

5 ECTS

### Introduction & Objectives

This module is designed to:

- introduce the EU Lobby world issues through a practical approach
- give the opportunity to meet EU insiders from different sectors (public, diplomatic and private sectors)
- provide different practical professional skills to learn more about how to build a lobby campaign, how to connect to the right people
- share recent lobbying & networking experiences in the Brussels “EU bubble”

### Learning content

1. A practical approach to lobbying:
  - Definition and origins of Lobbying
  - Lobbying in Brussels: open game or hidden influence & collective practice through networking
  - Lobbyists in the European Union & Lobbying Techniques
2. A concrete approach to networking
  - Origins and definition of networking
  - Building your own network & using it
3. Influencing tools for lobbying actors in the decision-making process
  - The EU decision-making process
  - How to approach the institutions concretely?
4. Practical tips for effective lobbying in the Brussels EU maze
  - Regions and cities as part of the European policy making process
  - Lobbying through networking: when regions work together • Conclusion

### Teaching and Learning Methods.

The methodology is a mix of:

- Learning sessions at EPHEC: theoretical aspects, presentations, case studies
- Field visits in the European institutions & EU networks
- Brussels based networking activities
- Written presentation of a portfolio with all the activities done by the student during the semester.

## **Learning Outcomes**

At the end of the Module, the student must show is able to:

- Understand what is lobbying and Networking in the EU bubble
- Develop his/her own lobbying strategy regarding a specific EU topic
- Share one's own lobbying and networking experience in Brussels via a portfolio.

## **Learning material**

Required Reading and Learning Materials.

- Two books:

(1) "Lobbying and Networking in Brussels" (P. Goergen)

(2) "Practical guide: Networking in Brussels" (P. Goergen)

- Powerpoint presentations presented during the course.
- Information material collected during the visits, personal research and other field activities. • Most of the input information, assignments and other documents will be made available online on the virtual campus.

## **Evaluation**

50% Continuous assessment/evaluation (participation and evaluation during the activities & assignments)

50% Final exam (end of the semester)