p>Name (Party) Name (Party)</p> <p><u>Presidency</u></p> <p>Name Member States Name (country)</p>



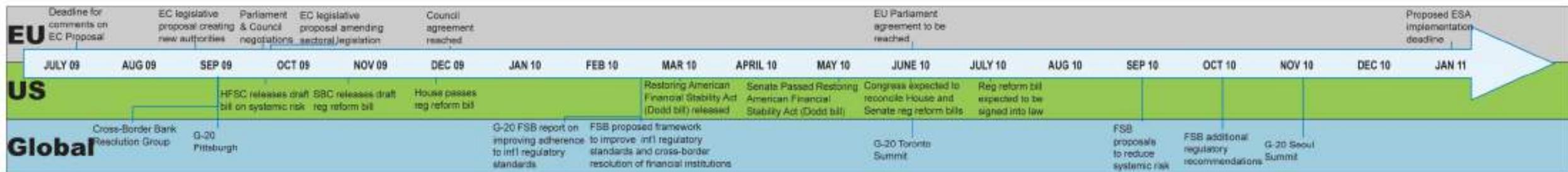
# Example Tracker

- Acceptable impact expected, “safeguarding” actions and monitoring
- No impact expected
- Negative impact expected, major issue requiring urgent action

	1. Pre-drafting Phase	2. Drafting Phase	3. Discussion Phase	4. Adoption Phase
Nature & Process	<ul style="list-style-type: none"> <li>Describe the conditions fixed by the basic act</li> <li>Identify the procedure</li> <li>Identify the lead DG</li> </ul>	<ul style="list-style-type: none"> <li>Identify the Committee/Expert Group</li> <li>Identify the “rules of the game” (formal or informal discussions and votes)</li> </ul>	<ul style="list-style-type: none"> <li>Closely monitor every meeting/vote</li> <li>Adapt your strategy and spokesperson to the technical and scientific nature of the discussion.</li> </ul>	<ul style="list-style-type: none"> <li>Identify every MS representatives’ position (IA)</li> <li>Focus on desk officers and Commission’s officials (DA)</li> </ul>
Implied costs and impact on markets	<span style="color: pink;">●</span> + Description	<span style="color: orange;">●</span> + Description	<span style="color: orange;">●</span> + Description	<span style="color: red;">●</span> + Description
Actions	<ul style="list-style-type: none"> <li>Submit to public consultations (EU &amp; national level)</li> <li>Engage with Institutions and regulators</li> <li>Get involved in the Impact Assessment</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with lead DG</li> <li>Engagement with MS representatives, experts &amp; regulatory networks</li> <li>Communication materials</li> <li>Coordination of national engagement</li> </ul>	<ul style="list-style-type: none"> <li>Maintain previous actions</li> <li>Engagement with other DGs (inter-service consultation) and Cabinets</li> <li>Get involved in Stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with media</li> <li>Raise awareness at the Parliament or Council</li> <li>Get ready to appeal to the court</li> <li>Try to get better results at national level</li> </ul>
Resources	<u>Narrow-scope resources:</u> Internal human and financial resources Acting alone (when only concerned) Internal networks		<b>Evaluate your resources at every stage:</b> <u>Medium-scope resources:</u> Market leader / worldwide organization Industry cooperation and alliances European Associations	<u>Large-scope resources:</u> Industry/civil society platforms Favorable public opinion / Social media
Key Documents	Hyperlinks towards every <u>available information</u> or documents (events, drafts, meeting minutes, reports etc.)	Update <u>database</u>		
Key Contacts	<ul style="list-style-type: none"> <li>Identify the desk officers</li> <li>Add contact details (excel file)</li> </ul>	Identify the experts, MS representatives, regulatory agencies’ officials	Update contact excel file	



