

How to Lobby the EU



A few words about the Hanse-Office



Historical background of the Hanse-Office



- Founded in 1985 by Wilhelm Haferkamp as *Hamburg Information Office*
- As from 1987: integrated structure Hamburg/Schleswig-Holstein
- Since 1991 all German Länder have a representation in Brussels

Structure of the Hanse-Office

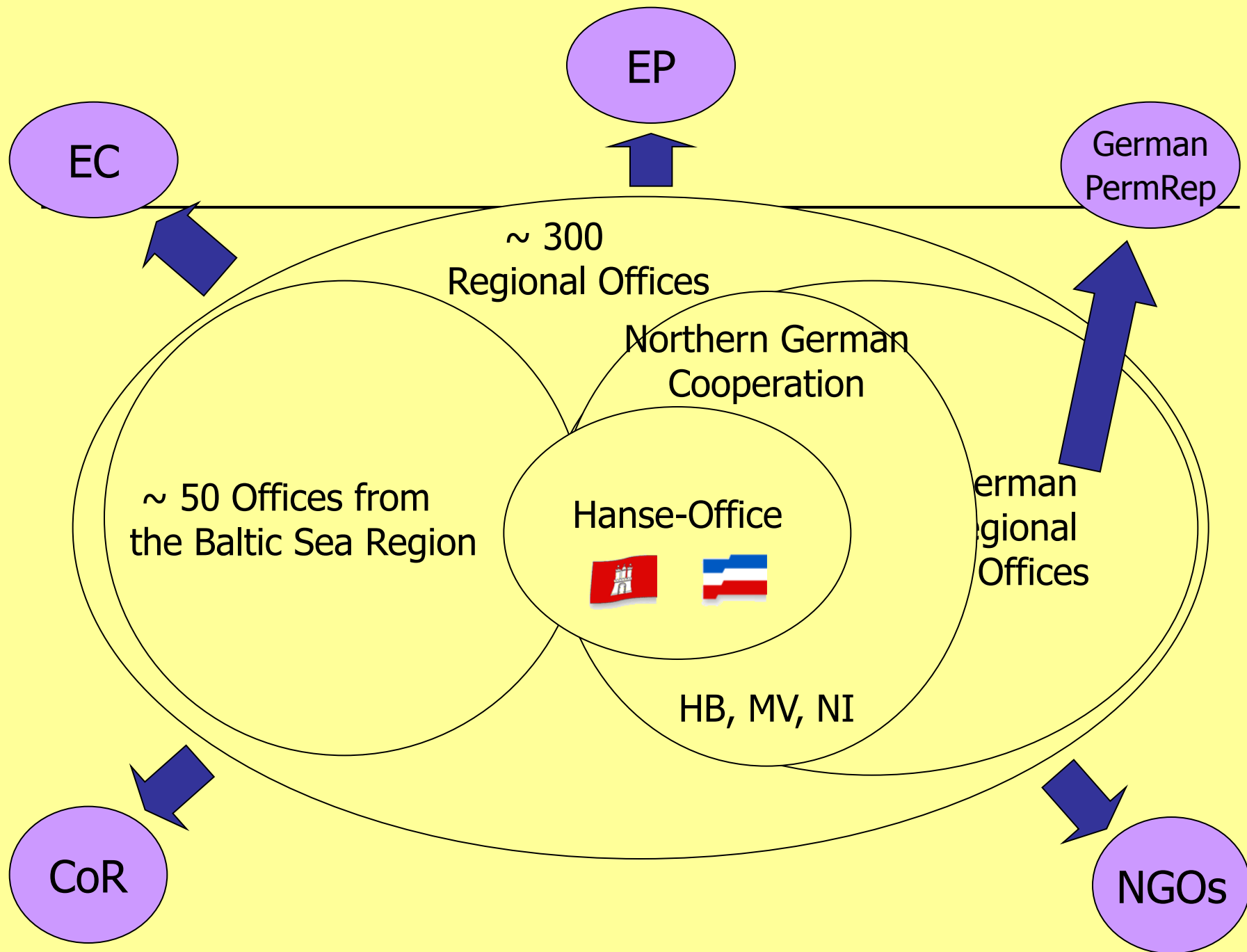
2 Directors

8 Policy Officers:

- Economic Affairs, External Trade, Ports, Air Transport (FHH)
- Transport Policy and Urban Planning (FHH)
- Science/Research and Health (FHH)
- Financial Affairs and Budget (FHH)
- Regional Policy, Social Affairs, Enlargement (S-H)
- Justice and Home Affairs, Media, CoR (S-H)
- Energy, Fisheries, Maritime Affairs, Education, Culture (S-H)
- Environment and Agriculture (S-H)

5 local employees

2-4 interns / legal trainees / RRzA





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**Why is it necessary,
important and
valuable to be in
Brussels?**

Filter for the information overload

Early-warning system for important developments

Intensive communication with experts in HH/SH and Brussels (emailing, phone calls, lectures in Kiel and FHH)

Identification of possible influences in the run-up to important decisions

Creation of networks (EC, EP, other regional representations, Presidency of the EU)



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How to lobby?



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- 1. Know what you want!**
- 2. Be aware of your own role!**
- 3. Be creative!**
- 4. Think of how your expertise could be of worth for your European Partners!**
- 5. Start early and think long-term!**



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Examples?



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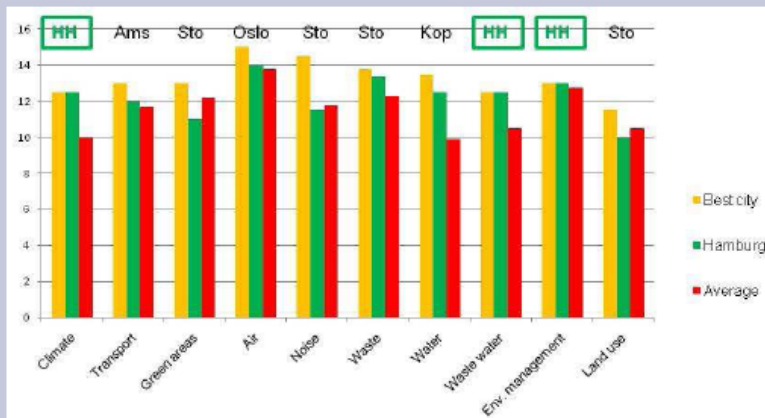
The whole city joins in!





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35 cities applied for the award, eight finalists were chosen.



Indicators depicting the best city are marked in yellow, the average is marked in red. Hamburg received the highest marks (green) in three categories.

- The graph shows an overview of Hamburg's achievements in comparison to seven cities evaluated in the competition.
- Indicators depicting the best city are marked in yellow, the average is marked in red. Hamburg received the highest marks (green) in three categories.

- In comparison to the other finalists, Hamburg exemplifies overall high achievement in environmental protection across the board.
- Hamburg received high scores in all ten categories (161 points, Stockholm: 157). Simultaneously, Hamburg shows room for improvement in almost all categories.



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