

OPEN LOBBYING

Equity and transparency in the
influencing system

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Lobbying

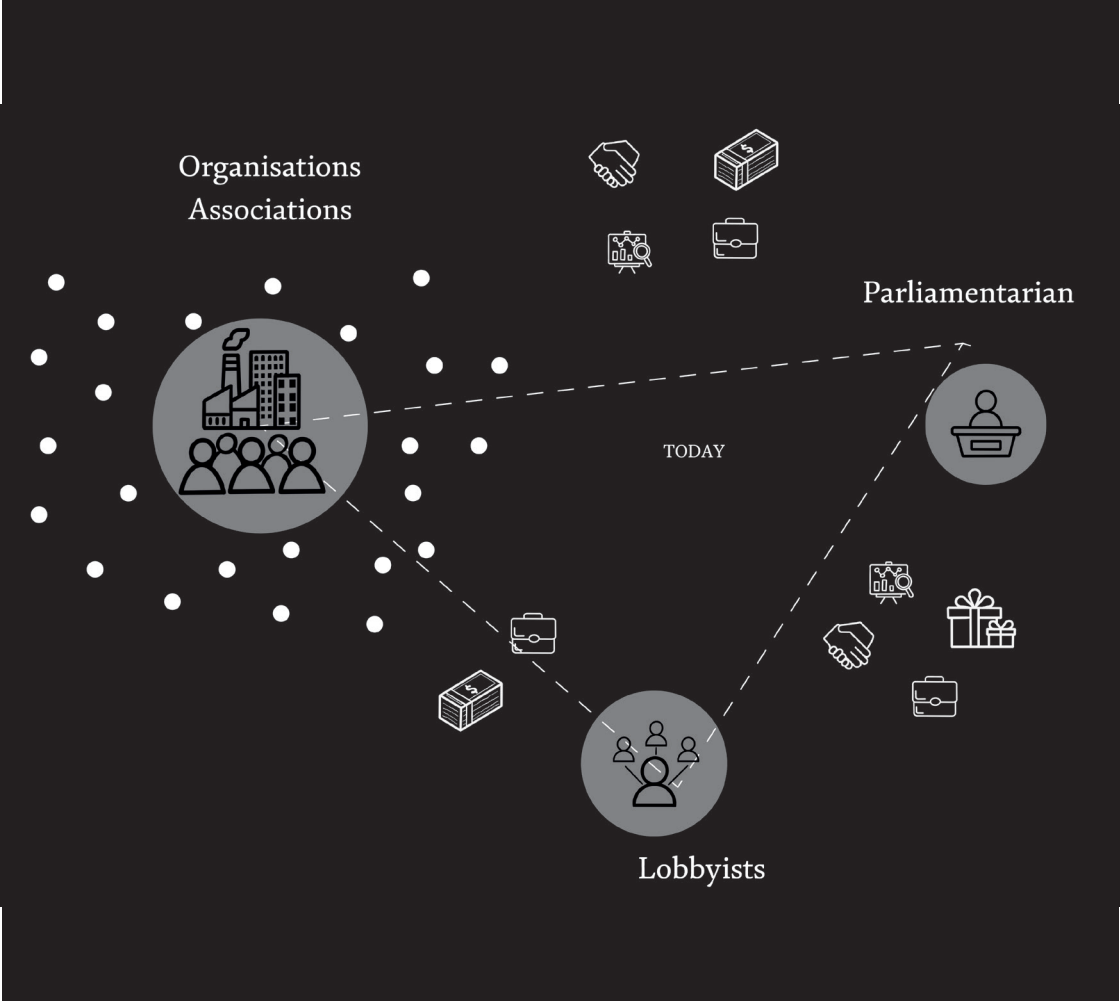
Swiss Lobby App

Swiss Lobby Add-On

Structure

Open Lobbying

References



Flow Diagram
Current situation of lobbying
in the Swiss parliament
system.

Lobbying

Lobbying means seeking to influence a parliamentarian so that he or she votes in your favor, this can be done by one of the different interest groups or through the members of the lobby.

Lobbyists are just one additional part of the Swiss political system as they help the politicians obtain the necessary information about the subjects discussed and the various incentives. Lobbyists fund research groups and help the parliament be more aware of the questions that are being asked by the whole population about the different new laws.

In the Wandelhalle, or "Salle de pas Perdus", Parliamentarians meet with their respective lobbyists and with the media. This room located in the building of the parliament of Bern has restrictive access and is essential in the whole process of lobbying. Parliamentarians meet with lobbyists and representatives in the inside of the parliament but also in the outside: in cafés, restaurants, special events, film festivals and private meetings.

Currently, lobbying inside the parliament is overtaken by firms, associations and organizations that have the means. Money is involved, but we never know how much.

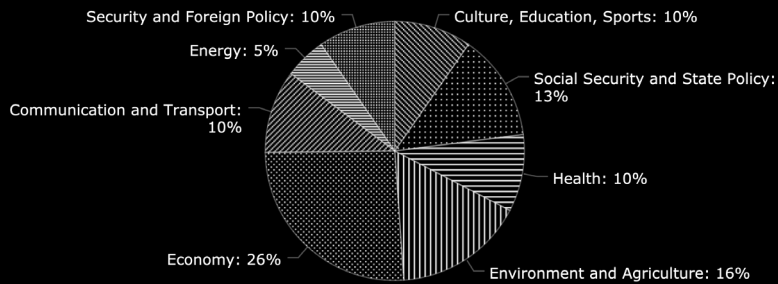
An interest group is a group of people that seeks to influence public policy on the basis of a particular common interest or concern. Most associations, firms and organizations are members of these groups which is why they can be categorized under different themes like health or culture.

Eight Different themes have been created and analysed. Economy, which is the most frequented theme, includes 26% of the interest groups of the parliamentarians of Bern. On the contrary lobby groups concerning Energy only add a 5% of the total of interest groups, indicating not a lot of equity between the subjects.

Following these 8 themes, spider diagrams allow to represent in a visual manner each of the parliamentarians interests as well as how many influences do they have and who exactly are those influences as they can change the opinion and the vote of the parliamentarian in question.

On the right-hand side we see here an example of one of these diagrams: The diagram of Josef Ditli, who is a parliamentarian that is influenced by a total of 25 organizations or associations. We can see that he is specialized in economy as he has definitely more connections with interests groups of that area.

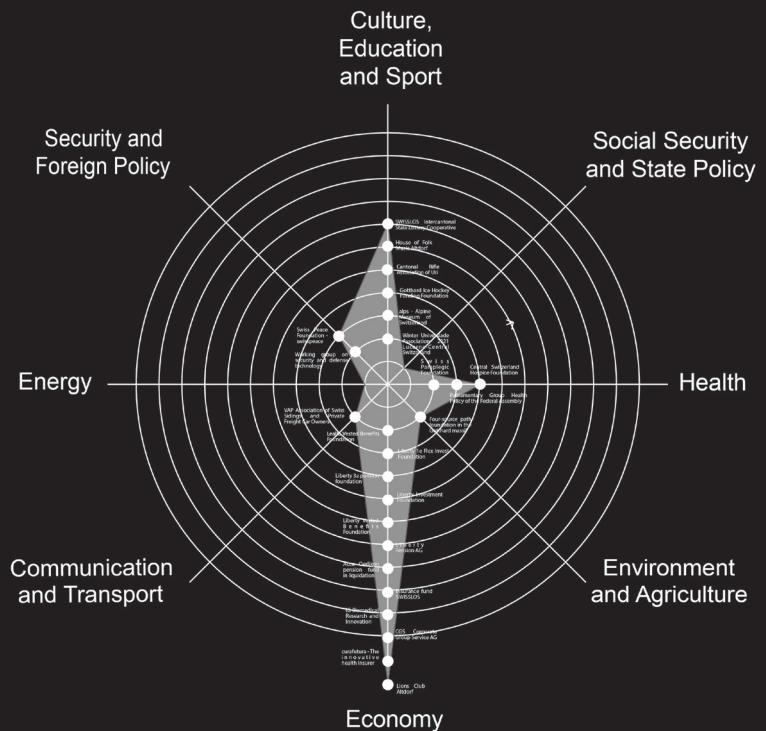
Specializing allows the parliament to have more expertise on the different areas and subjects treated in the meetings.



