



# EU policy making

## A Testimony from 'The Ground'



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**Workshop 1: 2024 European elections: how can agroecology become the next paradigm of European agricultural and food policies?**

ORGANISED BY:



WITH THE SUPPORT OF:



**#AEEUForum2023**



## Some questions for you to begin with..

→ **Are you interested in advocacy?**

- ◆ 1: low interest
- ◆ 5: strong interest

→ **Do you think advocating for agroecology within EU institutions can have a big impact?**

- ◆ 1: low impact
- ◆ 5: strong impact



# OVERVIEW

- What an agricultural lobbyist do
- How does AEEU promote agroecology in EU policy making?
- The “Brussels environment” on agriculture and food
- Concluding remarks

# What does an agricultural lobbyist?

- **When** to lobby  
(timing of EU policy making)
- **Who** to lobby  
(people working on the topic that you are interested in, get their attention, choose the right person within the organisation to make the connection/to meet the person etc.)
- **How** to lobby (use right argument)





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## The economic potential of agroecology: Empirical evidence from Europe

[Jan Douwe van der Ploeg](#)<sup>a</sup>  , [Dominique Barjolle](#)<sup>b</sup>, [Janneke Bruil](#)<sup>c</sup>, [Gianluca Brunori](#)<sup>d</sup>, [Livia Maria Costa Madureira](#)<sup>e</sup>, [Joost Dessein](#)<sup>f</sup>, [Zbigniew Drąg](#)<sup>g</sup>, [Andrea Fink-Kessler](#)<sup>h</sup>, [Pierre Gasselin](#)<sup>i</sup>, [Manuel Gonzalez de Molina](#)<sup>j</sup>, [Krzysztof Górlach](#)<sup>g</sup>, [Karin Jürgens](#)<sup>k</sup>, [Jim Kinsella](#)<sup>l</sup>, [James Kirwan](#)<sup>m</sup>, [Karlheinz Knickel](#)<sup>n</sup>, [Veronique Lucas](#)<sup>o</sup>, [Terry Marsden](#)<sup>p</sup>, [Damian Maye](#)<sup>m</sup>, [Paola Migliorini](#)<sup>q</sup>, [Pierluigi Milone](#)<sup>r</sup>...[Alexander Wezel](#)<sup>x</sup> <sup>1</sup>

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# AEEUs networks and access to EU policy making



**AGROECOLOGY COALITION**

The coalition for the transformation of food systems through agroecology

# AEEU concrete actions into EU policy making



## Expertise

- ◆ [Position Papers](#)
- ◆ [Public Consultations](#)



## Network and dialogue

- ◆ Organise policy workshops, events, farm visits with policy makers
- ◆ Meetings with the civil servants, MEPs, Member States representatives




## Narrative in the public debate




- ◆ Press Releases
- ◆ Webinars
- ◆ Social Media outreach



# Who influences EU policy making on agriculture and food

Stakeholder	Persons involved	Funding involved
AEEU 	2 persons 1 Full Time Equivalent (FTE)	70.000 euro



Stakeholder	Persons involved	Funding involved
Croplife Europe 	16 (3 FTE)	1 mio euro
BASF 	65 (22 FTE)	3-3,5 mio euro
Bayer 	79 (23,4 FTE)	6-6,5 mio euro

# ... and indirect lobbying activities

**European Crop Protection Association (ECPA)/Croplife Europe/Croplife are using consultants:**

<a href="#">Fleishman-Hillard</a>	25,000€ - 49,999€ (Croplife) 25,000€ - 49,999€ (ECPA)
<a href="#">Fourtold Communications</a>	100,000€ - 199,999€ (ECPA)
<a href="#">FTI Consulting Belgium</a>	10,000€ - 24,999€ (Croplife) 25,000€ - 49,999€ (ECPA)
<a href="#">CLAN Public Affairs - ESL &amp; Network SA</a>	0€ - 50,000€
<a href="#">ZN</a>	200,000€ - 299,999€
<a href="#">Dario Ruivo Lda.</a>	n/a
<a href="#">Eurocrat</a>	25,000€ - 49,999€

- Sustainability and EU trade policy
- Sustainable use of Plant Protection Products
- Plant Reproductive Material / NGT
- Sustainable agri-food systems

## **BASF (not complete list)**

<a href="#">Fourtold Communications</a>	100,000€ - 199,999€
<a href="#">Dario Ruivo Lda.</a>	0€ - 10,000€

## **COPA-COGECA:**

<a href="#">Aliénor</a>	10,000€ - 24,999€
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 LobbyFacts.eu

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# Examples of concrete actions that Croplife Europe has taken during EU negotiations on the Sustainable Use of Pesticides

- Opposing the mandatory, ambitious reduction targets, arguing that non-chemical alternatives do not exist
- Pushing for the establishment of an inadequate risk indicator to measure pesticides use reductions
- Using the pesticide debate to push for new technologies (eg digital, drones, new GMOs),
- Opposing to spending Common Agricultural Policy funding to pay the transition towards agricultural models less dependent on pesticides

Details can be found in the CEO report on a loud lobby for a silent spring especially [this document](#) which is a Commission document summarising a meeting that was held with Croplife Europe.



