

11/01/2023



SEED POLICY LAB 3

Engaging with Public Authorities

Fulya BATUR, KYBELE



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SEEDING EU PROJECT ACTIVITIES



LAB 1 (EU LAW MAKING)

LAB 2 (EUROPEAN LAW OF THE SEED)

LAB 3 (ENGAGING WITH PUBLIC AUTHORITIES): 11th January from 17:00 to 19:00 & 13th January from 13:00 to 14:00

LAB 4 (CAMPAIGNING FOR SEED DIVERSITY): 25th January 2023 from 17:00 to 19:00; and 27th January 2023 from 13:00 to 14:00

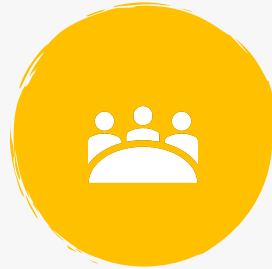
LAB 3. ENGAGING WITH PUBLIC AUTHORITIES

Keys for successful & efficient advocacy before European (or national) authorities



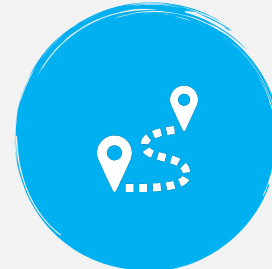
1. WHEN ?

- *Consider timing*



2. WHO ?

- *Know your legislator*



3. HOW ?

- *Take action*



4. WHAT TO SAY?

- *Be a source of information*
- *Have a good pitch*



1. WHEN TO CONTACT ?



- **Anytime** is a good time?
- **Why are you reaching out ?**
 - **To raise awareness ?**
 - **To solve a problem that you encounter ?**
 - Specific legislation (or lack of legislation)
 - Funding, lack of support/recognition

