

## **EU**Academy

### **Advocating for the public good: gearing up for the 2020 German Council Presidency**

Tuesday 10 & Wednesday 11 March 2020 - Venue: [Holland House 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 on the eve of the German Presidency of the Council**

- The von der Leyen Commission
- The European Parliament and the Council after Brexit
- Council of the EU: from the Croatian to the German Presidency

**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 advisors to political groups in the EP.

**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 - Focus on the Council of the EU & EU influencing in practice**

**8:45-10:00** The upcoming German Presidency of the Council of the EU - session at the Permanent Representation of Germany to the EU

**10:15-11:15** Council of the EU: deep-dive

This session looks into how the Council takes decisions, how Permanent Representations work with Ministries back home, the role of the Council Secretariat, and the role of the different people around the table in Council Working Party meetings, including attachés, national experts and Commission representatives.

**11:15-11:30** *Coffee break*

**11:30-13:00** How to effectively engage with the Council of the EU  
Session with Dr. Andreea Ticheru (Financial Services Attaché,  
Permanent Representation of Romania to the EU)

**13:00-13:30** Summing up

**13:30-14:30:** *Lunch*

**14:30-17:30** 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

**17:30-18:00** Final Q&A & evaluation (followed by drinks...)

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



**Andreea Ticheru** is a diplomat in EU affairs focusing on financial services. She currently works for the Permanent Representation of Romania to the EU and was the Chair of the Working Party on Financial Services during the Romanian Presidency of the Council in 2019. Her background is complemented by a strong research background as a PhD student in Economics, having built her career in the National Bank of Romania, European Commission and the Bucharest University of Economic Studies.