

# EUAcademy

## Quick fix or Just Recovery?

### Advocating for the public good in the wake of the coronavirus-crisis

This training aims at helping those working for the public good across Europe enhance their understanding of EU decision-making processes and their influencing skills. This EUAcademy will be set in the context of the post-pandemic recovery, looking at how the EU has changed and how to change the EU in the wake of the Corona-crisis.

#### When & where

Thursday 03 & Friday 04 September 2020

Venue: [Holland House \(rue d'Arlon 20, Brussels\)](#)

#### What

An interactive and practical two-day training drawing from multiple cases on EU decision-making and influencing with Marc-Olivier Herman (EUChanger & Oxfam), Joost Mulder (Better Europe), Sanjeev Kumar (Change Partnership) and insiders from the EU institutions.

#### For who

All those working for a more inclusive and sustainable Europe at national or EU-level. This training is especially relevant for organisations seeking to develop or improve their influencing on issues where EU policy and legislation are key.

#### [Programme & Trainers](#)

**We will make sure the training takes place in optimal circumstances with due respect for all applicable local Coronavirus prevention guidelines.**

#### Price € 350

*Lunch and drinks included. Exempt of VAT. Participants travelling to Brussels for the training will have to support their own travel and accommodation costs. Registration effective upon receipt of payment; cancellation policy in the registration form. We are able to offer some pro bono spaces. If the fee is an issue for you and you are a young graduate with a keen interest in the EU and eager to work for the public interest, send us an email.*

#### [Registration](#)

To be kept informed of future training opportunities **subscribe to EUChanger updates on [www.euchanger.org](http://www.euchanger.org).**

**EUChanger**

rue d'Edimbourg 26, 1050 Bruxelles

+32 (0)2 893 10 65 - [info@euchanger.org](mailto:info@euchanger.org) - [www.euchanger.org](http://www.euchanger.org)

## **EUAcademy**

### **Quick fix or Just Recovery?**

**Advocating for the public good in the wake of the coronavirus-crisis**

**Thursday 03 & Friday 04 September 2020**

**Venue: [Holland House](#)**

## **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 the wake of the coronavirus pandemic**

- The Commission's "Recovery plan for Europe" and the "Team Europe" global response
- Europe's key challenges after the crisis: views from the Commission, the Parliament and the Council
- EU decision-making and influencing in the post-COVID-19 era

**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 EU 'tube map' & 'pressure points'**

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

**13:00-14:00 Lunch**

**14:00-15:30 How to effectively engage with the European Parliament**

Informal exchange with **Valeria Cusceddu** adviser for the Greens in the Committee on Economic and Financial Affairs of the European Parliament.

**15:30-16:00 Coffee break**

**16:00-18:00 The EU advocacy toolbox**

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

**18:00 Drinks followed by a social dinner**

## **Day 2 - EU influencing deep dive**

### **09:00-11:00 Critical issues in EU influencing (parallel sessions)**

- Group A - European Commission influencing : critical issues
- or**
- Group B - Council of the EU influencing : critical issues

### **11:00-11:30 Coffee break**

### **11:30-13:00 Quick fix or Just Recovery?**

Session with **Sanjeev Kumar, Founder of Change Partnership**

The coronavirus crisis creates unprecedented challenges and opportunities for those advocating for the public good in the EU. Sanjeev Kumar will share insights from his years of experience advocating the EU on how to navigate these challenges and seize the opportunities.

### **13:00-14:00: Lunch**

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

- 14:30 - 15:30 Simulation part 1 & 2
- 15:30 - 16:30 Simulation part 3 & 4
- 16:30 - 17:30 Group presentations & discussion

### **17:00-17:30 Final Q&A & evaluation** (followed by drinks...)

**For additional information:** [info@euchanger.org](mailto:info@euchanger.org) & [speakup@bettereurope.eu](mailto:speakup@bettereurope.eu)

## EUAcademy

### Quick fix or Just Recovery?

#### Advocating for the public good in the wake of the coronavirus-crisis

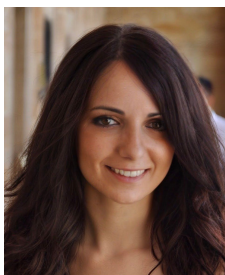
#### TRAINERS



**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 a European affairs expert with more than 15 years of experience in EU legislation, and runs 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.



**Valeria Cusseddu** currently works as policy adviser on Economic and Financial Affairs at the European Parliament. In the past term she worked as Parliamentary Assistant to a Member of the European Parliament in the same field. She holds a MA in European Economic Studies from the College of Europe and a MA in International Relations from LUISS University. In the past she has been involved in campaigning and advocacy activities. She is passionate about sustainable finance, financial sector reform, economic governance.



**Sanjeev Kumar** has over 20 years experience as a climate and energy campaigner. He founded Change Partnership in 2013 to solve the politics of the climate crisis. He is also the Head of Policy for EGEC, the European geothermal association. He has worked for civil society organisations such as WWF European Policy Office and E3G as well as the public affairs consultancy Burson Cohen & Wolf, formerly Burson Marsteller. He is an expert in running high-profile campaigns, coordinating industry coalitions and agenda setting EU policy. Previously, he worked in the UK for the Energy Institute and began his career with the Crown Estate.

**EUChanger**

rue d'Edimbourg 26, 1050 Bruxelles

+32 (0)2 893 10 65 - [info@euchanger.org](mailto:info@euchanger.org) - [www.euchanger.org](http://www.euchanger.org)