



Competition Advocacy in Poland

Educational initiatives



OFFICE OF
COMPETITION
AND CONSUMER
PROTECTION

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Scope of presentation

1. Objectives of competition advocacy in Poland
2. Challenges faced
3. OCCP's actions
 - Influence on law making
 - Making soft-law
 - Stimulating individual sectors' development
 - Greater emphasis on international cooperation
 - Educational campaigns, eg. promotion of the Leniency programme



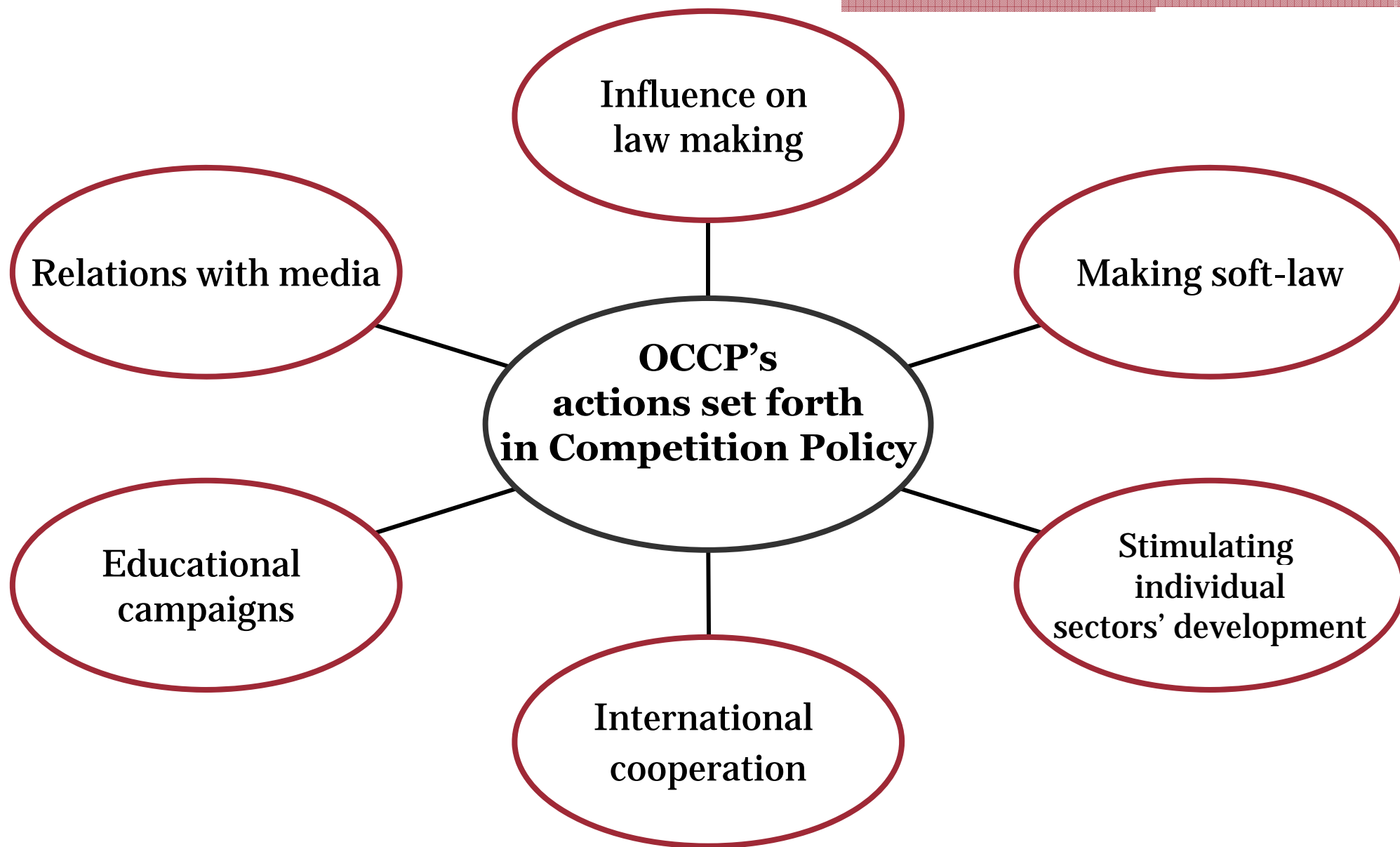
Objectives of the advocacy in Poland

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- Restoring mechanisms allowing the free market economy to function undisturbed
 - Fostering competitive markets
 - Enhancing social welfare
 - Raising public awareness on the benefits of the competition protection
 - Putting consumers at the heart of other government policies and regulations

Challenges faced

- Government authorities not fully aware of the importance of competition principles
- Benefits of competition poorly recognized among consumers, business circles, media
- Dilemma: where to allocate resources, enforcement or advocacy?
- Which sectors should competition advocacy activities target at the outset?





