



# Lobby and advocacy Safetyregion ZHZ – the Netherlands

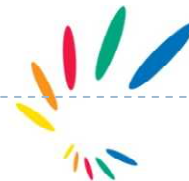
Forlì-Cesena seminar January 2012



## Content op the presentation

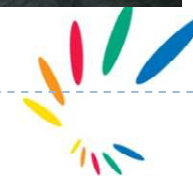
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- Examples of lobby and advocacy in the Netherlands
- Lobby and advocacy in Safetyregion ZHZ
- Examples: Strategies and instruments
- Good practice: de Betuweroute - railwayline cargotransport
- Lessons learnt and conclusions





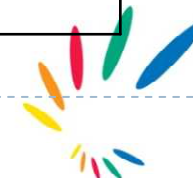
# Examples of lobby and advocacy in the Netherlands





## Network identification: key decision makers in the mitigation process

	legislator	Uitvoerder/hand haver Executor?	Civil support
EU	Parliament /council	committee	Civil servants
Government	Parliament (1e en 2e kmr)	Cabinet=regerin g=ministerraad (koning plus ministers)	Civil servants
Province	PS	GS	Civil servants
Municipality	City council	College	Civil servants
Waterboard	AB	DB	Civil servants
Safetyregion	AB	DB	Civil servants



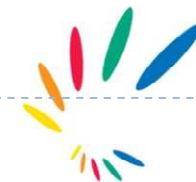


## Network identification: key decision makers on legislation and regulations

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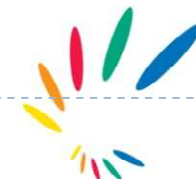
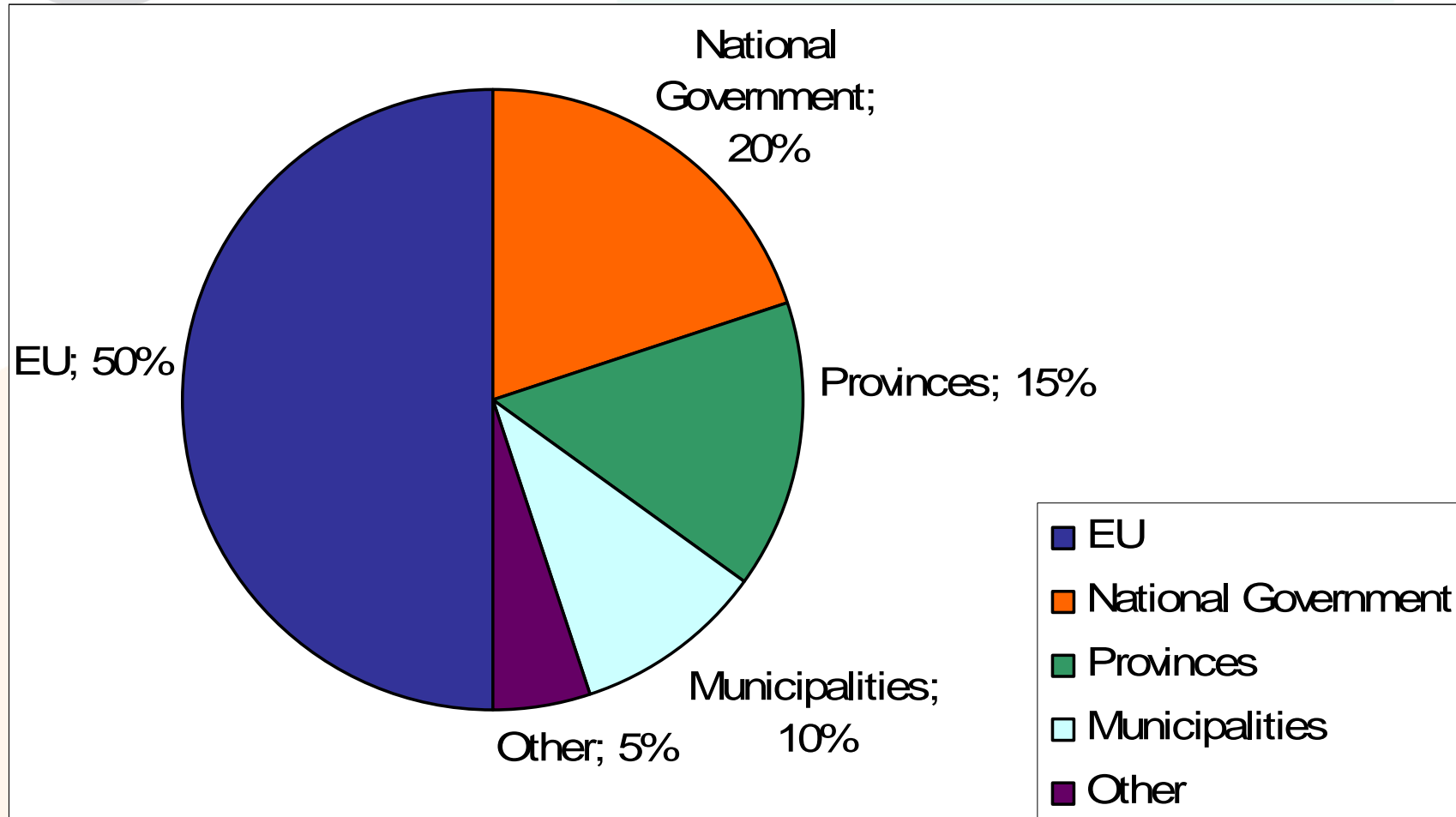
### **Key decision makers**

