

FORMULA FOR SUCCESS

EUTOP counters the growing complexity in the EU decision-making structure with a unique formula for success and thus exponentially increases the success of your lobbying.

$$SL = (CC + PSC) \text{ (OnePager}^{\text{®}}\text{-Methodology} \cdot \text{PSGR}^{\text{®}})$$

Before the Treaty of Lisbon, successful lobbying consisted principally of content competence. In the complex decision-making system of the EU, at least since the Treaty of Lisbon, it is the result of the combination of the client's content competence (CC) and EUTOP's process structure competence (PSC). The total of the two combined is raised to the power of the perspective change competence (OnePager[®]-Methodology) multiplied by process support competence (PSGR[®]). The client's content competence (CC) and EUTOP's process structure competence (PSC) represent the structural instruments, while the perspective change competence (OnePager[®]-Methodology) and process support competence (PSGR[®]) are the process instruments of successful lobbying. In other words: the sum of the client's content competence (CC) and EUTOP's process structure competence (PSC), in general, only lead to a successful lobbying result in the complex decision-making system of the EU (SL) if the OnePager[®]-Methodology and PSGR[®] are used at the same time.

SL = Successful lobbying in the complex decision-making system of the European Union

Gaining competitive advantages, preventing competitive disadvantages and avoiding technical faults in legislative and executive initiatives at EU and member state level. Lobbying agendas are: directives, regulations, white and green papers of the Commission, decisions in antitrust law and the law on state aid, as well as guidelines, customs duties, and many other executive and legislative measures.

CC = Client's content competence

The client's content competence and the "classic instruments" of content-oriented interest representation (corporate representative offices, associations, public affairs agencies and law firms).

PSC = EUTOP's Process Structure Competence

EU-wide maintaining of space, as well as human resources and organisational capacities (management competence), and production competence based on cross-institutional, cross-factional and cross-member-state networks of own employees, structural advisors, structural co-operation partners and external networks. This results in a service that is a task force for the client – a task force in times of crisis, a service unit and an insurance against unexpected changes in the legal and political framework. The customised, structural intermeshing of CC and PSC is a significant success factor.

OnePager[®]-Methodology

An interdisciplinary consideration of the problem from different angles, with the goal of working out a successful solution (change in perspective from the individual perspective to a common interest perspective). This results in a procedure, which has been scientifically and empirically developed since 1990, and in which decision-theoretical, cultural, linguistic, inter-institutional, cross-member-state and partypolitical points of view are taken into account. In about 5-15 % of all cases, the desired change in perspective is not possible, which de facto rules out successful lobbying. In such cases, EUTOP advises the client not to act. The advantage for the client consists in being able to choose alternative actions at an early stage and, in addition, avoiding the unnecessary deployment of resources. However, if the change in perspective succeeds – which is the case in 85-95 % of all cases – process support competence decides whether the goal is achieved.

PSGR[®] = Process-oriented Structural Governmental Relations

EUTOP's employees and advisors must structurally and sustainably support all interfaces daily, so that the result of the OnePager[®]-Methodology can lead to the success of the specific lobbying project. Experience shows that large projects usually fail on minor details. Organisational faults or misunderstandings

can no longer be tolerated in a complex decision-making system. The ongoing support of the client by EUTOP's process support competence is another essential success factor because, during a decision-making procedure in a complex system, loyalties and coalitions can change at any time. The continual examination and co-ordination of all interfaces and the situational update of the OnePager[®] are therefore essential.

Complementary Procedure

EUTOP works as independent intermediary and according to the "only one interest" principle. Because the complexity of the key decision-making process continues to grow, a customised, project-specific intermeshing of all competences must take place in each individual legislative or executive project. The decisive factor here is PSGR[®] interface management between clients and their instruments on the one hand, and the legislative and executive on the other hand. EUTOP as an intermediary thereby stands for effective process competence and sophisticated EU-wide process management. EUTOP is independent from "the party concerned" as well as from the "decision-maker" and, for this reason, is accepted as a neutral, impartial and trusted intermediary, always acting to complement clients and their "classic instruments" of content oriented interest representation.