# Legislative Tracker 2



	Global Standard	UK	EU	US Executive	US House	US Senate
Definition of a Systemically Important Firm	<ul style="list-style-type: none"> <li>IMF: An Institution, market or instrument whose failure or malfunction causes widespread distress through direct impact or as a trigger for broader contagion</li> </ul>	<ul style="list-style-type: none"> <li>A firm is systemic when its collapse would impair the marketplace and have significant negative impact on the economy</li> <li>A firm can be systemic by size, interconnectedness, or as a herd (market perception of a group of firms moving together, and if that group fails there would be systemic risk)</li> </ul>	<ul style="list-style-type: none"> <li>CRD IV</li> <li>EC is investigating what attributes beyond size make institutions financially risky</li> <li>EC recognizes that SIFIs may include firms beyond just credit institutions and investment firms</li> </ul>	<ul style="list-style-type: none"> <li>Tier 1 financial holding companies (FHC)</li> <li>Any financial firm whose combination of size, leverage, and interconnectedness could pose a threat to financial stability if it failed</li> </ul>	<ul style="list-style-type: none"> <li>Identified financial holding companies: <ul style="list-style-type: none"> <li>Identified by the Financial Services committee as systemically important</li> <li>Any company or other entity that engages in "financial activities" can be systemically important ("financial activities" is not defined)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Financial Stability Oversight Council (FSOC) to designate nonbank financial institution systemic with a 2/3 vote</li> <li>All bank holding companies larger than \$50 billion in assets as of Jan 1, 2010 are deemed systemic even if it de-banks or gives up its bank holding company status</li> </ul>
Monitor/Regulate Systemically Important Institutions	<ul style="list-style-type: none"> <li>Extend regulation and oversight to all systemically important firms, instruments and markets</li> <li>Promote coordination and information exchange among regulatory authorities responsible for financial stability</li> <li>Set guidelines for participation in supervisory colleges; identification of most systemically important cross-border firms <ul style="list-style-type: none"> <li>Establish supervisory colleges for complex financial institutions</li> </ul> </li> <li>Support contingency planning for cross-border crisis management <ul style="list-style-type: none"> <li>Implement FSF Principles for Cross-Border Cooperation on Crisis Management</li> <li>Scheduled planning discussions for firm-specific contingency planning</li> <li>FSB to prepare template for "de-risking" plans</li> </ul> </li> <li>Greater consistency and systemic cooperation on international regulatory standards <ul style="list-style-type: none"> <li>FSB to develop proposal to identify jurisdictions of concern due to weakness/systemic importance</li> </ul> </li> <li>Regulatory authority at the country level</li> <li>FSB to develop proposals to reduce systemic risk</li> </ul>	<ul style="list-style-type: none"> <li>Authorities need power to gather info on all significant unregulated financial institutions to assess overall system-wide risks</li> <li>A new European body for regulation and oversight of supervision; significantly involved in macro-prudential analysis</li> <li>Global Colleges of Supervisors to monitor largest complex financial institutions <ul style="list-style-type: none"> <li>Made up from supervisors from all member states in which the bank has operations</li> <li>Chaired by institution's home country supervisor</li> </ul> </li> <li>Improve global crisis coordination mechanisms/contingency planning among supervisors, central banks and finance ministries</li> <li>Supervision of individual firms at country level <ul style="list-style-type: none"> <li>Approach must be more intrusive and systemic; FSA should build on Supervisory Enhancement Program (SEP)</li> </ul> </li> <li>Financial Services Bill calls for the creation of the Council for Financial Stability</li> </ul>	<ul style="list-style-type: none"> <li>Proposed European System of Financial Supervisors (ESFS): network of national supervisors and 3 European Supervisory Authorities (ESAs) for harmonization and consistent application of EU rules</li> <li>Scope and nature of powers of ESAs remains under negotiation; some features will enable improvement in EU rule making and coordination</li> <li>Establishment of European Systemic Risk Board, comprised of the region's central bankers, to monitor risks to the 27 countries and coordinate the actions between national supervisors</li> </ul>	<ul style="list-style-type: none"> <li>All Tier 1 FHC subject to Fed consolidated supervision and regulation</li> <li>Higher prudential standards</li> <li>Prompt corrective action</li> <li>Global regulator to oversee all systemically important financial institutions operating in the US</li> <li>Neither the global regulator's role nor identification of such an entity nor group of entities has been determined</li> <li>President Obama has called for new restrictions on all banks (Volcker Rule): <ul style="list-style-type: none"> <li>Ban proprietary trading operations for firm's own profit</li> <li>Limits on investing in, advising or owning hedge funds or private equity funds</li> <li>Banks cannot grow through acquisitions to more than 10% of deposits, non-deposit funds or other assets</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Create Financial Services Oversight Council (FSOC) headed by the Treasury Secretary to be the systemic risk monitor <ul style="list-style-type: none"> <li>Identify and monitor firms</li> <li>Direct Fed and prudential regulators to take action to mitigate systemic risk</li> </ul> </li> <li>Fed is agent for the FSOC efforts to monitor systemic risk <ul style="list-style-type: none"> <li>Impose capital and recapitalization rules</li> <li>Restrict executive comp</li> <li>Allows Fed or other regulators to break up systemically risky firms or requires divestiture of a business or sale of assets</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>FSOC headed by the Treasury Secretary</li> <li>Create as an independent office within the Treasury, the Office of Financial Research to provide analytical support to FSOC and require reporting from industry and assess fees to cover operations of the office and FSOC</li> <li>Fed supervision expanded to cover non-bank systemic institutions</li> <li>"Enhanced" prudential standards for systemic firms <ul style="list-style-type: none"> <li>Limit credit exposures to non-affiliates to 25% of capital stock and surplus</li> <li>Additional requirements can be mandated by the Fed and Council</li> <li>Fed to impose additional capital requirements on proprietary trading of non-banks</li> </ul> </li> <li>Volcker rule same as US executive version</li> </ul>
Monitor Systemic/Macro Economic Factors	<ul style="list-style-type: none"> <li>Financial Stability Board (FSB) to: <ul style="list-style-type: none"> <li>Collaborate with IMF on early warning of macroeconomic and financial risks. Including regulated banks, shadow banks, and private pools of capital</li> <li>Assess vulnerabilities in financial system, identify and oversee actions to address them</li> <li>Pledge to amend regulatory systems to ensure ability to identify macro-prudential risks</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>FSA and BoE need to put in place resources, methodologies, and coordination process</li> <li>Need robust institutional arrangements to empower IMF or other intl institution to do independent analysis of system-wide risk</li> <li>Financial Services Bill calls for FSA to monitor, assess and mitigate macro-prudential risks in its supervisory and regulatory approach</li> </ul>	<ul style="list-style-type: none"> <li>Proposed European Systemic Risk Board (ESRB) to monitor macroeconomic systemic risk factors; pool/analyze information related to financial stability; issue recommendations/early risk warnings; coordinate with global systemic risk bodies</li> </ul>	<ul style="list-style-type: none"> <li>Create Financial Services Oversight Council (FSOC) to identify emerging systemic risks and improve interagency cooperation</li> </ul>	<ul style="list-style-type: none"> <li>FSOC to identify emerging systemic risks and improve interagency cooperation and global coordination</li> </ul>	<ul style="list-style-type: none"> <li>FSOC to identify emerging systemic risks and improve interagency cooperation</li> </ul>





Have  
a  
Break



# 3. INFORMATION MANAGEMENT

## INFORMATION MANAGEMENT PLATFORMS

Storage – Access – Mobile – AI – Technology



# Information Management

- How do you manage all your data?
- How do you keep track of developments?
- How do you log your meetings?
- How do you ensure a record of what happened?
- How do you access your information?





