



School of Advanced Studies on
Cultures, Politics and Democracy

UnitelmaSapienza
University of Rome



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Jean Monnet Intensive Summer School on
PARTICIPATION, LOBBYING AND TRANSPARENCY
IN THE EU INSTITUTIONS
[PLAT.EU]

Jean Monnet Actions
in the field of Higher Education Teaching and Research

1-5 JULY 2024, ROME, ITALY

School of Cultures, Politics and Democracy
University of Rome - Unitelma Sapienza

MODULE A [online preparatory classes]

Syllabus

Professor Alessandro Zagarella

Topic 1 – The context: the lobbying activity

- Lesson 1 The origins of the term “lobbying”
- Lesson 2 The key figures in lobbying: the lobbyist
- Lesson 3 The key figures in lobbying: the public decision-maker
- Lesson 4 The techniques of lobbying
- Lesson 5 The tools of lobbying

Topic 2 – Regulatory models

- Lesson 1 Regulations and forms of government
- Lesson 2 The “transparency” regulatory model
- Lesson 3 The “participation” regulatory model
- Lesson 4 The “creeping with schizophrenic behaviour” regulatory model

Topic 3 – Lobbying regulations

- Lesson 1 Italy: the right to lobbying
- Lesson 2 European Union: The Transparency Register
- Lesson 3 Lobbying in Western European legal systems
- Lesson 4 Lobbying in the United Kingdom
- Lesson 5 USA: the homeland of lobbying

Lesson 6 Lobbying in Canada

Lesson 7 Lobbying in Latin American legal systems

Biography

Alessandro Zagarella - Currently strategist for International Cooperation for Development at Cassa Depositi e Prestiti and contract professor of Comparative Public Law of Pressure Groups and of Lobbying Theory and Techniques at the University of Rome UnitelmaSapienza since 2019. He has been President of EU Ecolabel and Ecoaudit Italian Committee and Deputy Head of Cabinet at the Italian Ministry of the Environment. He had different work experiences in public administrations in Italy, such as the Ministry of Agriculture, the Anti-Corruption Authority and the Campania Region.

MODULE B

Monday, July 1

Venue: Sapienza University

14:00 – 15:00

Sapienza University
Piazzale Aldo Moro, 5.
Faculty of Law
(Dipartimento di
Giurisprudenza),
Classroom VI

WELCOME REMARKS AND INTRODUCTION OF THE PARTICIPANTS

Pier Luigi Petrillo, *Full Professor of Comparative Law, Unitelma Sapienza, Director JMM PLAT-EU*

Tommaso Amico di Meane, *Research fellow in Comparative Law, Unitelma Sapienza, Didactic coordinator JMM PLAT-EU*

Ludovica Tripodi, *Post-doctoral researcher in Comparative Law, Unitelma Sapienza*

Jasmin Jalil, *Unitelma Sapienza, Research projects coordinator*

15:00 – 15:30

Sapienza University

INSTITUTIONAL REMARKS

Bruno Botta, *Rector of Unitelma Sapienza*

15:30 – 17:00

Sapienza University

LOBBYING AND REGULATION. AN INTRODUCTION

Pier Luigi Petrillo, *Full Professor of Comparative Law, Unitelma Sapienza*

17:00 – 17:30

Break

17:30 – 19:30

THE EU INSTITUTIONAL FRAMEWORK

Sapienza University

Gianluca Contaldi, *Full Professor of European Union Law, University of Macerata*

Biographies

Bruno Botta – born in 1954 and graduated in Chemistry in 1977 from Sapienza University of Rome. In 1992 he became Associate Professor at the Faculty of Pharmacy of Sapienza University of Rome and since 2001 he has been Full Professor. From 2011 to 2020 he was Director of the Department of Medicinal Chemistry and Technology at Sapienza University of Rome. From November 2014 to October 2023 he was Pro-Rector for Internationalisation Policies at Sapienza University of Rome. Since 24 October 2023 he has held the position of Rector of UnitelmaSapienza University of Rome. From 2015 to 2019 he served as Chair of the COST 1407 Action "Challenging organic syntheses inspired by nature - from natural products chemistry to drug discovery". He is co-author of more than 200 publications and 8 patents. In addition, he is co-author of 6 book chapters and editor of two teaching texts in Organic Chemistry for the publishing house Edi-Ermes.