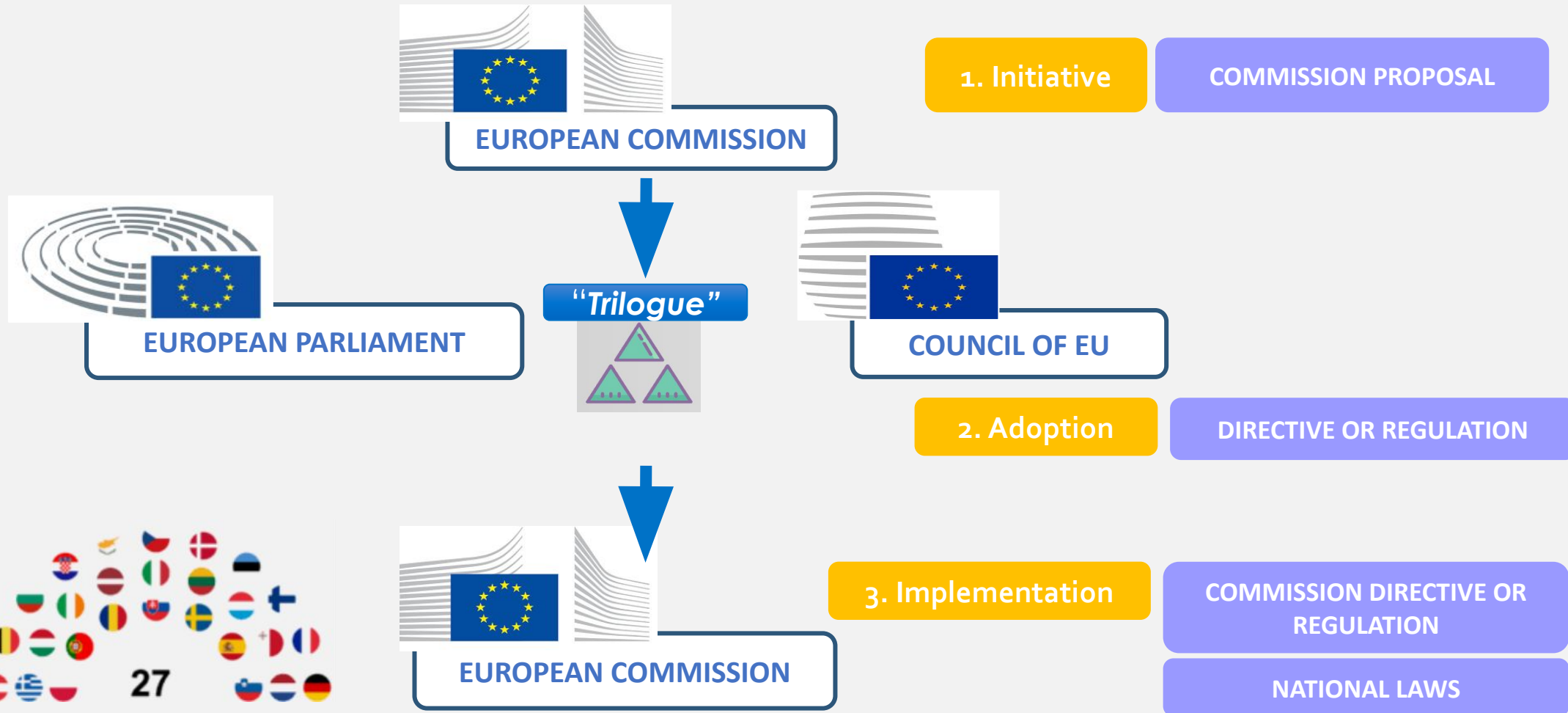


1. WHEN TO CONTACT ?



KNOW LEGISLATIVE PROCEDURE

Act at the right time





1. WHEN TO CONTACT ?



KNOW LEGISLATIVE PROCEDURE

- If talking BEFORE a proposal
 - General talk, awareness-raising, building relationship
 - BUT ALSO other tools available



EUROPEAN COMMISSION

**Take initiative
Fund research project**

Impact Assessment

**Stakeholder
Consultation**

**Draft Proposal to EP
& Council**

**Written input into public consultation & survey
(IF invited in interview, workshop)**



1. WHEN TO CONTACT ?



KNOW LEGISLATIVE PROCEDURE

- If talking BEFORE a proposal
 - General talk, awareness-raising, building relationship
 - BUT ALSO other tools available



EUROPEAN COMMISSION

Take initiative
Fund research project



EUROPEAN PARLIAMENT

Ask Parliamentary question
Adopt Resolution to push COM to act



COUNCIL OF EU

Put item into Council agenda
Adopt Decision to push COM to act



1. WHEN TO CONTACT ?



KNOW LEGISLATIVE PROCEDURE

- If talking when a PROPOSAL IS OUT
 - Awareness & priority-setting : organization events/conferences
 - Technical & more detailed talk : bilateral meetings





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- If talking when a PROPOSAL IS OUT
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EUROPEAN PARLIAMENT

DECISION ON
COMPETENT
COMMITTEES

DESIGNATION
COMMITTEE
RAPPORTEURS

DRAFT
REPORTS

AMENDMENTS
COMMITTEE
MEMBERS

COMMITTEE
VOTE REPORT

PLENARY VOTE
OR DECISION

TRILOGUE
NEGOTIATIONS

FINAL PLENARY
VOTE



1. WHEN TO CONTACT ?



KNOW LEGISLATIVE PROCEDURE

- If talking when a PROPOSAL IS OUT
 - Awareness & priority-setting : organization events/conferences
 - Technical & more detailed talk : bilateral meetings



EUROPEAN PARLIAMENT



COUNCIL OF EU

Working Party Genetic Resources &
Innovation in Agriculture
Special Committee Agriculture

COREPER 1

AGRIFISH position

LAB 3. ENGAGING WITH PUBLIC AUTHORITIES

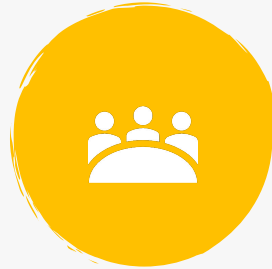
Keys for successful & efficient advocacy before European (or national) authorities



