

Mai 2018

# Public Affairs guiding principles

## Our role

The Liechtenstein Bankers Association (LBA) is the voice of the banks operating in Liechtenstein.

**The LBA is an economic policy top-level organisation of the Liechtenstein financial centre.**

As such, the LBA stands for market economy-based principles and for an efficient financial centre in Liechtenstein and in Europe with the highest standards.

We are committed to ensuring excellent framework conditions for the business location of Liechtenstein, the financial and the banking centre.

**The LBA structures and represents the common interests of Liechtenstein banks.**

The LBA represents the common interests of Liechtenstein banks at national, European and international level.

We identify the relevant national, European and international developments, in particular regulatory and legislative proposals, and prepare common positions for our members. We take part in public debate in the interests of our members and we are involved in the shaping of political opinion.

We also participate in political workgroups in Liechtenstein and play an active role in consultation procedures.

**The LBA sees itself as a link between banks, politics, administration, consumers and economy.**

We engage in intensive dialogue with the relevant national, European and international social groups.

Our work is above party lines.

We promote understanding between politics and business using practical arguments.

**The LBA is a service provider for Liechtenstein banks.**

We assess the effect of political action on banks, particularly in the case of regulatory and legislative proposals. We convey the results in a way that is easy to understand and we help our members to implement the statutory and regulatory requirements into banking practice.

## Public Affairs: our relations with the political sphere

Public Affairs is understood to mean

- involvement in opinion formation in politics, administration and the general public, and
- maintenance of relations with decision-makers in the political arena and dialogue in relation to political processes

in order to create optimal framework conditions for Liechtenstein as a business location and financial centre and for our members.

We contribute to decision-making in politics by explaining matters relating to banking and the financial centre. In doing so, we aid decision making and expanding and preserving knowledge in politics and administration.

Outside Liechtenstein our objective is to raise awareness of developments in Liechtenstein as a financial centre.

In addition to actively providing information about developments in our financial centre, we are also committed to finding out about the expectations and needs of our political contacts in relation to Liechtenstein.

These findings influence considerations concerning the development of our financial centre. We act as experts, for example in parliamentary hearings within Liechtenstein and abroad.

**Transparency and openness are the guiding principles of our work.** We make it clear that we are acting as the Liechtenstein Bankers Association and we disclose our interests. We act neutrally in terms of party politics. We register our details in any lobby register made available by public institutions and provide the information that is required in this respect. We respect and comply with the "Code of Lisbon" issued by the Confédération Européenne des Relations Publiques (CERP) and the international principles for public relations work enshrined in the «Code of Athens».

**In our work we are guided by openness, objectivity and reliability.** We deal with complex topics in a way that is easy to understand and respond to direct enquiries promptly. We attach importance to factual and verifiable arguments.

**We are aware that political decision-makers form their opinion independently.** We respect their methods of working and decision-making processes. We know that our contacts have only a limited amount of time, especially in day-to-day political business, and we take this into account in our work.

We do not make any donations or provide sponsorship to political parties, political decision-makers or candidates for public office.

Data protection is particularly important to us. In the course of public affairs activities, personal data of decision-makers and officials from the spheres of politics and administration as well as of other contacts (e.g. journalists) is processed. This data is used in the context of the Association's activities for the purpose of our legitimate interests. Details of our data protection policy are available on our website in the Privacy Notice.