

# Successful advocacy towards governments and legislators

**ICN-AWG Webinar**

**24 Nov 2025**

**CUTS INTERNATIONAL**

# Role of Civil Society Organizations in Competition Advocacy to Government & Legislature

Select CUTS' Experience

# Few key advocacy projects by CUTS

- 7-Up Projects
  - Four projects between 2000 and 2010
  - African and Asian countries
- CREW (2012-15)
  - Competition Reforms in Key Markets for Enhancing Social & Economic Welfare in Developing Countries
  - Ghana, India, The Philippines and Zambia
  - i) Staple Food and ii) Passenger Transport
- Campaign for National Competition Policy (2011-12)
  - CUTS and Indian Institute of Corporate Affairs
  - Conducted 12 sector studies, which highlighted prevailing practices, policies and regulations that inhibit competition within respective sectors

# 7Up Projects: Underlying Motivation

- To reform competition regimes and ensure consumer welfare through bottoms up approach



# 7Up Model = Competition Reforms



# 7Up Project: Major Challenges

- Lack of political will
- Lack of prioritisation of competition issues
- Lack of capacity
- Slow movement towards reforms

# Success factors

- Bottoms Up approach
  - Two project partners in each select countries; one consumer organisation and another economic research institute
  - Local research and advocacy, taking into account domestic political economy
  - Country papers; included consumer gains from competition
- Multi-stakeholder involvement
  - Formation of National Reference Group
  - CSOs, consumer org, academia, industry, relevant govt. depts, competition authority, media
- Prioritising socially sensitive sectors
- Best practices of other select countries, and international best practices

# Thank you

- Four 7-Up projects were implemented between 2000 and 2010, details of which can be found at [www.cuts-ccier.org/7Up1](http://www.cuts-ccier.org/7Up1); [www.cutsscier.org/7Up2](http://www.cutsscier.org/7Up2); [www.cuts-ccier.org/7Up3](http://www.cuts-ccier.org/7Up3) and [www.cutsscier.org/7up4](http://www.cutsscier.org/7up4)
- CUTS Campaign on International Competition Day (5<sup>th</sup> Dec)
  - 63 countries, including 59 competition authorities

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