

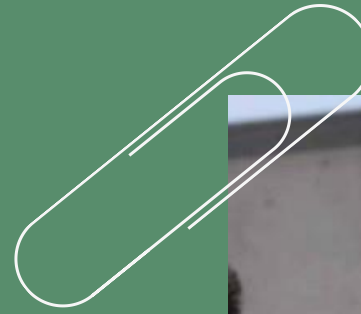


IMPACT THROUGH STRATEGY

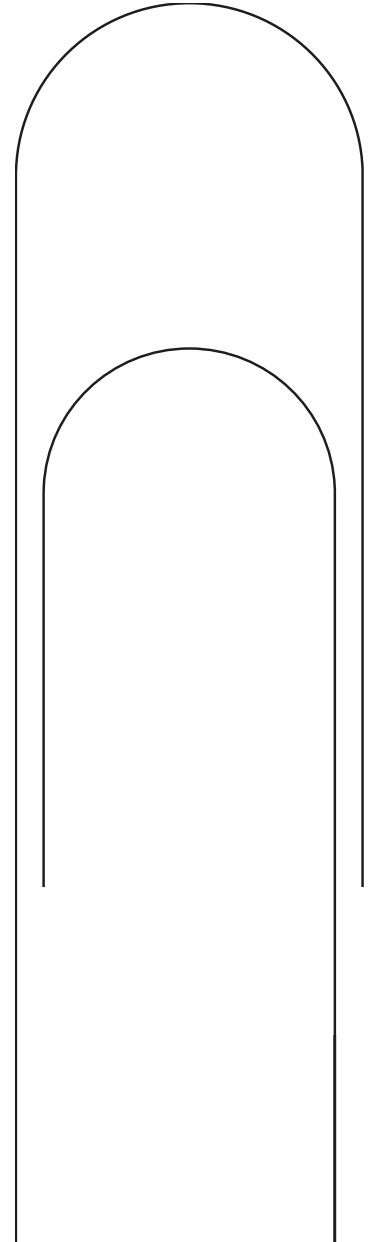
THE HOW-TO OF EU AFFAIRS

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One skill to accomplish?



