



# THE FINANCIAL LOBBYING NETWORK

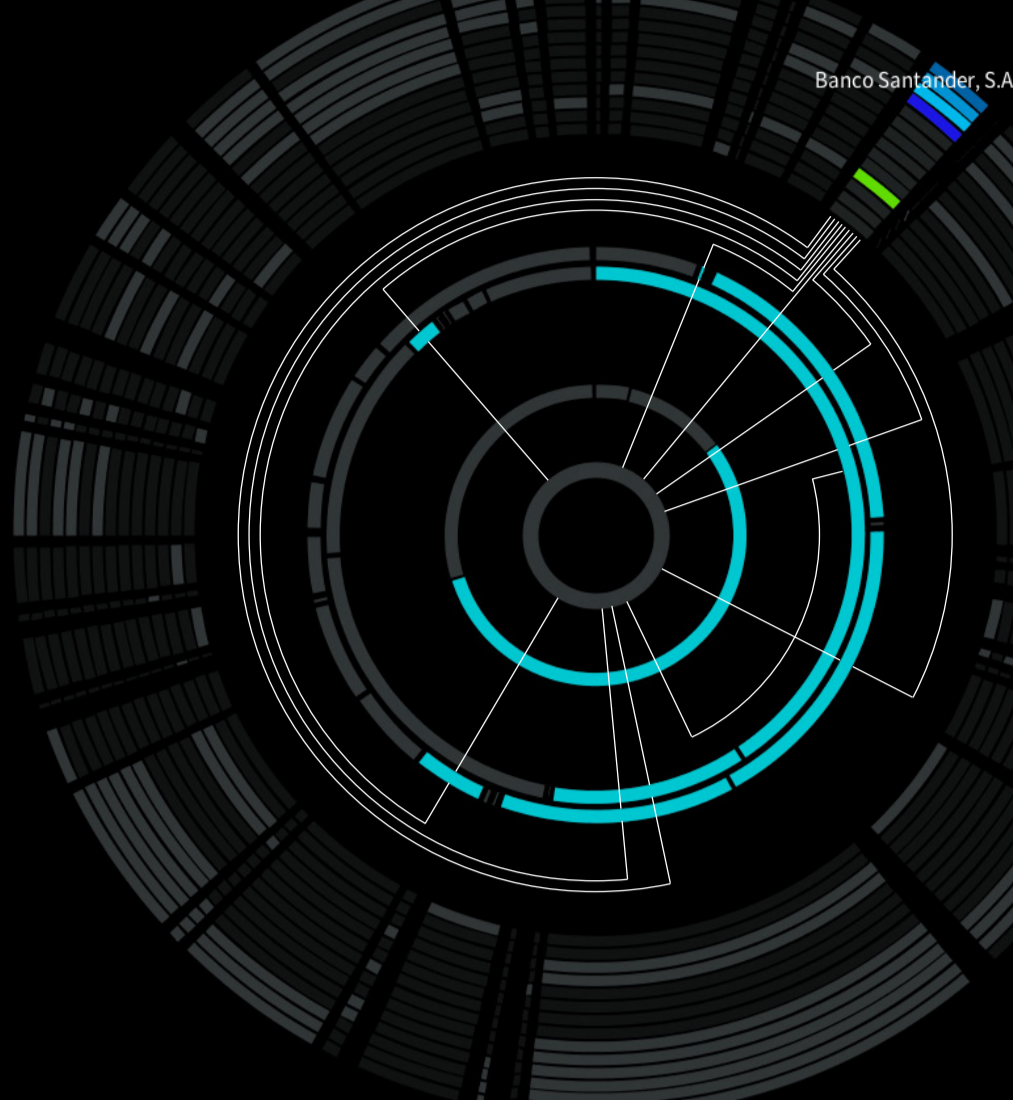
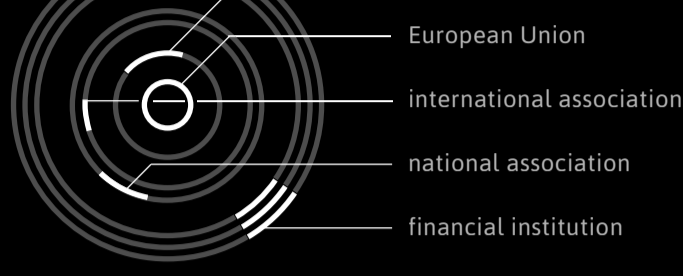
## How financial institutions influence EU-politics

Financial institutions possess immense power over political decisions, especially financial regulation. In order to explain the actions behind the curtain of deception in an appealing and exciting way, a concept for an interactive installation has been developed.

### CONCEPT OF VISUALIZATION

#### Inverted sunburst system

To enhance the political situation – the EU institutions being surrounded by financial institutions – a radial node-link-layout has been chosen. However, it's inverted, i.e. you start from the outer ring instead from the center. A new node-link system has been developed in order to bring clarity into the visualization.



#### Node-link layout

The network shows how financial institutions influence political decisions by being members of a variety of associations and organisations and being client of consultancies. So instead of one voice, their opinion is being spread, resulting in an echo effect; it's not only a direct but also indirect influence which affects European politics.

