

# INTEREURO Conference, Brussels

Is high quality policy information  
key to interest group success?

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## Structure of the presentation:

- **Why information matters**
- **Which interests have high quality information?**
- **The effect of information on achieving policy success**
- **The effect of information when conveyed to an Institutional ally ('friendly' institution)**
- **Conclusion**

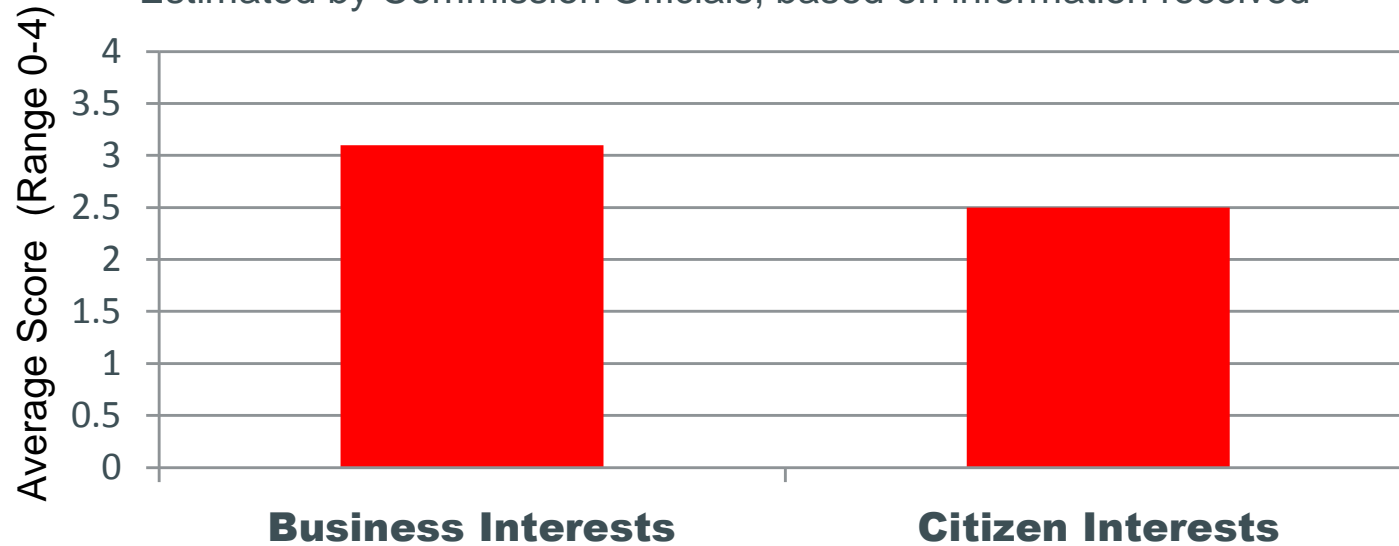
# Why information matters

- **Political lobbying: transmission of information to policy-makers**
- **Political decision makers need information to translate policy goals into effective outcomes**
- **Information & expertise enable ‘interests’ to shape policy makers’ beliefs**
- **Information from interests provides the mechanism for the Council and EP to receive feedback**

