
EUROMAD 2024 EDITION
Lobbyist Rules and Procedures



Introduction

In the objective of better representing the components of the European Commission, Euromad 2024 includes in this edition the role of Lobbyists, key players in the defense of general and private interests. Spearhead of companies, non-governmental organizations and associations within the commission, they will have at their disposal all the tools available to real lobbyists, namely: economic and media pressure, moments of eloquence, interviews in the lead head, and many others.

All 18 lobbyists will be divided as follows: a pair of lobbyists representing the same company or NGO, itself associated with a commission (*See “2024 Distribution” on pages 7 and 8*). They will push for concrete results in the final text, but also participate in collaboration with the commissioners in the evaluation of the countries for the Charles de Gaulle prize for the country most faithful to its interests as well as the Simone Veil prize for the country most faithful to its interests. more open to dialogue and multilateral progress. Lobbyists can also incidentally give their point of view on the best delegates from each committee.

Note: This year, these awards are distributed among each committee, which encourages delegates to engage in more in-depth collaboration with lobbyists.

2024 procedures

Rules / Method

Each pair works together in an information phase and respects precise specifications during the debates

- It represents either a lobby which will play on the interests of the contacted country (MSC Shipping, MSC cruises, Orano, Suez, Thales)
- It represents either a lobby which defends universal, human and general interests (International Organization for Migration, Open Arms and Amnesty International, Olympic Refugee Team)

Objective and specifications

In accordance with precise specifications which will be assigned to them ahead of the simulation, the lobbyists will have a concrete offer to make to all countries of a commission (economic, investments, etc.) in exchange they demand the elimination of a passage of the commission text and/or the appearance of another passage.

Formal and informal lobbying time

Lobbyists attend all formal and informal debates, listen to and evaluate the arguments of all delegates. They cannot intervene during formal debates but can circulate at any time (silently and discreetly) and exchange messages by written message or via WhatsApp with the delegates. Lobbyists also have the right to ask questions of invited experts during interventions.

Each pair has a specific formal time of 2 x 15 minutes per day on Thursday and Friday:

1st phase: Thursday morning before the debates. The lobbyists, having obtained the text from the European Commission, addressed the countries present and alerted them. What follows is an eloquent presentation of their objectives and expectations within the framework of this commission. They make a concrete offer to member countries, and leave their contact to the assistants so that informal lobbying can be done easily.

2nd phase: Thursday at the end of the debates. The lobbyists convene a group of participants who seem most relevant to them, not hesitating to encourage collaboration through various means of pressure.

3rd phase: Friday morning before the debates. Parliamentary hearing of lobbyists in the form of quick questions and answers from member countries to lobbyists, who are required to answer whatever question is asked.

4th phase: (optional) Friday at the end of the debates before the final vote. Lobbyists can request a suspension of the session and summon some of the participants in an attempt to influence the vote.

Lobbyists can also use any other time to do informal lobbying: breaks, lunch, evenings, etc. Each pair maintains a precise evaluation grid of countries receptive or not to their proposals and the quality of the delegates.

Pays évalué:	AFFIRMATION D'UNE POSITION EN FAVEUR DE LOBBY CIBLE <i>Un engagement aupres du lobby et/ou des autres delegués a été pris</i>	5
	INFLEXION LEGERE DU TEXTE DE RESOLUTION <i>Un nombre restreint d'ammendements va en faveur du lobby cible</i>	5
	INFLEXION FORTE DU TEXTE DE RESOLUTION <i>Au moins un article fait directement reference au lobby cible</i>	5
Prix visé: CHARLES DE GAULLE / SIMONE VEIL		

It is advisable for each pair to share roles by rotating between evaluation and lobbying, to better understand the workload. Lobbyists must make a convincing propaganda video, as elaborate as possible, presenting their objectives to participants. This video will be in English and must last between 1 minute and 1 minute 30 minutes. It will be taken into account in the awarding of the Greta Thunberg/Bernard Arnault prize to the best pair of lobbyists.

Reminder:

As a reminder, the 7 Euromad presidents will circulate in the different commissions throughout the simulation. They will also be responsible for providing you with clarification in case of doubt but also for ensuring that the debate runs smoothly, by being able to speak with you or the commissioners.

- Signed contracts must have a visa by the commissioners and a trace in the final resolution text so that the assigned objective(s) are confirmed.
- When participating in a debate, correct attire is required. This presence and listening must guide lobbyists in their simulation.
- Lobbyists will be subject to the gossip box of the commission to which they are assigned.
- Inactivity in debate or inappropriate behavior may be called to order by the commissioners, aware of lobby procedures.
- Lobbyists are authorized to communicate via WhatsApp with the various delegates outside of their speaking time on the sole condition that this does not disturb them during the debate. Any abuse noticed in the inactivity of the lobbyist will be called to order by the commissioners.

Distribution 2024

EU Council of Interior Ministers:

“Europe, a welcoming land: What European coordination to improve the

integration of immigrants in the EU?”

Associated lobby: International Organization for Migration

Court of Justice of the EU :

“EU 2030 zero violence objective: how to eradicate gender-based, homophobic, xenophobic, racist and anti-Semitic violence on a European scale?”

Associated lobby: Amnesty International

EU Council of Tourism Ministers:

“How to manage sustainable growth in tourism in the EU, between opportunities and threats?”

Associated lobby: MSC Cruises

EU Council of Sports Ministers:

"Brussels Olympic Games 2052 objective, what European sports cooperation for an Olympic candidacy from the European Union?"

Associated lobby: Refugee Olympic Team

Council of the EU (and neighboring countries), environment ministers:

“Blue new deal 2024” how to ensure the sustainable protection of rivers and aquifers to cover the water needs of the EU and the European continent?

Associated lobby: Suez Group

International Summit of Heads of State, EMME, Euro-Mediterranean- Middle East Summit:

“How to relaunch trans-Mediterranean/Middle East cooperation that is profitable and a factor of peace?”

Associated lobby: Open Arms

From Europe to ASIA and Asia to Europe Madrid 2024 Summit:

“What interconnection strategy with the Orient and Asia (freight, passengers, digital)?”

Associated lobby: MSC Shipping

European Defense and Accountability Commission:

“What place does the European Union have in the conflicts of yesterday and tomorrow?”

Associated lobby: Thales

EU Council of Ministers of the Interior and Civil Security:

“What European civil security coordination policies to protect populations from natural and industrial/human disasters?” Associated lobby: Not now