



*European  
Public Affairs Action Day  
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# Jessie Duncan

Head of Monitoring, DODS EU Monitoring



## **EU MONITORING**

**“Information, intelligence and  
research: The public affairs toolbox”**

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**Jessie Duncan, Dods EU Monitoring**



# Introduction

- Defining Monitoring
- A necessary tool in the Public Affairs toolbox?
- Monitoring: A campaign tool?
- Challenges to Monitoring and how to overcome them
- Ethics in Monitoring
- Questions & Discussion

# Monitoring vs Intelligence Gathering



## Monitoring vs Intelligence gathering

- Monitoring: Tracking, observing, audit, check, control, counsel, follow, keep an eye on, keep track of, observe, oversee, record, scan, supervise, survey, track
- *"To keep under observation so as to regulate, record, or control" – Oxford Dictionary*
- Intelligence and intelligence gathering:

*"Discrete information with currency and relevance, and the abstraction evaluation and understanding of such information for its accuracy and value."*, – Oxford Dictionary



# Monitoring – A necessary tool?

- A continuous activity which enables you to:

**Manage Risk** - Identify opportunities and threats to your activities

**Plan** lobbying activities – timing is key!

**Implement** your lobbying strategy – target the right people with right information at the right time

**Evaluate:** gauge the impact of your lobbying campaigns

# Monitoring: A campaign tool

## Pre-campaign

- Advance warning of possible campaign issues
- Identification of audience
- Timing of your campaign

## During campaign

- Track target audience & media
- Follow closely activities (votes, debates)
- Adjust strategy as necessary

# Monitoring in Brussels – current challenges



## External factors:

- The abundance of sources - news, events and personnel changes
- Evolving institutional set-up
- Late warning of events – no one-stop shop /overlap
- Lack of availability of officials
- Time consuming

## Internal Factors:

- Economic – Budget restrictions
- Stagiaires – Staff turnover
- Conflicting priorities of consultants/public affairs professionals



# How to overcome them.....

- Ensure continuity – make sure you have monitoring systems in place
- Regularly update and redefine parameters and those systems
- Maintain a network of contacts to help you track events, particularly in the European parliament
- Outsource to PA agency or monitoring consultancy
- Stay ahead of institutional developments that may affect your monitoring – use such developments as opportunities

# The Ethics of monitoring – for discussion



## EPACA and SEAP codes of conduct:

- Must not disseminate false or misleading information knowingly or recklessly and should exercise proper care to avoid doing so inadvertently
- Not obtain information from EU institutions by dishonest means
- Honour confidential information and embargoes and always abide by the rules and conventions for the obtaining, distribution and release of all EU documentation
- Not sell for profit to third parties copies of documents obtained from the EU institutions



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**Thank you for your attention.**