

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION 2016

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

FROM 14 MARCH
TO 21 JUNE 2016

DURATION

63 hours (without diploma)
69 hours (with diploma)

COST

OPTION 1 - 980 €
(With certificate of attendance)
OPTION 2 - 1230 €
(With coaching and diploma)

A certificate of attendance will be delivered upon completion to all participants.

Participants who wish to benefit from coaching sessions and receive diploma will be asked to present a final assignment and will have to pay an additional 250 euros.

Each module can also be followed individually

VENUE

IHECS Academy
27 rue des Grands Carmes
1000 Brussels

REGISTRATION

www.ihecs-academy.be

ADDITIONAL INFORMATION

Esther Durin
European trainings coordinator

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Although European non-profit organisations and institutions have seen their voices play an ever stronger role in the European dialogue, they still lack the strength to compete with representatives of business interests, who make up 70% of the firepower of Europe's lobbying sector. Why is EU advocacy so critical? What are the keys to successful campaigns? This training programme will make you an expert in European advocacy and negotiation.

MAIN OBJECTIVES

- To understand the European decision-making processes;
- To undertake a lobbying campaign at the right time, in the right way, and aimed at relevant organisations;
- To identify the right strategy;
- To implement effective actions;
- To take full advantage of information and communication technologies;
- To apply the main negotiating techniques on the European political scene.

PROGRAMME

The programme is divided into 11 modules and concludes with a project assignment:

- 1) European non-profit sector communication : challenges and perspectives (3h)
 - 2) Global advocacy strategy (9h)
 - 3) Decision-making process at European level (6h)
 - 4) Advocacy campaign aimed at the Council (9h)
 - 5) Parliamentary advocacy (9h)
 - 6) Advocacy campaign aimed at the European Commission (6h)
 - 7) Lobbying and social networks (3h)
 - 8) Public speaking (9h)
 - 9) Introduction to negotiation and mediation (15h)
- ONLY ACCESSIBLE TO THOSE WHO CHOOSE THE OPTION 2:
- 10) Coaching, assignment and jury (6h)

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

3 hours

DATES

Monday 14 March 2016

From 18h30 to 21h00

VENUE

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27 rue des Grands Carmes
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1 OPENING SESSION - EUROPEAN NON-PROFIT COMMUNICATION SECTOR: CHALLENGES AND PERSPECTIVES

PURPOSE

The aim of this first keynote speech is to provide a comprehensive overview of the European political scene, as well as an understanding of civil society' specific challenges, constraints and strengths when advocating at the EU level. It will be followed by the presentation of the whole programme.

OBJECTIVES

- To introduce the full programme;
- To identify the different types of stakeholders striving to define the European public agenda;
- To understand the evolution of the role of the European non-profit sector in a multifaceted environment of actors operating at the European scene;
- To integrate the specific challenges, constraints and strengths of the European civil society when advocating at the EU level.

CONTENT

- Keynote speech and debate
- Presentation of the whole programme
- Drink

SPEAKERS

Veronica Scognamiglio has over 10 years of experience with NGOs in Brussels. Since 2009, she has been working as European Campaign Coordinator at the Amnesty International European Institutions Office, focusing on advocacy and campaigning against discrimination in the Europe and Central Asia region. She holds a Master's degree in Political Science and an M.A. in Human Rights and Conflict Management.

Bruno Selun is a freelance consultant and trainer with over 10 years of experience in European politics and policy. Colleagues and clients describe Bruno as 'highly reliable', 'efficient and thorough', and 'definitely solution-oriented'.

From 2009 to 2014, Bruno worked in the European Parliament advising over 180 elected Members from six political groups on controversial issues in civil liberties, justice, foreign affairs and human rights. Since 2003, he has worked with a range of organisations and institutions in Europe. He was widely praised for his analysis, strategic advice and communication skills, coupled with the empathy necessary to understand any organisation's needs. In 2013, he launched Kumquat Consult to help progressive organisations, foundations and politicians with their strategy, their advocacy and their communication.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

9 hours

DATES

Thursday 17 March 2016

Tuesday 10 May 2016

Tuesday 14 June 2016

From 18h00 to 21h00

VENUE

IHECS ACADEMY

27 rue des Grands Carmes

1000 Brussels

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2 GLOBAL ADVOCACY STRATEGY

PURPOSE

Advocacy doesn't magically happen: it requires careful mapping, planning and execution across a variety of objectives, campaigns, relations with decision-makers and partners, communication, and more. This module will explore the most effective ways to articulate a global advocacy strategy that's coherent, adaptable, and efficient—all while keeping the bigger picture in mind.