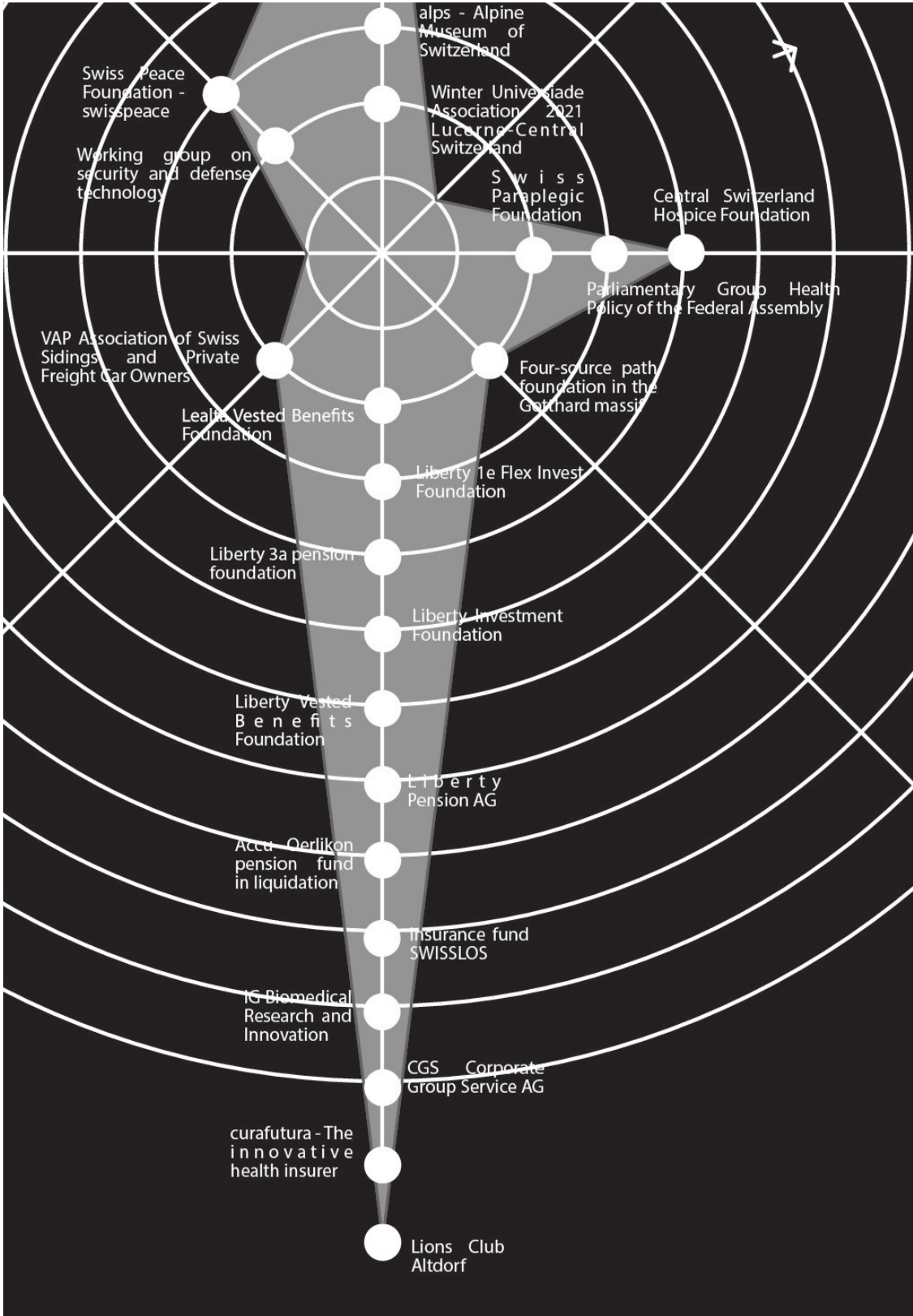
	Culture, Education, Sports	13		Social Security and State Policy	18		Health	13
	Environment and Agriculture	22		Economy	35		Communication and Transport	14
	Energy	7		Security and Foreign Policy	13			

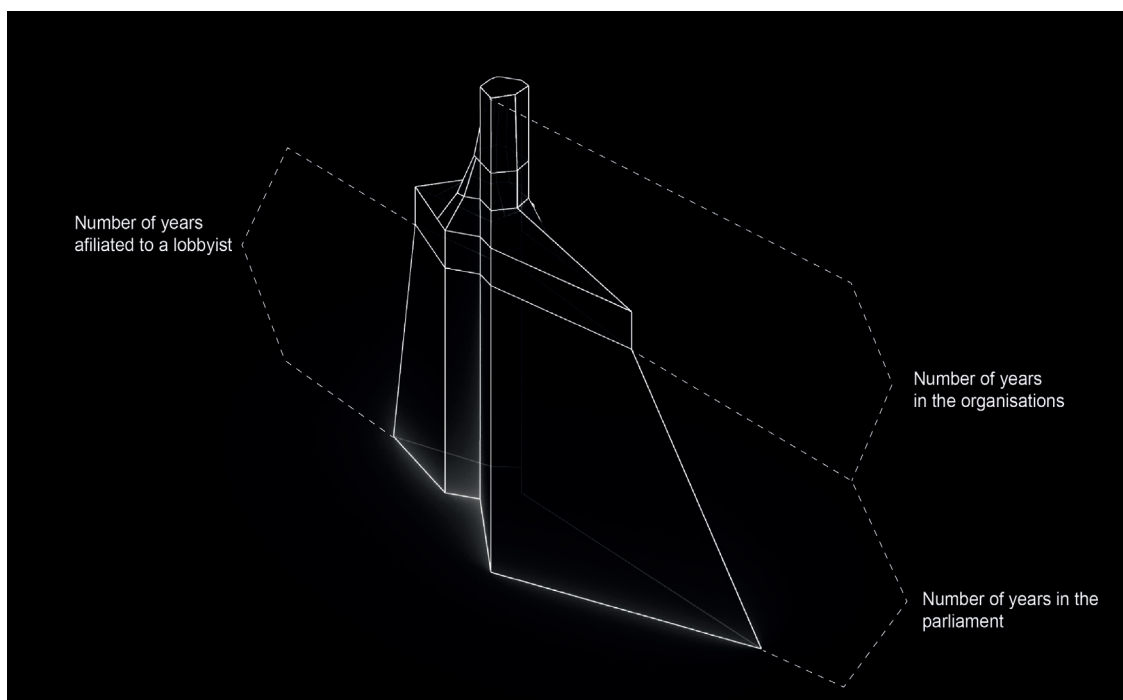
Classification of interest groups in Themes
8 Different Themes

Dittli Josef (25)



Dittli's Lobbying Diagram
With a total of 25 associations





Towers of Lobbying
Including time and lobbyists

In addition to the diagrams, the towers of lobbying represent other aspects of the process.

In the plan we can see not only the diagram of the parliamentarian but also the addition of his or her lobbyist.

Furthermore in the height we can read the time: the time the parliamentarian has been in the parliament, the time the parliamentarian has been in contact with his or her lobbyists, and also the time the parliamentarian has been influenced by each of the associations and organizations he or she is connected to.



Swiss Lobby App
Informing on the influences
of the parliamentarians to the
users.