Program

1. Short handson content
2. Short exercise
3. Questions



EU affairs tips

Handson framework to focus your activities
& increase your impact

**Goal clarity
Strategy**

1. Regional
2. National
3. European

Monitoring

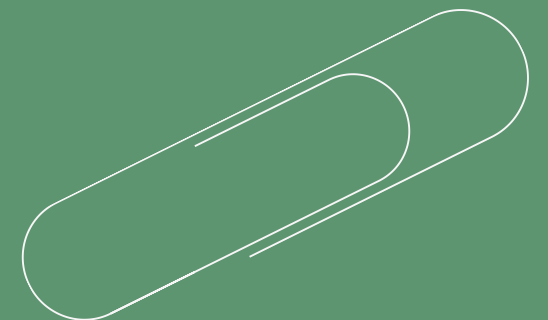
1. Active
2. Passive

Positioning

1. Framework-level
2. Networks

Lobby

1. Framework-level
2. Networks



**Goal
clarity**

Monitoring

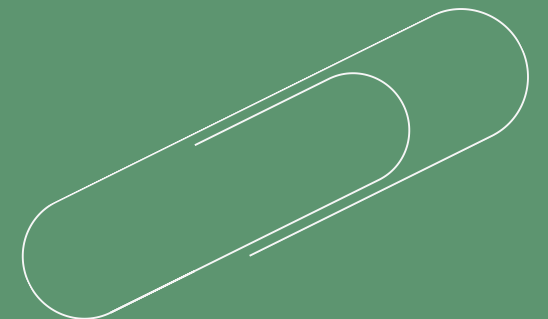
1. Active
2. Passive

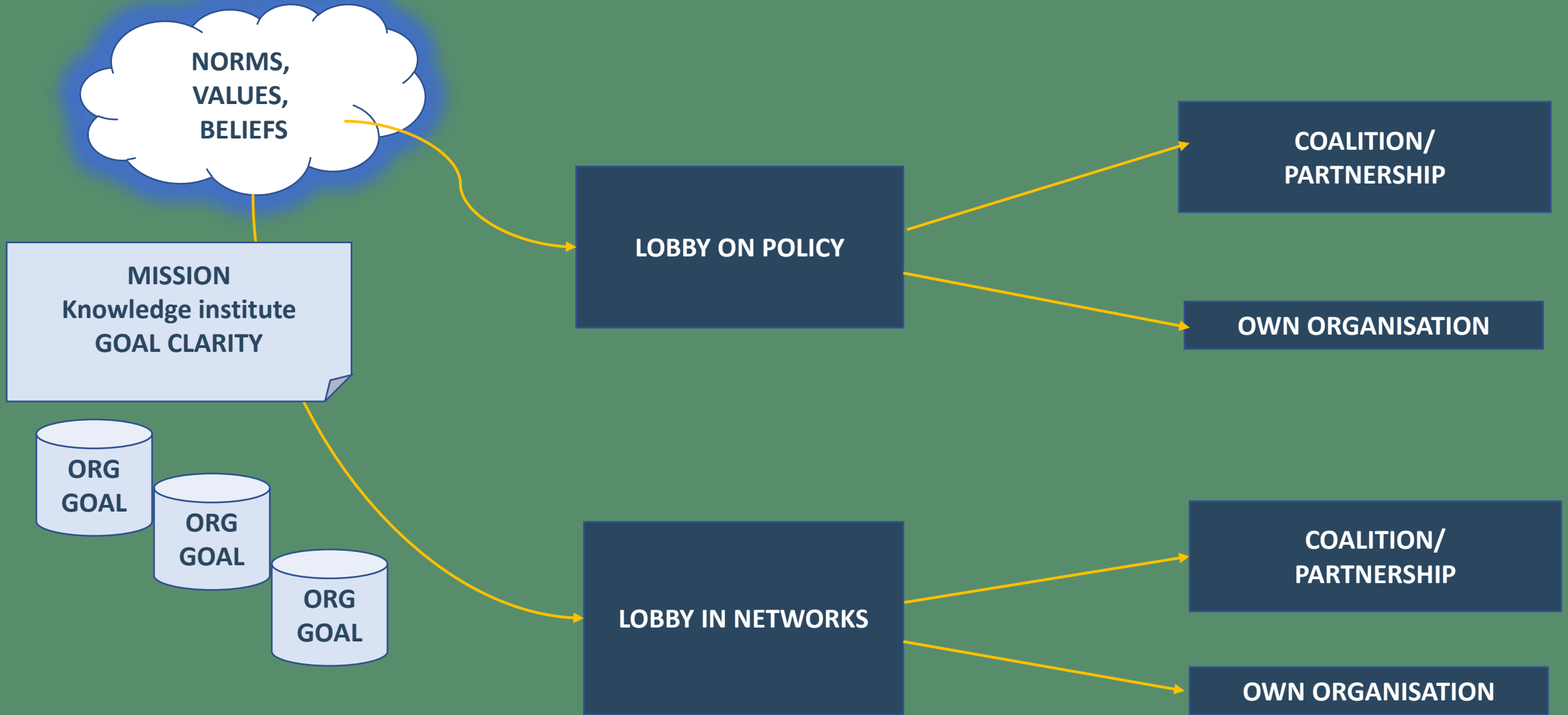
Positioning

1. Framework-level
2. Networks

Lobby

1. Framework-level
2. Networks

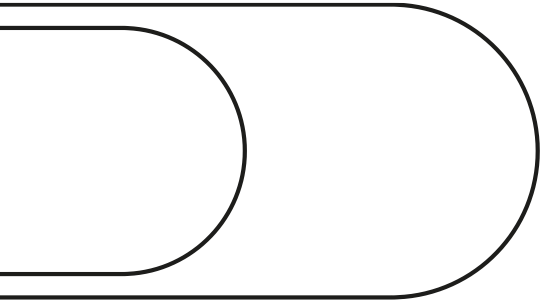




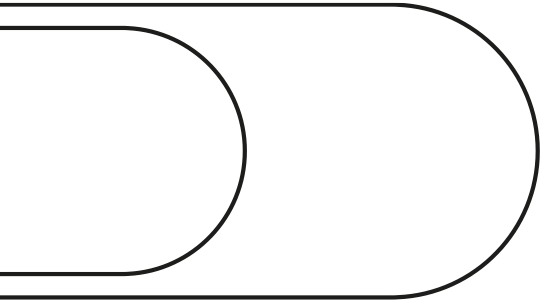
Exercise 1: Goal Clarity

- Use the chat function
- Type in one sentence three specific organisational goals of your organisation/department
 - E.g. 1. goal 2. goal 3.goal
- When writing the balance between too general and too specific