OBJECTIVES

- To understand the role and importance of advocacy strategies;
- To critically review different strategy models;
- To integrate advocacy strategies throughout participants' work setting.

CONTENT

- What are advocacy strategies? What role do they play? Why are they important?;
- Different strategy models, their advantages, and their drawbacks;
- Defining criteria for a useful strategy;
- Implementing advocacy strategies.

METHODOLOGY

This module will be split into three classes:

- The first class will use a mix of presentation and class and group discussion to explore the role and importance of strategies, present existing models, work out criteria for useful models, and encourage learners to adopt a model fit for their own purpose.
- During the second class, successful campaign coordinators will analyse and share their experiences with the participants.
- The third class will use individual presentations and group feedback to review individual strategies.

TRAINER

Bruno Selun is a freelance consultant and trainer with over 10 years of experience in European politics and policy. Colleagues and clients describe Bruno as 'highly reliable', 'efficient and thorough', and 'definitely solution-oriented'.

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DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

6 hours

DATES

Monday 21 March 2016
Tuesday 22 March 2016

From 18h00 to 21h00

VENUE

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27 rue des Grands Carmes
1000 Brussels

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3 DECISION-MAKING PROCESS AT EUROPEAN LEVEL

PURPOSE

This module will provide you with up-to-date and very specialised knowledge on the European decision-making process.

OBJECTIVES

- To present the formal legal framework presiding over decision-making process in the EU;
- To describe the concrete challenges and methods applied to meet them in the day-to-day functioning of the institutions.

CONTENT

- Who decides what in the EU? A quick presentation of Post-Lisbon decision-making in the "institutional triangle"
- Before deciding: How does an idea become a proposal for a decision? Challenges faced, proposed solutions.
- Deciding in a democratic way: Discussions in the institutional triangle and what concretely happens.
- Implementing and getting information: Does the EU manage to apply the "decision-making circle" fully?

METHODOLOGY

The training methodology is based on theory, sharing of experience and collaborative dialogue.

TRAINER

Arnaud Rohmer is administrator of the European Commission since 2011, in charge of international relations for successively DG MARKT and DG FISMA. Former administrator of the Assemblée Nationale for the Foreign Affairs Committee, he also teaches European policies at Sciences Po Paris and contributes to various websites and think tanks under a pen name.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

9 hours

DATES

Tuesday 12 April 2016

Tuesday 19 April 2016

Thursday 21 April 2016

From 18h00 to 21h00

VENUE

IHECS ACADEMY

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4 PARLIAMENTARY ADVOCACY

PURPOSE

The European Parliament is the home of EU democracy, but its numerous actors, channels and customs can be tricky to navigate and track. This module will equip you with the comprehensive knowledge and practical intelligence to design, carry out and evaluate your advocacy with those working in the European Parliament.

OBJECTIVES

- To learn about the role and structure of the parliament and parliamentarians;
- To make sensible decisions about parliamentary lobbying, including whether to do it, when, and what for;
- To identify which decision-makers should be approached;
- To learn about different approaches used to convince decision-makers, their advantage and their drawbacks, and come up with innovative methods;
- To learn how and when to measure the impact of parliamentary advocacy;
- To become more efficient by adapting advocacy strategy when needed;
- To build relationships of trust with decision-makers and their staff.

CONTENT

- Roles and powers of the parliament;
- The global picture for parliamentary lobbying;
- Mapping: targeting the right people, grading their interest and influence;
- Design advocacy approaches based on what's at stake, desired outcomes and priorities;
- Different modes of engagement;
- What impact is, isn't and measuring it: immediate, mid-term and long-term impact, collateral advocacy and indirect benefits.

METHODOLOGY

The training methodology is based on the combination of theory, collaborative dialogue and practical exercises.

TRAINER

Bruno Selun is a freelance consultant and trainer with over 10 years of experience in European politics and policy. Colleagues and clients describe Bruno as 'highly reliable', 'efficient and thorough', and 'definitely solution-oriented'.

From 2009 to 2014, Bruno worked in the European Parliament advising over 180 elected Members from six political groups on controversial issues in civil liberties, justice, foreign affairs and human rights. Since 2003, he has worked with a range of organisations and institutions in Europe. He was widely praised for his analysis, strategic advice and communication skills, coupled with the empathy necessary to understand any organisation's needs. In 2013, he launched Kumquat Consult to help progressive organisations, foundations and politicians with their strategy, their advocacy and their communication.

