

“Lobbying in European affairs” training

Energy Efficient Buildings Platform

General information

The training aims to provide a practical understanding of EU affairs without becoming too technical or detailed but still providing accurate and actionable information. Participants will become familiar with the interaction of ‘public’ and ‘stakeholder’ groups: key EU institutions, agencies, the EP, member states, trade associations, and private companies. The training aims at improving both the operational knowledge about European issues and also to build advocacy *skills* that participants can use both at national and EU level.

The training will be held in English.

Date and venue: 31 March 2015, Zikova 1903/4, Prague 6

Detailed Program

9.00 – 9.10, Welcome and introduction

9.10 – 10.30, How the EU works in practice and why you need to get engaged

- What the EU can and cannot do
- The landscape: 3 institutions, 33 Commission Departments, 40+ agencies
- Energy, environment, research and development in the Juncker Commission

10.30 – 10.45, Coffee break (optional)

10.45 – 11.30

- Policy making and decision making perspectives at the beginning of the 2014-2019 mandate
- Stakeholders, influencers, lobbying tools
- 50.000 lobbyists in Brussels: The case for making yourself heard

11.30 – 11.45, Coffee break

11.45 – 12.40, Effective policy communication: an EU advocacy campaign

- What works and what doesn't in EU communication
- Analysis of a specific campaign and discussion on effective methods
- Discussion on how it relates to EEB's issues and priorities

12.40 – 13.40, Lunch break

13.40 – 15.45, Putting the theory into practice

- Representing different perspectives & actors
- Stakeholder mapping
- Formulating effective lobbying messages
- Simulation exercise: a sample letter & how to improve it
- Presentation, discussion and conclusions
- Take-aways and lessons

15.45, Summary and end of training session

Tutor profile

Márton HAJDU – Spokesperson, Permanent Representation of Hungary to the EU (2nd Counsellor)

Márton Hajdu has over 10 years of work experience for the European Union, with a wide network among Brussels based media and the EU institutions. Previously he worked as a spokesperson at the Hungarian Presidency of the Council of the EU, and currently acts as the spokesperson at Permanent Representation of Hungary to the EU. He is also a Co-founder at EU Negotiation Moot Association. This rich work experience gives him a good understanding of the EU current affairs and enables him to convey complex message on this issue. Mr. Hajdu took up Behavioural Economics at the Universität Mannheim.