# Which 'interests' have high quality information?

**Table 1. Technical Knowledge**

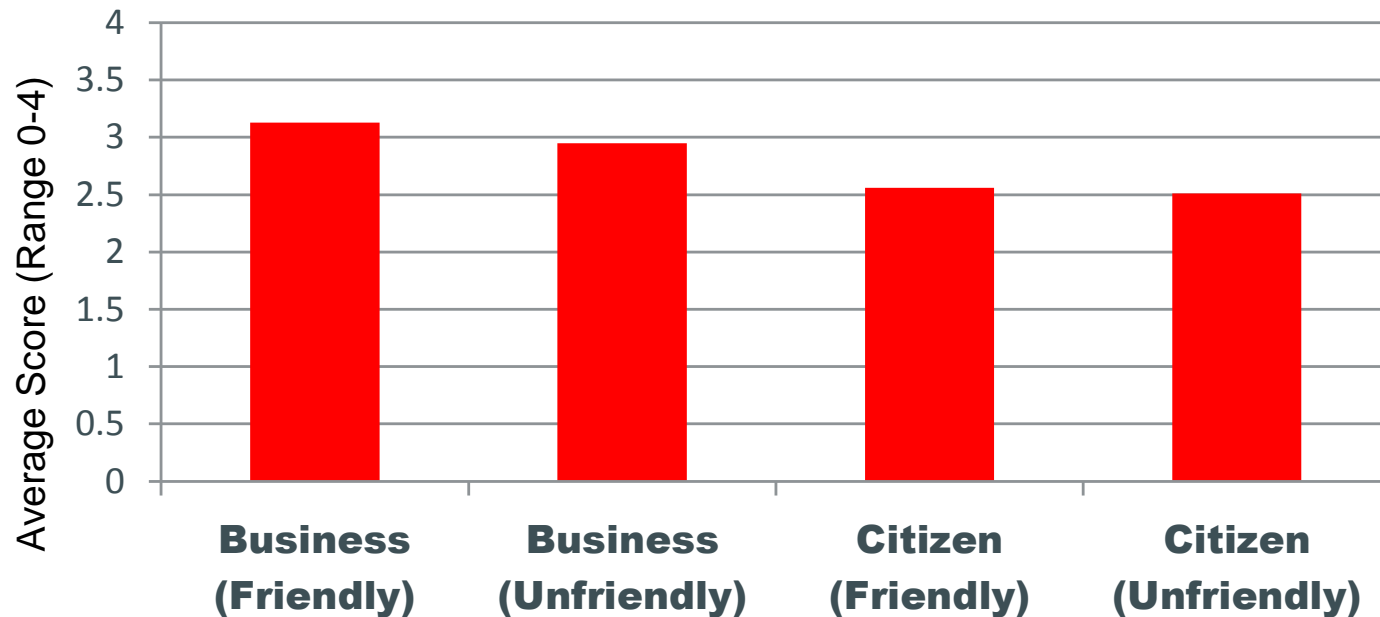
Estimated by Commission Officials, based on information received



# Are 'friends' considered more knowledgeable?

**Table 2. Technical Knowledge**

Estimated by Commssion officials, based on information received



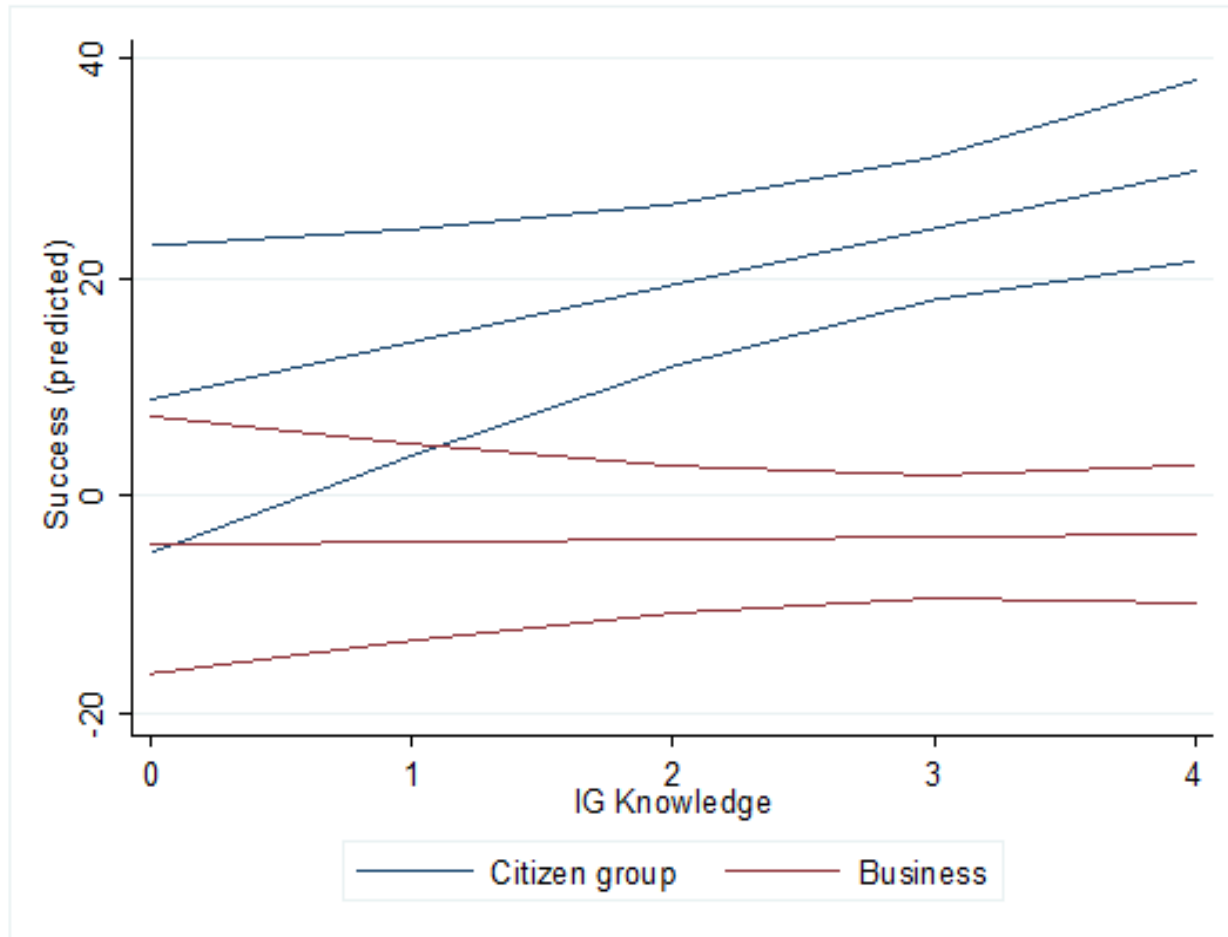
# The effect of information on policy success

