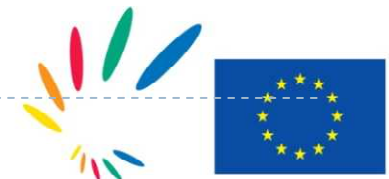




Lobby and Advocacy in Bulgaria

Forlì-Cesena seminar January 2012





1. Network identification: who are the key decision makers in the mitigation process (all hazard)

On legislation and regulations?

National:

- **Council of Ministers** - proposes the Act changes
- **Internal Security and Public Order Committee** – leading committee in the process of Act change
- **Regional Policy and Local Self-Government Committee**
- **Environment and Water Committee**
- **Committee on European Affairs and Oversight of the European Funds**

Regional level:

Regional Governor - no legislative powers, only aligns the regional mitigation policy with the national one and coordinates it with the municipalities

Municipal level:

Mayor - no legislative powers, only carries out the national mitigation policy on municipal level by developing municipal disaster protection plans





1. Network identification: who are the key decision makers in the mitigation process (all hazard)

On the resource allocation (funding/financing)?

1. Ministry of finance that approves the budget for prevention and mitigation of the effects of natural disasters and major industrial accidents. The National budget also includes the budgets of ministries, agencies and Regional administrations that also implement measures for disaster protection;
2. Interministerial Commission for Reconstruction and Assistance (at Council of Ministers) which ensures funding for Prevention activities within the National programme and rescue and emergency works during disasters;
3. Municipal budgets;

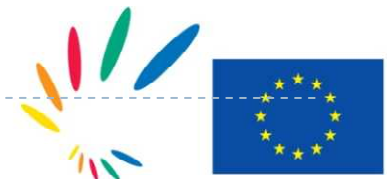




1. Network identification: who are the key decision makers in the mitigation process (all hazard)

On the actual goal setting and mitigation plan?

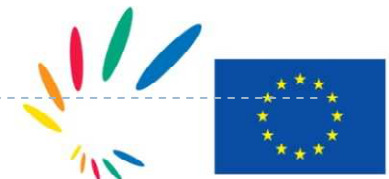
- Ministry of the Interior develops the National Plan for Disaster Protection
- Regional governor and territorial structures of the central executive organizations set the goals of the regional plan
- The mayor of the municipality develops the municipal plan for disaster protection together with representatives of agencies and entities involved in disaster protection in the municipality.





2. Network analysis: what is the relation of your own government agency with these decision makers?

The Regional Governor participates in some of the meetings of Council of Ministers. The Council of Ministers proposes the changes of the Disaster Protection Act and the different Parliament Committees consider it. The Parliament passes the changes. The President has the right to veto the Parliamentary decision





3. Network evaluation:

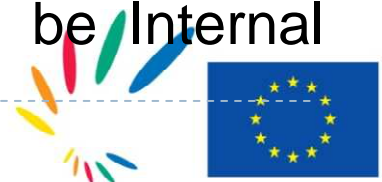
on which criteria do you decide which are the most important decision makers to influence?

- **Who can propose changes in the Act?** – ministers and members of parliament

In our case the Ministers (the Minister of the Interior in particular) are the most important decision makers because they are the first to decide that changes are important in order to propose them to the parliamentary committees. Other possible decision makers can be members of parliament

- **What is the object of the Act?** – the Parliament chairperson

shall set the committee responsible to further consider the draft project. The criterion is the object of the bill - for example if the bill concerns the mitigation process and disaster protection, the leading committee will be Internal Security and Public Order Committee

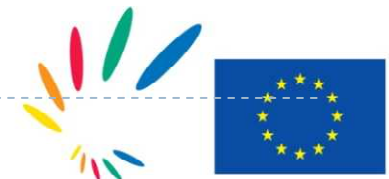




Lobby/advocacy strategies:

4. Which concrete examples (instruments) of lobby/advocacy can you find?

- Engage experts to participate in the work of parliament ongoing committees or ministries in the preparation of bills;
- lobbying influence in forming political agenda (weekly, monthly program of parliament or Government)
- Shaping public opinion: Organization of media campaigns on a problem, advertising and propaganda, forming and guiding public attention in a certain direction or developing and maintaining a positive image of a person, a lobby group or its cause;
- Stimulating, encouraging and organizing mass events: demonstrations, civil protests, strikes, petitions etc. contributing to the realization of a goal;
- Exercise of lobbying influence on political parties by financing their political campaigns;
- Direct lobbying through personal meetings and contacts with politicians and civil servants;
- Payment of royalties for a book, for delivering a speech at a ceremony, making symbolic gifts to senior officials part of interested organizations;