Swiss Lobby App

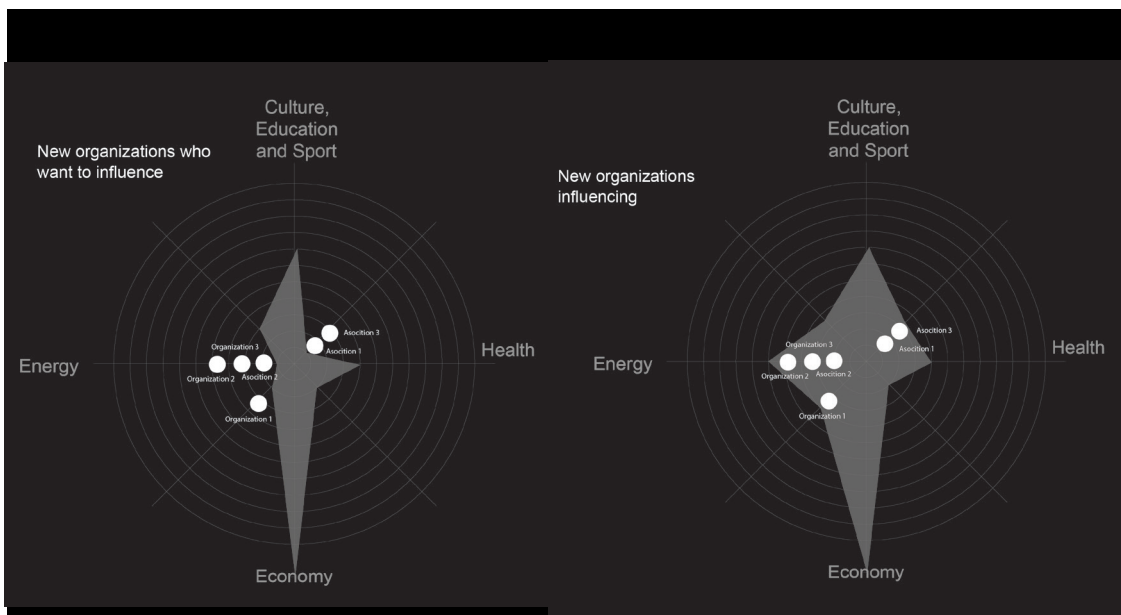
This project starts by creating a new phone app on the subject of lobbying that will be informing all the users all around Switzerland about current influences of Lobbying.

This app will be open and accessible as well as very interactive allowing users to see in the diagrams the different influences the parliamentarians have and also look deeper into each of these associations.

A 3D interactive view of the towers will also be accessible and an explanation of the diagrams and the representation will also be provided.

As the parliamentarians and their influences change through time, the information will be frequently updated with new associations and interactions.

Following parliamentary meetings and the subjects they will discuss would also be notified and public.





New influences from all
around Switzerland

The Swiss Lobby App, apart from informing will play a crucial part on the project as it will create a new channel of lobbying influences to the parliamentarians.

In order to make it possible for every association and organization of Switzerland to have access and influence the parliamentarians the Swiss Lobby app has, as any other lobbyist, direct access to each and every of the parliamentarians.

This app will then allow direct contact between all citizens and the parliamentarians, and will also have a physical presence in the Wandelhalle.

The Swiss Lobby application offers the opportunity to contact the parliamentarians and ask them for a meeting. This assures that everyone that wants to, is heard by the parliamentarians and can influence them when they vote; as well as their diagrams of influences.

Swiss Lobby Add-On

The same way this new tool is added in the current system of lobbying, so is its presence in the Parliament building.

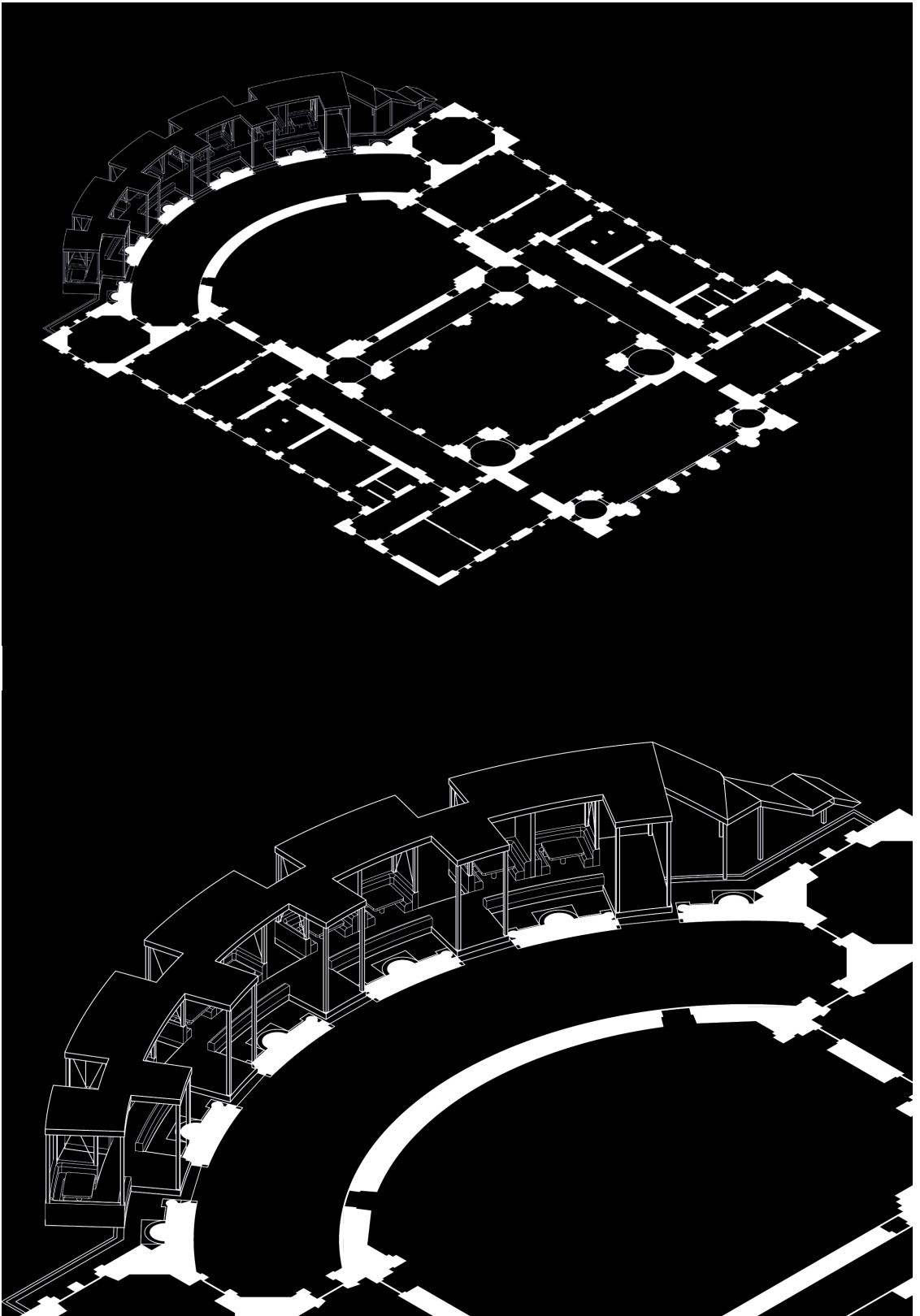
The new extension of the parliament makes it possible for everyone to have access and influence the parliamentarians. It brings more equity compared to the current privilege of accreditation that there is with the Wandelhalle.

The Add-on is placed around the Wandelhalle as a continuation of the balcony the lobby has access to. It creates a new lobby, transparent and more adequate for the new meetings.