	<b>Policy Success -100 to 100</b>
<b>Interest Group Knowledge: 0-4</b> 0 = very low 4 = very high	<b>2.77</b>

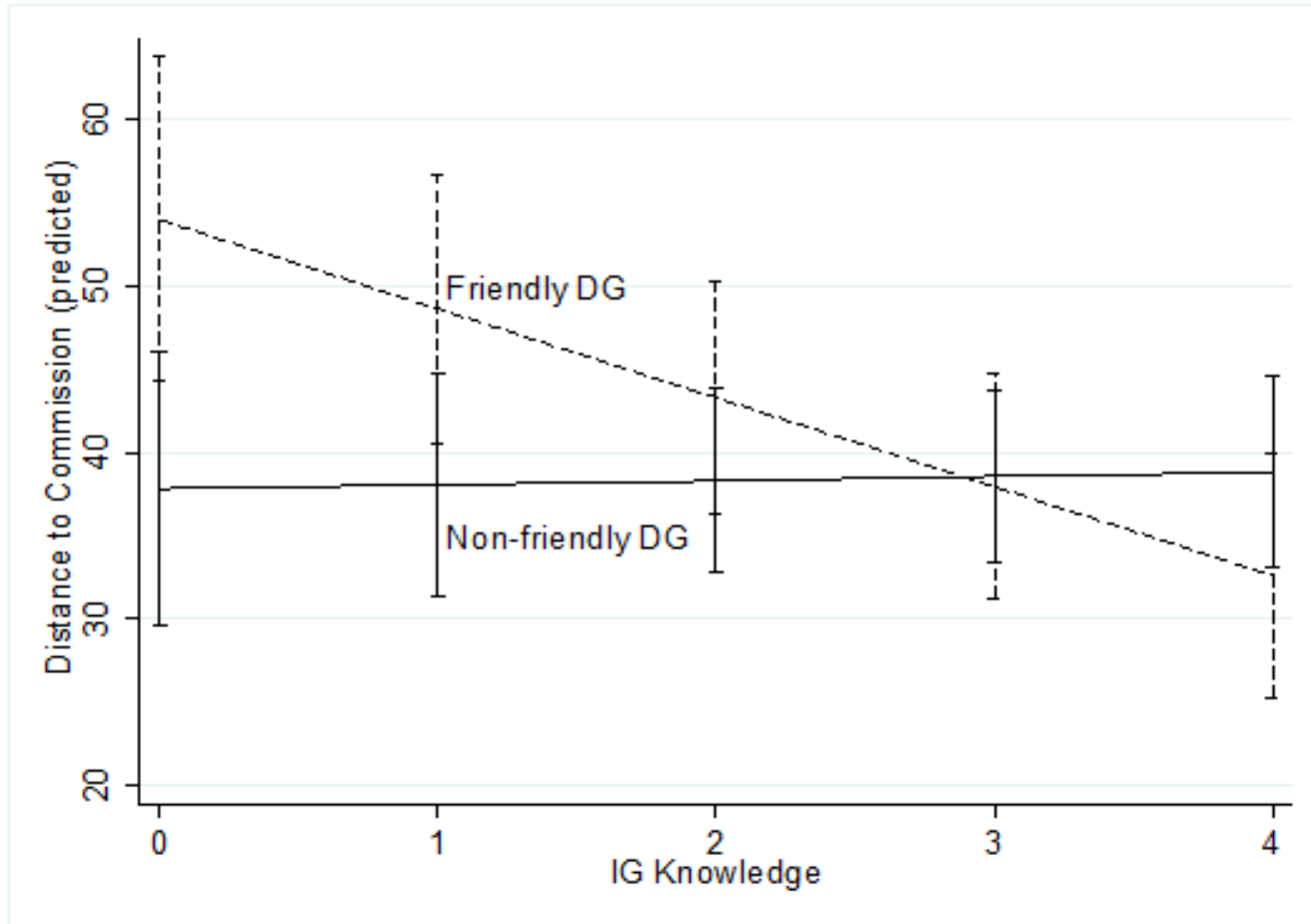
Positive & significant effect:  
moving from a low level of  
technical knowledge to high  
improves success by 11.08 pts

