



**TAILOR-MADE TRAINING ADVOCACY WITH THE EUROPEAN UNION**

**HOW CAN NON-PROFIT ORGANISATIONS FIND THEIR WAY IN THE LABYRINTH OF THE EU DECISION-MAKING PROCESS AND GET THE EU TO SUPPORT THEIR CAUSE AND GOALS?**

This in-depth training course concentrates specifically on how to do successful advocacy and lobbying with EU Institutions. **It is at all times a tailored course.**

Based on an initial discussion and assessment of your needs and expectations, and of the level of experience of the participants, indicative core contents below are adapted for the group. Each session includes theory and practical exercises linked to the advocacy field(s) of the participants.

**LEARNING OBJECTIVES**

Participants will:

- Understand the functioning of the EU Institutions and the EU decision-making process
- Be able to find their way within the EU system, know who to address and when
- Know how to get the information they need from the EU
- Acquire knowledge of the necessary steps for a successful advocacy
- Learn key tools to impact decision-makers
- Share experience and make use of best practices to maximise advocacy success at EU level
- Build self-confidence and develop personal impact

**INDICATIVE CONTENT** *(will vary according to your needs)*

**Finding your ways within the EU labyrinth: competences and decision-making process**

- Role of each EU Institution and interactions between them
- Who does what in each main EU Institution
- The EU decision-making process
- Actions which the EU can undertake
- The link between EU and national advocacy

**Developing a successful EU advocacy strategy: main tools and steps**

- The ingredients for maximum impact of your advocacy
- Exchange of best practices
- Practical cases on how to develop a successful EU advocacy strategy

**METHODOLOGY**

Our added value:

- A collaborative, participatory, active, serious but playful approach
- Involvement of each participant and ownership of the learnings
- A mix of theory and practice in an active way

**PARTICIPANTS**

- Representatives of Non-Profit Organisations, such as NGOs, Foundations, Trade Unions or Associations

**LENGTH AND PLACE**

- Usually 2 days – to be adapted to the needs of the organisation
- In Brussels or anywhere else