

Preface

The natural effort of every individual to better his own condition. . .
is so powerful, that it is alone, and without any assistance,
not only capable of carrying on the society to wealth and prosperity,
but of surmounting a hundred impertinent obstructions with
which the folly of human laws too often encumbers its operations.
(Adam Smith 1991 [1776])

The European Union (EU) was founded by the Treaty of Rome in 1957, and today the alliance can look back upon great victories: among them the internal market, political stability, and expansion towards the east. The original and noble purpose of the Treaty of Rome was to create a common market and thus promote free trade among the European countries. In this way, nations would be tied together by trade and new wars between the large European states – Germany and France in particular – would be avoided. In spite of this simple starting point, free trade cooperation has paradoxically led to a number of complex policies that are closer to those of a planned economy than to free trade. Market protection and subsidies still exist, implying that there is room to modify the EU system in such a way that it better accommodates its original purpose in accordance with the Treaty of Rome.

How are we to deal succinctly with such complex issues of EU institutional set-up and blurred EU policy processes? Here, we have chosen to use the simple and analytically strong cross-disciplinary rational choice approach. This economic approach to politics emphasizes the economic self-interest that political actors pursue when trying to persuade political decision-makers in the EU. The paradox of ‘lacking free trade’ and market protection, for example, could be due to unregulated lobbying activity. Without regulation of the lobbyists trying to persuade political decision-makers, there is a great risk of misuse of the system at the expense of European consumers and taxpayers. Therefore, the book argues that the EU is at the crossroads. Should the EU choose the road towards protectionism or the road towards free trade? If the EU does not choose to launch

an offensive strike against lobbying activities and harmful economic redistribution, it will go down the road of protectionism and planned economy. Here, the dream of becoming the world's leading economy may very well end in a nightmare, without the population's trust and support. Should the EU choose an effective action against lobbying activities, it will go down the road of liberalization and more free trade in accordance with the original objective from the Treaty of Rome. Overall, this book argues that lobbying regulation will be a decisive first step towards peaceful and prosperous large-scale European cooperation in the new millennium. Thus, we hope that this book will contribute to the academic and popular discussions on lobbying in the EU and how to improve the quality of public policy-making even further. The book has a strong policy orientation towards the necessary institutional changes that should be made if the missing link of lobbying regulation is to be dealt with.

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'Trawling for subsidies: the alignment of incentives between fishermen and marine biologists', *Journal of European Public Policy*, 16, 2009, 1012–29 (by U.S. Brandt and G.T. Svendsen), published by Routledge;
'Evaluating and regulating the impacts of lobbying in the EU? The

case study of green industries', *Environmental Policy and Governance*, 21, 2011, 131–42. (by G.T. Svendsen), published by Wiley; 'Why does bureaucratic corruption occur in the EU?: A principal–supervisor–agent model', *Public Choice*, 157, 2013, 585–99 (by U.S. Brandt and G.T. Svendsen), published by Springer; 'Fighting windmills: the coalition of industrialists and environmentalists in the climate change issue', *International Environmental Agreements: Politics, Law and Economics*, 4, 2004, 327–37 (by U.S. Brandt and G.T. Svendsen), published by Springer; 'Rent seeking and grandfathering: the case of GHG trade in the EU', *Energy and Environment*, 15, 2004, 69–80 (by U.S. Brandt and G.T. Svendsen), published by Multi-Science; 'A blind eye to industry-level corruption: the risk of favouring domestic industries in the EU ETS', *Energy and Environment*, 25, 2014, 263–79 (by U.S. Brandt and G.T. Svendsen), published by Multi-Science; 'Climate change negotiations and first-mover advantages: the case of the wind turbine industry', *Energy Policy*, 34, 2006, 1175–84 (by U.S. Brandt and G.T. Svendsen), published by Elsevier; 'Achieving economic growth in the EU through lobbyism', *Journal of Contemporary European Research*, 5, 2009, 415–28 (by U.S. Brandt and G.T. Svendsen), published by UACES; 'Bureaucrats at sea: a budget catch model', *Journal of European Public Policy*, 13, 2006, 329–40 (by U.S. Brandt and G.T. Svendsen), published by Routledge.

The book is dedicated to a peaceful and prosperous Europe.