



# Big Tech's EU lobbying



Corporate  
Europe  
Observatory

# Top 10 digital industry lobbyists

Tech firms ranked by how much they spend lobbying the EU Institutions.

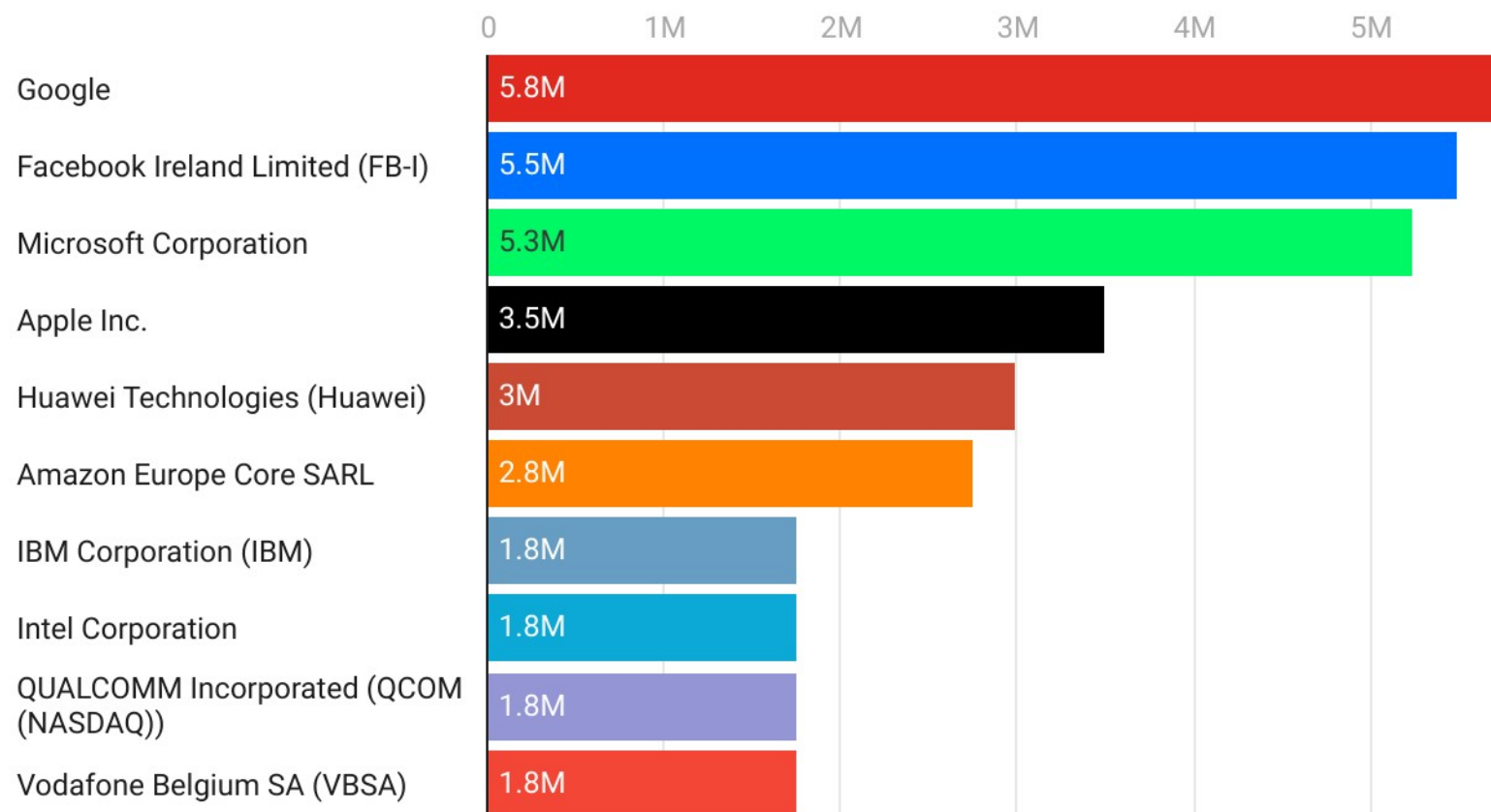
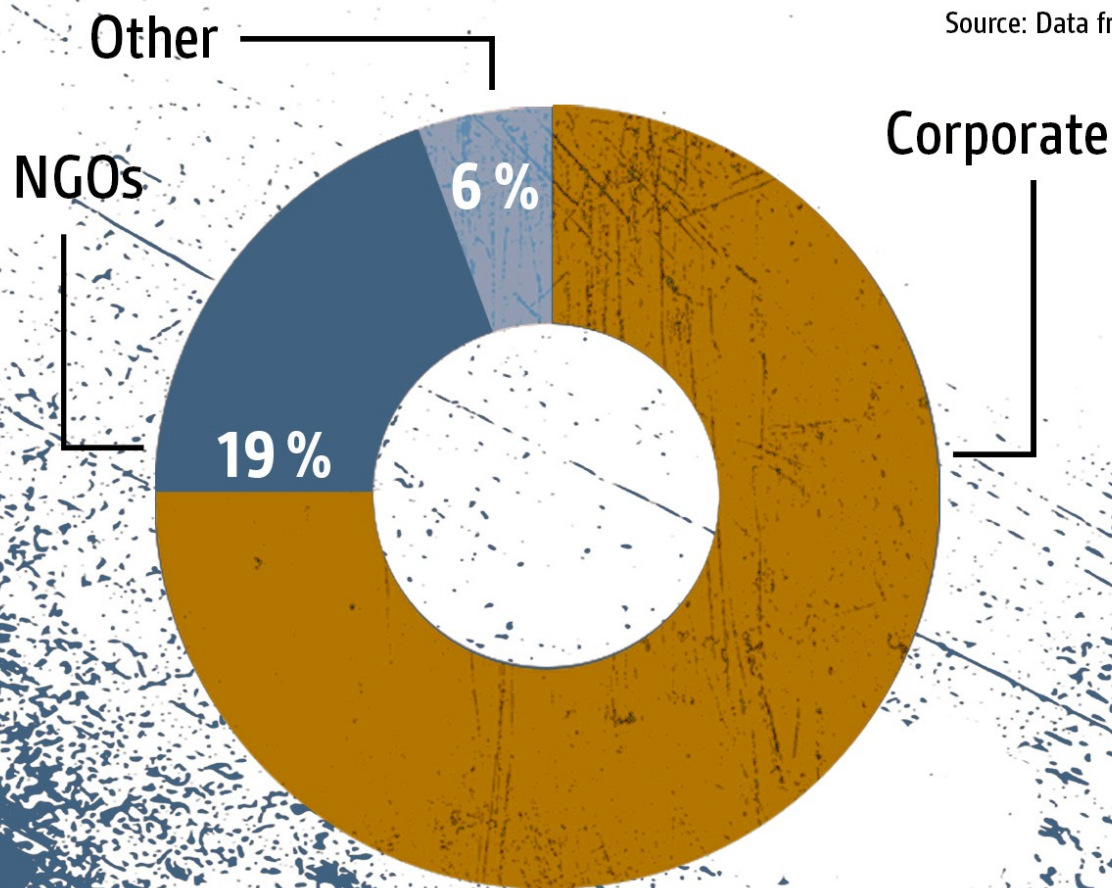