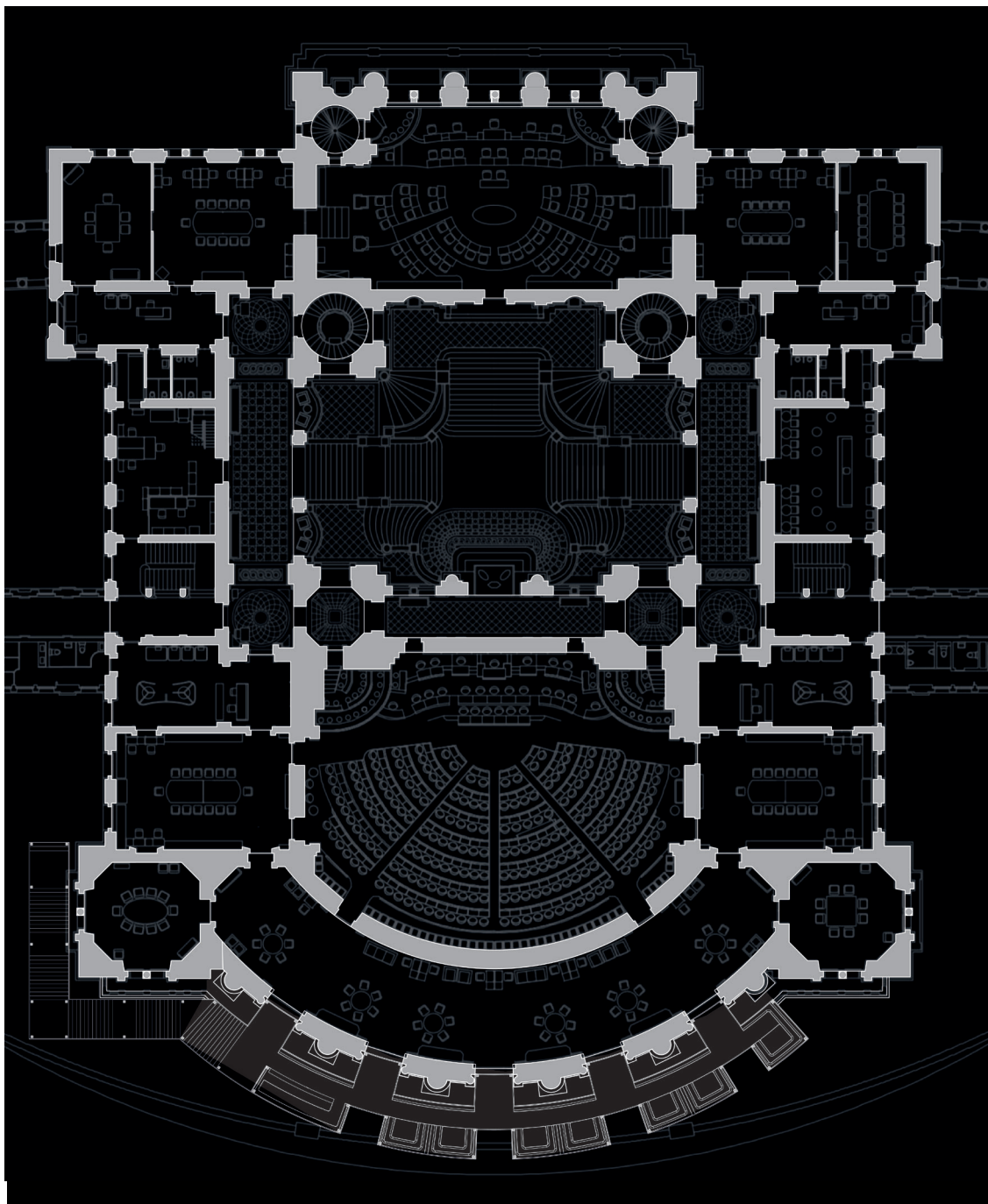
This new Wandelhalle imitates the interior one as it adapts its shape to the facade of the building. It has its own private access from the street, through a stair that goes around one of the towers closer to the lobby.

Swiss Lobby Add-On to the
Parliament building of Bern

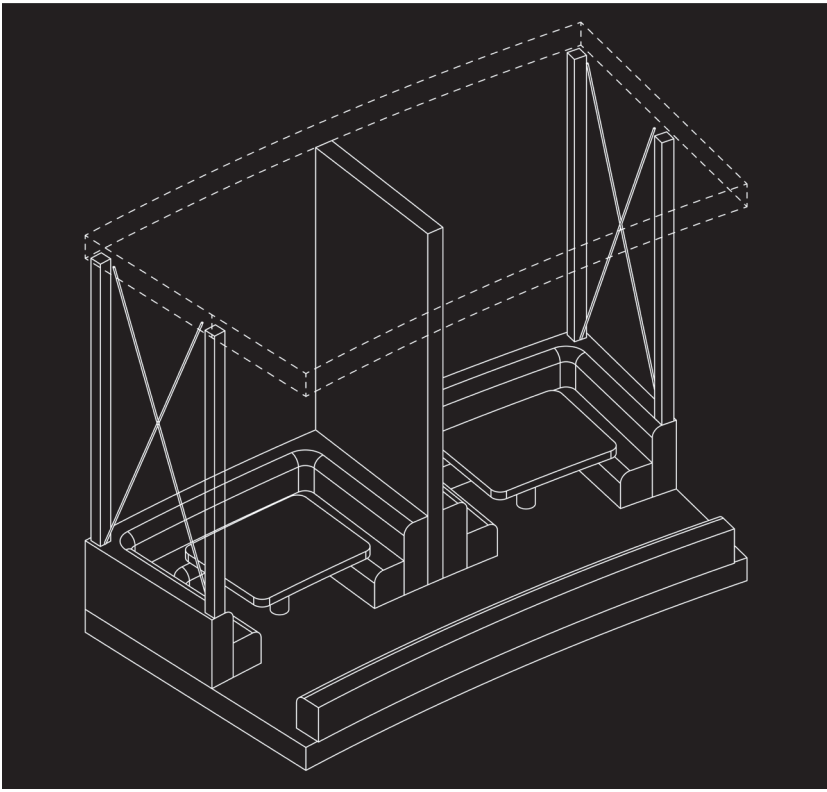
Online and psysical meetings take place in this Add-on while the bar allows these meetings to stay casual and transparent.







Swiss Lobby Add-On to the
parliament of Bern.
Plan and axonometric

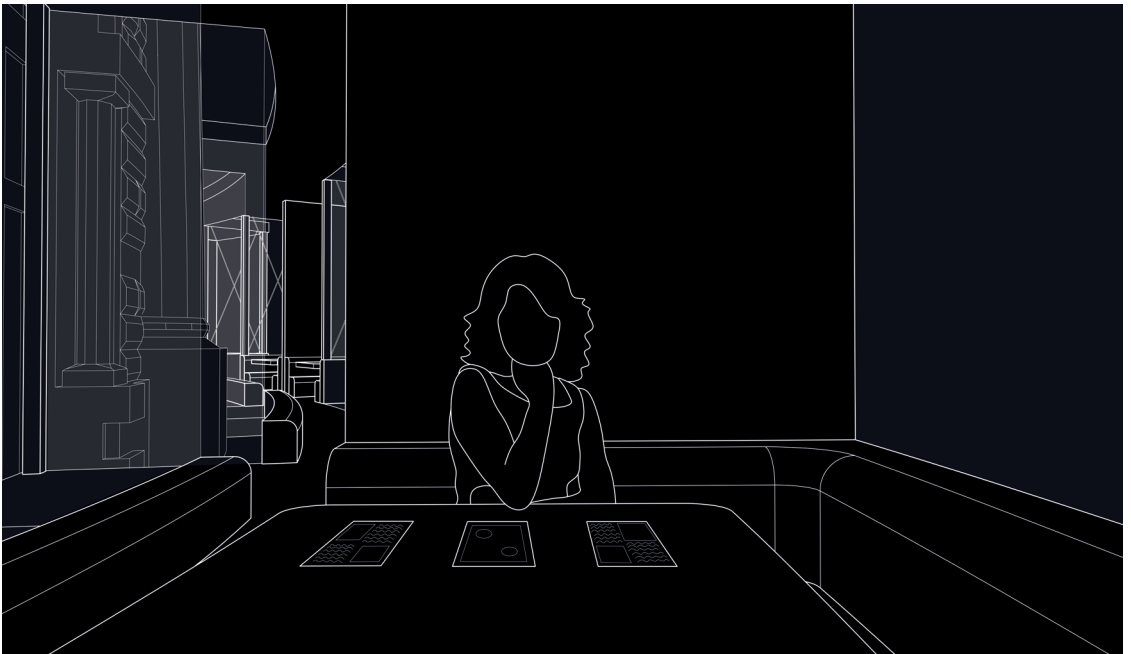
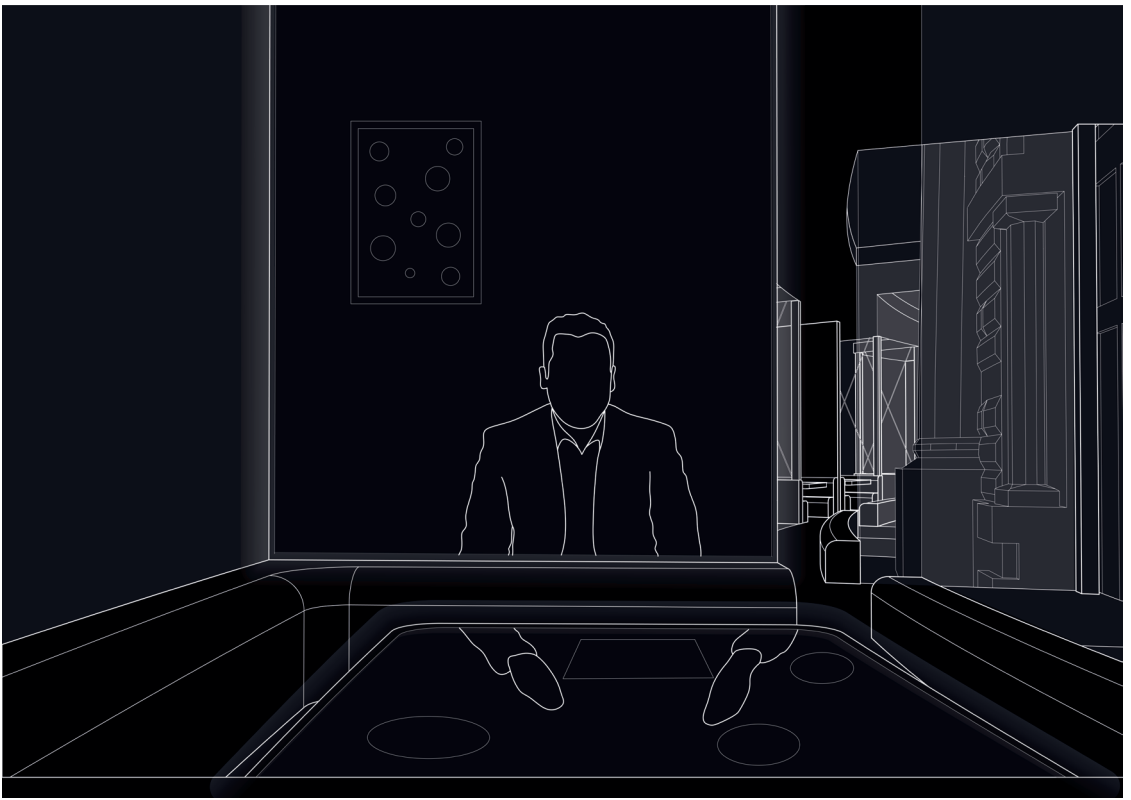


