

# Uniting for the Advancement of Lobbying on a Global Basis

May 1, 2012

## **Presentation by Wright H. Andrews**

**American League of Lobbyists (ALL) Past President, Co-Author ALL Code of Ethics,  
Current Board Member & Chairman of Organizing Committee to Establish the  
“International Alliance of Lobbyists”**

# Agenda

- **Common Worldwide Lobbying Issues**
- **American League of Lobbyists (ALL)**
- **Global Initiative to Unite Lobbyists**
- **The International Alliance of Lobbyists (IAL)**

# Lobbying Worldwide

**Lobbyists & Lobbyists'  
Associations Everywhere Face  
Many Common Issues**



## Lobbyists Worldwide Face Common Issues

- ✓ **Lobbying transparency**
- ✓ **Legal & regulatory requirements**
- ✓ **Ethical standards**
- ✓ **Anti-corruption standards**
- ✓ **Training**
- ✓ **Public education of the importance of the role of professional lobbyists**
- ✓ **Defending profession from unjust attacks**



# American League of Lobbyists (ALL)

**ALL believes that it is time for lobbyists' associations & their members to partner together on a global basis to address common concerns & to work to enhance the lobbying profession**



# American League of Lobbyists (ALL)

- **Background**

- **Founded in 1979 as a non-profit corporation**
- **Primary U.S. association for professional lobbyists**
- **Recognized for its Lobbyists' Code of Ethics**
- **Approximately 1,600 members**
- **Includes registered lobbyists & other governmental relations professionals**
- **Represent before U.S. Congress, Agencies, White House**
- **Young lobbyists network**
- **Most members focus on federal issues, but expanding state relationships and membership**

# American League of Lobbyists (ALL)

- **Voice of U.S. Lobbying Profession**
  - **Regular interaction with media**
  - **Rebuttals to attacks on profession**
  - **Congressional & Federal agency testimony on lobbying related legislation / regulations**
  - **Public educational programs on lobbying**
  - **Online resources - <http://www.alldc.org/>**
  - **Liaison with international parties (e.g., delegations of legislators & international organizations representing lobbyists)**



# American League of Lobbyists (ALL)

- **ALL Activities** (examples)
  - **Regular programs with U.S. Senate & House Speakers**
  - **Networking events for ALL members**
  - **Develop, analyze, and lobby on legislative and regulatory proposals affecting lobbying industry**
  - **Lobbyist training (courses leading to Lobbying Certificate)**
  - **Promote ethics & legal compliance**
  - **Mentoring program for young lobbyists**
  - **Engage in charitable and public service activities**
  - **Special member benefits (i.e. discounts on materials)**



# ALL's Global Initiative to Unite Lobbyists & Lobbyists' Organizations

**A global partnership to enhance the lobbying profession & the democratic process**



# Global Initiative to Unite Lobbying Profession

- **Memorandum of Understanding (MOU)**
  - **Initial framework for cooperative efforts**



# Global Initiative to Unite Lobbying Profession

- **MOU Signatory Commitments**
  1. **Adopt International Code of Lobbying Ethics**
  2. **Work through Organizing Committee (OC)**
    - **Begin initial cooperative activities**
    - **Establish new nonprofit association as “umbrella” global organization for uniting lobbyists & lobbyists’ associations---the “International Alliance of Lobbyists” (IAL)**



# Global Initiative to Unite Lobbying Profession

- **Organizational Committee (OC)**

- **Created by MOU**

- **OC Purpose**

- **To transition from ALL initiative to global partnership**
- **To coordinate initial cooperative efforts**
- **To set up new International Alliance of Lobbyists**



# Global Initiative to Unite Lobbying Profession

- **Organizing Committee**

- **OC member from each MOU signatory**
- **OC is to set up its own rules, procedures, etc.**
- **Chairman, Vice Chair & such other officers as OC determines**
- **Chaired by Wright H. Andrews (ALL Past President, Board Member & Co-Author of ALL's Code of Ethics; Attorney & Lobbyist since 1975 after working for U.S. Senate)**



# Global Initiative to Unite Lobbying Profession

- **Organizational Committee**
  - **Various subcommittees and working groups will be needed**
  - **Minimum association cost commitment**
    - **Finance committee to raise funds**
  - **OC to begin operations within 2 months after more associations review & confirm they agree to the MOU**



# Global Initiative to Unite Lobbying Profession

## **International Code of Lobbying Ethics**



# Global Initiative to Unite Lobbying Profession

- **International Code of Lobbying Ethics**
  - **Given that Ethics is a key global issue for all lobbyists & a matter of serious public concern, ALL believes it is very important to integrate a commitment to a Code of Lobbying Ethics from the very outset of this international initiative**
  - **This will demonstrate, perhaps more than anything, that lobbyists' associations & their members around the world are serious about & committed to ethical lobbying practices**



