

3.3.1 The contents of the product

Here the product is basically the promulgation of new regulations, in the broad sense, including law, decree, administrative regulation and subsidy programmes, of which the contents reply wholly or partially to the needs and concerns of membership and the private sector at large, both in general orientation, administrative, and as in terms of cost.

These conditions for “success” are setting high standards. The realization of these success conditions is a function of many factors. The influence power of the employers’ organisation, the trust relationship it has been able to create with the authorities, the technical merits of the employers proposals and the skills of the advocates of the employers’ organisation to convince.

The “product” in terms of contents can be broad or limited to labour issues.

The COVID-19 crisis, which affects business in many ways, can be an occasion for the employers’ organisation to expand its field of action to these broader issues and shift, as many employers’ organisations in Europe did, to a more general role and become an EBMO. Or, on the contrary, it may follow a strategy of specificity. The mastering to perfection of lobbying in its area of excellence, like labour issues. Both strategies have their merits, and country specific elements, such as the type of collaborative or competitive relations with other employers’ organisations, are an important factor. But also capacity of staff and the ability to offer high quality before embarking in other domains should determine the choice.

For the type of lobby interventions do we refer to the many examples of employers/ organisations were able to achieve results. (see section “Inspiring examples”)

