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## Leijonborg in the European Parliament on lobbying

Lars Leijonborg, former Swedish Cabinet Minister, described at Diplomat's breakfast seminar in the European Parliament on 1 December how Sweden became the of the multi-billion project European Spallation Source

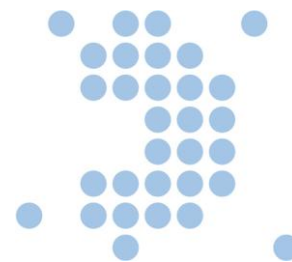
Host of the breakfast meeting was Göran Färm, Member of the European Parliament (MEP) (S&D). Lars Leijonborg, former party leader and Minister for Research, now Senior Advisor at Diplomat Communications, gave personal and profound insights into the eventful and successful lobbying process as a result of which the Swedish city Lund became home to the European Spallation Source (ESS) - a leading international centre for materials science to be built at the cost of € 1.6 billion and expected to be fully operational in 2025.

As Minister for Research, Lars Leijonborg played a crucial role in the decision to locate the EES in Lund. Several countries competed for the centre to be located on their territory. A very well planned and extensive lobbying campaign lay behind the decision to finally choose Sweden.

During the well attended seminar – which among others attracted the Swedish EU Commissioner Cecilia Malmström, a number of MEPs and representatives from the organisation- and business world – Leijonborg described the different rounds in trying to persuade other European countries to support locating ESS in Sweden.

“Chief Negotiator Allan Larsson also played a significant role in the process and visited probably every single government in Europe to convince (them) of Sweden's suitability as a host country,” said Leijonborg.

In conclusion, Leijonborg stressed some key factors that contributed to the success of the process of bringing the ESS to Sweden. It is about having a good early warning system, being engaged, having the ability to build the right alliances, a clear vision and sound messages. In addition, one must be persistent and honest.



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The assembled crowd also agreed that Swedish players can definitely be more assertive when they act in Europe.

