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# **German EU Presidency**

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## **7 Lessons learned**

**(so far)**

## Lesson 1

# “What say does your government have during its Presidency?”



=> Do not believe them if they claim to be  
„a neutral moderator“.  
They set the agenda – therefore they are able to  
influence processes.

## Lesson 2

# „Get up early when you want to influence the agenda“



- ⇒ Your own government's 6-months-agenda is the best hook; it will be fixed between 3 to 6 months in advance;
- ⇒ watch out for „visible projects“

## Lesson 3

# „Once there is an agenda, stick to it!”



⇒ The temptation to link every single topic to the Presidency is huge – resist, if this is not really the case! You would only show that you do not understand EU policy and nobody would listen to you.

## **Lesson 4**

# **„Join forces with your NGO colleagues“**



- ⇒ Coordinate your work, and agree on a small set of topics, goals and demands
- ⇒ Conferences, workshops, or a joint position paper might be a good exercise to reach a common understanding of your approach

## Lesson 5

# „Make use of the media interest in EU issues“



- ⇒ Journalists love presidencies
- ⇒ But, you will be in fierce competition with other stakeholders. Therefore:
  - concentrate on a few topics
  - use summits, other big events where your issue is on the agenda
  - be creative (journalists search for stories „of the beaten track“)



## **Lesson 6**

### **„Ensure information flow to and from Brussels!“**

- ⇒ Information flow between Brussels and Ljubljana will be crucial – in both directions
- ⇒ Having the right information gives you an advantage vis-à-vis the media and your government
- ⇒ A well functioning network is the biggest NGO advantage – use it!

## **Lesson 7**

### **„Establish good contacts with your government“**



- ⇒ You might get information and they might listen to you**
- ⇒ But, bear in mind that they will have a heavy 6 months – so be patient and arrange meetings well in advance 😊**

**So, good luck!  
And thank you for your attention!**



**Questions?**

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