- Legislation: EU, National government
- Regulations: Local Government; provinces and municipalities, other governmental organizations



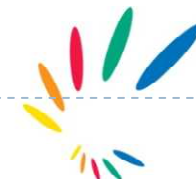
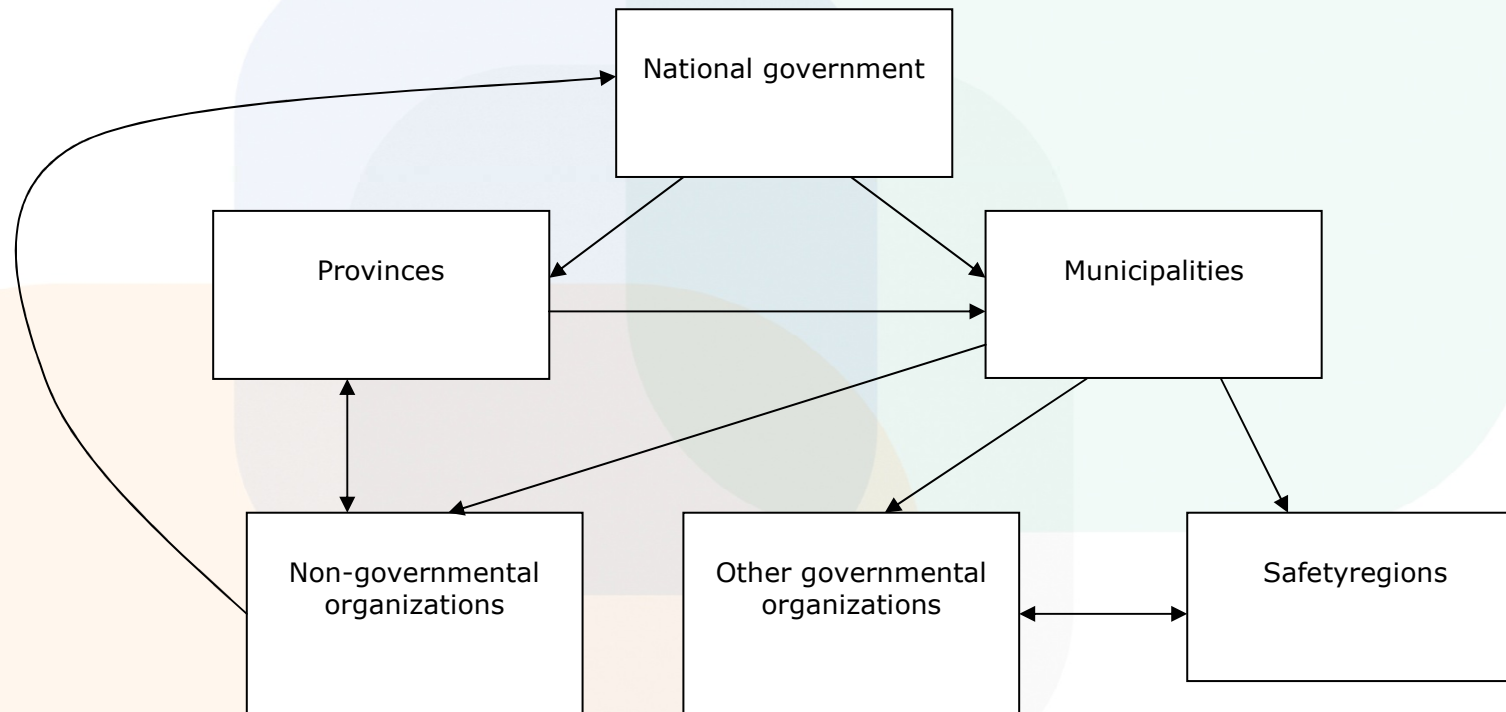