1. WHEN ?

- *Consider timing*

**KNOW LEGISLATIVE
PROCEDURE**



2. WHO ?

- *Know your legislator*

**KNOW INSTITUTIONAL
ROLES IN PROCEDURE**

**KNOW POLITICAL
WEIGHT & MARGIN**



3. HOW ?

- *Take action*



4. WHAT TO SAY?

- *Be a source of information*
- *Have a good pitch*



2. WHO TO TALK TO ?



**KNOW INSTITUTIONAL
ROLES IN PROCEDURE**

**KNOW POLITICAL
WEIGHT & MARGIN**



EUROPEAN COMMISSION



EUROPEAN PARLIAMENT



COUNCIL OF EU



2. WHO TO TALK TO ?



**KNOW INSTITUTIONAL
ROLES IN PROCEDURE**

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WEIGHT & MARGIN**



EUROPEAN COMMISSION

DG SANTE

*Seeds marketing - Plant health
Genetic Resources - UPOV
Plant protection (pesticides)
Food safety (GMO's)
Sustainable Food Systems*



KYRIAKIDES (CYP)

DG AGRICULTURE

*Common Agricultural Policy
Organics
Sustainable Agriculture*



WOJCIECHOWSKI (PL)

DG ENVIRONMENT

*Biodiversity
Nature Protection
Soil*



SINKEVICIUS (LT)