Strategically mapping of Programs



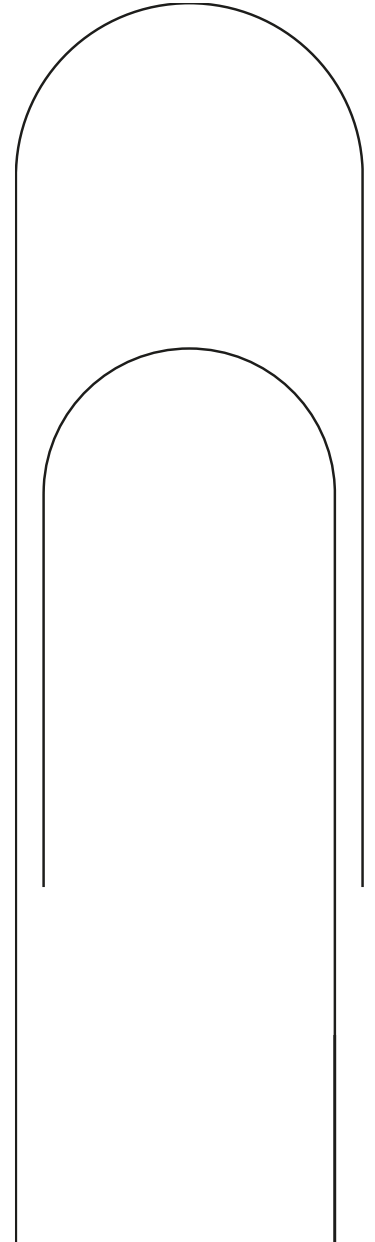
Strategically mapping of Programs



Mapping

- **Short term goals**
 - Upcoming calls
 - Consortia that are forming
 - Professionalisation
 - Internal organisation
- Long term goals
 - Strategic networks (paid)
 - Influencing policy (together)
 - Stakeholder engagement (experts)
 - Flagships

**One short term and long term goal
to accomplish?**



**Goal clarity
Strategy**

1. Regional
2. National
3. European

Monitoring

Positioning

Lobbying



your
EARLY BIRD
ticket

EU-OFFICIALS & STAKEHOLDERS

'INFLUENCE
ONE ON ONE'

COALITIONS

'INFLUENCE AS ONE'

PROPOSALS

'CHOOSE WISELY'

NETWORKS

'PARTICIPATE TO WIN'

LOBBYING & POSITIONING

- ACTIVE MONITORING LAWS AND REGULATIONS
- TRANSPARENCY REGISTER
- EXPERT IN STAKEHOLDER CONSULTATIONS
- LOBBY INITIATIVES
- FOLLOW RELEVANT UNIT/POLICY

MONITORING

- ACTIVE MONITORING
- PASSIVE MONITORING
- THE RIGHT NETWORKS
- THE RIGHT POLICY MAKERS

Exercise 2: Monitoring

- Use the chat function
- What policy or what calls of EC are you currently monitoring?
- Type policy or call + how you are monitoring

Breakout rooms

Exercise 3: EU affairs improvement

- Choose two colours of post its for yourself
- One colour for what you are doing
- One colour for what you **wish** you were doing
- Discuss with the others on how to improve your EU affairs processes