Chart: Corporate Europe Observatory & Lobbycontrol • Source: EU Transparency Register • Created with Datawrapper

# Share of meetings with the EU Commission on the DMA/DSA

Source: Data from the EU Commission, own calculation



Corporate  
Europe  
Observatory

LOBBY  
CONTROL

## 1. Virtual meetings with stakeholders

# Lobbying the capitals

As above, the Ministry of Justice has held consultations in form of virtual meetings or in the following stakeholders:

- Virtual meeting with Google. Date: 23.09.2020. Participants from the Ministry of Justice: Kai Härmand, Henrik Trasberg, Kärt Nemvalts.
- Phone call with the Estonian Association of Marketers. Date: 08.02.2021. Participants from the Ministry of Justice: Henrik Trasberg.
- Virtual meeting with Apple. Date: 17.02.2021. Participants from the Ministry of Justice: Henrik Trasberg. Participants from the Ministry of Economic Affairs and Communications: Marie Allikmaa.
- Virtual meeting with Amazon. Date: 25.02.2021. Participants from the Ministry of Justice: Henrik Trasberg.
- Virtual meeting with Facebook. Date: 09.03.2021. Participants from the Ministry of Justice: Henrik Trasberg. Participants from the Ministry of Economic Affairs and Communications: Marie Allikmaa.
- Virtual meeting with Apple. Date: 19.04.2021. Participants from the Ministry of Justice: Henrik Trasberg. Participants from the Ministry of Economic Affairs and Communications: Joonas Pärenson, Gertrud Luhaoja.
- Virtual meeting with Apple. Date: 19.05.2021. Participants from the Ministry of Justice: Maris Lauri, Henrik Trasberg.



# 3<sup>rd</sup> parties

	GOOGLE	FACEBOOK	MICRO-SOFT	APPLE	HUAWEI	AMAZON	IBM	INTEL	QUAL-COMM	VODAFONE
CERRE	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓
CDI	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
EPC	✓	✓	✗	✓	✗	✓	✗	✗	✗	✓
CEPS	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
CER	✗	✗	✓	✓	✗	✗	✗	✗	✓	✓
Bruegel	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓
Lisbon Council	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗
Center for Democracy and Technology (CDT)	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Transatlantic Policy Network (TPN)	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗
Friends of Europe	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓
ECIPE	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
European Youth Forum	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
German Marshall Fund	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
Wilfried Martens Centre for European Studies	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗

# Google's lobby leak

## 60 DAYS DSA GRID

PLEASE SEND ADDITIONS TO

knoschowitz

w/c 5 October

Owner

### Brussels Outreach

DSA summary presentations to European Council & PermRep

Joelle

DSA Meeting w/ LU Ministry of Economy

Cathy, Georgios

DSA webinar on E DSA with Czech companies, PermRep, Ministry of Indus

Milan, Julia

DSA Workshop w/ MEP Maria Manuel Leitao Marques (S&D)