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EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

9 hours

DATES

Tuesday 26 April 2016
Wednesday 27 April 2016
Tuesday 3 May 2016

From 18h00 to 21h00

VENUE

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5 ADVOCACY CAMPAIGN AIMED AT THE COUNCIL

PURPOSE

This module will tackle fundamental issues of the decision-making process within the Council and its key players.

OBJECTIVES

- To follow the legislative and lobbying process;
- To understand where the power resides and identify the key contacts;
- To understand the rules of a negotiation.

CONTENT

- How do the co-legislators find an agreement?;
- The role of the Presidency;
- The preparatory bodies: how do they work?;
- What happens outside the formal discussions: a lot!;
- Permanent Representations as lobbyists: external and internal lobbying;
- Influence of business organisations & NGOs: national and European lobbying;
- Who's and what's key in the decision-making process;
- 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 ;
- Practical exercises;
- Compromises of compromises: is the text still understandable/ efficient?;
- A game where everyone wins -or no one loses?;
- Measuring impact.

METHODOLOGY

The training methodology is based on the combination of theory, collaborative dialogue and practical exercises.

TRAINER

Eric Van den Abeele is counsellor at the Permanent Representation of Belgium to the EU, University lecturer (at the University of Mons-Hainaut and at IHECS) and a researcher associated with the European Trade Union Institute.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

3 hours

DATE

Thursday 12 May 2016

From 18h00 to 21h00

VENUE

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6 LOBBYING AND SOCIAL NETWORKS

PURPOSE

Why and how is lobbying done online? This module will help you to understand how the EU institutions communicate on social networks and will familiarise you with digital diplomacy concepts and practices.

OBJECTIVES

- To understand the role of online social tools (ICT) in advocacy campaigns;
- To design a social media strategy to integrate into the global advocacy strategy.

CONTENT

- The rise of social media;
- How the EU institutions communicate;
- Share Europe Online;
- Digital diplomacy;
- Online lobbying;
- Best practices.

METHODOLOGY

The training methodology is based on the combination of theory and practical exercises and on a project-oriented approach : each participant is able to include the training inputs within his own professional setting.

TRAINER

After working for Cambre Associates (PR) and an innovation network, Kwinten Lambrecht joined communication agency ESN. He started working intra-muros as project coordinator for Share Europe Online, an innovative project that focuses on local social media communication. Both the European Parliament and the European Commission take part in this project. Ever since Kwinten has been giving trainings and advice on social media outreach, monitoring, engagement and strategy to colleagues in both institutions. He was also involved in several guest lectures at the Europe House in Holland, the Dutch Ministry of Social Affairs, Artevelde Hogeschool Ghent and IHECS.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTI- ATION

DURATION

6 hours

DATES

Tuesday 18 May 2016
Thursday 20 May 2016

From 18h00 to 21h00

VENUE

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7 ADVOCACY CAMPAIGN AIMED AT THE EUROPEAN COMMISSION

PURPOSE

This module provides you with a key understanding of the Post-Lisbon European Commission internal decision-making process and of its impact on advocacy methods.

OBJECTIVES

- To grasp the evolution of the EC internal decision-making process;
- To understand the mechanisms of reshaped comitology;
- To undertake an advocacy campaign at the right time.

CONTENT

- The Juncker Commission and its political priorities.
- Commission internal decision making
- Comitology reloaded
- How does the Commission operate and how to approach the Commission?
- Case studies

METHODOLOGY

The training methodology is based on a project-oriented approach: each participant is able to include the training inputs within his/her own professional work and objectives.

TRAINER

Michael Kaeding is Jean Monnet Professor for European Integration and European Union Politics at the Department of Political Science of the University of Duisburg-Essen, Germany. After completing his studies in France, Italy and Russia, he graduated from the University of Konstanz and Leiden University, where he received his PhD ('Transposition of EU transport directives in EU Member States') and conducted postdoctoral studies on alternative forms of EU policy-making. Since 2007 he provides trainings for European and national civil servants. Since 2013 he offers one of the optional courses at the College of Europe in Bruges on "The Reform of National Public Administrations and the Role of the European Union".

DURATION

9 hours

DATE

Tuesday 24 May 2016
Thursday 26 May 2016
Tuesday 31 May 2016

From 18h00 to 21h00

VENUE

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1000 Brussels

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8 PUBLIC SPEAKING

PURPOSE

Speaking in public is often necessary. But for many, it is a dreaded exercise. However, there are basic techniques, fairly easy to master, which can help improve your performance in front of the audience.

