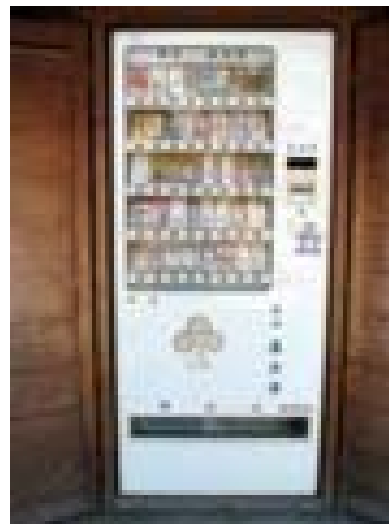




# Brussels decoded: How to promote and protect your industry within the EU

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# What is vending?





## What is vending?

### EVA Statutes:

A device aimed for the **self-service** sale or provision of **goods and/or services** that can be operated by entering a coin, a bank note, a token, a chip or other card/key or by other command. **This does not cover entertainment and gambling machines.**



## EVA Today (2007)

- 18 National Associations (19 countries)
- 10,000 companies
- 49 corporations
- 3.7 Million Food & Beverage machines
- 15 Billion € turnover



Food and beverage + disposables industries (e.g. Nestlé, Kraft, Masterfoods, Lavazza)

Payment systems, currency counting / sorting equipment

Machine & Parts Manufacturers

Operators: clean, fill and maintain the machines (e.g. Sodexho, Aramark, etc)

## EVA Today (2007)

- Non-profit making association
  - Primarily a lobbying organisation
- Based in Brussels close to EU Institutions
- 5 staff members
  - 30 years of experience working with or within the Commission



## Promote and protect the industry in Brussels

### Why?

- The EU has an increasingly wide scope:
  - Equipment (CE), environment, consumer protection, standards, industrial policy, SME policy, etc
- National legislation is often “transposed” EU legislation
- Legislators specialise in ... legislation
- Industry must help Legislators



# Promote and protect the industry in Brussels

## How?

- Public Affairs
  - Relations with EU Institutions and forums
    - Official Channel: hearings, committees, etc
    - PR Channel: networking, contacts, etc
  - Relations with other relevant EU stakeholders
    - Other trade associations
    - Consumer organisations
- Press and PR
  - Press relations, relations with relevant Brussels network



## Promote and protect the industry in Brussels

### ■ What about?

- Equipment (CE-Mark): MSD, LVD, EMC, RTTE
- Standards relevant to industry
- Environment: WEEE, RoHS, REACH, EuP, Packaging Waste
- Hygiene, Diet and Wellness
- Coins and note specifications
- ETC



## Concretely, what do you need to do?

- Be aware of what's cooking
  - Official information sources
  - Informal contact network
- Analyse the likely impact on the industry
- Organise and implement a lobbying strategy
  - Arguments
  - Alliances
  - People
  - Trade offs



## Some successes

- Price per Unit of Measure
- The Euro Coin Specification Regulation
- WEEE
- WHO Report on Obesity
- EuP
- Stable network of contacts within the EU Institutions, with Mint Directors and Central Banks (Europe and WW)
- Establishing the Worldwide Vending Association ([www.worldwidedvnding.org](http://www.worldwidedvnding.org))

## What are the options for industry representation?

### ■ Option 1: Have your own trade association in Brussels

- 😊 Power
- ☹️ Time and money

### ■ Option 2: Join an existing one and create your own identity within it

- 😊 Quick and flexible
- ☹️ Less power



## What are the options for industry representation?

### ■ Option 3: Recruit a consultant to do the job

- 😊 Pay as you go
- ☹️ Lack of knowledge about your industry

### ■ Option 4: A mix of all the above

- 😊 Pick and choose
- ☹️ Not clear for authorities



## Why did the EVA go for option 1?

### ■ Very diverse and specific industry

- Includes all segments
- Needs to tackle a wide range of issues
- No one else could do it: no Option 2

### ■ The euro was coming

- Biggest challenge vending ever faced
- No one knew what vending was
- Need for a full-time, fully committed staff



## Where is EVA today (2007)?

- **Tripled staff and budget**
- **Multiplied and diversified activities**
  - Lobbying organisation
  - Events organiser (conferences), trade shows
  - Collects data
  - Helps set up new associations
  - Offers advertising space
  - Runs the Worldwide Vending Association
- **Open to increasing footprint by associating itself to sister industries**

## EVA is open to sister industries

- EU legislation information / assistance
- Established network
- Alliance opportunities commercially?
- Open to supportive membership

