

# EUAcademy

## **Bursting the Brussels bubble Advocating for the public good from Amsterdam to Zagreb**

Online training - 18-19 & 25-26 November 2021 - 9:00-13:00 CET

### **PROGRAMME**

#### **Day 1 - 18 November: EU influencing essentials I**

**9:00 - 9:30** Interactive introductory round

**9:30 - 11:00** The EU 'golden triangle'

- Introduction to the main EU institutions and how they interact
- Strategic implications for public interest advocates in Member States

*11:00 - 11:30 Break and virtual speed networking*

**11:30 - 13:00** The EU policy cycle and decision-making process

- The EU policy cycle from a Member States' perspective
- The EU decision-making process: an introduction

#### **Day 2 - 19 November: EU influencing essentials II**

**9:00 - 9:30** Recap of the previous day and Q&A

**9:30 - 11:00** Influencing EU legislative proposals

- The EU legislative process: influencing opportunities at national level
- The impact of Covid-19 on the EU institutions and on EU influencing

*11:00 - 11:30 Break and virtual speed networking*

**11:30 - 13:00** The long view: setting the EU agenda

- The EU agenda-setting process and the role of the Commission
- Influencing the EU agenda through the Parliament and Member States

### Day 3 - 25 November: EU influencing in practice I

**9:00 - 9:30 Recap of the previous day and Q&A**

**9:30 - 11:00 The EU advocacy toolbox**

- Introduction to key online tools at the disposal of advocates
- Interactive group exercises

*11:00 - 11:30 Break and virtual speed networking*

**11:30 - 13:00 Engaging effectively: insider session**

Informal exchange with insiders from the EU institutions on how to engage effectively with EU decision-makers and their staff.

### Day 4 - 26 November: EU influencing in practice II

**9:00 - 11:30 Simulation of an EU decision-making process**

- Introduction
- Group exercise: simulation in 4 steps

*11:30 - 12:00 Break and preparation for the group presentations*

**12:00 - 13:00 Group presentations and wrap up**

- Group presentations
- Final Q&A and evaluation

**For additional information:** [info@euchanger.org](mailto:info@euchanger.org) & [www.bettereurope.eu/contact](http://www.bettereurope.eu/contact)

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### TRAINERS



**Marc-Olivier Herman** is the founder of EUChanger. He is a lawyer with over twenty years of experience as an advocate for human rights, the environment and economic justice. For the past ten years he has been a member of Oxfam International's EU advocacy team, leading on the organisation's influencing work in various areas of EU policy and legislation including on financial regulation, climate change, renewable energy, unfair trading practices and sustainable corporate governance. He is also an EU policy consultant for Publish What You Pay (PWYP), a global movement working to ensure that revenues from oil, gas and mining help improve people's lives.



**Joost Mulder** is a European affairs expert with 17 years of experience in EU legislation. He heads the team at Better Europe Public Affairs, advising a diverse set of clients defending environmental, human rights and shareholder interests. Joost previously worked as a political assistant to an MEP, a financial industry lobby consultant, and head of advocacy at the NGO Finance Watch. As an experienced Brussels insider, he has detailed knowledge of EU decision-making and first-hand lobby experience on trilogues, Council negotiations, secondary legislation and the implementation of EU legislation.



**Zita Herman** is a sociologist and labour economist who currently works as an advisor on budgets for the Greens/EFA group in the European Parliament. She has been working in the European Parliament for 7 years in different roles and has experience working in the EP. related to social, cohesion, climate and environment as well as transparency issues. Before moving to Brussels she worked in the Hungarian Parliament for the first green group there and before that worked for various think tanks and the International Labour Organisation as a consultant. She has been active in the green movement most of her adult life.