



## PROPOSAL FOR MULTI-FACETED, TARGETED LOBBYING OF THE EU BY NGV INDUSTRY STAKEHOLDERS

This brief summary provides a background and rationale to support stronger advocacy, education and lobbying of the EU policy makers for natural gas vehicles, however, similar strategic approaches can be tailored for LPG, hydrogen, and other alternative fuels.

Clean Fuels Consulting has created a well-rounded, comprehensive political strategy and action plan that will fill the NGV advocacy void in Brussels. The proactive plan, when supported by a strong, multi-client group of NGV stakeholders will refocus the political and media awareness of NGVs. The plan involves developing new and strengthening old relationships with the European Parliament and Commission; direct lobbying with the EC in implementing the Energy and Climate package as well as lobbying the EP and EC for new initiatives with NGV potential; positioning NGVs in the media to support new policy initiatives; creating the opportunity to get NGVs into the vehicle fleets of both the Commission and Parliament; and educating the existing team of Brussels lobbyists about NGVs so that they can advocate a consistent and hard-hitting story about the need for European governmental support of NGVs. On-going monitoring of EC and EP activities also is suggested.

As part of an overall NGV Strategy in Brussels, a 'menu' of strategic actions is suggested in order to achieve specific goals. Addressing every item on the menu is possible when substantial, multi-client support is provided, however, the proposal provides each potential client/partner with specific options and government relations priorities. (Other client options and goals can be added to suit each client.) The proposed actions and results are summarized below, so that each potential partner can frame the nature of their own involvement and support. As more partners join the process, more of the higher priority items can be addressed and results can be achieved. A full proposal that details items below can be provided by contacting Clean Fuels Consulting directly.

### I. EUROPE IS IN A NEW PHASE OF GOVERNMENT RELATIONS

The European Union (EU) is entering a new phase of government relations both in the European Parliament (EP) and the European Commission (EC). New Members, comprising 50% of the European Parliament (MEPs) were elected in June 2009, while 50% of the existing members will remain. A 'new' European Commission will take shape after September 2009. While many career positions will continue to be filled by existing and well-known staff members, the EU expansion of member states and normal staff rotation means that more newcomers will be filling both new and existing positions.

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Furthermore, the European Commission structure for transportation, energy and environment will be changed. Directorate General (DG) Energy and Transportation (TREN) is scheduled to be divided into separate DGs with Energy merging with climate change, which will split from DG Environment. At this stage, the roles, functions, and activities of this new office are not clearly established.

In essence, the learning curve will be steeper than in previous changes of administration in the past five or ten years, for both those on the inside and for those wanting access to insiders.

### **A well defined agenda exists for Energy and Climate, but new opportunities will arise**

The Parliament and Commission have a well-structured agenda with the passage of the Energy and Climate Package of directives in December 2008. Of the six directives passed<sup>1</sup> four have relevance to alternative fuels and natural gas vehicles. In the directives that have transportation sector aspects there is a clear preference for renewable energy sources, which are targeted to account for 20% of the EU energy consumption by 2020 and in the transportation sector a target to replace 10% of the petroleum with renewable energy. But the clear preference is toward *liquid* biofuels. Another directive outside the Energy & Climate Package (October 2008) is the Clean and Efficient Vehicles Directive, designed to encourage government vehicle fleet purchases taking into consideration fuel efficiency and emissions reduction potential.

New political initiatives are not likely to begin until the new Parliament, its committee membership and the Commission is in place, which should start in earnest in the beginning of 2010. Some of the likely initiatives will include a second energy strategy (building upon the Energy and Climate Package, an energy efficiency directive (that will include a transportation component) and an EU Transport Greenhouse Gas strategy to 2050. The ability to shape these and include NGV or other alternative fuel components will depend upon to what degree an on-going lobbying effort is supported by the industry.

## **II. THE NGV STRATEGY AND ACTION PLAN**

The new European Parliament and European Commission need to be educated about the virtues of NGVs and their positive contribution to energy security, environmental quality, climate change and increased use of renewable resources. The strategy is simple:

- Understand and prioritize the key EC/EP initiatives and regulatory policies being developed that could impact NGVs; and
- Become engaged early in the policy making process to ensure that NGV issues are best represented in the resulting programs, legislation and regulations.