# Why Information Management is so Important?

- Increase access to data
  - Save time & build efficiency.
- Inform strategy:
  - Select, assess & manage issues;
  - Map & engage with stakeholders;
  - Inform strategic choices & activities;
  - Measure activities & actions;
  - Measure impact & evaluate performance.
- Demonstrate productivity:
  - Show value to organization (ROI);
  - Motivate team.
- Security
  - Centralise & share knowledge;
  - Guarantee institutional knowledge & maintain a historical record.



# Good Information Management can help with:

## Reliability and Validity

- Reliability is about the consistency
- Validity is about the accuracy

## Complete & Accurate data

- Accurate information & data

## Analysis

- Digital analysis of the data
- Forecasts, trends & patterns
- Visualisations



# Collect & Process Data for you

- Simple bots might get the job done, but more sophisticated bots use AI to find the appropriate data on a page & copy it to the appropriate data field to be processed by an analytics application.
- Machine learning (ML) is the study of computer algorithms that improve automatically through experience. Machine learning algorithms build a mathematical model based on sample data, known as "training data", in order to make predictions or decisions without being explicitly programmed to do so.



## data mining

noun **COMPUTING**

the practice of examining large pre-existing databases in order to generate new information.

## sentiment analysis

noun

the process of computationally identifying and categorizing opinions expressed in a piece of text, especially in order to determine whether the writer's attitude towards a particular topic, product, etc. is positive, negative, or neutral.  
"companies have key lessons to learn about harnessing the power of social media and sentiment analysis"



# How to Choose the Best Platform for YOU

- Do you want a Public Affairs only system, to piggyback on a CRM / PR system, one tool or a toolbox?
- Consider how much time needed to set up system
- How much time to invest in maintaining system
  - Managing alerts, linking to issues, selecting issues
- Define Power Users who hold institutional user knowledge
  - More tools = more power users
- Consider GDPR implications
  - How much risk?



# How to Choose the Best Platform for YOU

- What level of support do you need:  
Hotlines / Support
- What type of analysis do you need:
  - Parliamentary / event summaries
  - Document summaries
  - Commentary
  - Number and range of analysts
  - Trends, Visualisation, sentiment
- What degree of detail do you want on stakeholders?
  - Stakeholder documents
  - Stakeholder events
  - Stakeholder contact details
- Events and timelines
  - Event calendar
  - Legislative timelines
  - Forecasting
- Customisation
  - Adding notes
  - Tagging to issues
  - Grouping stakeholders



# How to Compare Platforms

PA only or  
business wide

All-in-one /  
Separate tools

Legislation &  
Documents

Stakeholder  
database

Timeline &  
Future Watch

(Social) Media  
tracker tool

Alerts

Weekly,  
monthly  
updates

Briefings

Size / type of  
Analyst team

Visualizations:  
Trends

Customizable  
– Own data



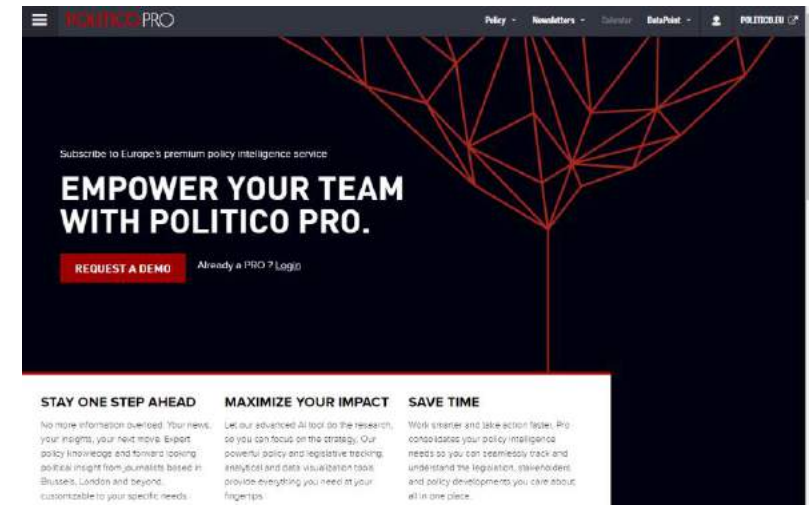
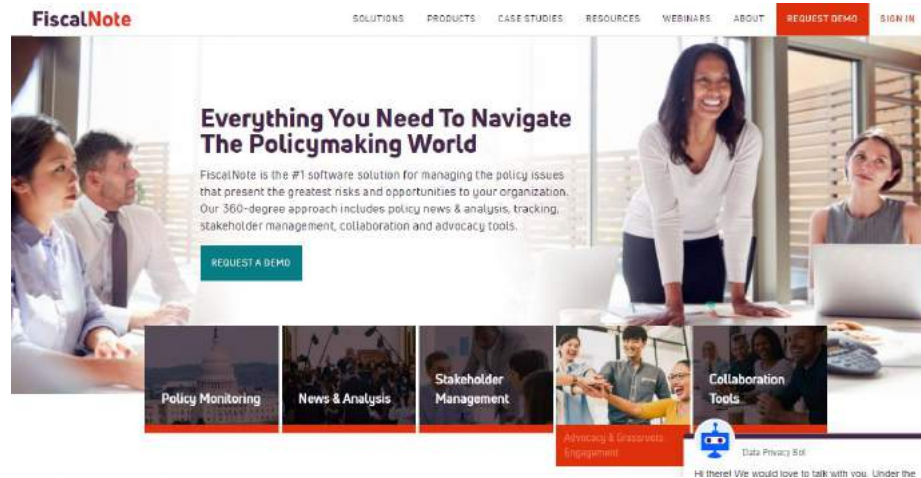
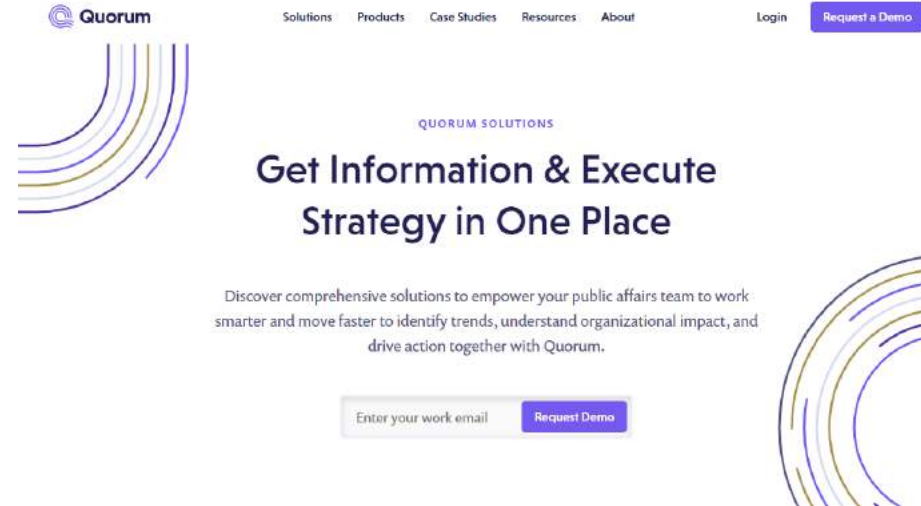
# Guidance on Selecting Tools