Influence on law making

Aim: to foster understanding and acceptance of competition principles

Government- directed actions:

- Cross-ministerial consultations
 - Actions initiated *ex officio* or upon the request of the government
 - Annually 2 000 legal acts screened
- Participation in the European Committee of the Council of Ministers and the Permanent Committee of the Council of Ministers

Public - directed actions:

- Consultations with relevant private and public bodies (business and consumer stakeholders)



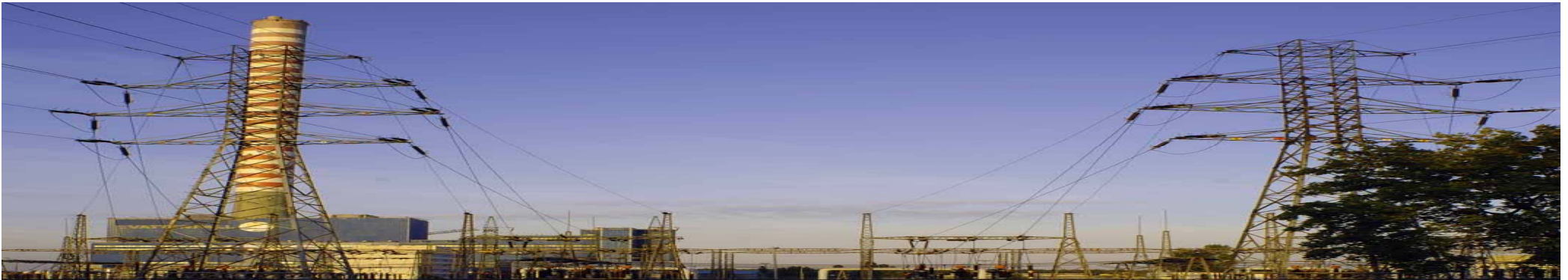
Making soft-law

AIM: to provide **transparency, predictability**, while ensuring **individual approach** in every case

- January 2009: Guidelines on the criteria for setting antitrust fines
- February 2009: Guidelines on leniency programme
- On regular basis: Interpretations of the antitrust regulations

Stimulating individual sectors' Redevelopments

- Energy sector (report prepared by the OCCP)
- Financial services (OCCP's opinion on the regulations of the certified auditor profession)
- Postal services, transport
- Wood sale regulations (OCCP's opinion)



Greater emphasis on international cooperation

Multilateral cooperation:

Ensuring the cohesion on law enforcement, uniformity of decisions, as well as consistent actions within the EU

- ECN
- ECA (applying to host the conference in 2011)
- CECI
- OECD
- ICN (candidacy for 2012 leadership)

Bilateral Cooperation:

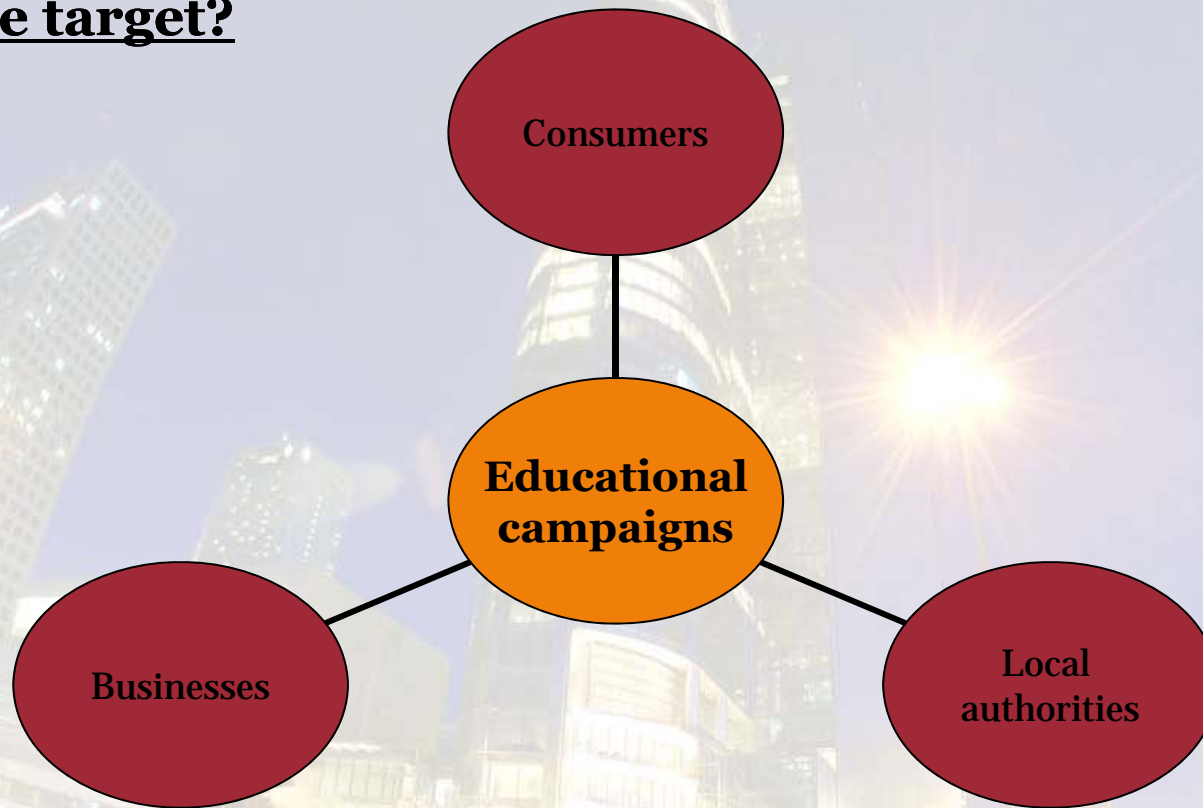
Exchange of experience & best practices with EU and non EU members