Pier Luigi Petrillo – Full professor of Comparative Public Law at the University of Rome Unitelma Sapienza where he directs the School of Advanced Studies in Cultures, Politics and Democracy. Since 2012 he has been professor of Lobbying Theory and Techniques at Luiss Guido Carli (Rome, Italy). He has been as advisor on lobbying issues for OECD, European Union, Italian Prime Ministers. He has held numerous institutional positions including Head of Cabinet, Head of Legislative Office, Legal Advisor to the Ministers of Environment, Culture, European Policies, Agriculture, University and Research. He coordinates international and national research programs on the topic of lobbying regulation and is the author of numerous monographs on

the subject in Italian, English and Portuguese, including the lobbying handbook "Theories and Techniques of Lobbying" (Il Mulino 2020).

Gianluca Contaldi – Full professor of European Union Law at the University of Macerata. He has held various management positions both at the University of Macerata and, in some cases, at private institutions. He has participated as a speaker at many conferences and has also lectured abroad (Leicester, Paris Nanterre, Sao Paulo). He has taken part in funded, European projects as well as in several national PRINs. He is a member of the scientific committees of several journals, also in band A. He is the head of the Centre for European Documentation, established at the University of Macerata and participates in several research centres. He is the author of approximately one hundred publications on European Union law, International Law, Private International Law. He is registered in the Register of Lawyers admitted to legal bar before the Supreme Courts.

Tuesday, July 2

Venues: Sapienza University & Rud Pedersen Public Affairs

Keyword: TRANSPARENCY

9:00 – 11:00

Sapienza University
Piazzale Aldo Moro, 5.
Faculty of Law
(Dipartimento di
Giurisprudenza),
Classroom VI

THE PROTECTION OF TRANSPARENCY IN THE EU LEGISLATIVE PROCEDURES

Cristina Fasone, Associate Professor of Comparative Public Law, LUISS University

11:00 – 11:30

Break

11:30 – 13:30

Sapienza University

TRANSPARENCY AND ETHICS OF LOBBYING IN THE EU

Gianluca Sgueo, Professor at the École d'Affaires Publiques, Sciences Po

13:30 – 15:00

Free time for Lunch

15:00 – 16:00

Sapienza University

HOW TO ADVISE A PRIME MINISTER? AN INTERVIEW

Serena Sileoni, Associate Professor, University Suor Orsola Benincasa of Naples and former Advisor to the Prime Minister Mario Draghi

16:00 – 16:30

Break

16:30 – 18:30

HOW DOES A LOBBYING FIRM WORK?

Sapienza University

A conversation with Luigi Ferrata and his team of Rud Pedersen Public Affairs

Biographies

Cristina Fasone – Associate professor of Comparative Public Law at Luiss University, where she is also the Director of the BA in “Politics, Philosophy, and Economics”, and Visiting Professor at Nicolaus Copernicus University of Toruń since 2020. Holder of a Jean Monnet Module 2016-2019 ‘Parliamentary accountability and technical expertise: Budgetary Powers, Information and Communication Technologies and Elections’ (PATEU), until January 2024 she has been the coordinator of Luiss research unit of the Horizon Europe Project RED-SPINEL. She was member of the Steering Committee of the ECPR Research Network on Differentiated Integration in the EU (2021-2023) and she is currently the co-coordinator of the Research Group on ‘Judicial Review and Electoral Law’ of the International Association of Constitutional Law.

Gianluca Sgueo – Faculty Member at Sciences Po, École d’Affaires Publiques, and Senior Associate Researcher at the Centre for Digitalization, Democracy and Innovation of the Brussels School of Governance. Since 2023 Gianluca has been appointed Digital Department Director at the Fondazione Luigi Einaudi, in Rome. Gianluca's publications focus on digital transformation, democratic participation, lobbying and transparency.

