

## **Advocacy Policy of AmCham Latvia**

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 mission and vision aiming at driving change for sustainable and transparent business environment and fostering Latvia to be a trusted destination for American and international business.

Each year the AmCham Board of Directors approve strategic policy priorities outlining specific issues with set goals and targets. The advocacy work during the year takes place around the strategic priorities.

AmCham Latvia may detect the need to propose amendments to legislation or recommendations in public policy in order to better the business environment and, based on the best international practices, to improve 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.

Any additional advocacy initiative is subject to be reviewed by the Board of Directors. Members in good standing may propose issues outside of the strategic priorities, however, the following questions should be considered:

- Formulate the need for intervention. Is this issue of a common concern to the business and investment community or does it affect my company 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, identify the impact on the AmCham membership. Is the proposed issue supported by other members? If needed, the AmCham office will circulate the message to the membership.
- Create an Action Plan. Once there is 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?
- Contact the AmCham office. If you would like to submit an advocacy initiative, please contact AmCham Executive Director at: [liga.bertulsone@amcham.lv](mailto:liga.bertulsone@amcham.lv)

The AmCham working groups are led by members in good standing. When representing AmCham, leaders and members of the working group maintain high ethical standards and adhere to the AmCham mission, values and principles of good corporate citizenship.

Any external representation and public appearances on behalf of AmCham are coordinated with the AmCham office and/or its Board of Directors.

Failure to meet the above policy requirements may result in termination from membership.