

EUTOP in a Nutshell

The structural and sustainable support for the representation of your interests

Competitive success requires the company's full concentration on markets, products, innovations, employees and competitors. In this connection, the importance of political communications for the company is often underestimated. However, political decisions and regulatory measures often have a substantial influence on the success of a company. Examples of this are taxes and duties, product liability, environmental regulations and export control. In contrast, the effectiveness of the classic instruments of representation of interests is often overrated: Corporate representative offices, associations, public affairs agencies and law firms indeed supply important contents and arguments. However, the participation in political procedures is usually not their special field. In view of the ever-more complex procedural framework conditions they are increasingly stretched to their limits. More and more companies regard themselves as wrongly regulated in many areas. They do not, however, lack good arguments for their own

completion of the building as desired. An architect and a site manager are also necessary: The architect takes care of the design planning and the building permit. The site manager coordinates everything so that the result is the desired building.

What the architect and site manager do for the construction of a house, EUTOP does with regard to the structural and sustainable support of corporate interest representation through its OnePager®-Methodology and the service of Process-oriented Structural Governmental Relations (PSGR®). The focus lies on the control of the processes which have to be established together with the company in order to introduce the company's interests into the political decision-making process. As the site manager coordinates everything on the building site, EUTOP ensures an equally effective and efficient use of the classic instruments of representation of interests – with two great differences: on the one hand, the



concerns. There is rather a need for effective options to participate in the decisive political decision-making processes. At the latest since the Treaty of Lisbon the formal and informal structures of political decision-making in the EU and in its member states have become virtually impenetrable for most stakeholders. This requires a paradigm shift of the representation of interests: content and arguments are necessary. Sufficient, however, is only their communication from the right person to the right addressee, at the right time and right place, and in the right manner. For effective political communication, process competence is therefore at least as important as content competence. There is no success without process competence. This can be compared to the situation of a property developer: Even the best idea for a building guarantees neither the granting of a building permit nor the punctual

area of the "building site EU" extends from Portugal to Finland and from Ireland to Cyprus. In this connection, a multitude of decision-making levels and stakeholders are to be considered both at a European and at a member state level. On the other hand, at the latest since the Treaty of Lisbon there is no longer just the one or the few decision-makers and contacts – as with a building permit authority – for the company in the EU. In most cases, Commission, Council and Parliament are involved in decisions. At the same time, the Council increasingly applies the principle of majority and no longer the principle of unanimity. In order to prevent a measure, it is consequently no longer sufficient to convince just one member state of one's own position. In addition to that, the European Parliament has neither government nor opposition fractions: Unlike in national parliaments, majorities on any topic are newly formed, often even across all fractions.

IN A NUTSHELL: A COMPANY KNOWS ITS ARGUMENTS, EUTOP KNOWS THE POLITICAL PROCESSES. TOGETHER, WE WILL MAKE SUCCESS HAPPEN.