Serena Sileoni – Associate professor in constitutional law at Suor Orsola Benincasa University of Naples. Lawyer and journalist (publicist), she is a columnist for La Stampa and Il Mattino, and also writes for Foglio and Huff Post. She has been an advisor to the Prime Minister in Draghi government, an expert on research evaluation for the National

Agency for the Evaluation of the University and Research System, and a consultant to national and European institutions on various public issues, including the Secretary General at the Prime Minister's Office, the Ministry of Education and the Minister for the South and Territorial Cohesion. She is coordinator of the Control and Risk Committee of the Supervisory Board of Human Technopole. From 2013 to 2021 she was Deputy Director of the Bruno Leoni Institute. Previously, she was editorial director of the Liberilibri publisher.

Luigi Ferrata – Managing Partner at Rud Pedersen Public Affairs. He has been working in the public affairs sector since 2004 in various consulting firms, managing projects in Italy and at EU level with a focus on ICT, energy and healthcare. In addition, between 2022 and 2024 he has been the head of public affairs at Engineering Group, the Italian leader in the digital transformation. He is also a member of AREL, one of the leading think tanks in Italy and an independent forum for reinforcing dialogue among politics, businesses, academia and civil society, aiming at proposing new legislation to the political. He is also a member of the scientific committee of ASviS, the main sustainability platform in Italy. He regularly contributes to the debate about lobbying and public affairs writing articles featuring the evolution of the industry.

Rud Pedersen Public Affairs – the leading European public affairs consultancy in Europe. It has owned offices in Rome, Berlin, Brussels, Copenhagen, Gothenburg, Helsinki, London, Oslo, Stockholm, Tallinn, Riga, Paris, Prague, Sofia, Vilnius, Kiev, Madrid and Warsaw, as well as specialised public affairs partners in other capitals across the European Union. Rud Pedersen's core competencies are to help clients understand the impact of Politics, Policy, Process and People, while equipping them with the means to reach their business goals through public affairs and communications across Europe. Rud Pedersen Public Affairs is part of Rud Pedersen Group, which also includes, Fabula, Meta, VA, RetiEspaña and CNTVRS specialising in public relations and communications, Welcom that offers strategic, creative and digital communication as well as RP People that provides headhunting services and communication courses.

Wednesday, July 3

Venues: Sapienza University & Chamber of Deputies

Keyword: TECHNIQUES OF LOBBYING & PARTICIPATION

9:00 – 11:00	LOBBYING IN THE STATE-OWNED COMPANIES
Sapienza University Piazzale Aldo Moro, 5. Faculty of Law (Dipartimento di Giurisprudenza), Classroom VI	Angelo Grimaldi, <i>Head of Legislative Relations, Parliamentary Supervision, Foundations, at Cassa Depositi e Prestiti</i>
11:00 – 11:15	<i>Break</i>
11:15 – 13:00	LAW AND CINEMA. A CONVERSATION AROUND THE DOCUMENTARY “FOOD FOR PROFIT”
Sapienza University	Lorenzo Mineo, <i>Coordinator of Eumans Activities and “the lobbyist” in the documentary “Food for profit” (by Giulia Innocenzi, 2024)</i>
13:00 – 14:40	<i>Transfer (in autonomy) to the Chamber of Deputies and free time for Lunch</i>
14:40 – 16:00	PRIVATE GUIDED VISIT OF THE CHAMBER OF DEPUTIES
Chamber of Deputies Piazza del Parlamento, 25	

16:00 – 18:00

Chamber of Deputies
(Sala Ex Agricoltura)

LOBBYING AND PARTICIPATION. A CONVERSATION

Sergio Costa, Vice President Chamber of Deputies, former Italian Minister of Environment, Land and Sea

Deborah Bergamini, Member of Chamber of Deputies, Vice-president of the Italian Delegation to the Parliamentary Assembly of the Council of Europe