Full specification: Business, other interests, legislative procedure, side, media proposal type

# Business and Citizen group success with different levels of policy information

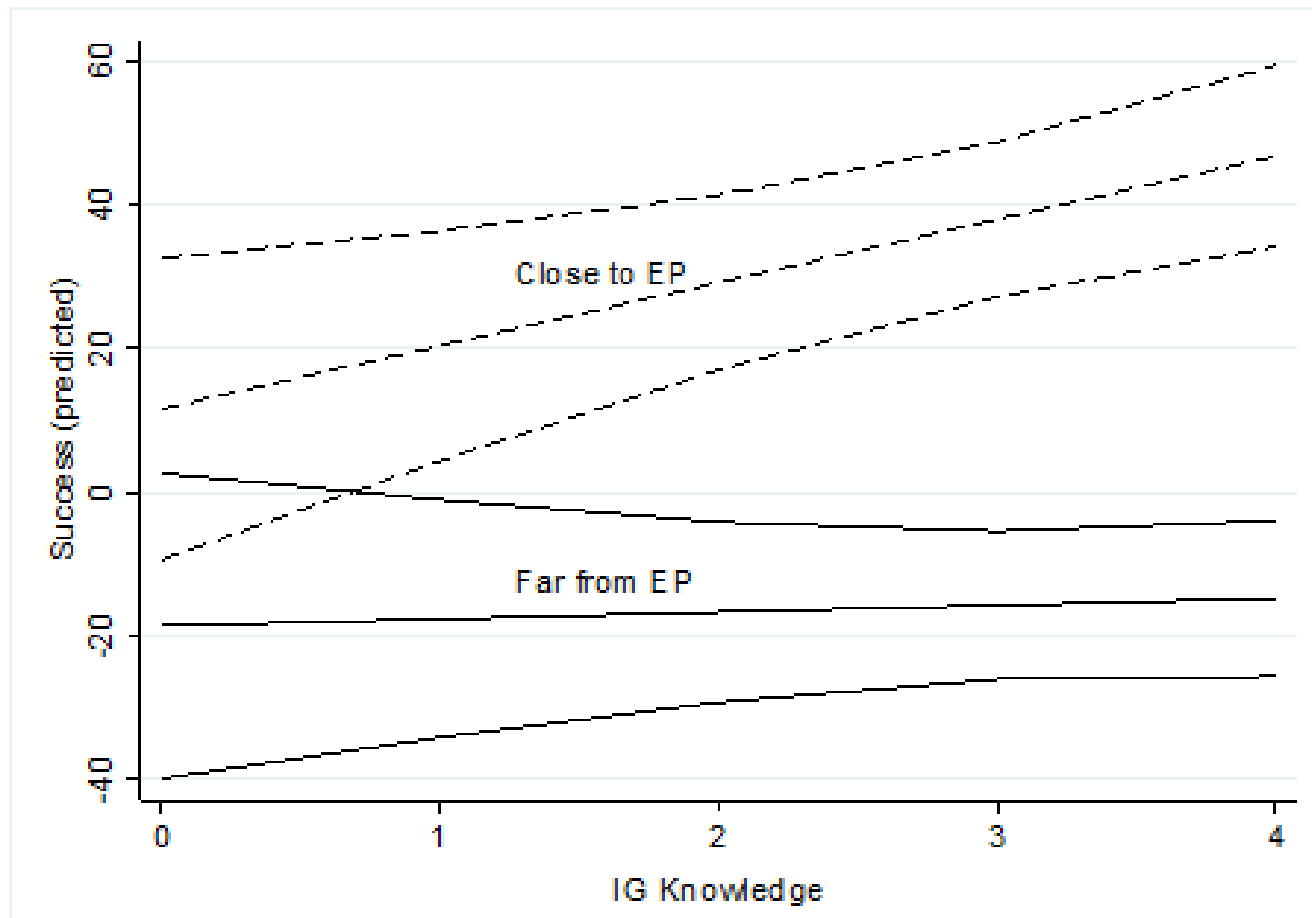


# The effect of knowledge conveyed to a friendly DG





# European Parliament: the effect of information conveyed to a legislative institutional ally



## Conclusion

- **Organised interests with high quality information are more successful**
- **In comparison to business, citizens groups gain most from acquiring policy information**
- **For all interests, the lobbying context matters, as having institutional support is important**
- **High quality information has a greater effect when applied to both friendly DG's and a supportive parliament**

**Thank you**