Main partners: Hungary, Czech Republic, Russia, Ukraine, Germany



Educational campaigns (1)

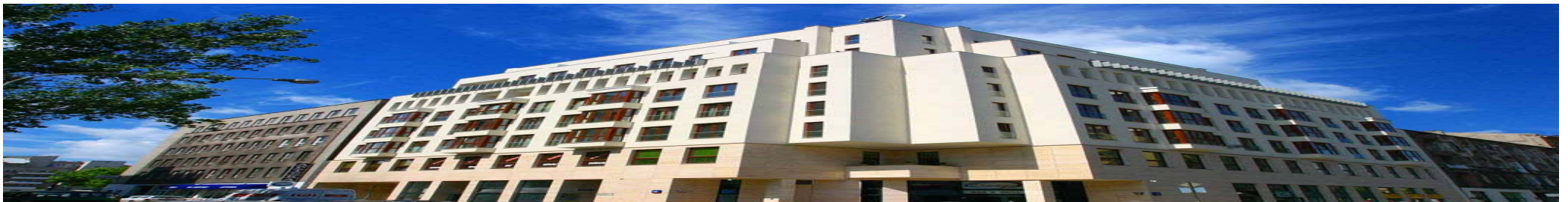
Who do we target?



Educational campaigns (2)

How?

- Social research as a tool for planning campaigns
- Understandable message tailored to recipient
- Efficient staff, including PR specialists
- Issues explained from scratch
- Practical examples
- Evaluation of communication strategy and alternations



Educational campaigns (3)

Selected activities:

- Publications (*Competition every day*, a bulletin)
- TV series (*Consumer in the world of competition*)
- Conferences, workshops (recently: *Leniency*, *State Aid*, *Private Enforcement*, *International Competition Forum*)
- Supplements to newspapers, magazines (*Competition: What's in it for consumers*)
- Education of students on the ethics in business - Corporate Social Responsibility
- Radio programmes
- Award for the best master thesis on competition protection
- Libertas et Auxillium Awards for journalists



Promotion of the Leniency programme

➤ Leniency campaign

- practical guide for enterprises on new Regulation and Guidelines
- initiated in February 2009
- „leniency file” - set of documents about leniency programme sent direct to 500 biggest enterprises in Poland
- short film broadcast on business TV
- billboards, comics
- special helpline

Leniency w Polsce/ Leniency program in Poland



<http://www.youtube.com/watch?v=VHytVC1MzWg>

Relations with media

Initiatives & tools

➤ Press releases

- provide information about current cases
- announce important decisions and communicate areas of competition concern
- 140 press releases (65 related to competition protection) issued in 2008
- 8 thousand answers to ad hoc inquiries of journalists

➤ Newsletter

➤ Press conferences of information and educational nature

➤ Public forums for discussion about competition issues for specialised and non specialised audiences

➤ Radio and television interviews by the head of competition authority

➤ Award for the best website and the best spokesperson in public administration



Conclusions

Competition Advocacy

- Plays an essential role in addressing restraints to competition
- Support in the enforcement of competition law
- Promotion of competition culture by raising awareness in business and consumer circles

More information can be found at:
www.uokik.gov.pl/en

Thank you for your
attention!