Felice Assenza, Head of the ICQRF Department (protection of quality and repression of fraud in agri-food products), Ministry of agriculture, food sovereignty and forestry (Masaf)

Marco Cerase, Deputy Counsel of the House and Head of Transportation and Telecom Unit at the Research Department, Chamber of Deputies

18:00 – 20:00

City centre

WALKING TOUR ACROSS THE INSTITUTIONS

Guided by Ludovica Tripodi

Biographies

Angelo Grimaldi – 17 years of experience in the public affairs sector. Since 2019 he has been head of Public Affairs and lobbyist for Cassa Depositi e Prestiti (CDP). Previously (from 2015 to 2019) he served as Eni's Parliamentary and Governmental Institutional Relations Manager. From 2012 to 2015 he was Parliament and Public Administration Relations Manager for the Unipol Group. Graduated in Law at LUISS Guido Carli University in Rome, he served in different

Government Offices since 2007 as Legal Advisor for Parliamentary Affairs of the Minister. In 2008, he was Scholarship holder for the Superior School for Parliamentary Studies and Researches “Silvano Tosi” of the University of Florence. Since 2010, he is First Assistant of the chair of “Theory and Techniques of Lobbying”, at the Political Science Department of LUISS University, Rome.

Lorenzo Mineo – Coordinates the European activities of the Eumans movement and supports the international initiatives of the Luca Coscioni Association. He graduated in Political Science and International Relations at the Orientale University of Naples in 2016. He earned a Master in Territorial and Urban Strategies at SciencesPo in 2018. In 2016, he served as secretary of the 'Per la Grande Napoli' Association. Later, he worked on European projects concerning urban innovation at the Secretariat of the EU Urban Innovative Actions initiative in Lille and at the international office of the Birmingham City Council. In 2019, he was investigator and coordinator in Brussels for the docufilm 'Food For Profit'. From 2020 to 2023, he coordinated Italian activities for the Eumans movement, working on pan-European initiatives in the field of democratic innovation.

Sergio Costa – Currently Vice-President of the Chamber of Deputies, he was Minister of the Environment in the government Conte I and II (2018-21). Prior to that, he held various management positions in the State Forestry Corps and in the Carabinieri Forestali. As provincial commander of Naples (from 2012 to 2014) and Campania region (from 2014 to 2018) he carried out investigations into the 'terra dei fuochi' and was referent of 'Ecomafia' investigations at the National Anti-Mafia Directorate.

Deborah Bergamini – A Forza Italia Deputy since 2008. She is currently the Deputy National Secretary of Forza Italia and Deputy Group Leader in the Chamber of Deputies. She is a member of the 3rd Foreign Affairs Committee of the Chamber of Deputies, Vice-Chair of the Italian Delegation to the Parliamentary Assembly of the Council of Europe, Vice-Chair of the EPP Group of the Parliamentary Assembly of the Council of Europe, a member of the Italian Delegation to the Inter-Parliamentary Union, and a member of the Parliamentary Assembly of the Mediterranean. She is also a member of the Italy-U.S. Parliamentary Friendship Group and Vice President of the Transatlantic Friends of

Israel. She graduated with honors in Literature and Philosophy from the University of Florence. She then completed a postgraduate specialization in American Studies at Smith College, Massachusetts. In 2020, she received a Diploma in Negotiation from Yale University.

Felice Assenza – Has held the position of Director General for International Policies and the European Union for many years, during which he was involved in various negotiations concerning the reform of the Common Agricultural Policy (CAP). Internationally, he has extensive experience as a negotiator within the frameworks of the WTO, OECD, FAO, and IOC, and has participated in G20 and G7 negotiations as a “sherpa”. For over a decade, he represented Italy as spokesperson for the Special Committee on Agriculture (SCA) of the EU Council, where he served as President of the SCA during the Italian Presidency in 2015. In 2020, he was appointed Head of the ICQRF Department. His primary mission has been the defense of high-quality productions and the promotion of Made in Italy, as well as the protection of honest producers and consumers.