## Network identification: key decision makers on the resource allocation(funding/financing)



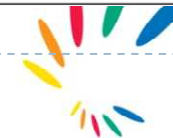


# Network identification: key decision makers on the actual goal setting and implementation of mitigation plan





## Lobby and advocacy in Veiligheidsregio ZHZ







## Network analysis: relation of Veiligheidsregio ZHZ with the decision makers

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### National government: department of Safety and Justice:

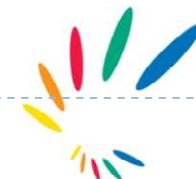
- Formal consultation accountmanager and civil servant(s)
- Formal consultation manager VRZHZ, president/chairman of VRZHZ and manager National Safety.
- Informal consultation civil servants

### Province of South-Holland:

- Financial accountability
- Formal visit Commissioner of the Queen – representing Province of SH

### Management/board of Veiligheidsregio ZHZ:

- Formal consultation with Portfolio holders (accountable for a topic/theme)
- Addressing subjects in meetings of the board
- Formal and informal consultation with the president/chairman of the VRZHZ
- Formal consultation on subjects in municipalities

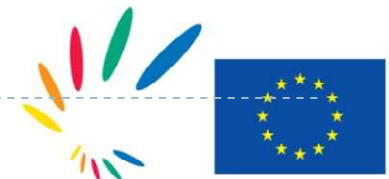




## Network evaluation: criteria on who are the most important decision makers to influence

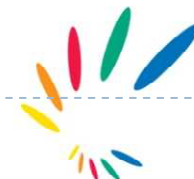
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- Financial criteria
- Scale of the 'problem'
  - Region
  - Province
- Responsibility
- Accountability
- Mutual interest





# Examples: strategies and instruments of lobby/advocacy



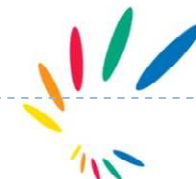


# Lobby/advocacy strategies: concrete examples and concrete instruments of lobby/advocacy

Public affairs/Lobbyisten working for the government/Province of Zuid-Holland

*What message, when to convey to whom by whom?*

- Steps:
  - Analysis of the field
  - Analysis of partners and opponents
  - Compose one message
  - Always be prepared for incidents
  
- Instruments:
  - Prepare: Factsheet
  - Workvisits
  - Personal letters
  - Momentum and occasion
  - Press/public opinion

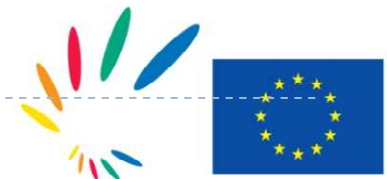




## Lobby/advocacy strategies: concrete examples of lobby/advocacy

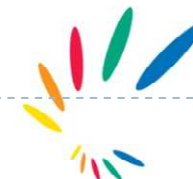
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- The City of Dordrecht
  - Lobbydossier
  - Strategic agenda
  - Strategic networking/public affairs
- Constant contact with departments:
  - Mutual informal contact civil servants
  - Informal and formal contact managers
  - Formal letters/formal requests
- Contact municipality and advisors environment department
  - Thinking along with environmental consultants in an early stage will prevent discussions afterwards and having to react to spatial plans that have already been defined.





