



CNMMC

COMISIÓN NACIONAL DE LOS
MERCADOS Y LA COMPETENCIA

Creating a competition culture

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Workshop on Competition Advocacy

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*“Competition advocacy... refers to... the promotion of a competitive environment by means of non-enforcement mechanisms, mainly through its relationships with other **governmental entities** and by increasing **public awareness** in regard to the benefits of competition.”*

www.internationalcompetitionnetwork.org/advocacy

Who are the stakeholders?

Consumers

Businesses

Government

What are the challenges?

Consumers

They are the main beneficiaries of competition, but:

- Indirect benefits, sometimes at a cost
- Complexity to understand the links

Businesses

They too benefit from competition, but:

- Some benefit from breaching the rules (prisoners' dilemma)
- May feel as the usual suspects

Government

They should embrace competition, but:

- May be concerned by costs
- May have other objectives (agency problem)
- May be convinced by businesses

Why do we want to engage them?

Consumers

- General support for competition policy
- Favour market self-discipline
- Facilitate detection

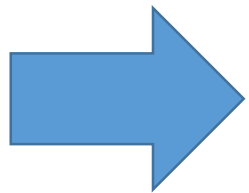
Businesses

- Compliance

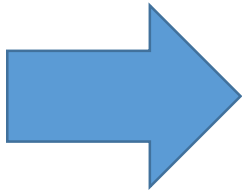
Government

- Adopt legislation
- Resources for competition policy

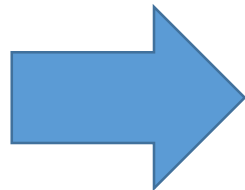
The key ingredients to engage consumers



Credibility



Interest



Involvement

Tip 1 – “Open your kitchen”

- ✓ **Strategic plan vs annual plan** – long-term goals and commitments vs annual objectives
- ✓ **Publish all decisions** – e.g. Law 3/2013 on the CNMC:

Article 37. Publicity of actions.

1. The CNMC shall make public all provisions, resolutions, decisions and reports adopted, once they have been notified to interested parties [...]

- ✓ **Explain them** – website, press releases, blog, social media
- ✓ **Make all external contacts public** – registry of lobbyists

Tip 2 – Be subject to evaluation and control

- ✓ **Parliament/Congress control of activity**
- ✓ **Self-evaluation**

Tip 3 – Find good allies

- ✓ **Academy**
- ✓ **Media**
- ✓ **Other competition authorities**
- ✓ **Other regulators**

Tip 4 – Convey the right message to consumers

+ Competition benefits consumers

- ✓ By keeping low prices and high quality and choice of goods and services
- ✓ Stimulates growth by productivity gains and innovation
- ✓ Growth contributes to poverty reduction

- Lack of competition harms consumers

- ✓ Enforcement protects consumers from anticompetitive behavior
- ✓ Advocacy protects consumers from regulations that limit competition.
- ✓ Consumers can help competition authorities
 - ✓ Reporting anti-competitive behaviors
 - ✓ Identifying regulations that limit competition

Tip 5 – Adapt to the audience

- ✓ **Target specific groups** – e.g. professionals, consumers, academics, media, students
- ✓ **Adapt language, examples, and tools to the specific audience**

Tip 6 – Be entertaining

- ✓ **Pictorial illustrations, videos, or interactive digital media are more effective**

Competition and Consumer Commission of Singapore – Competition concepts



CNMC – FINTECH Market study presentation



Autoridade da Concorrência (Portugal)

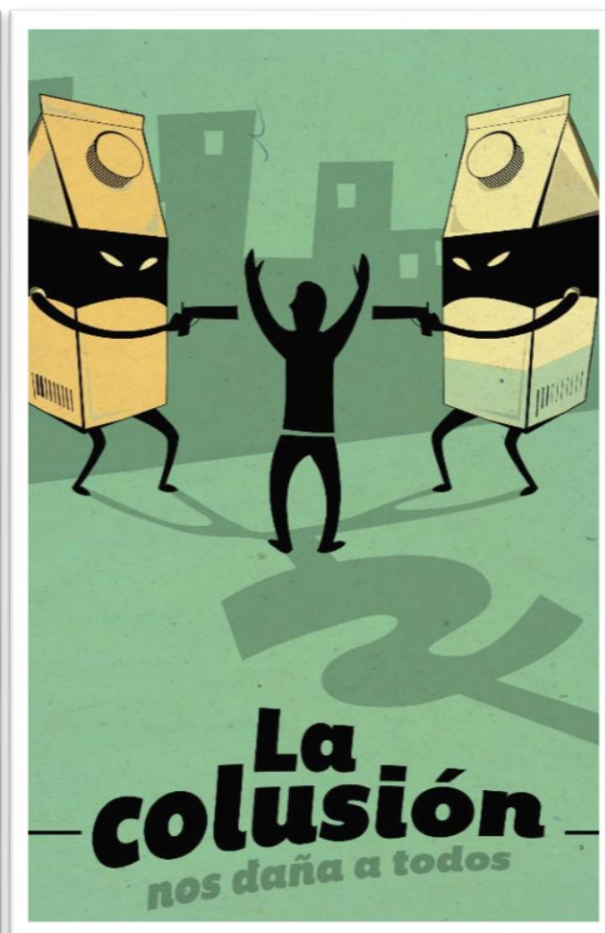
**Guide for business
Associations podcast**



