

AmCham Advocacy Policy

AmCham Latvia aims at voicing the views and opinions of the entire membership on a range of topics. It provides and communicates recommendations that are grounded in its values and correspond to its mission¹.

AmCham Latvia may detect the need to propose amendments to either current legislation in order to optimize the business environment or based on best global business practices that would positively impact Latvia's business and investment climate.

AmCham Latvia, as a policy, does not lobby in the interests of an individual member. It strives to ensure an independent and neutral position in any of its advocacy initiatives.

A proposal to advocate on a specific issue should be received from a member in good standing and should be supported by other members. Eventually, any advocacy initiative is subject to be reviewed by the Board.

In order to propose an advocacy initiative a member is requested to consider and submit answers to the following:

Formulate the need for intervention. Is this issue of a common concern to the business and investment community or does it affect my company and/or industry only? What is the main objective of the proposed advocacy initiative?

Identify the impact on AmCham. If there is a need for intervention, please identify the impact on AmCham membership. Is the proposed issue supported by other members? If needed, the AmCham office will circulate the message to the membership or connect you with the member companies directly.

Create the Action Plan. Once you have the support from other AmCham members, an advocacy plan should be drafted to be presented for the approval of the Board. Define objectives and describe the impact on certain industry/industries and on the overall business and investment environment. Is there data and facts to back the proposal to take an action? Do we have facts or case studies to demonstrate the impact on business? What is the key message and target audience?

If you wish to submit an advocacy initiative, please contact AmCham Executive Director at: liga.bertulsone@amcham.lv or 6721-2204.

¹ Articles of Association of the American Chamber of Commerce in Latvia, articles 3-4. Available: <http://goo.gl/OeTaVw>