Marco Cerase – Currently Head of Transportation and Telecom Unit at the Research Department at the Italian Chamber of Deputies. Since 2001 he has carried out regular teaching activities at several Italian universities (La Sapienza in Rome, LUISS in Rome, Federico II of Naples). He has extensively written on Parliamentary and Constitutional law on international journals, his most recent book is ‘Anatomia critica delle immunità parlamentari italiane’ [*A critical reflection on the Italian Parliamentary immunities*] (2011).

Thursday, July 4

Venues: Sapienza University

Keyword: REGULATION OF LOBBYING & PARTICIPATION

9:00 – 11:00

Sapienza University
Piazzale Aldo Moro, 5.
Faculty of Law
(Dipartimento di
Giurisprudenza),
Classroom VI

THE BRUSSELS BUSINESS? THE EU LOBBYING REGULATION

Tommaso Amico di Meane, *Research fellow in Comparative Law, Unitelma Sapienza*

11:00 – 11:30

Break

11:30 – 13:30

Sapienza University

THE LOBBYING REGULATION IN THE EUROPEAN COUNTRIES. A COMPARATIVE PERSPECTIVE

Silvia Sassi, *Associate Professor of Comparative Law, University of Florence*

13:30 – 15:00

Free time for Lunch

15:00 – 16:00

Sapienza University

HOW TO BUILD A PUBLIC AFFAIRS STRATEGY

Franco Spicciariello, *Director of Public Policy, Italy & CEE at Amazon Web Services*

16.00 – 16.15

Break

16:15 – 18:00

Sapienza University

ADVOCACY AND LOBBYING IN THE DIGITAL SECTOR: EXPERIENCES AND EVIDENCE FROM A NATIONAL TRADE ASSOCIATION

Eleonora Faina, *General Director, Anitec-Assinform*

18:00 – 19:00

Written exam

Biographies

Tommaso Amico di Meane – Research fellow in comparative law at the University of Rome Unitelma Sapienza, qualified as Associate professor, and Academic fellow at Bocconi University of Milan since 2018. Previously, he was a Postdoctoral fellow at the Centre for Comparative Constitutional Law and Religion at the University of Lucerne (2016), a Research fellow at Queen Mary University of London (2015), and a Visiting fellow at the Indian Law Institute of New Delhi (2014). He has been involved over time in various international research projects, including at the Universities of Dhaka, Sciences Po, SOAS of London, Turin, Humboldt of Berlin. He also has extensive institutional experience, as Advisor to the Standing Committee on EU Affairs (Senate of the Republic); Spokesman for the Italy-India Parliamentary Group (Inter-Parliamentary Union); Member of the Cabinet of the Italian Secretary of State for European Affairs.

Silvia Sassi – Associate Professor of Comparative Public Law at the Department of Legal Sciences, University of Florence. She teaches courses in Comparative Public Law, including Comparative and European Public Law, and Comparative Lobbying Law. She has spoken at numerous national and international conferences and has been a scientific editor of several conferences and study meetings. She has

participated in European and national research projects and has been responsible for research funded by the Ministry for Scientific Research and Technology. Since 2023, she has been the scientific head of the University of Florence's research unit for the national PRIN project 'Lobbying and democracy'. She is a member of the Working Group on "Interest representation activities" established by the Presidency of the I Commission for Constitutional Affairs of the Chamber of Deputies.

Franco Spicciariello – Director of Public Policy, Italy & CEE at Amazon Web Services (AWS) With a degree in Law and Communication Sciences and a doctorate in 'Civil Economy' from the Lumsa University of Rome, after a specialisation in American Constitutional Law at Harvard and experience as a parliamentary assistant in Boston at the Massachusetts State House in the early 2000s, he returned to Italy to head relations with the Regions within the General Secretariat of Confindustria Italiana. He later moved on to head the public affairs office of Reti Spa. He has been at Amazon since 2016 and at Amazon Web Service since November 2018.