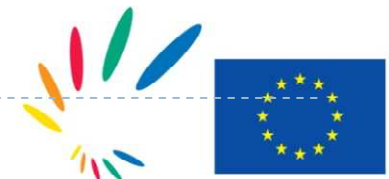




Lobby/advocacy strategies:

5. Which of these examples do you think are most effective (and why)?

- Hire professionals to carry out paid lobby services (lawyers, economists, consultants, PR-specialists and others.) - They know what to do and they do it in the best possible way to the most effective end
- Financing political campaigns or engaging officials in ceremonies by paying them—especially effective in Bulgaria about companies who benefit from having political protection for economic profit (considered as a bribe or corruptive practice)

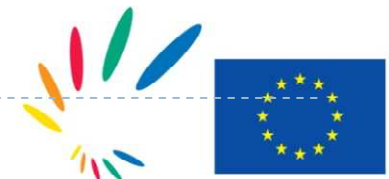




6. Can you think of combinations of instruments which together make an effective strategy?

Strategies are specific and depend on the situation, main actors, objectives, etc.

- To influence politicians it is best to “win” their councilors, who shall shape their opinion
- To define the desired changes in the positive way focusing on the benefits for society; express this opinion in different media
- To link the desired changes to the whole political situation and Government priorities – this will persuade the politician to support the changes since it will bring him personal political dividends (if he is from the leading party)
- Cooperate with other organizations with equal objectives





Good practice:

7. Which actors were involved? Which of them pays and which benefits? (CBA)

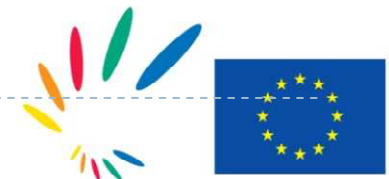
No Lobby and Advocacy Act in Bulgaria!

MORE EFFICIENT ROAD MAINTAINANCE IN WINTER

Problem: heavy snowfalls, snow-bound roads, snow is not removed and remains on the two sides of roads, people cannot cross roads and cannot park their cars

Actors involved:

- Companies for cleaning snow from roads in winter and distributing ice-melting substances - benefit
- The municipality (mayor) that is in charge of maintaining municipal roads in winter – pays
- The Municipal Council that votes the budget for road maintainance

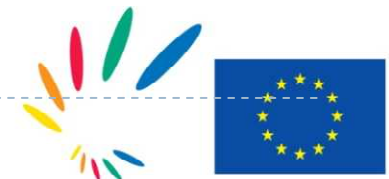




Good practice:

8. Which decision maker(s) did you/they try to influence?

- The mayor – persuade the mayor that traditional cleaning of roads is not enough, climate is harsh and we need ice-melting substances which are more efficient for cleaning;
- The Municipal councilors – persuade them that the new method for cleaning is better and costs the same;
- The society (NGOs and citizens) – to be more active in expressing their opinion

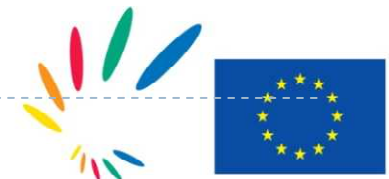




Good practice:

9. By what means did you try to influence?

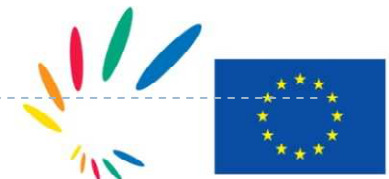
- By direct lobbying - meetings with the mayor, councilors, politicians
- By media – speaking of the needs for better maintenance
- By complaints of citizens for having damaged their cars
- By making comparisons with other cities, including European, collecting and presenting information about good practices for road cleaning at the Municipal Council sessions





Good practice: 10. What is the expected result?

More efficient and modern way of cleaning roads in winter and combating extreme weather





Good practice: 11. What are the lessons learnt (good/bad)

- All interested parties should work together
- The company that offered $MgCl_2$ lobbied only on municipal level – it is reasonable to lobby on national level as well
- Sometimes there are two fractions lobbying for two opposite causes – in this case the companies cleaning roads by snow-cleaning machines lobbied against the companies selling snow-melting substances