- Do you want a:
  - Public Affairs only system?
  - To piggyback on a CRM / PR system?
  - One tool or a toolbox?
- Consider how much time needed to set up system
- How much time to invest in maintaining system
  - Managing alerts, linking to issues, selecting issues
- Define Power Users who hold institutional user knowledge
  - More tools = more power users
- Consider GDPR implications
  - How much risk?

The platform is only as good as the use you make of it!



# Competing Platforms





European Union

artificial intelligence

☆ ⓘ 🔍 🗨️ ⌵ ? He

Talking:

Document Search

LegislationDocumentsNews ArticlesNotesMore

Show Visualizations>Create AlertSave ListApply Bulk ActionsDownload

Clear Filters

Clear Search Text

Press Release ⓘ ☐

Speech ☐

Parliamentary Question ☐

Vote Explanation ☐

Written Declaration ☐

Motion for Resolution ☐

Speech in Plenary ☐

Social ☐

Tweet ☐


Facebook Post ☐

Medium Post ☐

Instagram Post ☐

YouTube Video ☐

Parliament ☐



Tweet from Secretary Michał Czerniawski (Poland) | Council of the European Union


27 January 2021

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Good to be back at the #CPDP! I will represent the European Data Protection Board @EU\_EDPB during the discussion on "Rethinking 'openness' in the context of artificial intelligence". Looking forward to an interesting debate! #CPDP2021#AI#OpenData#GDPR

EDPB (@EU\_EDPB): EDPB legal officer Michal Czerniawski @eMCz will discuss the basic principles that need to be considered in the context of open data and AI - namely trust, transparency, fairness and the need to conduct

👤 📋 📌 🍎




Tweet from MEP Karen Melchior (RENEW - Denmark) | Office of MEP Karen Melchior (RENEW - Denmark)

26 January 2021 | 13 Retweets

RT @djleufer: Check out our blog on where to find @accessnow at @CPDPconferences this week! And join myself, @FusterGloria, @karmel80, @farbandish & @sonia\_katyal this Friday at 14.15 for a panel on automated gender attribution tech! https://t.co/3TOZaGhg4J

👤 📋 📌 🍎



Revision of the Europol Regulation








EPRS Report from EPRS — Directorate-General for Parliamentary Research Services on 26 ...

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...lab aimed at supporting investigators and law enforcement agencies in making the most of emerging technologies (e.g. big data, 5G, artificial intelligence). This activity lacks a firm legal basis in the Europol Regulation, including safeguards with respect to ethical and fundamental




# Document Search (filter by source / actor)



Clear Filters

Clear Search Text

Press Release  ☐

Speech ☐

Parliamentary Question ☐

Vote Explanation ☐

Written Declaration ☐

Motion for Resolution ☐

Speech in Plenary ☐

**Social** ☒

**Tweet** ☒


**Facebook Post** ☒


**Medium Post** ☒


**Instagram Post** ☒


**YouTube Video** ☒


**Parliament** ☐

 Who ▼


 Where ▼


 When ▼


 What ▼


 Officials


☒ Party

 Committees 27

 Contacts 20

 Organizations 16

 Retweets 13

 Mentions 10


Kountoura (GUE-NGL) 8

Asimakopoulou (EPP) 6

Ertug (S&D) 6

Breyer (Greens-EFA) 5

05101520253035404550

 Mentions by Official

1) MEP Ibán García Del Blanco (S&D - Spain) 54

2) MEP Eva Kaili (S&D - Greece) 27



3) MEP Axel Voss (EPP - Germany) 20

4) MEP Maria Da Graça 16



Show only current officials ☒


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Tweet from Secretary Michał Czerński (Poland) | Council of the European Union

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# Document Search (filter by source / type)