# Global Initiative to Unite Lobbying Profession

- **International Code of Lobbying Ethics**
  - **Supplements associations' existing ethics codes**
  - **General guidance**
  - **Not intended to be adopted as a law or legal regulation**
  - **Penalty for noncompliance envisioned as being expelled or suspended from the association**
  - **Associations can make reasonable modifications to accommodate local circumstances**
  - **Code will be revised as needed after IAL is formed**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Honesty & Integrity**
    - **Be truthful, provide factually correct, current and accurate information**
    - **Promptly correct inaccurate information and update if material change**
  - **Compliance with Laws, Regulations & Rules**
    - **Know and comply with applicable laws, etc.**
    - **Do not intentionally cause public officials to violate laws, regulations, etc.**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Professionalism**
    - **Understand governmental process & acquire such specialized knowledge as needed to effectively represent client**
    - **Treat others in professional manner with respect & civility**
    - **Periodically participate in continuing education & training programs**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Conflicts of Interest**
    - **Disclose prospective conflicts & do not represent clients with conflicting interests (unless local rules allow clients to give informed consent)**
    - **Obtain consent from client if work for another client may have significant adverse impact on first client even if lobbyist is not representing on same issue**
    - **Inform client if anyone is receiving fee (possible “kickback”) for the referring case to lobbyist**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Due Diligence & Best Efforts**
    - **Vigorously & diligently advocate client's interests**
    - **Devote appropriate time & resources**
    - **Be loyal to client's interests**
    - **Keep client informed of lobbyist's efforts & where appropriate allow client to select options & strategies**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Compensation & Engagement Terms**
    - **Have written agreement setting out terms & conditions, including compensation, expenses & do not charge client for unrelated expenses, etc.**
    - **Only charge reasonable fees, depending on facts & circumstances of each case**
    - **When representation is terminated, provide for orderly transition process to protect client's interests, return client's materials, etc.**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Confidentiality**
    - **Maintain appropriate confidentiality of client's information, & do not disclose without consent**
    - **Do not use confidential client information against client or for any purpose not contemplated in the representational agreement**

# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Public Education, Transparency & Public Service**
    - **Help ensure better public understanding of importance & legitimacy of lobbying in the democratic process**
    - **Support lobbying transparency (within the bounds of client confidentiality & loyalty) to help ensure public understanding & trust in the lobbying profession & democratic process**
    - **Lobbyists are encouraged to devote some time to providing services to parties pursuing the public good but who lack resources to hire lobbyists (i.e., to engage in some “pro bono” representations of such persons)**



# Global Initiative to Unite Lobbying Profession

- **Highlights of International Code of Lobbying Ethics**
  - **Duty to Governmental Institutions**
    - **Exhibit proper respect for the governmental institutions where lobbyist advocates for client**
    - **Do not intentionally act to undermine public confidence & trust in the democratic process**

# Global Initiative to Unite Lobbying Profession

## **Anticipated Cooperative Activities**



## Global Initiative to Unite Lobbying Profession

- **Anticipated Cooperative Activities** (examples)
  - **Holding conferences, webinars, seminars**
  - **Sharing information via links to Associations' websites**
  - **Exchanging information on lobbying practices and regulations**
  - **Preparing common educational and training materials on ethical practices, lobbying activities, and legal obligations**

## Global Initiative to Unite Lobbying Profession

- **Anticipated Cooperative Activities** (examples)
  - **Developing lobbying best practices**
  - **Drafting model lobbying regulations**
  - **Facilitating and encouraging research & academic studies on lobbying**
  - **Identifying local lobbyists whose associations' members may considering hiring**

# Global Initiative to Unite Lobbying Profession

- **Anticipated Cooperative Activities**
  - **Initial activities generally will be transitioned over to the new International Alliance of Lobbyists after it is formally established**
  - **Most activities will be conducted via Committees or Working Groups**

# The International Alliance of Lobbyists (IAL)

**A global partnership among lobbyists' associations & their members to enhance the lobbying profession**



## The International Alliance of Lobbyists (IAL)

- **New Nonprofit Corporation To Serve As The Umbrella Organization For Lobbyists' Associations & Lobbyists Worldwide**
  - **Purpose – to continue to expand lobbyists associations' international cooperative activities & to enhance lobbying profession on global basis**



# The International Alliance of Lobbyists (IAL)

- **Governance**
  - **To be decided subsequently through Organizing Committee process**
  - **Core governance principles**
    - ✓ **All parties must be fairly represented**
    - ✓ **Mutual effort & true partnership of associations**
    - ✓ **Active member participation**





# The International Alliance of Lobbyists (IAL)

- **Membership**

- **Anticipate different membership categories**  
(examples)
  - **Lobbyists' Associations**
  - **Individual Lobbyists**
  - **Lobbying Firms/Consultancies**
  - **Associates (e.g., Vendors)**
- **IAL Board will determine categories, fees, voting rights & privileges**



# Global Initiative to Unite Lobbying Profession

## TIMING

**July 1, 2012** (at latest)

- OC begins initial cooperative & organizational activities



**December 31, 2012**  
(at latest)

- Formal incorporation of IAL



## IAL Signatory Commitments

- ✓ **American League of Lobbyists (ALL) – Washington, DC, USA**
- ✓ **Association of Accredited Lobbyists to the European Union (AALEP) – Brussels, Belgium**
- ✓ **Croatian Society of Lobbyists – Zagreb, Croatia**
- ✓ **Government Relations Professionals Association – Australia**
- ✓ **Italian Public Affairs Association – Rome, Italy**
  
- **Numerous additional associations expected to join**



## How you Can Help

- ✓ **Provide your input and suggestions**
- ✓ **Offer support, sign the MOU**
- ✓ **Encourage other lobbyists' associations to join**
- ✓ **Participate actively in OC activities**



# MOU Signatory Contacts



## **United States**

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