In the inside of this Add-on new smaller spaces are created, following the shape of the facade, and facilitating as much as possible comfort in these meetings.

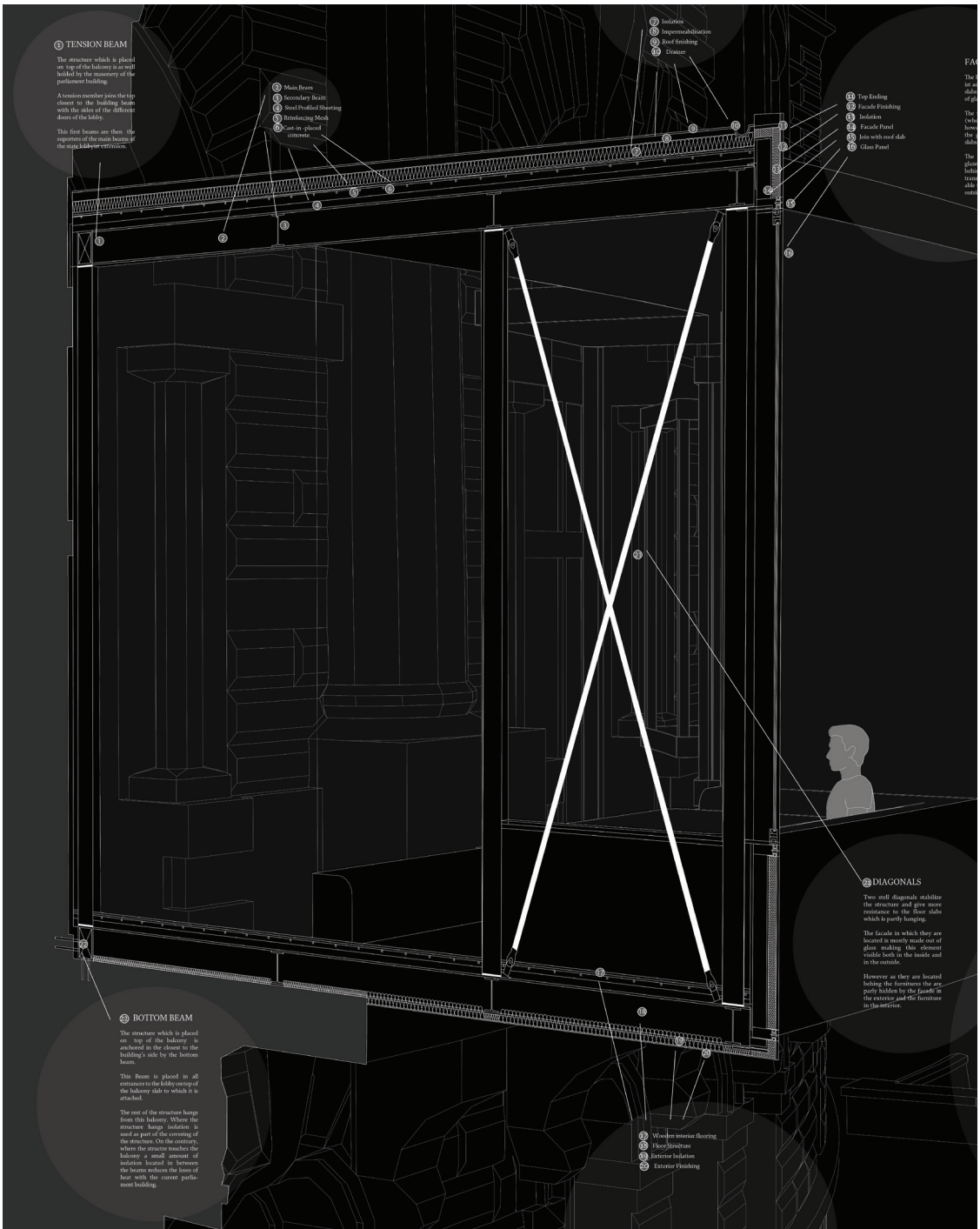
This space then, imitates the traditional american diner as in this typology virtual and physical meetings can happen at the same time.

The furniture includes an interactive table where information is displayed as well as the lobbying influences. A continuous bench goes around it and a screen on the wall shows the virtual meeting person as it also were sited in the table. A last bench in the other side of the corridor allows more people to join the meeting if interested.

Furnitures of the Swiss
Lobby Add-On.
Imitating the traditional
american diners



Virtual and Physical Meetings



Structure detail
Metallic Structure that is placed on top of the balcony.

Structure of the Swiss Lobby Add-On

This structure is then placed on top of the current balcony the lobby has access to, and goes around the facade until finishing in a stair that gives access to the area.

The structure, all made in metal, consist of a series of metallic beams placed on the balcony and joined by pillars that hang from the masonry of the building.

The project attaches to the building by the doors and has as well two diagonals that give more resistance to the complex and that are seen through the glass facades. Glass covers the majority of the facades allowing a much more transparent lobbying both physically and visually.

In the space between the Add-on and the current building also a glazed facade is placed in order not to hide the current parliament, but only to add to it in the same way the Swiss Lobbyist app adds to the current system of lobbying.