Some Examples

Appendix 1 H2020/CEF-calls for proposals

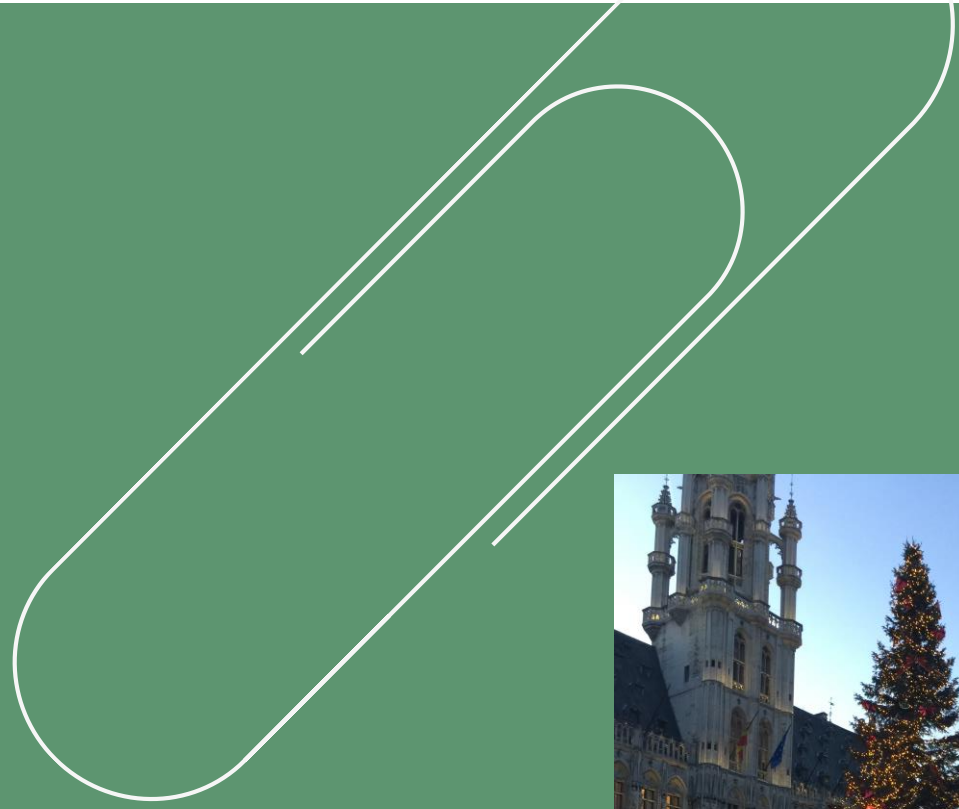
Info-day H2020 Logistics calls 2017

Organisers: DG MOVE, DG Research and Innovation (Transport Strategy Unit), DG Taxation and Customs Union (Unit B2: Risk Management and Security) and ALICE-network

Call ID	Title	Type of action	Budget	Deadline
MG-4.1-2017	Increasing the take up and scale-up of innovative solutions to achieve sustainable mobility in urban areas	IA ¹	22.000.000 (for 4.1. and 4.2.)	Two-stage Stage 1: 26 January 2017 Stage 2: 19 October 2017
<p>Summary of call: Advised level of engagement: Coordination / Equal partner of coordinator / Second partner of coordinator Challenge: sustainable urban mobility, transferring to new locations. Labels of interest: "increasing load factors and making the last mile more efficient in urban freight transport", "optimising design and use of multi-modals hubs", "new governance models for freight... transport: better coordination and cooperation; synergies between passenger and freight transport". Impact: actions should demonstrate successfully transfer a single solution/approach or limited package of mutually reinforcing solutions/approaches from a small number of locations in Europe (indicatively not more than five) to at least ten new locations in Europe.</p>				
MG-4.3-2017	Innovative approaches for integrating urban nodes in the TEN-T core network corridors	CSA	2.000.000	Single stage 1 February 2017

Summary of call:
Advised level of engagement: Participation as regional expert / Follow trend
Challenge: the efficient and effective integration of urban nodes into TEN-T corridors.
Labels of interest: "expert networks deploying novel combinations of existing technologies/ services" and involve "new combinations of different stakeholder groupings", for example from research and innovation programs, from urban planning, from infrastructure constructors and operators and from financiers, with a great emphasis on creating synergies between results of Horizon 2020 funded projects and CEF funding.
Impact: the main impacts will be validated recommendations for wide-scale deployment of research and innovation solutions in some (if justified, a selection could be made) or all urban nodes along the TEN-T[1] corridors.

¹ See pages 10 and 11 for codes of Type of Actions



Netwerken

Kaart brengen wat we al hebben:

- onze netwerken + focus
- onze partners + focus
- regionale / landelijke netwerken

Europese Commissie

inh. doelstellingen thema's
kansen netwerken, consortia

Focus op inhoud

- Effectiviteit netwerken bepalen
- Kiezen waar wij eventueel mee verder gaan

Expertise in beeld
Vindbaar, herkenbaar

Strategie om in juiste netwerken te komen.

