

PSI Alliance
The Political Approach

12th June 2008

Introduction to Quintus

- Established in 2003
- 20 members of staff based in both London and Brussels – and International Affiliate Network
- Independent UK and EU Public Affairs consultancy
- Members of   
- Expertise in working with trade bodies – particularly in the PSI arena e.g. Locus Association

PSI Marketplace - Overview

- Public Sector Information marketplace characteristics:
 - Poor policy-making and lack of clear regulation
 - Inaction by Governments and even by key stakeholders
 - PSIHs lobby effectively from the inside to keep the status quo
 - politicians do not tend to hear the other side of the story

BUT

- Opportunity for the PSI Alliance to speak with authority and raise legitimate concerns

Public Affairs Campaign Overview

- Comprehensive EU engagement and lobbying strategy for the Alliance to reinforce efforts taking place at a national level.
- Focus attention and enlist support in Brussels around the key goals of the PSI Alliance's manifesto.
- Using its pan-European presence to gain greater political traction than working solely at a national level

Contact Programme - Objectives

- Raise awareness of industry challenges specifically
- Place PSI re-use in context e.g. competition, intellectual property
- Build up a base of political support for the Alliance's manifesto goals in the Parliament, the Council and the Commission.

Contact Programme – progress to date

- 8 MEPs from the UK, Italy, Germany and Sweden.
- Further meetings in the pipeline to broaden scope of discussions are being set up with other MEPs
- Building links to Member State officials in the Permanent Representations.
- Multiplying channels for discussions and liaising with national 'watchdogs' putting pressure on governments.

Review of Re-Use of PSI Directive

- This is the PSI Alliance's Number 1 priority for 2008
- Opportunities for influence:
 - **Consultation.** PSI Alliance will coordinate industry reply
 - **Review.** PSI Alliance will interact with Commission at every stage
 - **Scrutiny process.** PSI Alliance will lobby Parliament and Council
- These stages all provide real opportunities to strengthen the Directive.

PSI Alliance: Public Sector Information Holders

- Identify the key Public Sector Information Holders
- Establish contact and build relationships wherever possible
- Find appropriate tone and subjects to engage PSI providers to take advantage of their lack of unity

Links to Broader Political Issues

- Raise awareness and enlist support for the manifesto by addressing broader PSI issues, including:
 - Competition e.g. **Meetings with Christofer Fjellner MEP**
 - Copyright/Intellectual Property Rights e.g. **Meetings with Michael Cashman MEP, Ruth Hieronymi MEP and Umberto Guidoni MEP**
 - Internal market e.g. **Meetings with Giles Chichester MEP and Malcolm Harbour MEP**

Supporting Member Complaints

- Support both individual members and Association-led complaints around the access and use of PSI.
- Co-ordinate and support this process to ensure the Association gains real traction in the European legislative process for
 - a) individual companies
 - b) group action

The PSI Alliance Secretariat

- Quintus also provides secretariat support for the Alliance which includes:
 - Organising meetings and the Annual Conference
 - Managing the Alliance's finances
 - Responding to all enquiries about the PSI Alliance
 - Providing weekly monitors and monthly news updates
 - Managing the website for the PSI Alliance
 - Identifying and approaching potential new members

Window of Opportunity

- MEPs and officials are currently engaged in the PSI debate though a number of different angles (such as the re-use of PSI Directive review, Commission communication on creative content online in the single market)
- Opportune time for the private sector to engage with stakeholders and create a voice – now is the time for companies to invest influence in the political process.
- Quintus will work to ensure the Alliance capitalises on the current window of opportunity.

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