

## Understanding European lobbying

The European Union adopts legal acts that have an increasing impact on companies and public or private organisations. The acts adopted are the result of a complex process in which the three major institutions – the European Commission, the European Parliament and the European Council- hold a prominent place, yet allowing for a great number of other stakeholders – from institutions or not (Committee of the Regions, European Economic and Social Committee, think tanks, NGOs, media, lobbyists)- to interact and have themselves heard, according to constantly evolving rules and practices.

Anyone who would like to take part in the debate and express their ideas must know how to cleverly identify the relevant stakeholders involved, how they can actually intervene and when is a good time to assert their point of view all through the decision-making process. Those are the keys to an insightful understanding that *Lysios Public Affairs* offers you to grasp, thanks to a one-day training session with its consultants.

### Objectives

- Acquiring a clear vision of the institutional and non-institutional stakeholders involved, and the way they interact throughout the decision-making process
- Understanding the role of lobbyists in such context
- Mastering the written or unwritten rules that must be observed in the interaction between the stakeholders identified as relevant
- Benefitting from the experience and expertise of European lobbying specialists with case studies

### Public

All private or public stakeholders who wish to understand the European decision-making process and become involved in it.

### Consultants

Lysios team in Brussels, along with other European institutions' stakeholders who share a significant

experience in representing the interests of all types of organisations (multinationals, SMBs, public organisations, associations, foundations) and specialists in EU's sector-specific policies (research, industry, digital technology, environment, culture, etc.).

### Programme (on 1 day)

1. Understanding EU's complex system
  - a. The institutional plan
  - b. The non-institutional stakeholders
  - c. The decision-making processes
2. Comprehending the role of lobbyists
  - a. Who are the lobbyists in Brussels?
  - b. How do they organise and how do they work?
3. Acquiring acute vision of lobbying practices in Brussels
  - a. Why and for what?
  - b. When?
  - c. How?
4. Case studies – personal experiences!