2. WHO TO TALK TO ?



KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN



EUROPEAN COMMISSION

SANTE ORGANIGRAMME



Seeds m
Geneti
Plant p
Foo
Sustain





2. WHO TO TALK TO ?

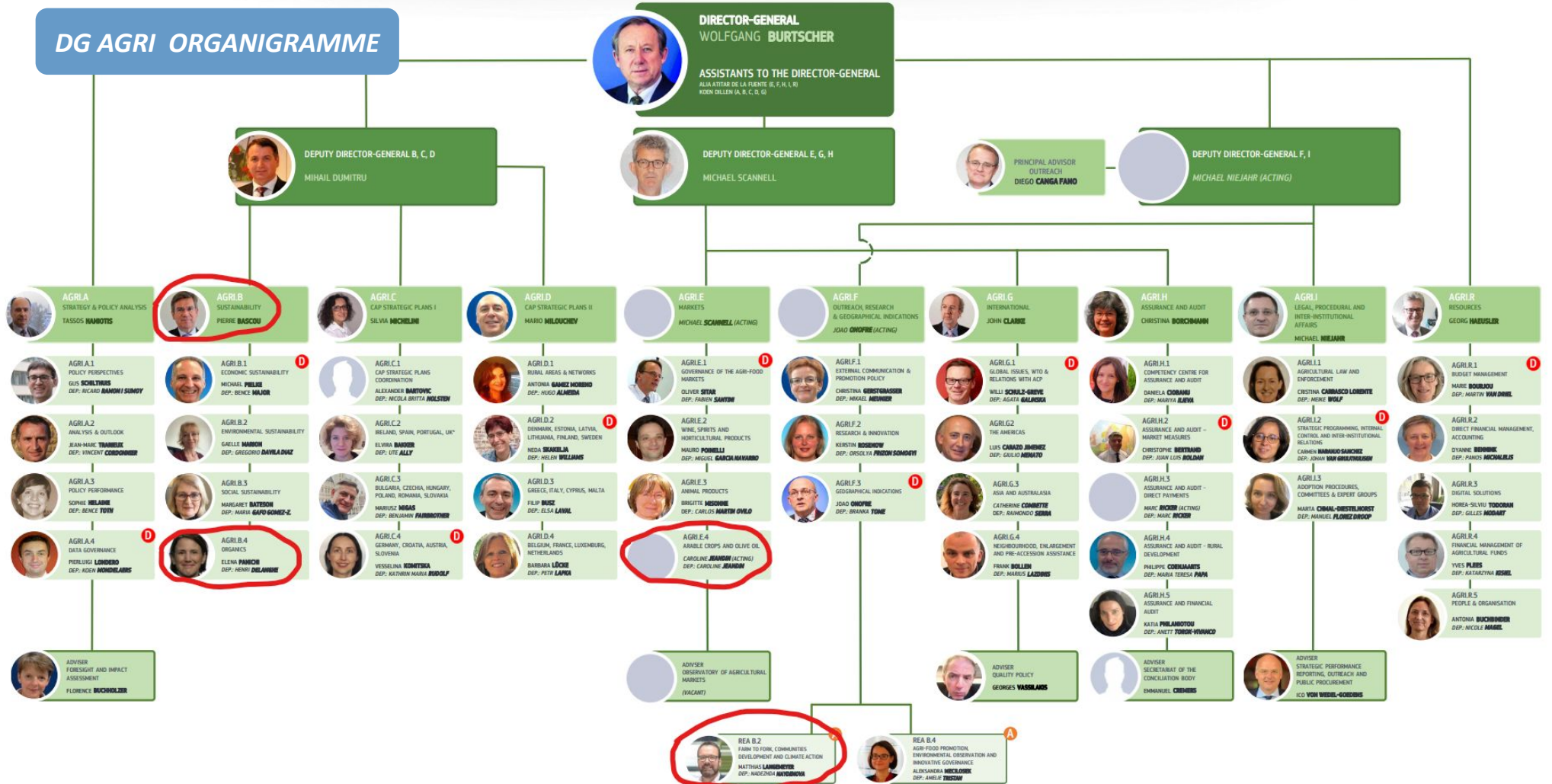


KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN



DG AGRI ORGANIGRAMME



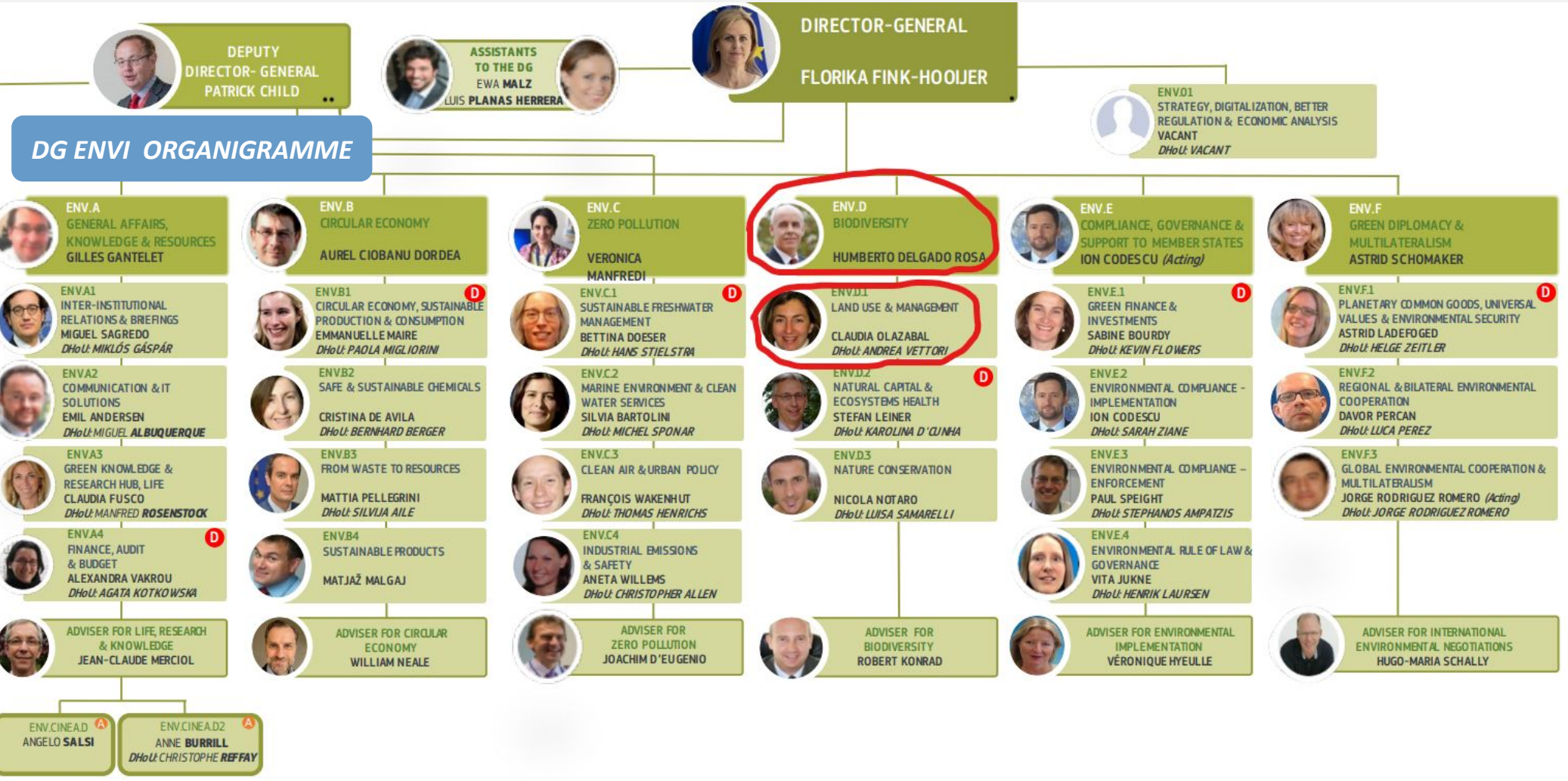


2. WHO TO TALK TO ?



KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN





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**KNOW INSTITUTIONAL
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EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

*Check
websites
of political
groups*

GROUP PRESIDENT

GROUP COORDINATOR



COMMITTEE CHAIR

*SUBSTITUTE OR FULL
COMMITTEE MEMBER*

*On official
European
Parliament
website*

GROUP ADVISORS (not elected)



2. WHO TO TALK TO?



KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN



EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

Committees
European Parliament