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<sup>1</sup> CO<sub>2</sub> and Cars; The Fuel Quality Directive; The Promotion and Use of Energy from Renewable Sources; Shared Effort to Reduce Greenhouse Gas Emissions EU Energy Trading Directive; and the Carbon Capture & Storage Directive.

The action plan is comprised of a series of activities that, together, would maximize the exposure of the NGV stakeholders and ensure that natural gas, biomethane, liquefied natural gas and all the related and supporting technologies and possibilities are made known to key policy makers, legislators and regulators.

**Face-to-Face with Decision makers-Stakeholders: Education & Influence.** Meeting new Members of the European Parliament, new European Commissioners and their staff, and continuing to foster relationships with the existing important (and friendly) policy makers is critical to any lobbying success. Clean Fuels Consulting can create opportunities to meet with important government decision makers to advocate issues and positions, but in a friendly and often informal atmosphere. The function of the Face-to-Face process is to build long-term relationships with and gain access to key policy makers. It is critical to the success of any advocacy strategy.

**Direct Lobbying: Implementation of the Energy & Climate Package.** The most imminent legislation from an implementation standpoint is the Energy and Climate Package passed in December 2008.

The implementation phase is critical to ensure that: 1) the intent of EU government programs is fulfilled in implementing legislation and regulations in Member States; and 2) that the potential for NGVs can be maximized as legislation is implemented. Working with the European Commission, which then enforces its policies on member states, is critical to making the most of even an inadequate piece of legislation.

**Direct Lobbying: New Initiatives.** There are new initiatives emerging where NGV stakeholders must be more engaged in the preliminary analyses, development and actual writing of new Directives. Public consultations, Green Papers and White Papers are the instruments where the seeds of the issues are initiated. Some policy makers are positively inclined to entertain stakeholder ideas and others are not. Regardless, any industry not 'at the table' either gets ignored or stepped on. Being engaged in the two-to-three year process to develop a Directive provides much greater certainty that NGV issues will be included in the final legislation.

New initiatives that are appearing include, but will not be limited to:

- *Second Strategic Energy Review;*
- *EU Transport and Green House Gas to 2050;*
- *Taxation of Fuels;*
- *Biowaste Directive;*
- *Energy Efficiency Action Plan;*
- *Sustainable Cities Framework.*

**Positioning in the Media.** Any effort to educate policy makers and lobby the important government officials needs to be supported by an effort to obtain greater media attention for the critical issues on the industry's agenda. Advertising is one approach but it can be expensive and

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the results are hard to quantify. Public relations campaigns and stories in the media to support political efforts are a proven way to help influence decision makers to action.

**NGVs in the EC & EP Fleets.** Leadership by example is an important way to demonstrate the viability of new vehicle technologies. The time is right to approach the Commission vehicle purchasing staff and offer NGVs, which now have many models available that would be attractive to the Directors of the Commission and the leadership in Parliament.

**Training of Existing Brussels Lobbyists to Build an Effective Team.** Companies with lobbying and government relations staff in Brussels need to be educated about the operation and virtues of NGVs (as well as the pros and cons of *all* the alternative fuels) to help build an effective 'team' when important issues in Brussels need to be lobbied by the broader natural gas and NGV industries.

**Legislative and Regulatory Monitoring: Basic or In-depth.** Monitoring is a common element of political activism, particularly for large companies and industries. This function is essential, however, Clean Fuels Consulting adds an analytic view that many monitoring services do not provide. For NGV stakeholders it is important not only to know what important new developments potentially impact NGV commercial activities, but what must be done to effectively influence the developments. A broad brush monitoring function should be part of an overall lobbying strategy; in-depth monitoring of the political process is required at times when legislation is being debated, particularly in Parliament and the Council.

### III. SERVICE PROVIDED BY CLEAN FUELS CONSULTING & ITS TEAM

Clean Fuels Consulting is prepared to address the wide-ranging advocacy needs of NGV stakeholders, energy companies and others. Since each potential partner in the process has its own priorities, Clean Fuels Consulting is prepared to address each one based upon the budget provided by each partner/client. Typically this would be done on a retainer-contract basis, for a minimum of one-day-per-month preferably for a one year period. Clean Fuels Consulting works directly with each client partner to determine their priorities and specify which actions are most suited to each partner's requirements. Clean Fuels Consulting continues to pursue additional NGV stakeholders to join the lobbying campaign and, thus, the list of priority lobbying items covered could expand as more stakeholders provide support.