Infrastructuur

Strategie

- Wie zijn de belangrijkste partijen om aan te sluiten?
- Wat zijn de belangrijkste thema's?
- Wat zijn de belangrijkste activiteiten?
- Wat zijn de belangrijkste partners?
- Wat zijn de belangrijkste doelstellingen?
- Wat zijn de belangrijkste risico's?

Website

- branding
- social media
- imago
- content

June 22

CVB

- onderzoek
- advies
- advies

Intern

- ASSEMBLEE
- BURO
- BURO

Extern

- ASSEMBLEE
- BURO
- BURO

ASSEMBLEE

- ASSEMBLEE
- BURO
- BURO

BURO

- BURO
- BURO
- BURO

BURO

- BURO
- BURO
- BURO

- 1 Effectiviteit vd netwerken
- 2 Expertise in beeld brengen
- 3 Doelstellingen helder maken
- 4 (Social media) branding
- 5 Professionalisering rondom implementatie
- 6 EU-debat binnen Fontys initiëren
- 7 Interne agendering
- 8 Europese Commissie (doelen thematieken)

Professionalisering

Implementatie

- Implementatie
- Implementatie
- Implementatie

Focus

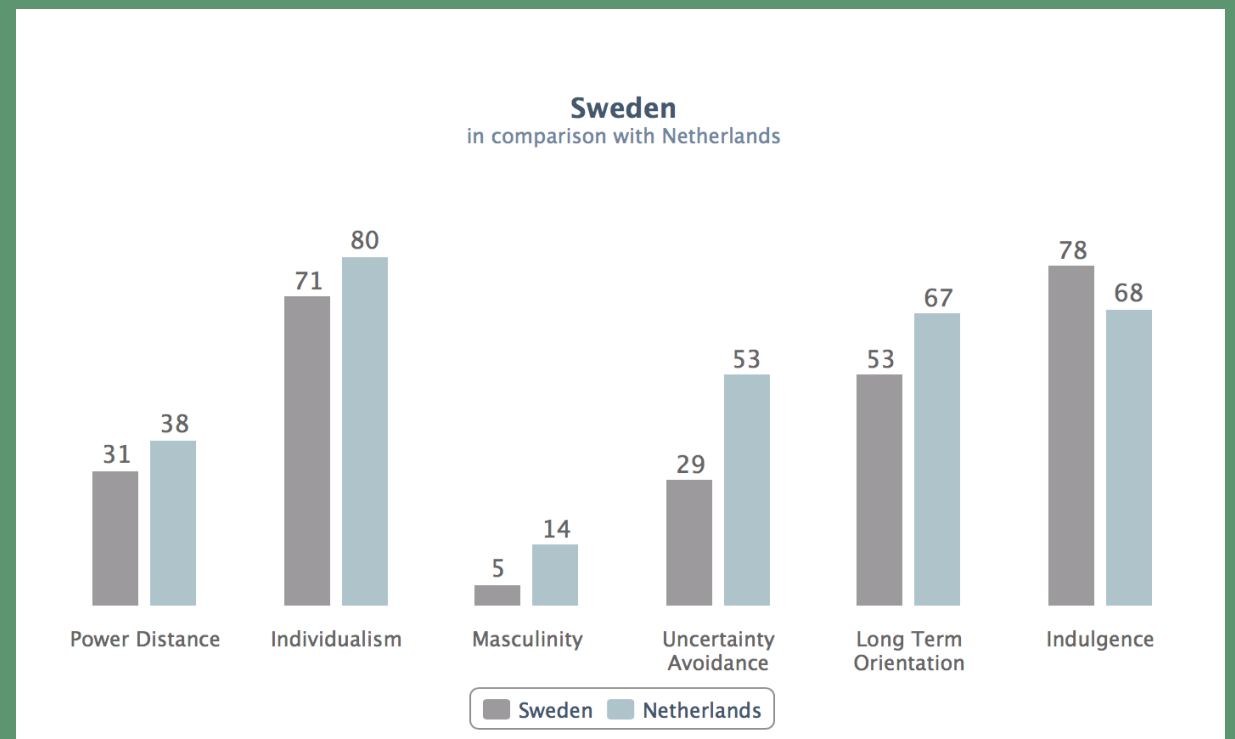
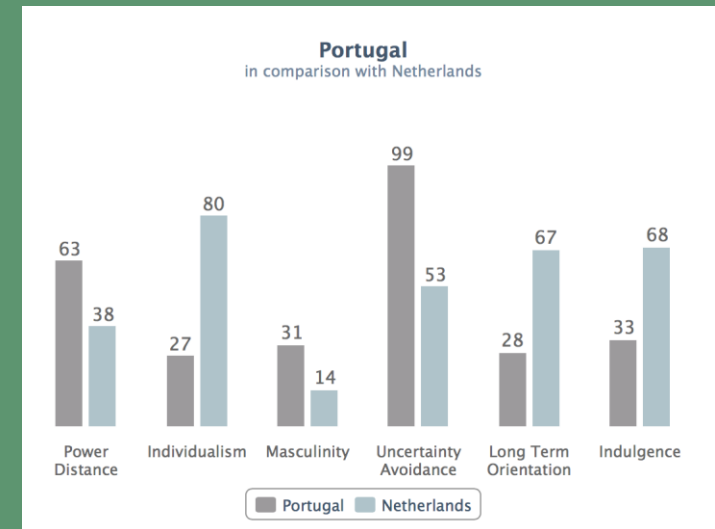
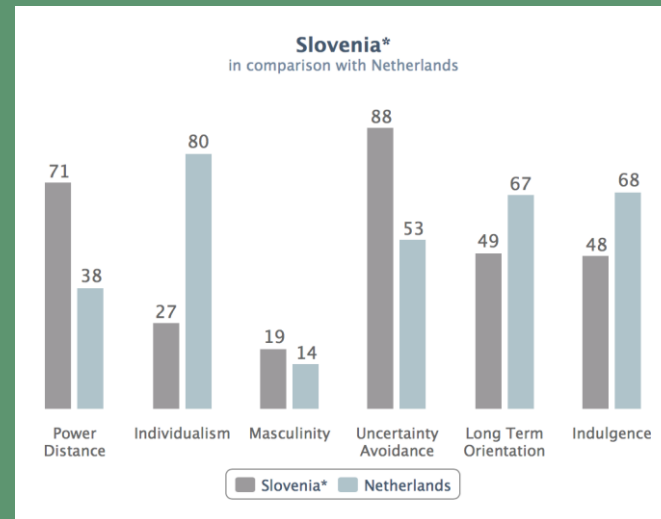
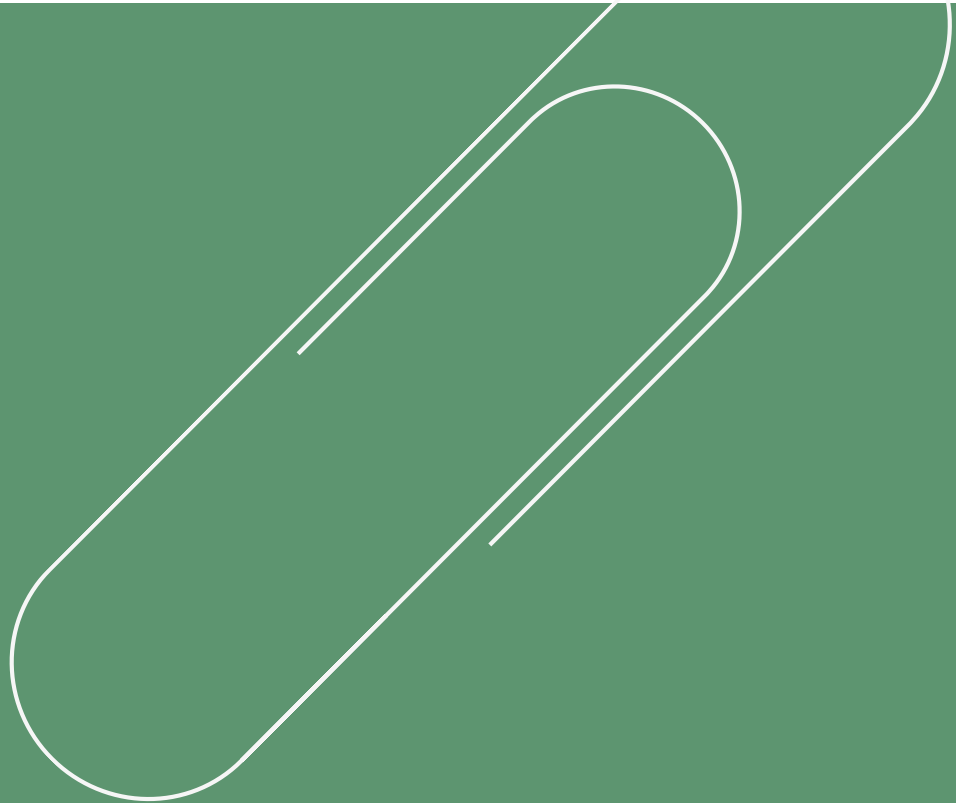
- Focus
- Focus
- Focus

