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not simply individuals who engage in lobbying lobbying in all its forms including advocacy and other ways of influencing public policies is a legitimate act of political participation it gives stakeholders access to the development and implementation of public policies lobbying efforts often increase when

- 1 the issues in question are considered more salient
- 2 there are high stakes for the organized interest based on certain policy outcomes and
- 3 the policy issue is related to budgeting or taxation issues

lobbying any attempt to influence legislation on duke s behalf through direct lobbying or grassroots lobbying specific legislation legislation that has already been introduced in a legislative body as well as a specific legislative proposal that may not have been introduced the oecd recommendation on principles for transparency and integrity in lobbying provides direction and guidance on regulations or policies on transparency and integrity standards to mitigate the risks of undue influence and policy capture in this entry we provide a general overview of the main conceptual elements of lobbying referring to the actors the strategies and the arenas of lobbying we conclude the entry with a discussion of the different methods used to map and study lobbying efforts the activity of trying to persuade someone in authority usually an elected member of a government to support laws or rules that give your organization or industry an advantage in her speech she stressed that she is not involved in the firm s lobbying of congress

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