

The GOOD Lobby

Citizen Lobbying & Advocacy Workshop

Objectives

Citizen Lobbying & Advocacy training will provide you with a unique opportunity to learn how to lobby for good and discover the lobby tools available to you to make meaningful changes in society. By defying the participants' attitude and pre-existing opinions on the role of lobbying in the society, the Good Lobby strives to instill a critical and informed perspective on the issue.

Join the training to learn how to bring systemic change to your community, be it at the local or transnational level!

Methodology

The Citizen Lobbying Workshop provides participants with an understanding of what lobbying means at national/EU level by following The Good Lobby's methodology. The methodology enshrines an illustration of the avenues of democratic participation existing both at the EU and local level and the practice of the essential lobbying strategies and techniques in use in commercial lobbying practice. Our workshop strives to create an intensive educational experience in a limited timeframe. Our 'hands-on' approach offers participants a chance to try out new methods and succeed / fail in a safe environment where they receive feedback from both the trainer and fellow peers. The workshop has been developed by Prof. Alberto Alemanno, and based on his book *Lobbying for Change – Find your Voice to Create a Better Society*.

Course Outline

Part I

- Challenging the paradox: wealthier societies Vs powerless individuals
- What is lobbying and the legitimacy of lobbying - key figures
- The concept of citizen lobbying and democratization of lobbying
- The Citizen Lobbying Toolbox: 10-step Citizen Lobbyist Guide and the Avenues of Lobbying

Part II

- Split up into groups – working on real life cases
- Workshop

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- Presentation of the lobbying strategy
- Feedback

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- Who we are

The Good Lobby is a civic start-up committed to demystifying and democratizing lobbying to equalize political power and influence. To do so, it fosters bottom-up civic capacity via new, cross-societal forms of collaboration, such as skill-sharing and peer learning, among citizens, not-for-profits, companies, law firms and philanthropies. It emerges from the expanding crises in European citizenship and civil society and – as such – is also a social movement. It is the first organization devoted to popularizing and democratizing the various channels of participatory democracy (The Good Lobby Toolbox) existing at local, national and international level.

By mobilizing and empowering European citizens (citizen lobbyists) as well as a wider range of constituencies, such as progressive companies, not-for-profits, campaigners and philanthropies through targeted engagement in the policy process, it wants to foster assertive citizenship so as to create more accountable, cohesive and happier societies.

- What we do

Our theory of change consists of closing the gap between the ‘have and have nots’ in the policy process, by fostering a new understanding of interest representation and responsible lobbying. To this end, The Good Lobby engages in a series of activities all aimed at promoting citizen, civil society and corporate lobbying through unconventional collaborations pursuing the public interest. These activities are: Educational – Match-making – Network-building, and Consultancy.

Next to an educational offer based on The Good Lobby’s deep understanding of the state-of-the-art of modern lobbying practices, our trainings offer participants an unprecedented opportunity of mutual learning among participants – be they activists, corporate lobbyists or policymakers – coming from very different walks of life.