Choose your committee **AGRI** Home

AGRI / Home / Members

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Norbert LINS
Chair
PPE
Germany

Eisi KATAINEN
Vice-Chair
Renew

MEPs
European Parliament

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Contact

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B-1047 Br

☎ 0032 :
📠 0032 2 28 49819

Member
S&D

Home

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Other parliamentary activities +

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Declarations

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Meetings +

History of parliamentary service +

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- Franziska Lisa SCHWERDTLE

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- Lorenz KLINGELE
- Bettina SCRIBA

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- Michael LAND

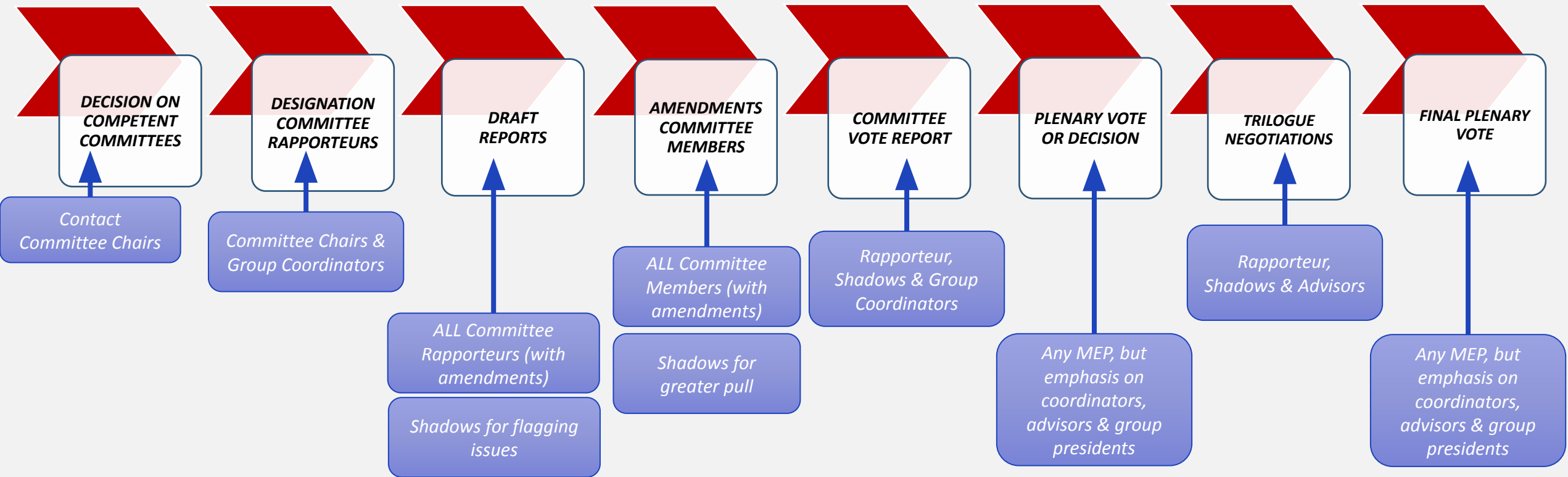


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KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN





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EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

Our Team / DEPARTMENT: SUSTAINABLE DEVELOPMENT POLICY

UNIT: EU BUDGET AND COHESION POLICY

GROUP ADVISORS (not elected)

<https://www.socialistsanddemocrats.eu/who-we-are/our-team>

Projeto Diálogo Bra... The Mug Coworkin... EU Plant variety dat...

S&D

WHO WE ARE

WHAT WE DO



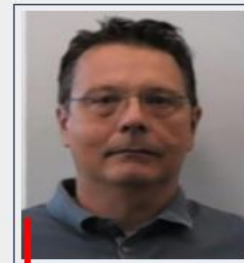
UNIT: EU BUDGET AND COHESION POLICY

Committee on Agriculture and Rural Development (4)



COULTHARD Maggie

Political Advisor
United Kingdom



LATOUDIS Ioannis

Political Advisor
Greece



BONGIOVANNI Davide

Assistant
Italy



PINA Valerie

Assistant
France





2. WHO TO TALK TO?



KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN



EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

GROUP ADVISORS (not elected)



NEWSROOM

OUR PRIORITIES

IN PARLIAMENT

OUR GROUP

EFA

STAFF MEMBERS

ALL STAFF

FILTER PER COMMITTEE

TEAM SECRETARIAT

TEAM COMMUNICATIONS STRATEGY

TEAM C

TEAM ECOLOGICAL TRANSITION

TEAM GREEN AND SOCIAL ECONOMY

TEAM RIGHTS AND DEMOCRACY

TEA

Agriculture and Rural Development



Harriet Clayton
Advisor



Juliette Leroux
Advisor



Andrzej Nowakowski
Advisor



Bastien Valtile
Advisor



2. WHO TO TALK TO?



KNOW INSTITUTIONAL ROLES IN PROCEDURE

KNOW POLITICAL WEIGHT & MARGIN



EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

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Javier

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2. WHO TO TALK TO?



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EUROPEAN COMMISSION



EUROPEAN PARLIAMENT



COUNCIL OF EU

- In national capitals, competent National Ministry
- In Brussels, look for “Permanent Representation” of your country
 - In staff pages, you can find the person responsible for the file you wish to contact them on (Agriculture, Environment, WG Genetic Resources)



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EUROPEAN COMMISSION



EUROPEAN PARLIAMENT



COUNCIL OF EU

- Competent National Ministry
- **In Brussels**, look for "Permanent Representative of France to the European Union"
 - In staff pages, you can find the person in charge (Agriculture, Environment, WG Gen)



**REPRÉSENTATION PERMANENTE
DE LA FRANCE AUPRÈS DE
L'UNION EUROPÉENNE**

INVO
Délégué adjoint pour les Affaires agricoles
Développement rural, produits végétaux, qualité et agriculture biologique, aides d'Etat, questions environnementales agricoles

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Claire Morlot

Députée adjointe pour les Affaires agricoles
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Séverine Jacobs

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relations avec le Parlement européen

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LAB 3. ENGAGING WITH PUBLIC AUTHORITIES

Keys for successful & efficient advocacy before European (or national) authorities



1. WHEN ?

- *Consider timing*

**KNOW LEGISLATIVE
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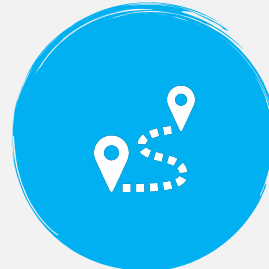


2. WHO ?

- *Know your legislator*

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3. HOW ?