Eleonora Faina – General Manager of Anitec-Assinform. 42 years old, with a degree in political science, she has a Master in Antitrust and market regulation, for over 15 years she has been dealing with public policies and institutional affairs for trade associations and companies in regulated sectors, in Italy and in Brussels. Member of the Board of Directors of Polo Navacchio SpA. In her professional career she has gained solid experience in advocacy and lobbying, working closely with institutions at all levels. In addition, thanks to over 9 years in the Confindustria system (2008-2017), she has acquired specific skills in policy making. Until July 2019 she was Senior Manager Institutional Affairs at Italiana Petroli S.p.A. and from August 2019 she was Head of Industrial Policies of FederlegnoArredo.

Friday, July 5

Venues: Sapienza University & Unitelma Sapienza

Keyword: ETHICS

9:00 – 12:30	SIMULATION GAME & GROUP PRESENTATIONS BY THE PARTICIPANT OF THE SUMMER SCHOOL
Sapienza University Piazzale Aldo Moro, 5. Faculty of Law (Dipartimento di Giurisprudenza), Classroom VI	<i>With Giacomo Pistelli, Shell Energy Italy - Division Renewable Generation</i>
	9:00 – 11:00 <i>Preparation of the Lobbying Strategy</i> 11.00 – 11.15 <i>Coffee Break</i> 11:15 – 12:30 <i>Group Presentations and Debate</i>
12:30 – 13:00	<i>Summer School evaluation</i>
13:00 – 14:30	<i>Free time for Lunch and Transfer (10 minutes walking) to Unitelma Sapienza</i>
14:30 – 15:45	CITIZEN LOBBYING: ADVOCATING FOR CHANGE
Unitelma Sapienza University Piazza Sassari, 4 Conference Room (Sala Conferenze), First Floor	<i>Sandro Zinani, Policy & mobilization manager, The Good Lobby</i>
15:45 – 16:00	<i>Break</i>

16:00 – 18:00

Unitelma Sapienza

**PROMOTING TRANSPARENCY AND INTEGRITY
IN LOBBYING AND INFLUENCE: THE OECD
RECOMMENDATION AND THE WAY FORWARD**

Cameron Hall, *Junior Policy Analyst in the Anti-Corruption and Integrity in Government Division of the OECD*

18:00 – 20:00

Diploma Ceremony & Goodbye Cocktail

Biographies

Giacomo Pistelli – External Stakeholder and Advocacy Manager, Shell Energy Italia – Renewable Generation. 10 years' experience in public affairs, 6 of them in the energy transition sector. After working in multinational companies such as Enel and Imperial Tobacco, he took on the position of Head of Parliament and Legislative Affairs at A2A, Italy's largest multi-utility. Since 2023 he manages the advocacy and external relations activities of Shell Energy Italia – Renewable Generation, one of the key renewable energy players in the Country with a solar pipeline of 2 GW, composed by 49 projects spread across 11 Italian regions. He's member of ANIE Rinnovabili' steering committee, one of the most representative trade associations in the field of renewable electricity sources.

Sandro Zinani – Currently the Policy and Mobilization Manager at The Good Lobby - Italia, where he supports activists and civil society organizations in their advocacy and lobbying initiatives towards Italian institutional decision-makers. Before joining The Good Lobby, Sandro worked for five years at Change.org, serving as the Campaigns Director for Italy. Prior to focusing on advocacy and campaigning, he spent over seven years in cultural diplomacy as Public Relations Officer for the Fulbright Program in Italy.

Cameron Hall – A US national and policy analyst in the Anti-Corruption and Integrity Division of the OECD. In his time at the OECD he has

worked on the development and rollout of the OECD Public Integrity Indicators while also contributing expertise to the OECD's work on lobbying, revolving doors, judicial integrity, and tech and analytics for integrity. Prior to joining the OECD he worked as a political risk consultant. He holds master's degrees in International Relations from Johns Hopkins University and Leiden University and a bachelor's degree in International Studies from Emory University. His research interests include corruption, state capture, financial secrecy/money laundering, and organised crime.

Sapienza University



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