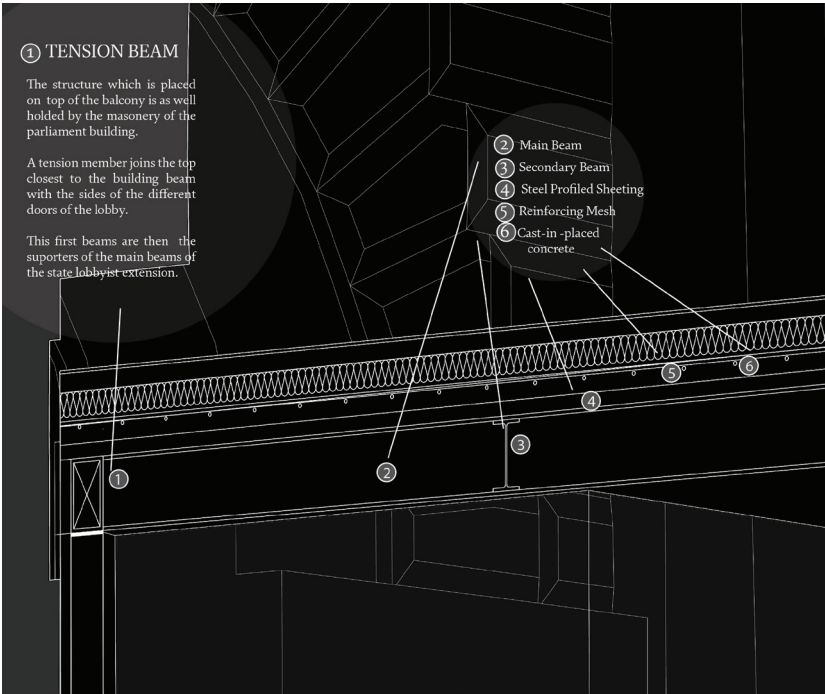
① TENSION BEAM

The structure which is placed on top of the balcony is as well holded by the masonry of the parliament building.

A tension member joins the top closest to the building beam with the sides of the different doors of the lobby.

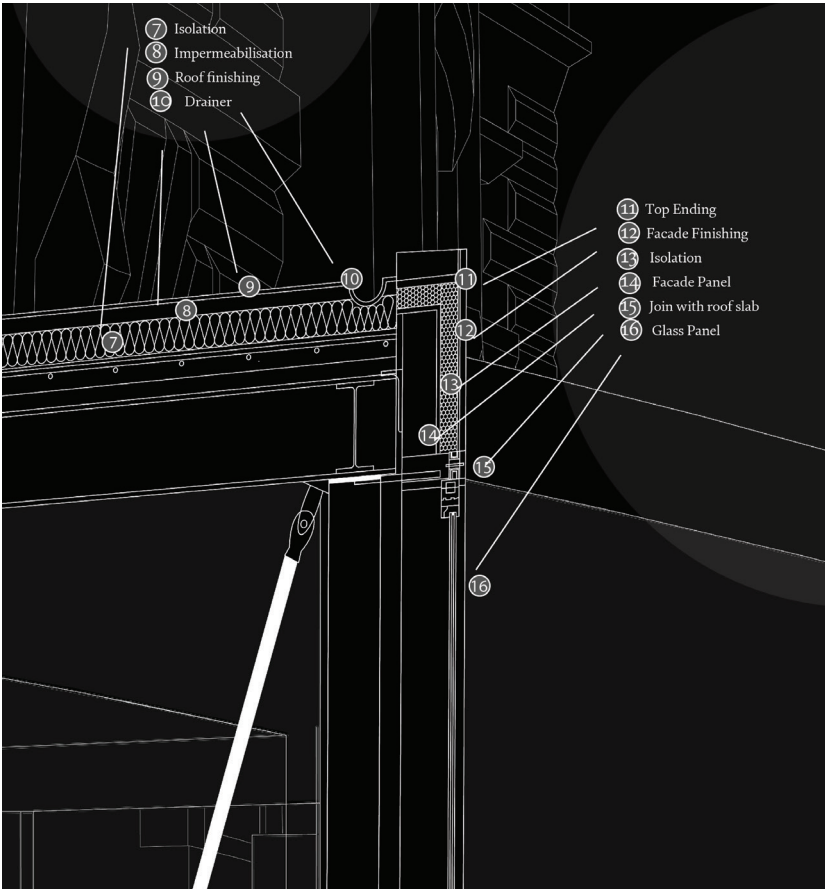
This first beams are then the suporters of the main beams of the state lobbyist extension.

- ② Main Beam
- ③ Secondary Beam
- ④ Steel Profiled Sheeting
- ⑤ Reinforcing Mesh
- ⑥ Cast-in -placed concrete



