

PROGRAM: UNDERTAKE A LOBBYING CAMPAIGN AIMED AT EUROPEAN INSTITUTIONS

Understanding, acting, succeeding !

Part I: Introduction

On the decision making

- Community method
- Co-decision procedure
- Basic aspects of comitology

Lobbying in Brussels

- Guidelines for an individual Participation
- Method
- Preparing a strategy
- Defining objectives
- Alliances
- Action plan in line with EU legislative pipe
- Monitoring and information sources
- Agenda

- Balance of Powers (examples)
- Diverging interest
 - national lines,
 - political lines
- Stakeholders mapping

- Toolbox
- Contact program (who and when)
- Indirect influence

Part II: Institutional lobbying

The EU Commission

- Presentation of the role of the EU Commission
- The Commission and the community method
- How the Commission operates and how to approach the Commission
 - *The Commission work program*
 - *Consultation process: on line, hearings. White and Green books*

Cases and Tips

- The Brussels Village
- 12 Definitive tips for effective lobbying (BM recipe for Brussels Lobbying)
- Presentation of cases and discussion with the participants
- Ethical remarks
- Code of conduct
- Register
- Professional associations
- From ethics to morale

Interactive part

- Each participant outlines about information sources, building a network
- Presenting arguments, writing a position paper, looking for allies
- Anticipating actions/legislation
- Feedback

The Council

- The role of the Council in the institutional triangle: where is the power?
- How do the co-legislators find an agreement?
- The role of the Presidency
- The preparatory bodies: how do they work?
 - *Coreper*
 - *Working groups*

- What happens outside the formal discussions: a lot!

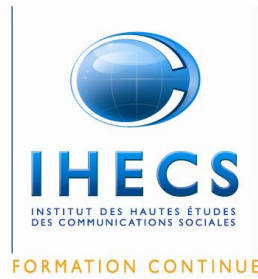
- Permanent Representations as lobbyists: external and internal lobbying
- Influence of business organisation & NGOs: national and European lobbying

- Who's and what's key in the decision making process
- The voting weights of Member States/the power of arguments
- The “dos and don'ts” in a negotiation
- How and why does the content of a text evolve?
- The surface/the substance: what is hiding behind a text?
- The bigger picture/the technicalities

- Several practical exercises based on
 - Directives and Council conclusions
 - The dynamics of a negotiation
 - Evaluating a political situation, defining compromises and drafting amendments
- Compromises of compromises: is the text still understandable/ efficient?
- A game where everyone wins -or no one loses?

The European parliament

- Mysteries and mechanisms
 - The composition and functioning of Parliament committees and political groups
 - Voting procedures (voting in relevant Parliament committees, voting in plenary sessions)
 - Looking for documents on the Internet, work schedule and practical application



- Key figures
 - Rapporteur, shadow rapporteur
 - Committee coordinator
 - Secretaries of political groups
 - Secretary of the relevant Parliamentary committee
 - Office of mailing

- Channels for relationships and interaction
 - Parliamentary assistants
 - Other associated lobbies
 - The general and specialised press
 - Technical file
 - Viral communication

- Amendment techniques at the European Parliament
 - How to prepare an amendment
 - How to introduce amended or corrected elements at the time of voting (oral amendment, voting list)
 - How to verify full adoption of approved amendments and linguistic compatibility

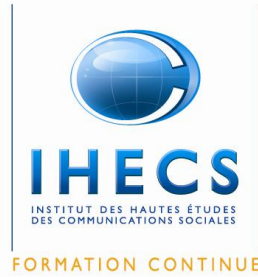
- Session-ending practical exercise

Part III: information and communication technologies

Understanding the challenges of editorial and online social tools (ICT)

- *Identity, relations, activities on the Web*
 - Summary of the 'Web 2.0' concept.
 - Individuals have the power.
 - Maslow's hierarchy of needs in relation to Web 2.0

- *Social networks: users become their own media*
 - Interaction with user-generated content
 - Information, broadcasting, conversion on the Web



- Online editorial tools
 - Blogging, micro-blogging and nano-blogging.
 - Case study: Wordpress, Facebook, YouTube/DailyMotion, Twitter
 - Newsletters, RSS feeds, alerts
- Which tools for which objectives?
 - Information tools (case study: blog and newsletter, etc.)
 - Broadcasting tools (case study: Twitter, Facebook, YouTube)
 - Conversion tools (case study: newsletter)

Defining your online editorial strategy

- Which audiences? What interaction?
- What editorial objective? Conversion, broadcasting, information
- Choice of editorial tools
- Functional constraints: Technical means, resources, autonomy
 - Editorial constraints: micro-, nano-content and metadata
 - Formal constraints
- Inventory and organisation of content
 - User database
 - Campaign themes
 - Preparation and creation of content
- Setting up and launch
 - Preparing tools for putting online
 - Schedule for putting tools online and communication of launch
 - Creating an automatic chain with editorial tools

Assessment and fine tuning