#### Different arc sizes

While a network is an effective tool, money is the key to power. The greater the sum invested in lobbying activities, the longer the arc. This way, you are able to compare several banks and other institutions.

#### Colour coding

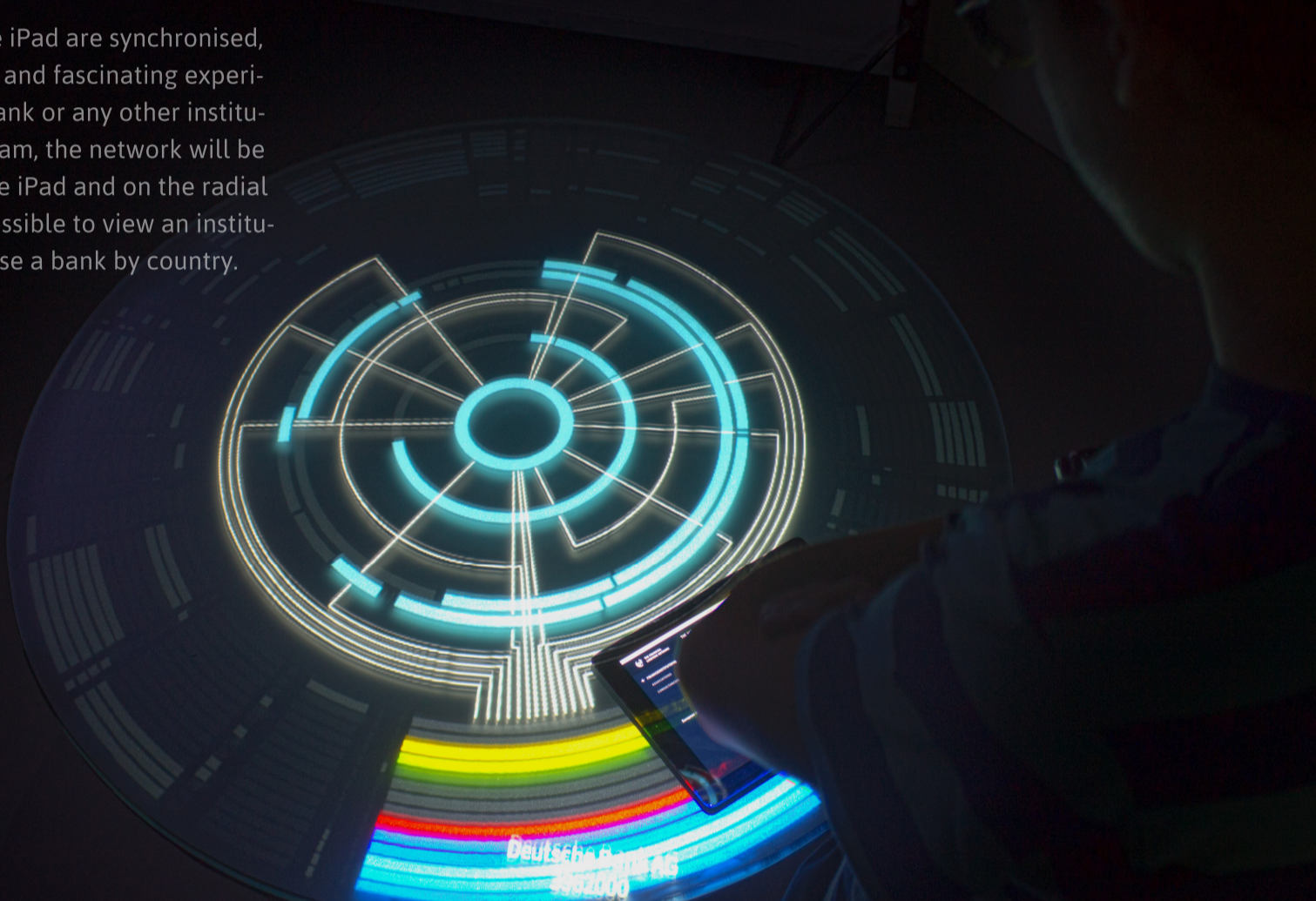
There are different aspects in finance business, from private banking, assets management to stock exchange. Different institutions cover different parts – hence a colour coding has been added to distinguish the diverse engagements.

- Retail Banking
- Investment Banking
- Corporate Banking
- Asset Management
- Investment Management
- Insurance
- Payment System Provider
- Securities Dealer
- Broker
- Funds
- Trading Platform
- Stock Exchange
- Credit Rating Agency
- Data Provider

### CONCEPT OF USER EXPERIENCE

#### iPad as controlling device

The display and the iPad are synchronised, allowing a flowless and fascinating experience. Choosing a bank or any other institution from the program, the network will be shown – both on the iPad and on the radial display. It is also possible to view an institution profile or choose a bank by country.



#### Usage of holograms (Hololens)

You are able to choose between different financial institutions or associations and let the network be unfurled in front of your eyes. The names of the institutions appear as holograms, floating a few centimetres above the screen and readable from any position.



### NOTES

Accuracy of data without warranty. As all figures were "officially" given ones, there is no guarantee that the given data isn't forged. Assumptions are that – in truth – the figures are much higher than they were given.

### CREDITS

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### SOURCES

Corporate Europe Observatory  
Transparency Register of the European Union