Join between the Structure and the facade

Main Beam that hangs from the masonry of the door

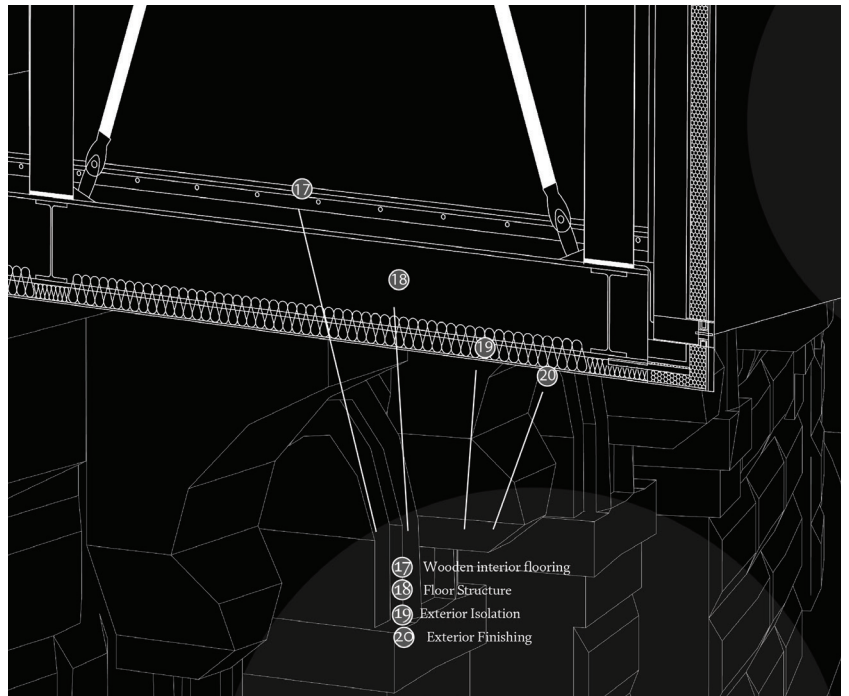


Detail Roof-Facade

The facade hangs from both slabs, mainly being made out of Glass

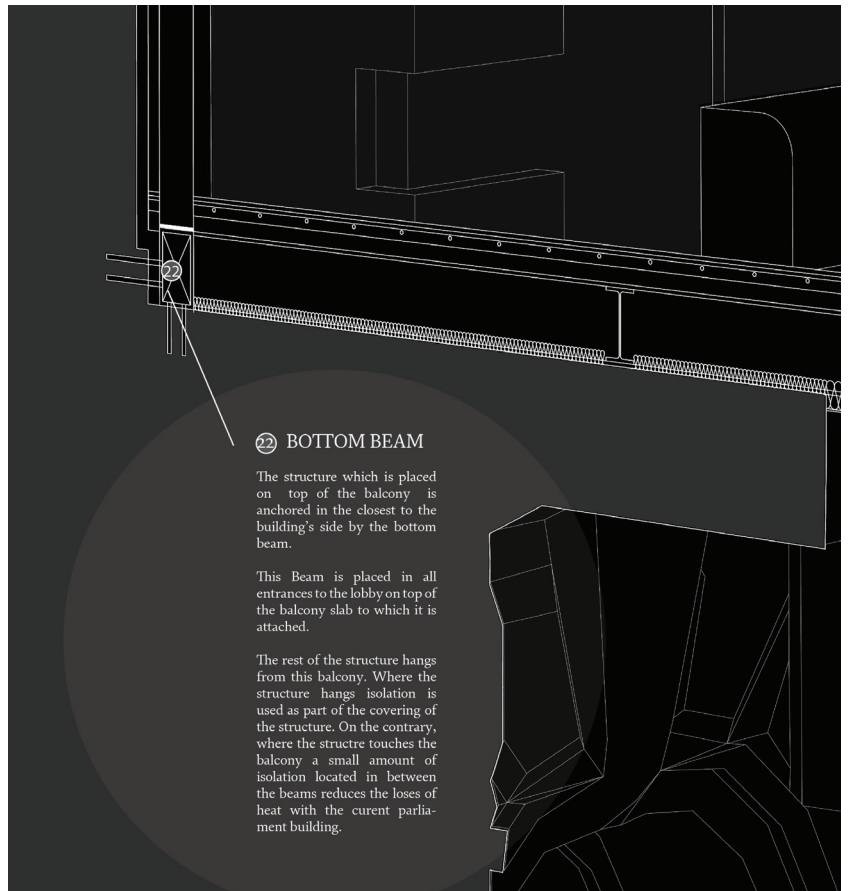
Floor Detail

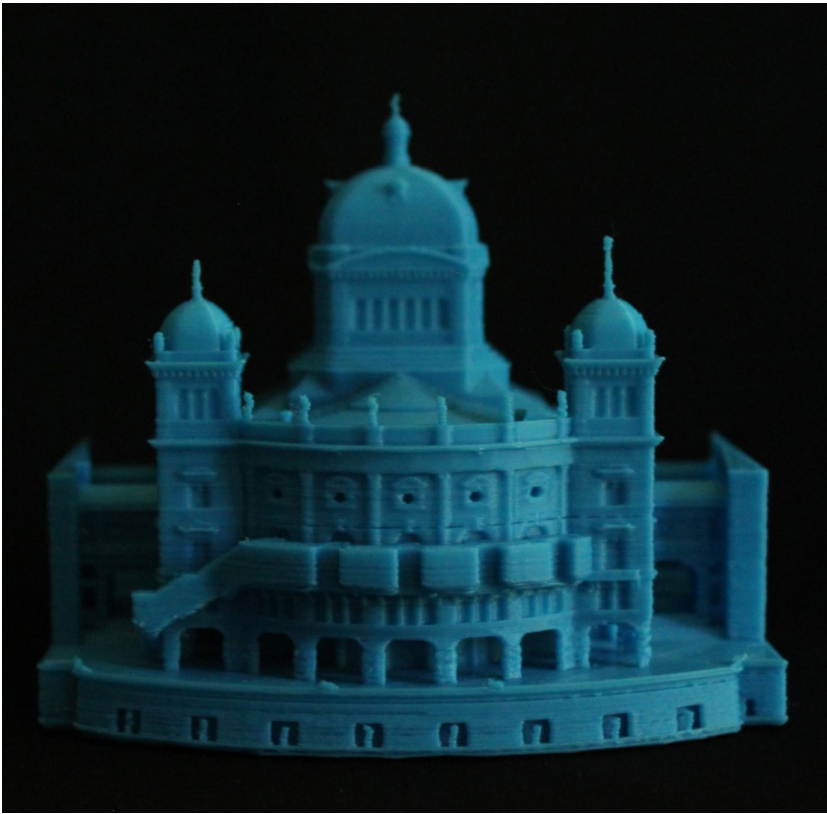
Metallic structure covered in the exterior.



Join with the Balcony

Main beam anchors to it and to the masonry of the door.



