

EUAcademy

Advocating for the public good: from one European Commission to the next

Thursday 17 & Friday 18 October 2019

Venue: Holland House Brussels, Rue d'Arlon 20/Aarlenstraat 20, B-1050 Brussels

PROGRAMME

Day 1 - EU influencing essentials

8:30-9:00 Welcome & coffee

9:00-9:30 Intro Session

9:30-10:00 The EU in transition: the new institutional cycle (2019-2014)

- The new European Parliament
- The European Council
- From one Commission to the next: state of play

10:00-11:00 The EU 'golden triangle' & the EU policy cycle

- Introduction to the EU 'golden triangle'
- The EU policy cycle & the 'curve of influence'
- Pro-active agenda-setting & reactive lobbying

11:00 - 11:30 Coffee break

11:30-13:00 The policy & legislative 'tube map' & 'pressure points'

- Essentials of EU policy-making & legislative procedures
- Leveraging influencing opportunities at EU-level and at national level

13:00-14:15 Lunch

14:15-15:30 How to effectively engage with the European Parliament?

Informal exchange with **Aurore Chardonnet (S&D Group Advisor)** and
Catherine Olier (Greens Group Advisor)

15:30 - 16:00 Coffee break

16:00-17:30 The EU advocacy toolbox (followed by drinks...)

- Introduction to key tools at the disposal of advocates
- Group exercises

EUChanger

rue d'Edimbourg 26, 1050 Bruxelles

+32 (0)2 893 10 65 - info@euchanger.org - www.euchanger.org

Day 2 - Focus on the European Commission & EU influencing in practice

8:30 - 9:00 Welcome & coffee

9:00 - 10:45 Advocating for the public good: lessons from the Tobacco Products Directive - session with Dominik Schnichels of the European Commission

The Tobacco Products Directive of 2014 has been described by some of those involved as “the most lobbied dossier of the history of the EU institutions”. Looking back at his experience as the head of the unit in charge of this legislation within the European Commission, Dominik Schnichels will explain the central role played by the Commission at each step of the policy-making and legislative processes. This session will also provide valuable insights for organisations advocating for the public good in a high-stakes environment.

10:45 - 11:15: Coffee break

11:15 - 12:45 European Commission decision-making: deep dive - session with Saïd El Khadraoui of the European Political Strategy Centre

This session looks into how the Commission sets its policy agenda. It will also build on the previous one, presenting specific Commission bodies and processes as well as the challenges and opportunities that they bring for those advocating for the public good: Commission Work Programme, Regulatory Scrutiny Board, Impact Assessments, Road-Maps, Fitness Checks, public consultations, Inter-Service Consultations, Inter-Cabinet Consultations.

12:45 - 14:00: Lunch

14:00 - 17:00 EU influencing in practice: group exercise (*short coffee breaks*)

- 14:00 - 15:00 Simulation part 1: proactive agenda setting
- 15:00 - 16:00 Simulation part 2: reactive lobbying
- 16:00 - 17:00 Group presentations & discussion

17:00 - 17:30 Wrap-up: final Q&A & evaluation (followed by drinks...)

For additional information: info@euchanger.org & speakup@bettereurope.eu

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TRAINERS



Marc-Olivier Herman is a lawyer with over twenty years of experience as an advocate for human rights, the environment and economic justice. For the past eight 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 and unfair trading practices. 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 an independent public affairs expert with a strong network in the Brussels bubble and in civil society, with a broad knowledge of EU financial services legislation. With 15 years' experience in Brussels including as a political assistant to an MEP, a lobby consultant, and head of advocacy at the NGO Finance Watch, Joost is able to build unexpected alliances between different stakeholders. Joost has deep knowledge of EU decision-making and first-hand lobby experience on less documented procedures such as trilogues and Council negotiations, secondary legislation (DA/RTS/ITS) and the implementation of EU legislation.



Dominik Schnichels is a German lawyer with over twenty years of experience in the European Commission (DG TRADE, COMP, SANTE, OLAF). Currently he is a director in the European anti-fraud office. For six years he was Head of Unit in DG SANTE where he was responsible for the controversial Tobacco Products Directive. The preparation of this legislation and the negotiations in Council and Parliament gave him a first-hand insight into the EU legislative process. Dominik is also a lecturer at universities and has published widely about EU law.



Saïd El Khadraoui is adviser at the European Political Strategy Centre (EPSC), the in-house think tank of the European Commission reporting directly to the President. EPSC provides strategic analysis and policy advice for the Commission President on matters related to the policy priorities. He works primarily on the transition towards a low-carbon and circular economy, transport and sustainable finance. Prior to joining the EPSC he was a Member of the European Parliament from 2003 to 2014.