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Press Release ☐

Speech ☐

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Vote Explanation ☐

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Motion for Resolution ☐

Speech in Plenary ☐

**Social** ☒

Tweet ☒

Facebook Post ☒

Medium Post ☒

Instagram Post ☒

YouTube Video ☒

**Parliament** ☐

Who

Where

When

# What

Word Cloud

Types

# Hashtags

Issues

Mentions by Document Type

Tweet 363

YouTube Video 63

Facebook Post 51

Instagram Post 14

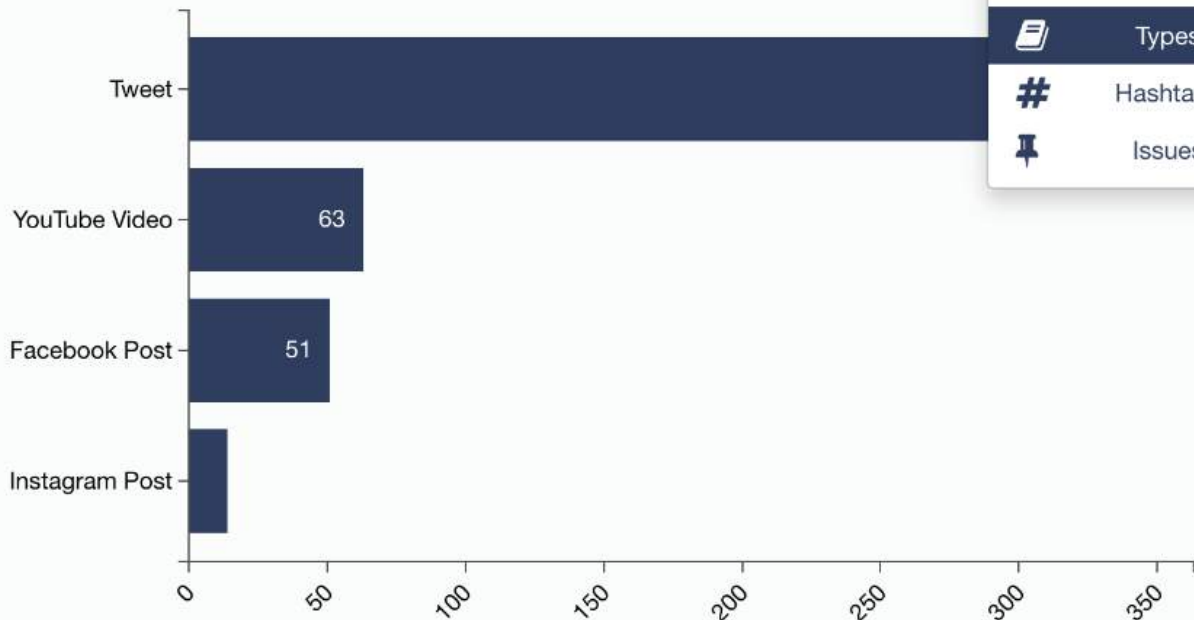
Apply Select... Clear Selected

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Tweet from Secretary Michał Czerński (Poland) | Council of the European Union

27 January 2021

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Good to be back at the #CPDP! I will represent the European Data Protection Board @EU\_EDPB during the discussion on "Rethinking 'openness' in the context of **artificial intelligence**". Looking forward to an interesting debate!



# News Search (filter by local to international)

Clear Filters      Clear Search Text

Source 

**Outlet**

Choose multiple outlets... 

Search Authors

Search name of author... Search

Source Rank

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| Tier 1: Top International and Nat...  | <input checked="" type="checkbox"/> |
| Tier 2: Regional News                 | <input checked="" type="checkbox"/> |
| Tier 3: Industry, Sports, Country ... | <input type="checkbox"/>            |
| Tier 4: Local News                    | <input checked="" type="checkbox"/> |
| Tier 5: Non-News Sources              | <input type="checkbox"/>            |



## Research and Markets: European Union Cheese and Curd Market Analysis, Forecast, Size, Trends and Insights Report 2021 - ResearchAndMarkets.com

FinanzNachrichten.de | January 28th, 2021, 9:34:00 am

[!\[\]\(92d76aa8f3ed4e50b10b8205839cd9a8\_img.jpg\) See More](#)


...to prepare your business for global expansion While doing this research, we combine the accumulated expertise of our analysts and the capabilities of **artificial intelligence** ....

The "EU Cheese and Curd Market Analysis, Forecast, Size, Trends and Insights" report has been added to ResearchAndMarkets.com's offering.

This report concentrates on the EU cheese market, providing







## Quantum Computing in Big Data Applications Delivering New Opportunities BIG Data


Livio Andrea Acerbo | GreenGround.it | January 28th, 2021, 9:19:53 am

See More

... **Artificial intelligence** and machine learning are some of the approaches to help oversee and analyze information for competitive advantage, however, continued innovation and the longing...

... **Artificial intelligence** and m

Consistently, people make more than 2.5 exabytes of data, and that number keeps on growing, particularly with the

 2cureX: 2cureX appoints Kenneth Graabek Johansen, an experienced business and financial executive, as new CFO. (Cision)



# News Search (filter by geography)

Clear Filters Clear Search Text

Source

Outlet

Choose multiple outlets...

Search Authors

Search name of author...

Search

Source Rank

Tier 1: Top International and Nat...



Tier 2: Regional News



Tier 3: Industry, Sports, Country ...



Tier 4: Local News



Tier 5: Non-News Sources



Where



When



What



Results by Region

1) Germany	417
2) Netherlands	414
3) Sweden	124
4) France	90
5) Ireland	80
6) Belgium	49

Reset Filters

Choose custom design...

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Research and Markets: European Union Cheese and Curd Market Analysis, Forecast, Size, Trends and Insights Report 2021 - ResearchAndMarkets.com

FinanzNachrichten.de | January 28th, 2021, 9:34:00 am

See More



# Policy / Proposal (Document search)

European Union

Search the titles and full text of bills...

Talking:

←

EU 2020/0361(OLP): Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on a Single Market For Digital Services (...)

Edit

Overview

Text

Documents

Notes

Key Players

Grassroots

2020/0361(OLP): Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on a Single Market For Digital Services (Digital Services Act) and amending Directive 2000/31/EC

Status: **Proposed (EC)** on 16 December 2020

Proposed (EC)

First Reading (EP)

First Reading (EC)

Second Reading (EP)

Second Reading (EC)

Conciliation

Third Reading

Adopted

Custom Description

Add special insight for your organization...