- *Take action*

**TRUST YOURSELF :
MEET, CALL, INVITE**

LEAVE RESOURCES



4. WHAT TO SAY?

- *Be a source of information*
- *Have a good pitch*



3. HOW TO ENGAGE ?



TRUST YOURSELF : MEET, CALL, INVITE

- **Present well**
 - *Perception is reality?*
 - *Respect them & their time (don't be late!)*
- **Help them help you**
 - *Elected officials & bureaucrats are there to “serve” you*
 - *No aggressivity, ask for help solving problem*
 - *Show them how they can help*
- **Listen actively**
- **Phone call, Email and/or Invitation**
 - *Conversation or meeting request (physical and/or virtual)*
 - *Physical invitation to your association's premises, a large event etc...*



3. HOW TO ENGAGE ?



TRUST YOURSELF : MEET, CALL, INVITE

LEAVE RESOURCES

- **Leave Document**
 - **Always try to leave a physical resource for reference!**
 - *Attachments/documents you send should be short (1 or 2 pages max at first)*
 - *Should have your contact details & ideally a paragraph about your association if first meeting*
 - *Ex: common vision for seed diversity, your input to inception IA, any position paper, etc...*

Remember you know way more about what you do, the issues you face and the solutions that they can help you with

LAB 3. ENGAGING WITH PUBLIC AUTHORITIES

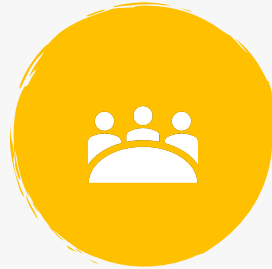
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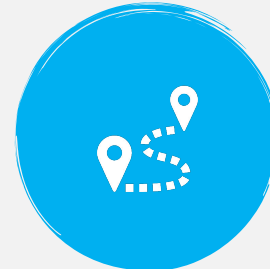


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LEAVE RESOURCES



4. WHAT TO SAY?

- *Be a source of information*
- *Have a good pitch*

MAKE YOUR CASE



4. *WHAT TO SAY?*

MAKE YOUR CASE

- 1. *Present yourself & your association***
 - What do you do?*
 - Why do you do it?*
- 2. *Why do you come to them now? (legislative process)***



4. WHAT TO SAY?

MAKE YOUR CASE

3. Explain the problem

- *Have clear arguments & talking points (no free flow)*
- *Prioritise & manage time*
 - *Bilateral meetings : usually 15 mins for MEPs, one hour for COM*
 - *Conference slots, coffee breaks*
- *Know your goals:*
 - *Raise **awareness** of an issue?*
 - *Take immediate and specific **action**?*
 - *Make sure they take into account your **perspective** in different files?*
 - *Become their **reference source** for a specific subject-matter?*



4. WHAT TO SAY?

MAKE YOUR CASE

4. **Propose solutions**

- *Have clear demands, point to right legislation & process coming up*
- *Make them use their competence & Identify the tools at their disposal*

If they ask questions, it's ok to say: "I don't know"! Come back to them on that afterwards, go back to your priority point



4. WHAT TO SAY?

MAKE YOUR CASE

EXAMPLE. Priority : Make sure seed marketing legislation does not apply to seed conservation

- 1. Present yourself & your association**
- 2. Why do you come to them now?**
 - Reform of EU seed marketing rules kicked off by Council request end of 2019, Commission proposal expected in Spring 2023



4. WHAT TO SAY?

MAKE YOUR CASE

EXAMPLE. Priority : Make sure see

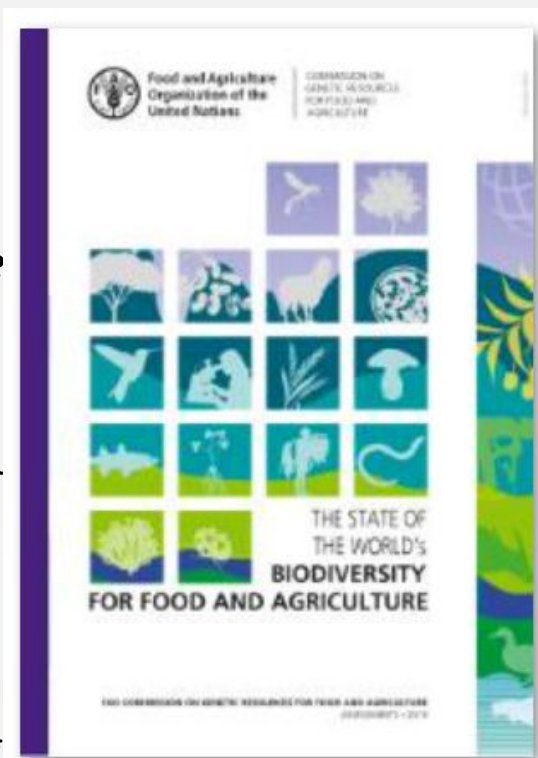
1. **Present yourself & your association**
2. **Why do you come to them now?**
 - Reform of EU seed marketing rules expected in Spring 2023
3. **Explain the problem**