CNMC Podcast

Federal Economic Competition Commission (Mexico)

Poster Contest



Tip 7 – Do day-to-day communication

- ✓ **Explain what you do on a regular basis**
- ✓ **Press releases** – for media, lawyers
- ✓ **Blog entries** – for professionals, academics
- ✓ **Social media** – for professionals, general public

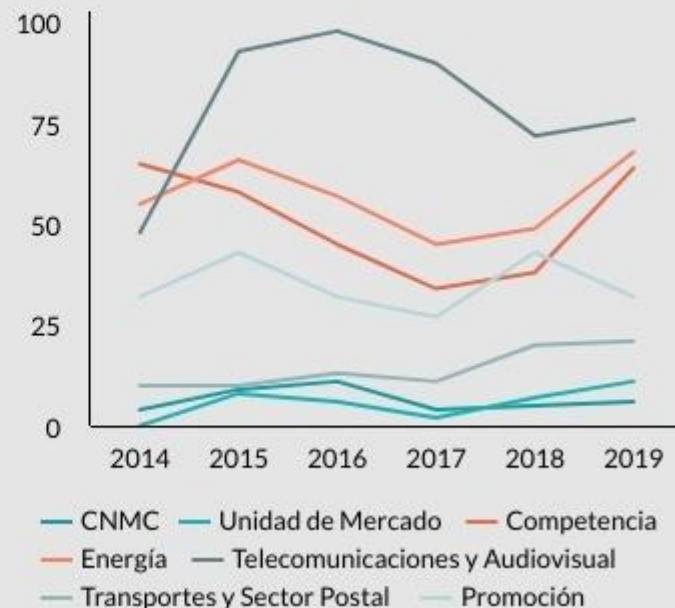
CNMC press releases

278 NOTAS DE PRENSA

POR ÁMBITO DE ACTUACIÓN



EVOLUCIÓN POR AÑOS



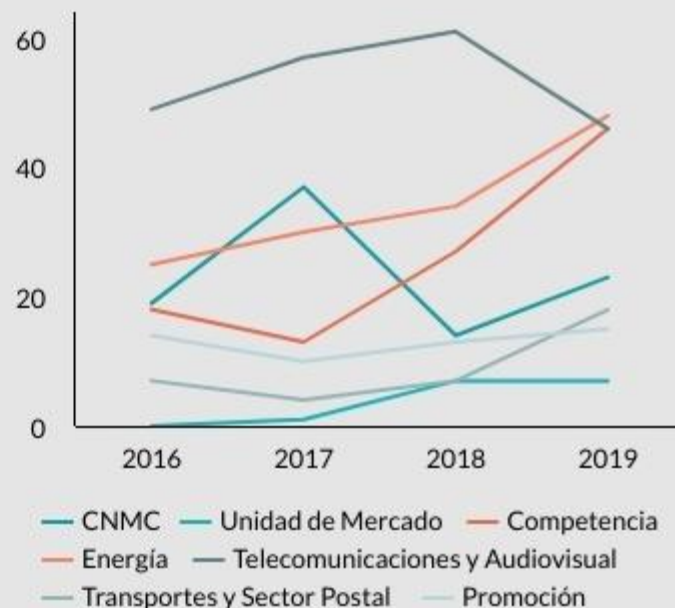
CNMC blog entries

203 PUBLICACIONES | CNMC BLOG

POR ÁMBITO DE ACTUACIÓN



EVOLUCIÓN POR AÑOS



CNMC social media

+ REDES SOCIALES



Seguidores en LinkedIn (01/01/2020)

- CNMC: 10.293 (+ 69,37 % que en 2019)



Seguidores en Twitter (01/01/2020)

- CNMC_ES: 10.256 (+ 19,99 %)
- CNMCcompetencia: 8.493 (+ 7,54 %)
- CNMCtelecos: 18.906 (+ 0,19 %)



Visualizaciones en YouTube (01/01/2020)

- CNMC: 15.761
- Energía: 56.694
- Clemencia: 9.933
- Portabilidad fija: 7.438
- Reclamaciones: 2.685
- Portabilidad móvil: 91.204
- Internet: 72.946

Blog

CNMC – Public Consultations and more



The screenshot shows the CNMC blog homepage. At the top left is the CNMC logo and the text "CNMC blog" followed by "Competencia, telecom, audiovisual, energía, transportes y +". To the right are social media icons for YouTube, Twitter, Facebook, LinkedIn, and RSS. Below this is a navigation menu with links: Inicio, Sobre este blog, Imprescindibles, Archivos, Suscripción, and PodcastCNMC. A secondary menu lists categories: CNMC, Audiovisual, Competencia, Energía, Telecom, Transporte y postal, Compliance, and Firma invitada. The main content area features a large image of a vintage bus with "30" and "CARREREN ST-CLARA" on its destination sign. Below the image is the headline: "La CNMC lanza una consulta pública para estudiar las concesiones de los autobuses interurbanos". To the right of the image is a search bar labeled "BUSCAR" and a section titled "MÁS LEÍDOS" containing three article teasers: "Cómo saber si nos roban el WiFi (y cómo evitarlo)", "10 cosas que hay que saber antes de llamar por teléfono", and "Saber a quién pertenece un número de móvil".