# Enough funding allows monitoring of each single legislative proposal



File	Objective	Timeline	Role of 2021 Social Media
<b>EU FARM TO FORK FILES</b>			
<b>Farm to Fork Communication</b>	Present and leverage Impact Assessment Ensure that green diplomacy is multilateral and not imposed at the bilateral or regional level Ensure balance and recognition of IPM & ensure recognition of innovation needs	2021-2022	Amplify WUR IA to build 'surround sound' and pressure Push IPM hard through compelling graphics and content promoted to reach policy audience
<b>SUD</b> Incl. IPM, Reduction Targets	Ensure improvements and workable measures in the recommendations on the SUD No uniform, mandatory pesticides reduction targets at the MS level Guarantee workable pesticides reduction targets in each MS	2021-2022	Interventions through Live Moments throughout the policy cycle Amplifying CLE positions proactively plus reacting to policy debate
<b>Statistics on Agricultural Input-Output</b>	TBC	2021-2022	TBC
<b>Biodiversity</b>	Develop a plan to engage on biodiversity	2021-2022	Background monitoring, RTs/QTs to build awareness
<b>CAP</b>	Monitor the CAP reform (SUD, IPM link) Engage for effective and workable Strategic National Plans	2021-2022	Monitoring & engage where relevant
<b>Green Diplomacy - Sustainability</b>	Monitor & work for best outcome	2021-2022	Monitoring & engage where relevant
<b>EU Sustainable Food System (2023 F2F)</b>	Monitor & Update – develop an advocacy plan	2021-2022	Monitoring & engage where relevant
<b>OTHER KEY FILES</b>			
<b>Chemical Strategy CSS – HHP</b>	Develop an action plan and benefit stories on the EU Chemical Strategy – and engage with other Associations (CEFIC) Complete internal assessment and advocate accordingly	2021-2022	Compellingly tell benefit stories through high-value content Mutually amplify and engage with CEFIC & other to build alliances
<b>MRL/IT</b>	No change – gain time Ensure stakeholder mobilization – especially third countries	2021-2022	Use live moments to amplify and mobilize diverse stakeholders
<b>Re-opening of 396/2005</b>	Monitor	2021-2022	Monitor for chatter
<b>GM Authorization</b>	GMO Authorization Process – Change of Rules due to F2F Ensure that GMOs import authorizations are granted Ensure balance does not tip to QMV against	2021-2022	Engage cautiously if at all
<b>New Breeding Techniques</b>	Push for new legal regime for NBTs Educate & engage on need for NBTs in EU	2021-2022	Educational content positioning NBTs in a positive and sustainable light
<b>Microplastics</b>	Implementation of AEG Action Plan Secure a workable transition period for industry to adapt Minimise risk to product authorisation linked to changes in legislation	2021-2022	Engage around live moments or within specific advocacy windows
<b>GFL – Transparency</b>	Communication Plan (also around risk communication)	2021-2022	Dedicated mini-campaign to showcase industry commitment
<b>SDHI</b>	Close alignment between FR and BRU Be ready to engage when needed Contain the topic and impact	2021-2022	Be ready with reactionary statement but primarily don't engage
<b>Antifungal Resistance</b>	TBC	2021-2022	TBC
<b>Comitology Reform</b>	Ensure reform does not go through in current form	2021-2022	Engage around any relevant live moments
<b>EU Patent</b>	Ensure one EU system adopted	2021-2022	Engage around any relevant live moments
<b>Aarhus Convention</b>	Ensure transposition in line with priorities	2021-2022	Engage around any relevant live moments
<b>Glyphosate Renewal</b>	Monitor & Update	Kick off 2022	Monitoring & engage cautiously where relevant
<b>Deforestation Action Plan (Q1 2021)</b>	Monitor & Update – develop an advocacy plan	2021-2022	Monitoring & engage with our innovation/sustainability stories where relevant
<b>EU Soil Strategy - Zero Pollution (Q2 2021)</b>	Monitor & Update	2021-2022	Monitoring & engage where relevant
<b>UN Sustainable Food System Summit</b>	Monitor-Update and engage	2021	Monitoring & engage where relevant esp. around live moments

# Concluding remarks

We need your help to make agroecology become the post EU election paradigm of European agricultural and food policies among others by:

- Keep up providing scientific papers on the potential of agroecology (to give us advocacy tools)
- Take part in debates at national and local level to promote agroecology as a science, a movement and a practice
- Renew your membership of AEEU as we still have a lot of work to do