



## REPORT OF THE WEBINAR ON SUCCESSFUL ADVOCACY TOWARDS GOVERNMENTS AND LEGISLATORS HOSTED BY THE ICN ADVOCACY WORKING GROUP ON MONDAY, 24 NOVEMBER 2025

### A. BACKGROUND

1. The International Competition Network (ICN) Advocacy Working Group convened a virtual webinar titled “Successful Advocacy towards Governments and Legislators” on Monday, 24 November, from 13:00 to 14:45 (Warsaw time). The webinar brought together competition authorities, non-governmental advisors, and other stakeholders to exchange experiences and insights on effective competition advocacy aimed at governments and legislators.
2. The Advocacy Working Group of the International Competition Network (ICN) convened a webinar titled “Successful Advocacy towards Governments and Legislators”, building on its 2017 Report on *Explaining the Benefits of Competition to Government and Legislators*.
3. The objective of the webinar was to share practical examples of effective competition advocacy initiatives aimed at governments and legislators, and to distil key takeaways, success factors, and lessons learned that can guide competition authorities and advocacy practitioners across jurisdictions. The session brought together perspectives from National Competition Authorities (NCAs) and Non-Governmental Advisors (NGAs), while exploring opportunities for enhanced cooperation between the two.

### B. PRESENTATIONS AND KEY DISCUSSION AREAS

4. The webinar was moderated by: Hanna Koehler, Expert, Polish Office of Competition and Consumer Protection (UOKiK) and Elise Phillips, Policy Counsel, Public Knowledge. The moderators framed the discussion around the advocacy principles set out in the ICN Report and facilitated a balanced exchange between institutional and non-governmental viewpoints.
5. Speakers shared diverse experiences demonstrating how competition advocacy can influence legislative and policy processes:
  - a. Sónia Moura, Senior Legal Adviser, Portuguese Competition Authority (AdC), discussed advocacy relating to self-regulated liberal professions, highlighting how targeted recommendations can address unjustified entry barriers while



safeguarding public interest objectives.

- b. Lara Tobías Peña, Senior Advisor to the Director of the Advocacy Department, CNMC (Spain), presented on successful advocacy in environmental policy, illustrating how competition principles can be integrated into sustainability-driven regulatory frameworks.
- c. Kondwani Kaonga, Manager, Economic Research, Policy and Advocacy, COMESA Competition Commission, outlined the COMESA CC's contributions to legislative and institutional development, emphasizing regional advocacy and harmonisation efforts.
- d. Irakli Shakiashvili, Deputy Head of the Legal Department, Georgian Competition and Consumer Agency (GCCA), shared experiences on strategic advocacy through cooperation, particularly in achieving results in highly concentrated markets.
- e. Donovan Allen, Senior Competition Law Officer, Competition Bureau of Canada, examined competition advocacy in the Canadian parliamentary context, focusing on structured engagement with legislators and parliamentary committees.
- f. Pradeep S. Mehta, Secretary General, CUTS International, highlighted the role of civil society organisations in supporting competition advocacy through research, public interest litigation, and stakeholder engagement.
- g. Denis Guimaraes, ICN (CADE) NGA, presented on institutional cooperation as proactive advocacy, drawing lessons from Brazil and Mexico on collaborative models between competition authorities and other public institutions.

### C. KEY TAKEAWAYS

6. The discussions underscored that:
  - a. Successful advocacy depends on early, continuous, and context-specific engagement with policymakers.
  - b. Evidence-based messaging, aligned with broader policy objectives, enhances credibility and influence.
  - c. Cooperation between NCAs, NGAs, and civil society strengthens advocacy impact.
  - d. Sustained institutional relationships are essential for embedding competition principles in legislation and regulation.

### D. CONCLUSION

7. The webinar reaffirmed the importance of competition advocacy as a strategic complement to enforcement. By showcasing practical experiences from multiple jurisdictions, the session demonstrated how well-designed advocacy initiatives can meaningfully influence government and legislative processes, contributing to competitive markets that deliver long-term economic and consumer benefits.



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