Tip 8 – Use data

- ✓ **Fines**
- ✓ **Savings**
- ✓ **Ex post studies** – e.g. CNMC on public procurement

TABLA 1. AHORRO TOTAL PARA LOS CONSUMIDORES POR LA INTERVENCIÓN DE LA CNMC (EN €)

Año	Ahorro anual (€, expedientes del año analizado)	Ahorro anual (€, media móvil a 3 años)	Expedientes incluidos
2018	280.511.131	165.348.103	12
2017	92.630.448	844.920.346	8
2016	122.902.730	861.309.615	19
2015	2.319.227.862	889.557.927	22
2014	141.798.253	151.764.332	12
2013	207.647.667	237.427.439	22

Tip 9 – Involve consumers

- ✓ **Ask for help from consumers**
- ✓ **Make them part of the solution**

“Are you our fly on the wall?”

Autoriteit Consument & Markt (ACM, The Netherlands)

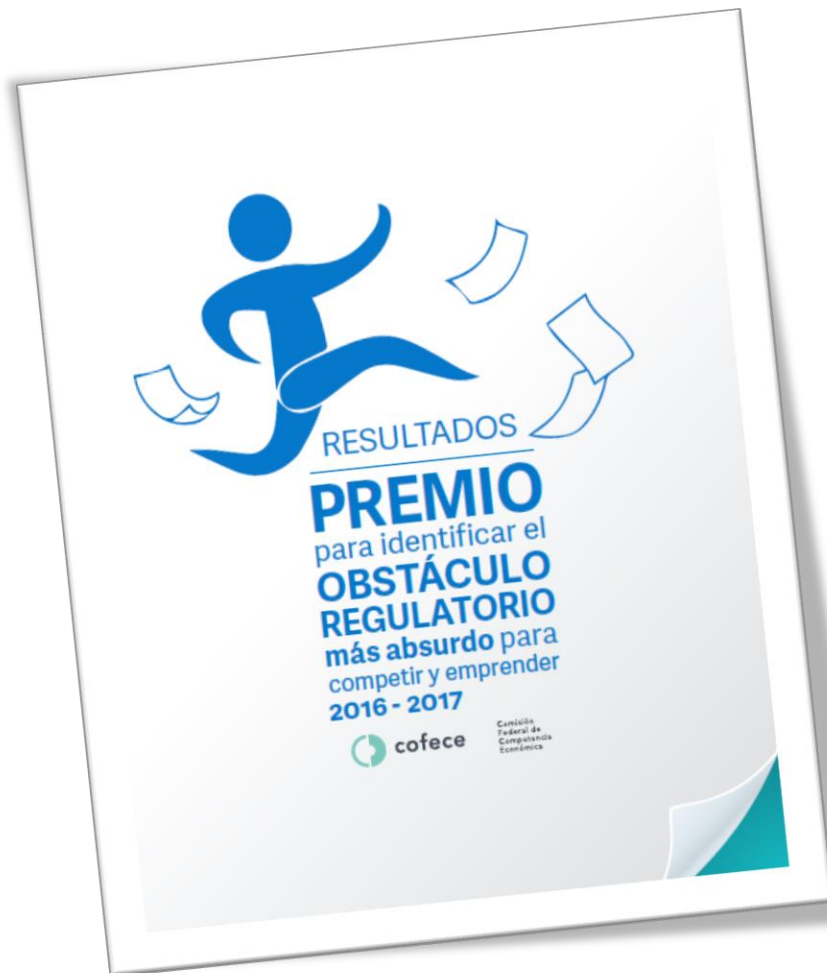


“Cooperate with us”

CNMC – Cooperation mailbox



Federal Economic Competition Commission (Mexico)



Awards: “The most absurd regulatory barrier”

Tip 10 – Use the new technologies

- ✓ Agency's website
- ✓ Audio-visual materials (e.g. pictorial illustrations, videos, podcasts)
- ✓ Guidance documents
- ✓ Press releases
- ✓ Blog
- ✓ Social media
- ✓ Workshops and public presentations
- ✓ Contests
- ✓ School visits

Social Media

- ✓ Social media use is becoming a universal practice by competition agencies
- ✓ It supplements agencies' websites and other outreach or communication tools: new audiences, improved communication
- ✓ Agencies use a mix of social media platforms, as they offer different value propositions.
- ✓ Platforms are time- and resource- consuming
- ✓ Social media as a tool for engagement, but not enforcement

Source: ICN AEWG Social Media Survey

Thank you!