#### A Team Approach

Clean Fuels Consulting has affiliations with other lobbyists in Brussels who sometimes would be asked to participate in various tasks that could provide additional specialized expertise in procedural aspects of the legislative process or to help reach the highest levels of policy makers within the EU infrastructure. Thus the potential for access across the Parliament and at the Commission expands exponentially. In this way every client is assured that substantive issues are well covered through Clean Fuels Consulting's expertise. If and when needed, the Clean Fuels

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Consulting can be engaged in the detailed procedures of the legislative process as well as gain access to the most senior MEPs and Director Generals.

### **Measurable Results**

The effectiveness of each of the possible types of services provided by Clean Fuels Consulting will be measured by the results achieved. Some of these are short-term, such as creating Face-to-Face meeting opportunities, evaluating new political initiatives or even advocating amendments to legislation under consideration. Attention to and participation in developing policy initiatives in the Green Paper/White Paper/Directive-making process is a more long-term activity. This is important to ensure the inclusion of NGVs as a key alternative fuel option from the earliest inception of energy, environment, transport and climate policies.

Retainer contracts ensure that Clean Fuels Consulting is engaged in the client's priorities on an on-going basis to ensure continuity over time.

## **IV. QUALIFICATIONS: KNOWLEDGE, SKILLS & EXPERIENCE**

Clean Fuels Consulting CEO Dr. Jeffrey Seisler has over 25 years experience in the natural gas vehicle industry, influencing market development, technology commercialization, and government policies in the U.S., Europe, and worldwide. He has achieved broad and specific successes with the U.S. Congress in Washington, D.C., with the European Commission and Parliament in Brussels and Strasbourg, and has been actively engaged in effectively influenced regulatory proceedings at the United Nations in Geneva. Dr. Seisler's biography is available in the 'About Us/Experience' section of this website.

Clean Fuels Consulting can produce highly effective political communications, policy and regulatory analyses, public relations programs, presentations and speeches aimed at general or specific audiences.

Clean Fuels Consulting also engages other specialists in different fields to ensure that clients receive the highest quality services, performed efficiently and effectively to meet their specific needs.

Two specific partners may be used when the need is apparent: Kevin Leydon Associates and Russchen Consultants, both located in Brussels. Each has unique skills, experience and knowledge of the European Union governmental processes and key personalities.

### **Kevin Leydon Associates**

Kevin Leydon has over thirty years experience as economic advisor developing policy in the different energy sectors, with particular focus on the environmental dimensions of climate change and clean fuels. Mr. Leydon was the Unit Head of the Clean Urban Transport department in DG TREN where he sponsored alternative fuels research and was responsible for the initiation

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of the European CIVITAS programme. In 2002 he became policy advisor to the former Irish Prime Minister during the Convention on the Future of Europe. From 2004 he was the permanent representative of the Irish Parliament in Brussels where he monitored policy and legislative developments in the European Parliament, the Council of Ministers and the Commission.

### **Russchen Consultants**

As the CEO of Russchen Consultants, Wytze Russchen advises various large multinational companies and European federations in the fields of EU public affairs, event management, and communications strategy. Mr. Russchen has been the spokesman and parliamentary lobbyist for BUSINESSEUROPE, the European employers' organization in Brussels. He performed the same function for the Dutch employers' organization VNO-NCW in The Hague and was appointed Senior Secretary European Affairs in Brussels. For the past three years he has served as Conference Director of the European Business Summit (EBS) which, during its 2009 edition brought together 2,700 business and political leaders.

Prior to forming Russchen Consultants Wytze worked as private secretary to Willy de Clercq, member of the European Parliament and Belgian Minister of State.

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For full details of this proposal and the various contracting opportunities to gain support in Brussels, please contact Dr. Jeffrey M. Seisler directly at [jseisler@cleanfuelsconsulting.org](mailto:jseisler@cleanfuelsconsulting.org).

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