+ Add

Timeline (4 Events)

Close

7 January 2021

Discussions within the Council or its preparatory bodies

21 December 2020

Discussions within the Council or its preparatory bodies

16 December 2020

Discussions within the Council or its preparatory bodies

Adoption by Commission

Key Players (12)

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Source

Set a Stance

Support

Oppose

Unimportant

Watching

Set a Priority

High Priority

Medium Priority

Low Priority

Add to Issue

No issues currently

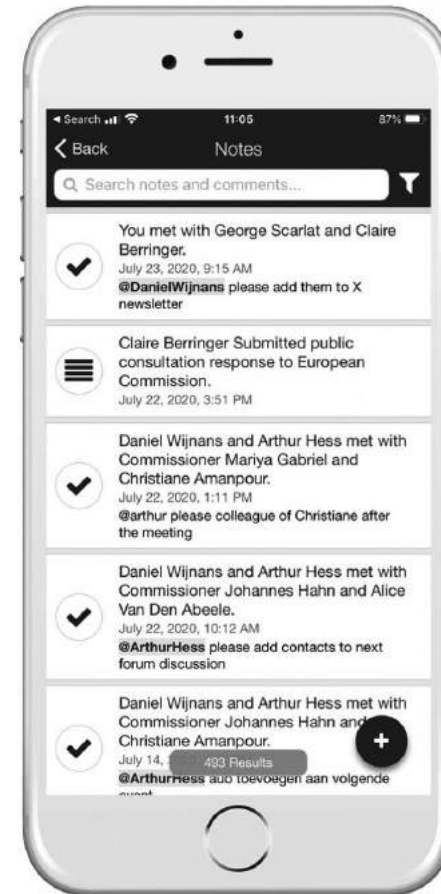
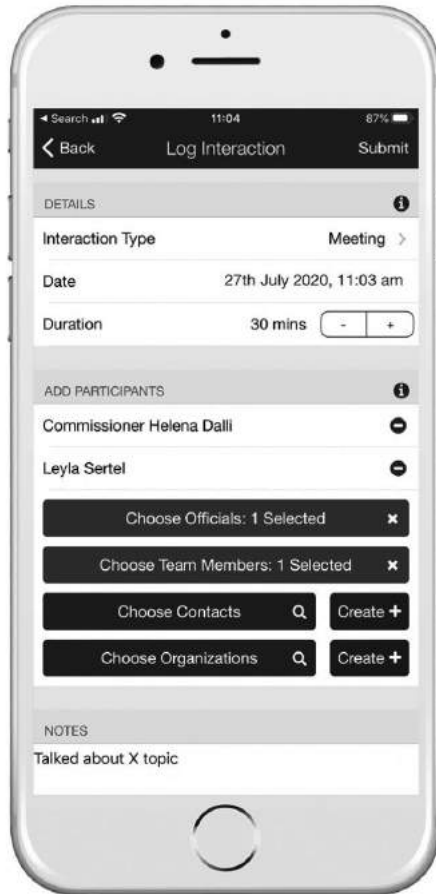
+ Add Issue

Add a Comment

No comments currently



# Information Management 'on the go'





# Example: Information Management

The screenshot displays the Quorum.us web application interface. The top navigation bar includes the European Union logo and a search bar containing the text "digital single market OR DSM". Below the navigation bar, there are tabs for "Legislation", "Documents", "Officials", "Contacts", "Notes", "Grassroots", and "More". The "Documents" tab is selected, showing "3,061 Documents".

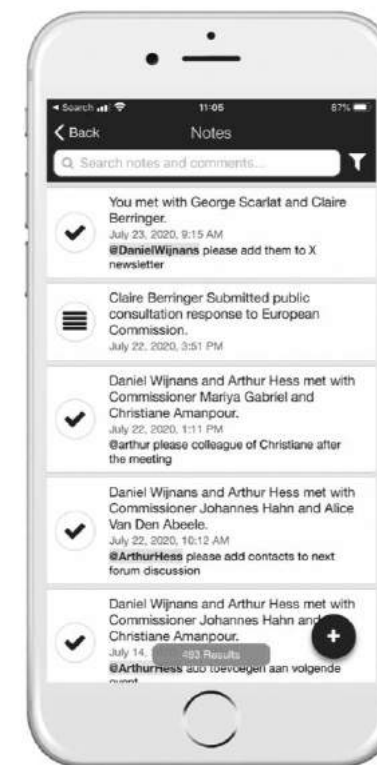
On the left side, there is a sidebar with filters for "Document Type", "Source", "Date", "Referencing", "Region", "Organization Stance", "Issues", and "Lists".

The main content area features a horizontal bar chart titled "Mentions by Party" showing the number of mentions for various political parties. The chart data is as follows:

Party	Mentions
EPP	603
Non-Designated	592
RENEW	411
S&D	187
Greens-EFA	46
ECR	37
GUE-NGL	1
Non-Inscrits	1
EFDD	1

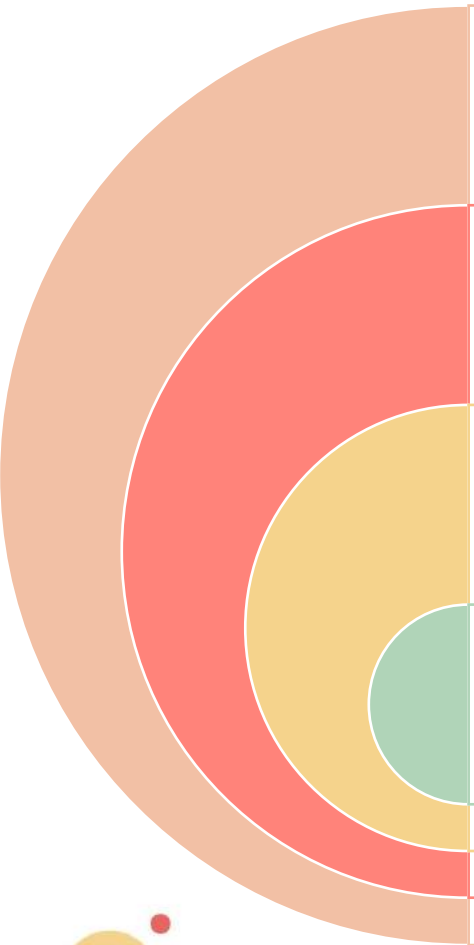
Below the chart, there is a section titled "5G security: Member States report on progress on implementing the EU toolbox and strengthening safety measures". This section includes a press release from the European Commission dated 24 July 2020. The text of the press release is as follows:

Press release by the European Commission and the German Presidency of the Council of the EU  
Today, EU Member States, with the support of the European Commission and ENISA, the EU Agency for Cybersecurity, published a report on the progress made in implementing the joint EU toolbox of mitigating measures, which was agreed by the Member States and endorsed by a Commission Communication in January 2020. The toolbox sets out a joint approach based on an objective assessment of identified risks and proportionate mitigating measures to address security risks related to the rollout of 5G, the fifth-generation of mobile networks.





# Key Takeaways



**Relevance:** At the very start make sure you align your intelligence gathering to your priorities and objectives. Review the priorities and intelligence output at the very least every 6 months to make sure it is all still fully aligned to your priorities. This will ensure your intelligence gathering will remain focused only on what is important.

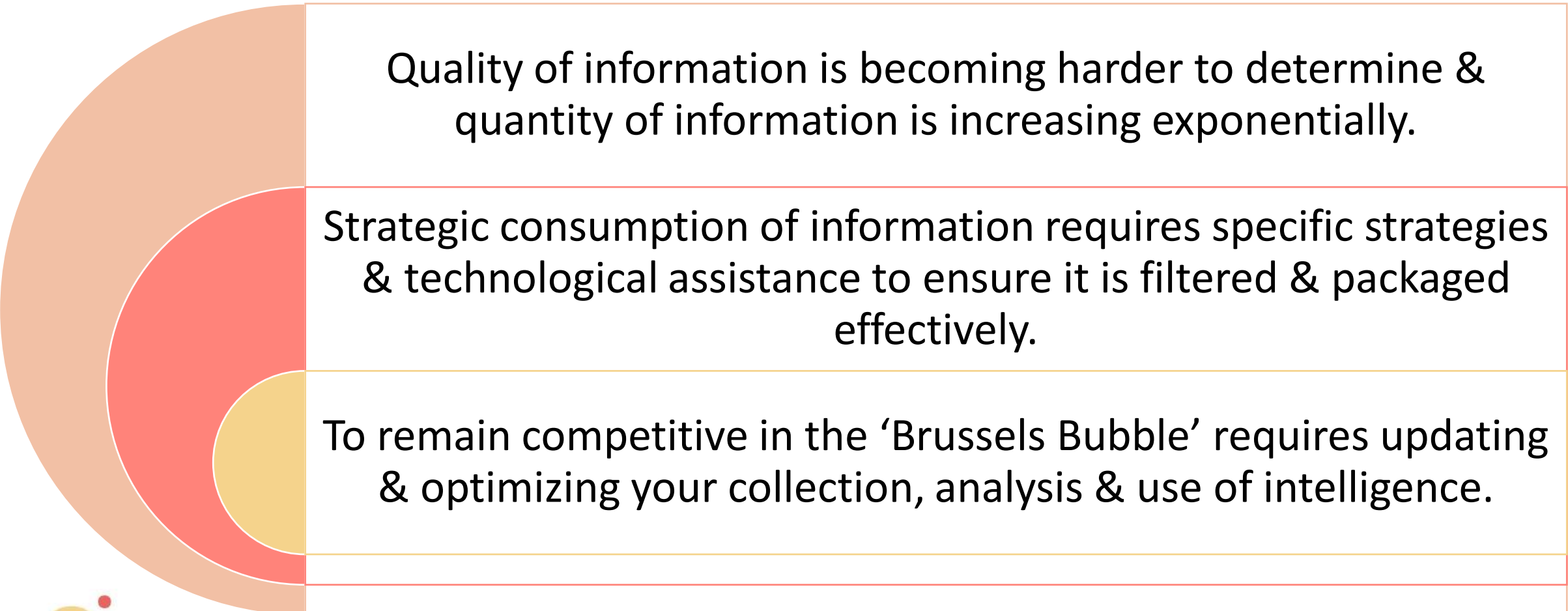
**Formatting:** Spend time thinking about your information reporting format for your audience. What works best? What is the easiest way for you to do it? Getting this right can not only save you time and energy, but also boost your professional visibility.

**Balance:** Make the distinction between pure monitoring work and political intelligence, and be sure to have a clear view of how you intend to acquire public and non-public intelligence. You will need both to be successful.

**Transfer:** Intelligence gathering needs to feed into updated timelines (make sure you have timelines), stakeholder maps, issue updates and your advocacy plans (which will be based on what your intelligence is telling you). Establish a list of key documents that require regular updating with intelligence analysis and define a process for updating them.



# Key Takeaways



Quality of information is becoming harder to determine & quantity of information is increasing exponentially.

Strategic consumption of information requires specific strategies & technological assistance to ensure it is filtered & packaged effectively.

To remain competitive in the 'Brussels Bubble' requires updating & optimizing your collection, analysis & use of intelligence.



# EUGDPR – Some Basics

- Data subjects can ask you to give them access to the information that you are keeping on them (Art. 15 GDPR).
- Explain:
  - why you are collecting & processing the data,
  - what kind of data you are collecting,
  - where you got the data
  - how long you plan to keep that data.
- People can ask to rectify or erase their personal data & they have the right to make a complaint to the supervisory authority.
- If using artificial intelligence or automated logic to make decisions about them, you need to explain how the logic works.