CONTEXT

- Loss of crop diversity (FAO reso
- Seed conservation not only in g
- International commitments of the EU (CBD, ITPGRFA)

LINK WITH EU SEED MARKETING RULES

- Scope of the legislation too broad
- Lack of proportionate access to the market



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POLICY BRIEF

Supportive Policy Frameworks for Dynamic AgroBioDiversity Management Networks
Findings from the H2020 DYNAVERITY project

Summary

Our world is losing biological diversity, including agricultural biodiversity, at an alarming rate. Our research in the H2020 DYNAVERITY project, supported by the two Preparatory Actions on Genetic Resources for Food and Agriculture, and the H2020 DIVERSIFOOD project, shows that agricultural biodiversity, as human-made diversity, is only truly efficiently conserved and dynamically managed with the participation of a variety of local actors organised in networks and anchored in diverse social realities.

DYNAVERITY demonstrates that managing agrobiodiversity is a multi-dimensional and dynamic effort. It combines deeply rooted local agronomic knowledge with complex social innovations that include but are not limited to breeding, using diversity to create new diversity. These efforts also have the ambition to provide various alternatives to non-sustainable mainstream agricultural production systems, which remain one of the main drivers of agrobiodiversity loss.

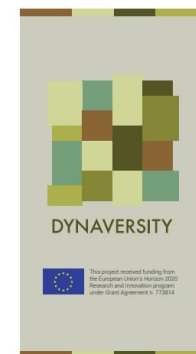
The comprehensive, yet largely uncodified and unrecognised knowledge of agrobiodiversity management networks should thus be included into the policy mechanisms set in place to support the transition into more sustainable food production systems in Europe.

Recommendations

► Recognise the contribution of dynamic agrobiodiversity management networks to the conservation, creation and sustainable use of agrobiodiversity, including crop wild relatives, whether in the EU Biodiversity Strategy post-2020, the Farm to Fork Strategy, the seed marketing acquis, or within relevant tools of the Common Agricultural Policy (CAP).

► Reconsider the existing European policy structures applicable to crop diversity, accounting for its multi-dimensional nature, through a recognised coordination platform with strong accountability mechanisms and a clear leading institution in order to ensure policy coherence.

► Allocate dedicated funding lines and structural support for the sustainable use of agricultural biodiversity, targeting both its conservation and dynamic management, and provide explicit support whether non-governmental associations, research institutes or public authorities to decentralised and participatory breeding for diversity, targeting equally all stakeholders.



This project received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement n. 775814

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4. WHAT TO SAY?

MAKE YOUR CASE

EXAMPLE. Priority : Make sure seed marketing legislation does not apply to seed conservation

1. **Present yourself & your association**

2. **Why do you come to them now?**

- Reform of EU seed marketing rules kicked off by Council request end of 2019, Commission proposal expected in Spring 2023

3. **Explain the problem**

CONTEXT

- Loss of crop diversity (FAO resources, EU research projects DIVERSIFOOD, DYNAVERSITY etc)
- Seed conservation not only in gene banks but also in fields & gardens (sustainable use)
- International commitments of the EU (CBD, ITPGRFA)

LINK WITH EU SEED MARKETING RULES

- Scope of the legislation too broad
- Lack of proportionate access to the market

4. **Propose solution**

11/01/2023



SEED POLICY LAB 3

Thank you, and see you on Friday



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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