Good practice:  
de Betuweroute -  
railwayline  
cargotransport





## Good practice: de betuweroute-railwayline cargotransport

- The Betuweroute; cargo railwayline from Rotterdam harbour to Germany
  - In use Since 2007
  - 160 km railway
  - 130 bridges
  - 5 tunnels





## Good practice: actors involved

- National government/department of infrastructure
- Several municipalities along the route/railway
  - Mayors of the municipalities formed a committee
  - One spokesperson on behalf of the committee
  - Opinion leaders
- Regional firedepartments/commanders
- Inhabitants/residents
- Contractors
- Emergency services



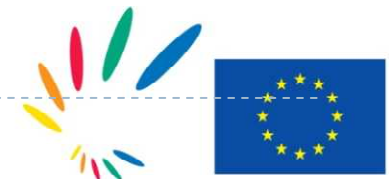




## Good practice: Strategy and means to influence

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- External lobby – mutual interest:  
Mayors formed a committee. The mayors tried to influence the national government/ department of infrastructure.
- They chose one spokesperson, he spoke (eventually) on behalf of 37 municipalities. The spokesperson had contact with the minister of the department of infrastructure
- Internal lobby:  
Several opinion leaders kept the calmness within the committee
- Civil servants of municipalities contacted civil servants of the department
- Constantly keeping formal and informal contact with parties





## Good practice: the result

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- Contact with the department of Infrastructure based on mutual interest
- Safety measures got the attention it needed
- Emergency services got practice and education
- Resources on water were established
- Sound barriers were constructed along parts of the route

### Side-effects:

- The start of Project Railplan 2004-2007
- Expanding of the network, contact with other parties/partners useful in the field of safety along the route
- Education of emergency services on a big scale

In the end: acceptance of the railway and a lot of safety measures.

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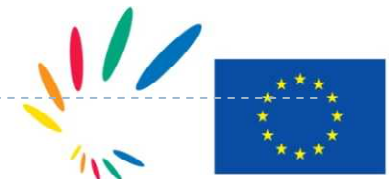


## Good practice: the lessons learnt

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### Good lessons:

- unite
- internal lobby; speak with one voice
- one accepted spokesperson on behalf of the group
  
- take initiative
- don't treat your opponents as your enemy
- constantly contact your network, also when you don't need them at the moment
- be transparent in everything you do, towards decision makers and towards your support group/followers
  
- for the decision makers/national government: involvement of other parties in an early stage of development is necessary to avoid delay
- For the opponents: get involved from the start
  
- don't let the knowledge disappear! Years of lobby and hard work can disappear if you don't conserve the knowledge
- conserve the implementation of measurements



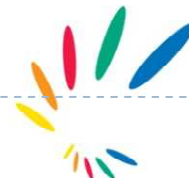


## Good practice: the lessons learnt

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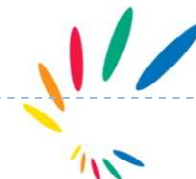
### Bad lessons:

- Emotions/ personal feelings make lobby difficult, so be transparent in expectations
- A positive result of the lobby was a sound barrier along parts of the route. But realization costs where high. The municipalities wanted the national government to pay for something they lobbied for.
- Be aware of the possible side effects of your lobby, what if the answer to your lobby is “Yes”, prepare yourself for the consequences and do you want or need these consequences.





# Lessons learnt and conclusions





## Most effective strategies/ Combinations of instruments which together make an effective strategy

Decide depending on your goal who to talk to; what is your message; the right person in the right place in the right time

### Instruments

- Analyze the possible players
- If possible/necessary: unite, and speak with one voice
- Prepare and make a factsheet
- Lobby dossier: Insight in partners, progress and relations
- Don't let the knowledge afterwards disappear

### Strategy

- Collect and analyze information
- Take initiative and maintain your network
- Use formal and informal paths/ways
- Think along with your 'opponent'
- Choose the right moment
- Let others do the work

