When “Public Affairs” is an affair for the Surveying Profession

Public Affairs (PA)
- an effective tool in interest management

A Danish PA approach

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Purpose of the Presentation

Outlining a Public Affairs (PA) approach - a Danish way

Sharing experiences - why, what, how

Bringing the Surveying Profession’s interest management a step PAhead
Definition

Public Affairs (PA) – Wikipedia (DK):

“Public Affairs is the most commonly used collective term for political interest management and the many methods that can be used to influence political processes. This applies, among other things, to organizations' use of lobbying, and Public Relations to achieve a political goal”
Guideline for a PA process

Budget - Financing and Economic Framework

Vision - The overall ambition

Success - Rate of success

Strategy - The strategic approach

Professional assistance - PA bureau – yes/no?

Game Plan - Preparation, strategies, areas of action and execution
A Danish PA approach by surveyors

The “trigger” - Initiating event

• Change of framework conditions for land surveyors' business activities:
  • Political initiatives on deregulation of ownership of surveying companies to promote competition, growth and innovation in the cadastral business area
  • The Danish Association of Licensed Surveyors considered the initiatives as a threat and decided to initiate political interest management through PA

“The following is focused on the specific PA process and not on the political issue”
Initial decisions

Budget - Financing and Economic Framework

- Financed primary through equity secondly by additional income
- A start budget based on capital willingness and on estimated costs approximately 70t euros
- Willing to adjusted / raise the budget in relation to activities
- Realized costs approximately 100t euros
Initial decisions

**Vision** - The overall ambition
- Prevent the political initiatives and legislative change – if not then
- Damage control and putting the surveyors in the best position under possible political initiatives

**Success** - Rate of success
- Reach the overall ambition
- Creating a political platform for future interest management
- Creating a network
- Branding effect
**Initial decisions**

**Strategy** - Approach to PA

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<th>Offensive</th>
<th>Defensive</th>
<th>Dialogue based</th>
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| • Massive documentation  
• Demonstrations  
• Ad campaigns  
• Critical PR  
• Conferences  
• Audience with the Minister / committee | • No one or few reactions  
• Awaiting position | • Factual and objective documentation to stakeholders  
• Available to officials, politicians and media  
• PR-efforts that involve actors constructively and focus on opportunities  
• Conferences for dialogues, contacts and alliances |
Initial decisions

Professional assistance - PA bureau – yes/no?

- Contract with a PA/PR/communication bureau – Lindskov.com
- Advantages:
  - Professionals - Strategic guidance
  - Code of conduct - lawfulness, credibility, professionalism, loyalty, confidentiality
  - Knowledge to the political game - timing and “opens closed doors”
  - Monitoring - inside knowledge about the political process
  - Access to a large network - stakeholders, government officials, politicians, media

“Politicians do not get revelations - they get information"
The “Game Plan”

Preparation - Sharp on arguments and target groups

Strategies - Tackling the problem

Areas of action and execution - 4-track effort and initiative
Preparation

Central arguments

- “No growth potential”
- “Existing free and strong competition”
- “High legal certainty under the current regime”
- “No claims on cadastral works or on fees”
- “The companies are innovative and developing”
Preparation

Questions and answers (Q&A)
• Create an argument preparedness Q&A bank
• Putting surveyors during journalistic crossfire on central arguments – a devil's advocate session

Analysis of target groups — stakeholders, politicians etc.
• Identify friends and enemies
• Identify influential stakeholders
• Identify possible alliances
Strategies

Strategic approach

• Refute the premises of legislative initiative / changes by analyzes, fact finding and arguments
• Affect the general opinion of the surveyor as an objective, credible and strong professional advisor
• Build up strong alliances that supports the surveyors
• Avoid pushing a politician into a corner - always “draw” an open door on the wall so there's an exit that the politician can safely get out of without a political defeat – show and give political alternatives
Areas of action and execution

**Political track** - To be heard to convince to create political alliances

**Official track** - To give facts, to answer questions

**Stakeholder track** - To create awareness, to create professional alliances

**Media / Public Relation (PR) track** - To highlight the views, to display political pro-opinions, to create debate
Political track

Initiatives

• Contact and meeting with at least 25 relevant MPs / politicians – especially business and commercial spokesmen
• Company visits / case studies involving local politicians and spreading political support statements in public spaces
• Audience with the Business and Growth Committee
• Meeting with the Minister of Business and Growth
• Meeting with the Minister of Energy, Utilities and Climate
Official track

Initiatives

- Written views to the Committee
- Answering factual questions from the Committee
- An audience with the Committee
- Additional business information to the Committee:
  - "Competition in the surveying business" about: Ratios and task performance, business profile, analogies from other business and other countries, business development and consequences of the repeal of ownership restrictions - including questionnaire survey on price trends and competition
Stakeholder track

Initiatives

- Contact and meetings with at least 10 other liberal and regulated professions, Private and public interest organizations – creating alliances in the interest management
- Making articles based on interview on the political issues and getting support – spreading the support statement in public spaces
Media / Public Relation (PR) track

Initiatives

• Communications preparedness – data bank of knowledge and information
• Articles on surveyor’s role in development projects – from company visits with local politicians
• Debate posts / viewpoints in newspapers and internet news sites
• Establishing and building a campaign site with collection of all background material, documentation, views, pronouncements etc.
The political initiatives on deregulation has so far been withdrawn by the Minister

“Politicians do not get revelations - they get information

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Thank You for Your Attention