

# Targeting the European Commission:

The 7 Lobbying Techniques of  
Big Tobacco

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# Research Process

⊖ Olivier Hoedeman December 13, 2019

✓ Delivered

Ms. Ursula von der Leyen  
President, European Commission

Dear President,

On behalf of Corporate Europe Observatory (CEO), I would like to - under the right of access to documents in the EU treaties as developed in Regulation 1049/2001 - request access to the following documents:

- all reports (and other notes) from meetings between the European Commission and representatives of the tobacco industry (producers, distributors, importers etc, as well as organisations and individuals that are funded by and/or work to further the interests of the tobacco industry), during 2019.
- all correspondence (including emails) between the European Commission and representatives of the tobacco industry (producers, distributors, importers etc. as well as organisations and individuals that are funded by and/or work to further the interests of the tobacco industry), during 2019
- a list of all the above-mentioned documents (including dates, names of participants/senders /recipients and their affiliation, subject of meeting/correspondence)

There is a clear public interest in disclosure of these documents, with reference to the World Health Organisation's Framework Convention on Tobacco Control (Article 5.3) and its guidelines for implementation:

- "in setting and implementing their public health policies with respect to tobacco control. Parties

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STOP

### Promoting Untruths



STOP

### Postponing Regulations



STOP

### Playing the Victim



Commission européenne  
European Commission

STOP

### Protesting Against Regulators



STOP

### Pushing New Technologies



STOP

### Preying on Third Countries



STOP

### Playing the EU Off Against Member States



STOP

# The Role of the European Commission

- Differing response across different DGs e.g. DG SANTE
- Main themes:
  - Failing to limit contact
  - Refusing disclosure of information
  - Reactive transparency



Commission européenne  
European Commission

# The 3 ways the EC can protect itself from industry influence —



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**Be transparent  
about interactions  
with the tobacco  
industry**



**Outline and  
establish policy  
regarding  
industry contacts**



**B r o a d e n  
the interpretation  
of "public interest"  
around lobbying**



**Full Report available via:**  
<https://tinyurl.com/3d47ymvy>

**Access to documents request available at:**  
<https://tinyurl.com/4mxestyb>



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