Implementatie

- Implementatie
- Implementatie
- Implementatie

Implementatie

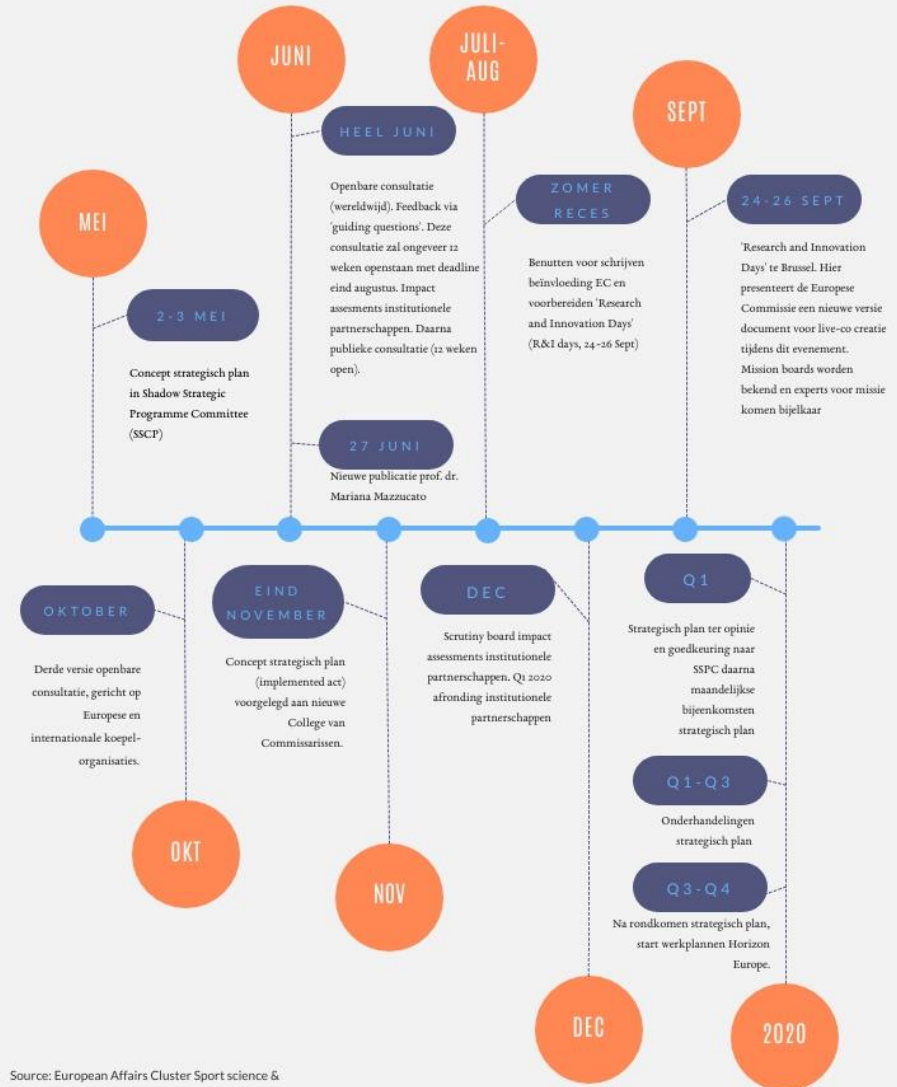
- Implementatie
- Implementatie
- Implementatie



TIJDSLIJN

Horizon Europe

Forecasting & Beïnvloeding





INNOFIUS

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