# EUGDPR – Some Basics

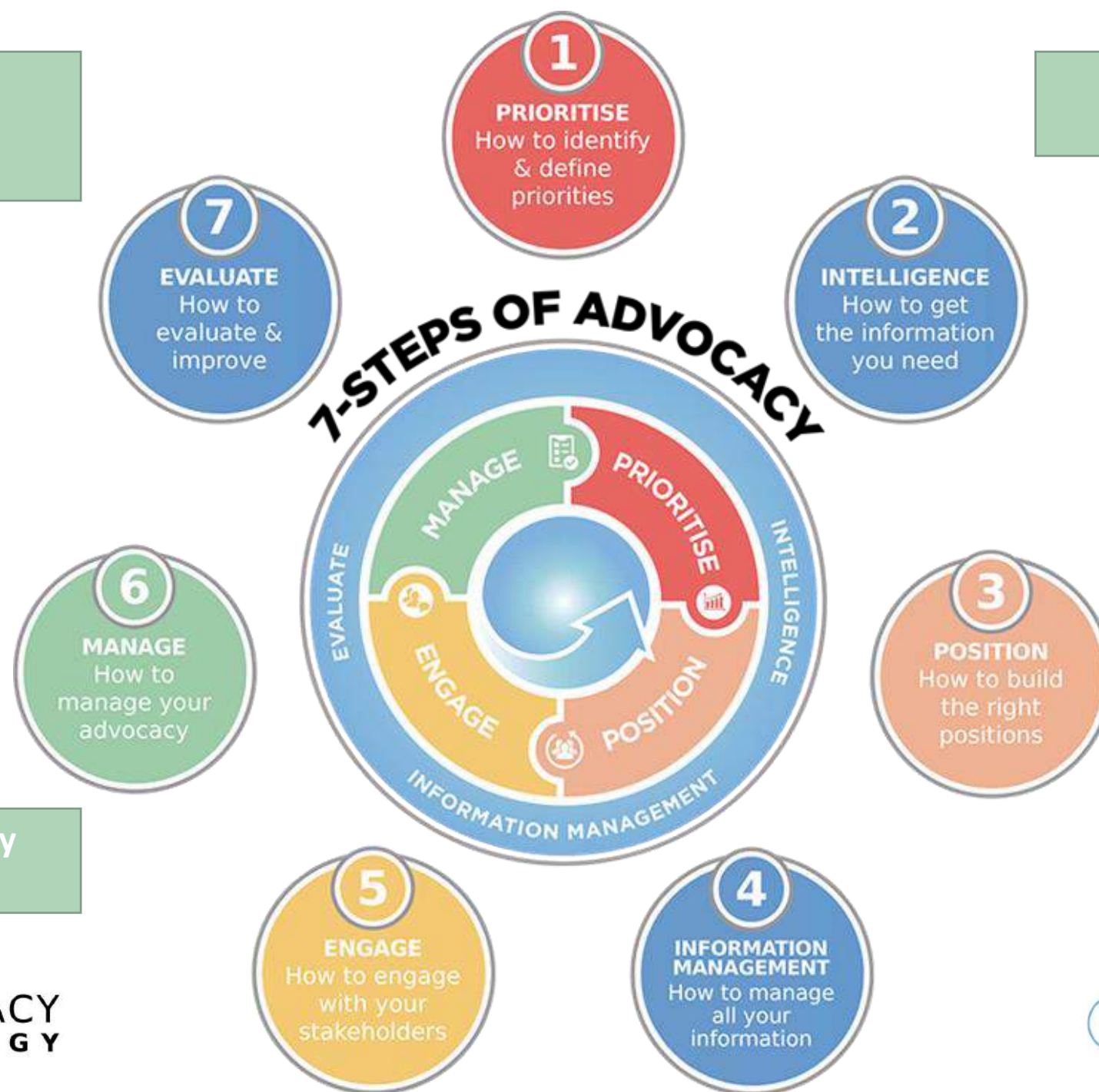
## Checklist for GDPR Compliance

- ① Awareness and Communication**  
Ensure your employees understand GDPR and communicate with service and staff about why you are collecting the data.
- ② Analysis of Personal Data**  
Analyze a list of all sensitive data you store and process.
- ③ Review Procedures**  
Have a suitable privacy policy in place and review it regularly.
- ④ Access Rights**  
List what access rights should be granted and how changes should be handled.
- ⑤ Customer Consent**  
Ensure your customers consent to you processing their data.
- ⑥ Data Breaches**  
Implement a procedure for handling data breaches.
- ⑦ Impact assessments**  
Carry out a data protection impact assessment.
- ⑧ Data Protection Officers (DPO's)**  
Determine whether you need a Data Protection Officer (DPO).



What is the balance  
between human &  
technology

What delivers the best  
outcomes?



Where will technology  
deliver next?



# How to Work with the EU Institutions

**A Practical Guide to Successful Public Affairs in the EU**

**'this comprehensive book provides guidance for successful EU advocacy'**

*Doug Pinkham, President,  
Public Affairs Council*

*edited by*

**Alan Hardacre**

Intelligence Sweet Spot is balance between past-present-future and based on public and non-public information. It is also (increasingly) time dependent.

Intelligence (increasingly) requires automation through a provider to cover your needs. This allow you to move to the value-adding stage of making it actionable.

You have several formats to choose from – which will depend on the needs of your stakeholders.

Remember this is the value-add part of intelligence gathering so always ensure you add 'value' (recommendations, next steps etc)

Information Management is (increasingly) a key differentiator in Public Affairs. Platforms sort and visualize information for you.

Information Platforms extend their utility beyond just intelligence to include meetings/objectives etc providing one home for all your PA work.