Andres

European Parliament 1:1 meetings (more detail needed)

Andrea, Bartek

EEAS webinar on disinformation with DG Connect, Ceb Jourova and EP rep

Milan

DSA presentation to the European Parliament ECR group

Bartek

DSA meeting with MEP Vosa Head of Office

Bartek

### Executive Outreach

GSEC partner [agenda](#) 2020 (Econ Recovery & DSA)

elienorboyer@

Karin consulting Roberto Viola, DG CONNECT

Milan, Sylvie

Joelle

### 3P Engagement and Activity

SME Europe event on DSA

Bartek

ExA consumer polling to be finalized

Leonard

GLOBSEC panel on DSA (CDI Elina Chivot speaker)

Uma, Milan, Ondrej

SME / ZPP event on the DSA

Bartek + CEE team

EU Data Summit 2020 - KAS (2 Oct)

Michael, Oli

### Comms Activity

Message development and testing

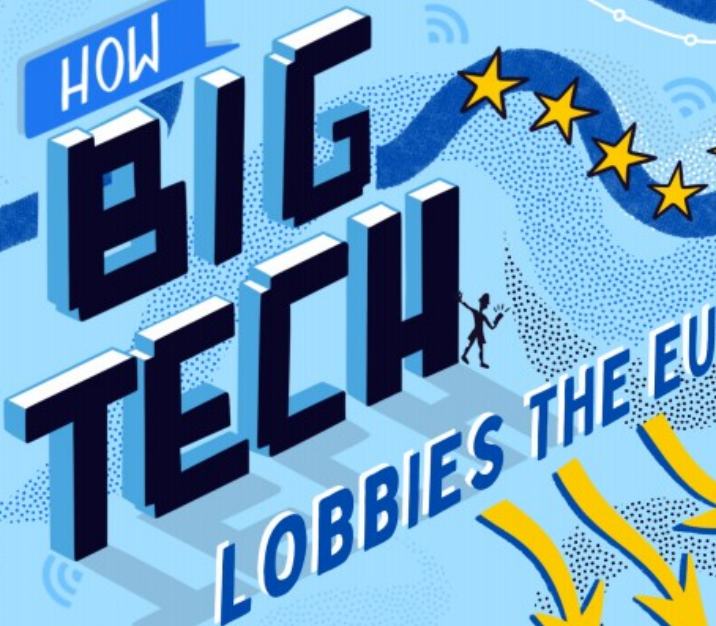
Kari/Kathy/Emily

60 Day plan development

Kari/Kathy/Emily



# HOW BIG TECH LOBBIES THE EU



## 1 “THIS IS REALLY COMPLICATED. LET US HELP YOU AVOID MAKING A MISTAKE”

Big Tech stokes the fear of “unintended consequences” stemming from new legislation -- emphasizing lawmakers must tread lightly in regulating, or otherwise risk seeing their “well-meaning” rules wreak havoc on the future.

## 2 “TRUST US, WE’RE THE EXPERTS”

In an attempt to dictate the new rules by which it must play, Big Tech pushes the idea that lawmakers are not well suited to legislate on technical matters and should therefore step aside to let the “true” experts work.

## 3 “WE’RE SIMPLY LOOKING OUT FOR SMALL BUSINESSES AND CONSUMERS”

Big Tech often styles their lobbying efforts as being made not on their own behalf, but rather in the interests of small and mid-size companies because doing so helps create cover for the industry’s real (i.e. self-interested) work in Brussels.

## 4 “YOU DON’T WANT EUROPE TO FALL BEHIND CHINA, DO YOU?”

Big Tech preys on geopolitical fears to convince EU lawmakers to cast aside the expressed interests of their constituents in order to win an innovation “arms race” with Chinese corporations.

## 5 “NO NEED TO TAKE OUR WORD FOR IT - JUST LOOK AT WHAT THESE THINK TANKS SAY...”

Ties between many think tanks and their Big Tech funders routinely and intentionally remain undisclosed in an effort to portray think tank analyses as objective and independent when they may not be.





Our campaign has ensured that the ePrivacy proposal will not get broad support in the European Parliament. Our aim is to weaken the Parliament's negotiation position with the Council, which is more sympathetic to industry concerns

- Amazon internal document seen by Politico EU



# Links

[The lobby network: Big Tech's web of influence in the EU](#)

[Tech lobby eyes opportunities created by new EU-US Trade and Tech Council](#)

[Big Data is watching you: The industry lobby battle against ePrivacy](#)

[Shutting down ePrivacy: lobby bandwagon targets Council](#)

[From Facebook friends to lobby consultants](#)

[Über influential? How the gig economy's lobbyists undermine social and workers' rights](#)

[UnFairbnb: How online rental platforms use the EU to defeat cities' affordable housing measure](#)

[Follow the New Silk Road: China's growing trail of think tanks and lobbyists in Europe](#)

[Copyright Directive: how competing big business lobbies drowned out critical voices](#)