OBJECTIVES

- To prepare an effective and powerful presentation that enhances your professional image;
- To communicate a clear message in an interesting and lively manner;
- To plan and structure your presentation for maximum impact;
- To respond appropriately to difficult or awkward questions;
- To deal with a difficult or hostile audience;
- To improve your ability to control speaking stress;
- To prepare and use effective visual aids to support their presentation;
- To learn key tips for impromptu speaking and improvisation.

CONTENT

- Analysing the audience;
- Preparing the speech using outlining and mind-mapping;
- Effective body-language;
- Anticipating and preparing for difficult questions;
- Techniques for dealing with a hostile audience;
- Techniques for motivating and involving the audience;
- Design and use of visual aids;
- Personal checklist to continue improving public speaking skill.

METHODOLOGY

The training methodology is based on short lectures, targeted discussions, individual and group tasks. The training will be carried out in the form of an interactive workshop. The trainer will give mini-presentations and provide participants with relevant examples and exercises. Some exercises will be video-taped and individually debriefed.

TRAINER

Interculturalist, anthropologist, creative adviser and action-researcher, Ljiljana Simic worked in 30 countries on 3 continents as a consultant and trainer in the field of personal and organisational intercultural development in the private, public and NGO sector. Experienced as project manager and Board member of several international networks (SIETAR, ORACLE), she also worked for television and radio as presenter, editor and moderator. Co-author of books, articles and publications on cultural diversity, intercultural competence building and emerging art forms in contemporary society, she has a good understanding of how to develop participative processes to make change happen in a practical way.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

9 hours

DATE

Thursday 2 June 2016

Tuesday 7 June 2016

Thursday 9 June 2016

VENUE

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9 EU NEGOTIATION SKILLS FOR PUBLIC ADVOCACY PROFESSIONALS

PURPOSE

This module is a summarized introduction to negotiation and mediation, with a specific focus on international mediation. The course is based on the premise that good conflict management begins by helping conflict parties negotiate better. And adds an introduction to the tactical and strategic tools for improving a negotiator's position at the negotiating table.

OBJECTIVES

- Acquire a sound idea of the main negotiating techniques, and the way to apply them.
- Highlight plus and minus in a controversy, and the possible ways for sorting it out advantageously.

CONTENT

- Conflict resolution: history in the field;
- Conflict management, transformation, prevention, problem-solving, escalation and de-escalation, ripeness;
- Phases, impartiality, communication, skills;
- Skills, hats, multitrack;
- Circle chart, Wher Analysis, conflict mapping;
- Position, interest, target point;
- Relational trust, confidence-building, calculative trust, procedural fairness, fair play.
- Multi-track role-play.

METHODOLOGY

This course is dispensed through experiential learning in which students are given personal experiences with the themes through role plays, exercises, and other interactive methods.

TRAINERS

Born and raised in Rome, Italy. He studied music and philosophy extensively, before graduating in Politics and International Relations at the London School of Economics and Political Science. Moreover, he studied negotiation and mediation at the Harvard School of Law, and international conflict resolution in Britain. At the age of 23, he starts working as political officer in the Italian Deputies' Chamber, with responsibilities linked to the parliamentary work of the presidency. After diverse experiences in Brussels and later Stockholm, in 2002 he moves back to Rome, where he focuses on lobbying and multiparty negotiations for the private sector. In July 2004, he resigns and takes office in the European Parliament as the assistant of the President of the Italian Delegation in the Socialist Group. From that moment on, he has closely followed several relevant parliamentary dossiers.

Since then, he has specialized in the external dimension of the EU, with a specific focus on the Israeli-Palestinian scenario and the larger Middle East. Davide writes on several Italian and foreign periodicals, where he deals about the Common Foreign and Security Policy, EU's conflict management role in crisis areas, and EU's role in the Israeli-Palestinian conflict.

DIPLOMA

EUROPEAN NON-PROFIT ADVOCACY AND NEGOTIATION

DURATION

3 hours

DATE

Thursday 16 June 2016

Tuesday 21 June 2016

From 18h00 to 21h00

VENUE

IHECS ACADEMY

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1000 Brussels

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10 ASSIGNMENT AND FINAL JURY

PURPOSE

The participants will present their final assignment (European advocacy and negotiation plan) before a jury panel. Diplomas will be delivered upon completion.

CONTENT

- 16 June : coaching session with Bruno Selun
- 21 June:
 - o presentation of the assignments before a professional jury
 - o closing session and drink