



# ADVOCACY GROUP GUIDELINES

These guidelines serve to support the management of EuroCham Myanmar advocacy groups.

EuroCham Myanmar reserves the right of changing them at any time as deemed appropriate to safeguard the interests and objectives of the EuroCham Myanmar and European business interests in Myanmar.

In 2016 all EuroCham direct and indirect members can participate advocacy groups free of charge.

## 1 Advocacy group establishment & dissolution

1.1 A new advocacy group may be established if there are at least three European companies wishing to establish an advocacy group.

1.2 A one-page proposal with the advocacy group name, objectives and the name of the founding member companies should be submitted to the Executive Director who will review and present the proposal to the EuroCham Myanmar Board of Directors for consideration.

1.3 The EuroCham Myanmar board approves the establishment of all new advocacy groups.

1.4 Advocacy groups must promote and safeguard the interests and objectives of the EuroCham Myanmar and European business interests in Myanmar.

1.5 Industry advocacy groups are encouraged to form a core or working group consisting of the active members that are responsible for developing and implementing the advocacy group's activity plan. Working groups or subgroups may also be formed to pursue special tasks relevant to certain groups of advocacy group members.

1.6 EuroCham has the authority to dissolve an advocacy group if it violates EuroCham Myanmar principles, EU principles or regulations, or if it has been inactive or not engaging members' interests for an extended period of time.

## 2 Advocacy group Membership

2.1 A basic requirement for advocacy group membership and participation in advocacy group meetings and activities is EuroCham Myanmar direct or indirect membership.

2.2 Advocacy group co-chairs have the right to restrict advocacy group membership and attendance based on membership criteria agreed upon by the existing advocacy group members. All criteria must be such that any member who wishes to is able to comply.

2.3 The minimum level of representation of a company is director level or equivalent.

### 3 Advocacy group Objectives, Action Plans & Meetings

3.1 At the beginning of each year advocacy groups are urged to set annual objectives which must be aligned with the objectives of EuroCham Myanmar.

3.2 The advocacy group co-chairs are responsible for driving the advocacy group issues by planning interesting and useful meetings and events for the advocacy group.

3.3 Advocacy groups should develop an annual activity calendar which should include:

- a schedule for regular advocacy group meetings (not less than once per quarter)
- preparatory meetings for the advocacy group's annual position papers
- meetings with the Myanmar central and local governments
- advocacy group lunches with speakers on topics of interest to either the members of the advocacy group and/or to the larger EuroCham Myanmar business community in order to improve awareness of the advocacy group's issues (not less than two per year)
- round-table lunches, dinners or breakfast-meetings

3.4 The EuroCham Myanmar executive team assists with the logistical arrangements of meetings and events such as venue bookings and invitations.

3.5 Advocacy group members are responsible for taking their own meeting minutes. The executive team will assist with the distribution of the minutes.

### 4 Co-chairs & Co-chair Appointment Process

4.1 Co-chairs are responsible for maintaining and increasing the membership of the advocacy group and are therefore encouraged to introduce and refer new potential members to the executive team and the advocacy group.

4.2 Each advocacy group should appoint two or three co-chairs, subject to a vote by advocacy group members.

4.3 All members are eligible to be advocacy group co-chairs. Honorary members, members representing NGOs, trade offices or other non-company organisations are not eligible to join an advocacy group.

4.4 Advocacy groups may decide amongst themselves when to elect or appoint new co-chairs, though it is recommended that advocacy groups review and reconfirm the advocacy group leadership at least once every two years.

4.5 If a co-chair position becomes vacant, coordinating staff in the EuroCham Myanmar executive team will inform all members listed in the advocacy group mailing list at least *fourteen days* in advance of the next co-chair election and will also ask for volunteer replacement candidates. Confirmations or elections will then in turn take place in the next advocacy group meeting.



4.6 If there are more candidates than available co-chair positions, secret balloting will be conducted at the beginning of the advocacy group meeting with the results announced at the end of the meeting. If the number of candidates equals the number of vacant positions, no voting will be necessary and the candidate(s) will simply be confirmed.

4.7 Proxies may be used for advocacy group co-chair elections with every attending member company permitted to carry ONE proxy. Each member has one vote.

4.8 Advocacy group co-chairs are issued EuroCham Myanmar business cards.

## 5 External Communication

5.1 The EuroCham Myanmar Chairman and Executive Director are the spokespeople of the chamber and the only persons authorized to speak on behalf of the chamber. All external communication must be sent to the Executive Director for review prior to being sent out. External communication includes press releases, letters and statements to the government, web postings or any communication that can be deemed as being a public statement on behalf of EuroCham Myanmar.

5.2 All EuroCham Myanmar external communication must be issued and sent out through the executive team. The executive team is also responsible for coordinating statements from different advocacy groups on the same subject.

5.3 In public, advocacy group co-chairs may only express the opinions of the advocacy group and not the opinion of any individual company when representing an advocacy group.

5.4 EuroCham Myanmar logos may not be used in non-chamber related documents and presentations.

## 6 Dedicated advocacy group Staff

6.1 Advocacy groups may propose to employ dedicated officers in order to more effectively manage advocacy group affairs such as the advocacy group's issues.

6.2 The appointment of dedicated staff positions is subject to prior approval by the Executive Director & Board of Directors to ensure that the advocacy group's objectives are in line with the chamber's objectives.

6.3 Dedicated staff reports to the EuroCham Myanmar Executive Director.

6.4 All costs incurred related to the employment and the overhead/workspace of dedicated staff are to be borne by the members of the relevant advocacy groups and are to be paid in advance. New members joining the advocacy group are expected to share these expenses.

6.5 Office space allowing, dedicated advocacy group staff should be stationed free of charge in the office of EuroCham Myanmar.

## 7 Government advocacy & Position Papers

7.1 Advocacy groups should develop and align their positions with regard to specific business issues before engaging with government authorities.

7.2 Advocacy groups shall prepare position papers that address issues of common interest to the advocacy group members and be written in simple and clear language and in accordance to the *Position Paper Guidelines*.

7.3 Advocacy groups should provide Position Papers in both Myanmar and English, and should ensure textual correctness of both versions.

7.4 Co-chairs shall ensure that position papers are produced in accordance with a production timetable in the *Position Paper Guidelines*. Failure to meet deadlines may result in an advocacy group's position paper not being included in the publication.

7.5 Meetings between EuroCham Myanmar advocacy groups and the Myanmar government are restricted to member companies only. NGOs, EUD and other non-company organisations are not entitled to attend EuroCham Myanmar meetings with the government. For certain topics EuroCham Myanmar may organise joint meetings with the government under the condition that such meetings clearly distinguish EuroCham Myanmar and other actors as separate entities.

7.6 Advocacy group co-chairs and members are encouraged to raise possible WTO noncompliance issues to the EuroCham Myanmar executive team.