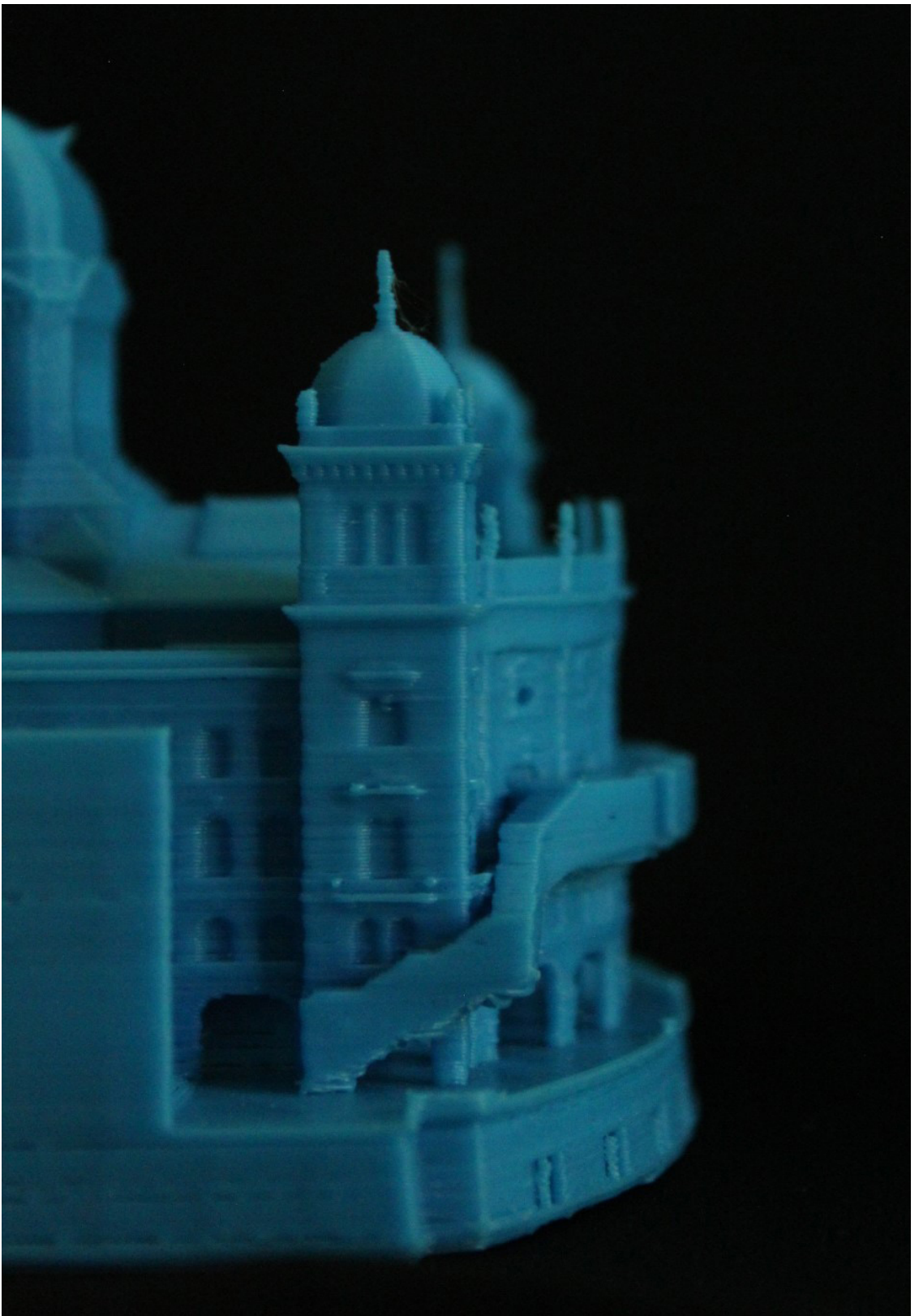


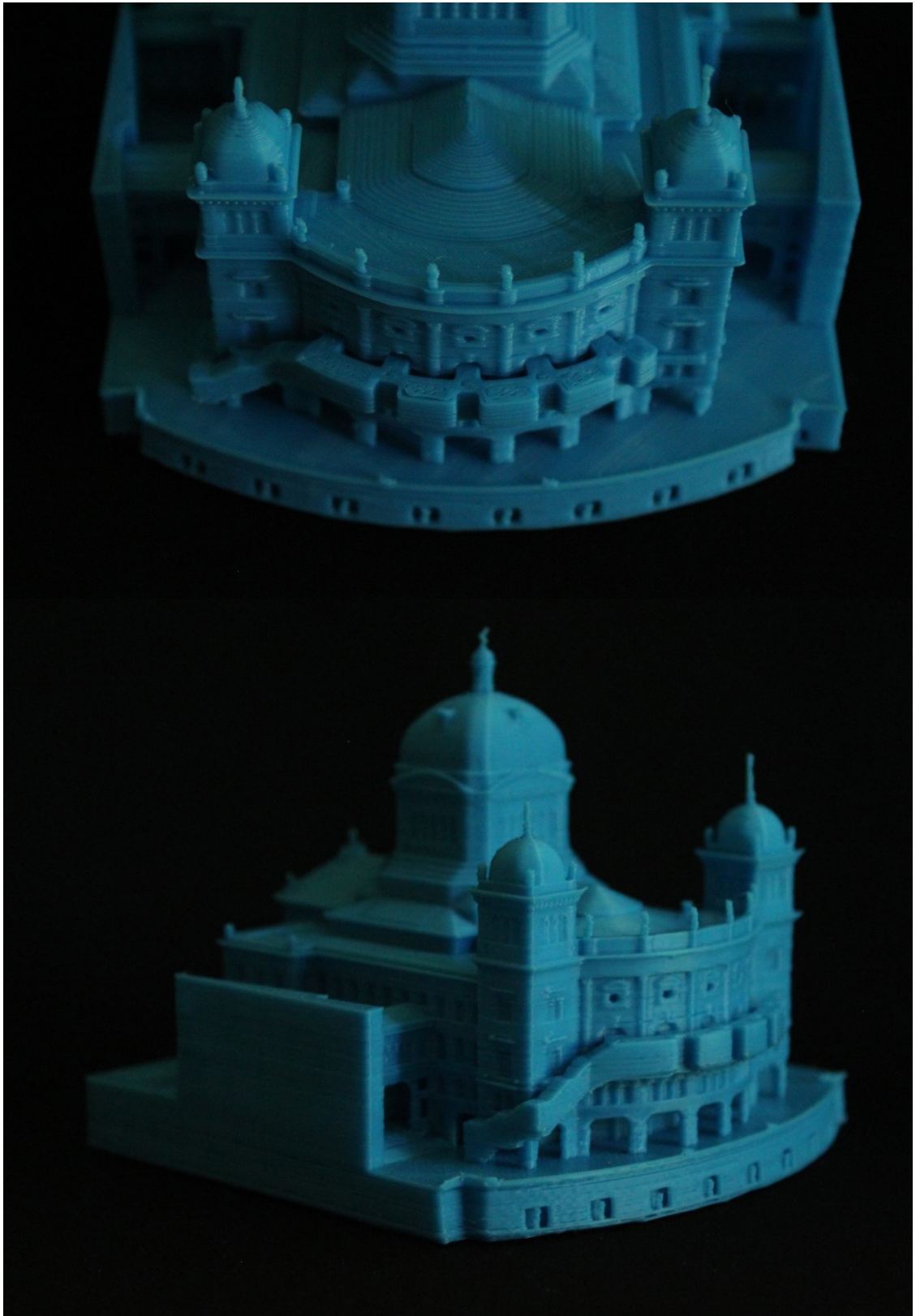
Printed 3D model
Swiss Lobby Add-On

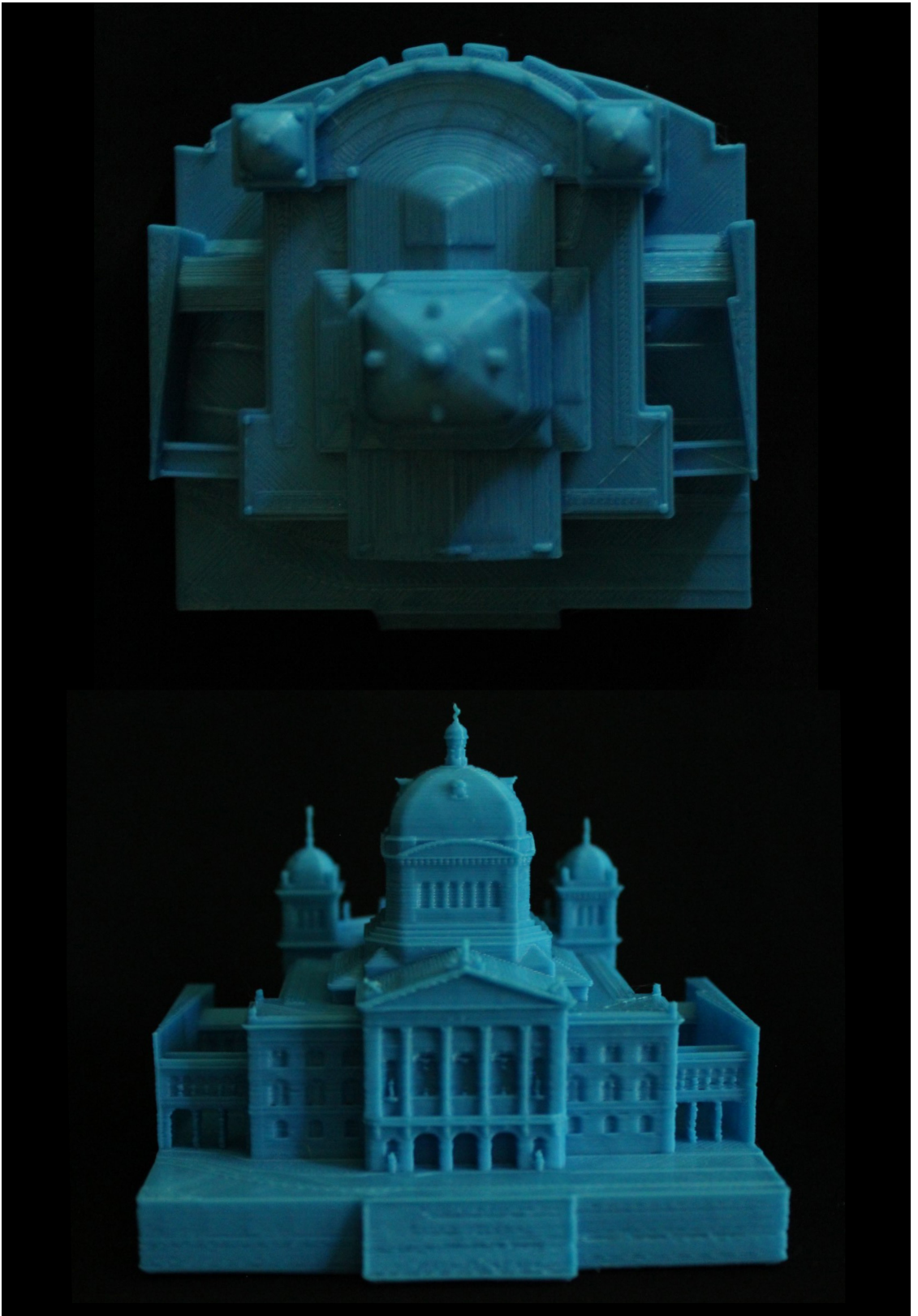
In the Swiss Lobby Add-on new channels of influences are able to access the parliament and the parliamentarians.

This open space used to inform about the influences of lobbying and to enable comfortable conversations is located around the Wanderhalle following the facade without hiding it.

It is then a transparent mirror of the inside where new meetings can happen; an extension of the lobby that assures equity in lobbying as well as more transparency in the whole system.







Open Lobbying

In the Swiss Lobbying system transparency and equity do not have a say. This project proposes an open, accessible and transparent system that will be added in order to inform about the influences of lobbying as well as allow every swiss citizen to participate and to meet with the parliamentarians.

On the one hand, this project includes the creation of the Swiss Lobby App, which is a phone application where parliamentarians' influences are visualized in a diagramatic way and where users can ask parliamentarians to have a meeting, both physically and virtually.

On the other hand, the project also includes the Swiss Lobby Add-on, which is an expansion of the Wanderhalle, the physical place located at the parliament of Bern where lobbyists meet with their parliamentarians. This new transparent extension, which is accessible for everyone, includes different spaces suitable for physical and virtual meetings in an informal typology where everything is at the same time transparent, open and intimate.

The extension is then located on top of the balcony the Wanderhalle has access to and goes around it while adapting to the facade of the building. It has its own entrance and it is open to anyone that wants to go there.

Glass is the main material, as in lobbying transparency is key and as with this material the add-on does not hide the facade of the building behind, it just adds to it. However the structure is all made in metal and it lays and hangs from the masonry of the building's facade.

The interior organized itself as a traditional american dinner where screens located in the walls and tables allow to show information and have virtual meetings. The program also includes a bar as it imitates the places where lobbyist usually meet with the parliamentarians.

With all this the project proposes a place where new channels of influence are in contact with parliamentarians, a space where lobbying and transparency have the same meaning.



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