



**Union of European Federalists**  
**Union Europäischer Föderalisten**  
**Union des Fédéralistes Européens**

**THE FEDERALIST ACADEMY**

***A UEF Training Event***

**at the College of Europe in Bruges**

**26-28 June 2015 | Bruges**

***First Edition***

**REPORT**

## INTRODUCTION

The UEF's first ever Federalist Academy welcomed 25 participants from twelve European countries to develop their skills as activists. A three-day programme offered participants the chance to take part in a selection of skill-focused workshops and group lectures on essential tools in political activism. This first edition was held at the College of Europe in Bruges and focused on young current and future leaders of national sections.

## SUMMARY OF SESSIONS

### **POLITICAL FEDERALIST ACTIVISTS' ESSENTIAL SKILLS MAPPING**

*with Ruben Loodts (Civil Society Consultant and JEF Secretary General 2010-2012)*

This first session gave the participants the opportunity to introduce themselves to the others and to launch the Federalist Academy by outlining the weekend's programme. Ruben Loodts, Civil Society Consultant and JEF Secretary General 2010-2012, used a variety of interactive games to help the group to come together and outline their expectations for the weekend before asking participants to imagine their perfect activist and think about the characteristics she or he would pose.

### **ESSENTIAL SKILL SESSION: LOBBYING**

*with Elisa Bruno (EU Policies and Outreach Manager, European Citizen Action Service)*

Elisa Bruno introduced many skills and spoke about her experience of political lobbying. Since 1991, ECAS's mission is to strengthen and defend citizens' rights and their rights of free movement and to promote more inclusive European citizenship. Campaigning to bring the EU closer to the citizen and thus lobbying for public good is one of the most important ECAS issues. ECAS fights for more equality between the EU citizens.

Elisa took a case study and used it to highlight the importance of identifying and engaging with stakeholders at all stages of a project. She explained how launching a campaign consists of many different steps and that political lobbying requires a structure, and thus a mapping of stakeholders, those against and those in favour. This map helps to see stakeholders that have a direct or an indirect influence. Coalition building can be very useful, because it brings together people that have the same goal. Elisa also introduced the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Sometimes stakeholders can build up coalitions in order to be more influential and achieve greater success. Therefore it is important to have tools (specific goals, criteria evaluation success) that can measure the influence you have had.



## **LECTURE: EU INSTITUTIONS AND DECISION MAKING**

*with Sabina Lange (Lecturer at the European Institute of Public Administration, Maastricht)*

Sabina Lange delivered a lecture about EU institutions and decision making that helped the participants to gain a strong understanding about the structure of the EU. The lecture provided participants with an outline understanding of how new laws are made. Sabina described the Lisbon treaty and the competences of the EU, which can be either shared or exclusive.

Sabina described the law-making and consultative process including the Commission's Impact assessment and the committee and plenary stages of discussion in the European Parliament as well as describing the inter-institutional relations between the various organs of the EU. A number of questions were raised, facing the challenging complexity of the EU institutional structure.

## **WORKSHOPS: GROUP SKILL DEVELOPMENT SESSIONS**

The group skill development sessions let the participants choose three of the five workshops on offer that would provide them with knowledge and skills on different subjects.

### Policy development

Paolo Vacca, UEF Secretary General presented a workshop concerning policy development. The participants, as members of the UEF or JEF in national sections, face the necessity to define themselves as European Federalists and to find ways to put their ideals into concrete ideas and policies. Paolo gave them some tips and tricks in this field.



### Press relations

Dominique Ostyn, Director of Communications at Euractiv, shared some of his skills in this field to help the participants' organisations be more visible and known in the press. One of the most important aspects is to have an angle and to catch the news at the right moment. A good network is thus very important to drive a good press campaign.

### Networking

Networking could seem very simple, but it is in fact very technical. Each person that wants to make his/her network bigger has to ask her/himself the right questions. Mana Livardjani, Director of the UEF, and Elisa Lironi, Policy and Advocacy Officer at the UEF, let the participants think about their networking strategy: What for? Who? When? How to do it? The idea is to set goals, know the people and their backgrounds and know where and when you can network.

### Online presence and strategy

Laura Bringina, Communication officer at the UEF, presented a workshop concerning online communication. The participants built a communication plan for an event. It took the form of an interactive card game. The participants had a target score and the game involved picking up cards until they reach a certain number. Each card referred to a tool, a content or an activity. The challenge was to manage to have enough to build a strategic and efficient communication strategy.

### Recruitment

Ruben Loodts presented a workshop about recruitment in national sections. The group defined different concepts linked to recruitment: the target of potential members, the message to be spread, the tools to use to be efficient.

## ESSENTIAL SKILL SESSION: PUBLIC SPEAKING

*with Elizabeth Van Den Bergh (Communications Consultant and Trainer, MONTIS Training and Consultancy)*



Elizabeth Van Den Bergh asked participants to explain their experience of public speaking and what they find difficult or helpful when they have to speak in front of an audience. She explained that public speaking is an important skill as it lets your message be broadcasted in an effective and precise way. Public speaking does not only depend on the content of the speech itself, but also on other things like: body language, stress management, precision and how you stand.

## WORKSHOPS: PRACTICAL PROJECTS

*with Anton Lazarus (UEF Actions and Network Officer)*

Anton Lazarus divided the group into four teams, each team became the board of a UEF section in a fictional country and was presented a scenario to respond to. The groups were given time to plan their response to their scenarios with an aim to spread Federalist ideas and grow membership. These practical projects aimed to give participants the opportunity to implement the skills and ideas that had been developed over the course of the weekend.

The workshop was a great opportunity to bring together several different ideas and projects, which could be developed and implemented in the participants' own national sections. To conclude the Federalist Academy each "country" made a creative and imaginative final presentation, full of challenges and ideas for future Federalist campaigning and demonstrating the skills needed to continue as successful Federalist Activists.



## LIST OF PARTICIPANTS AND SPEAKERS

Title	First Name	Surname	UEF/JEF Membership	Section
Mr	Petros	Aggos	UEF and JEF	Greece
Mr	Florent	Banfi	UEF and JEF	France
Mr	Jacopo	Barbati	UEF and JEF	Italy
Mr	Bogdan-lustin	Birnbaum	UEF	Belgium
Ms	Laura	Bringina	UEF Secretariat	
Ms	Elisa	Bruno	Trainer	
Ms	Aroa	Fandiño	UEF and JEF	Galicia, Spain
Mr	Ljubomir	Filipovic	UEF	Montenegro
Ms	Andrea	Grebori	JEF	Brussels
Ms	Antionette	Humeau	UEF Secretariat	
Ms	Heini	Hyrkko	JEF	Brussels and Finland
Mr	Dominikos	Kyriakos	JEF	Greece
Mr	Yves	Lacroix	UEF	Direct
Ms	Sabina	Lange	Trainer	
Mr	Anton	Lazarus	UEF Secretariat	
Ms	Elisa	Lironi	UEF Secretariat	
Ms	Mana	Livardjani	UEF Secretariat	
Mr	Ruben	Loodts	Trainer	
Mr	David	M Garcia	UEF Secretariat	
Ms	Tsvetelina	Markova	UEF and JEF	Bulgaria
Ms	Leonie	Martin	JEF	Netherlands and Belgium
Ms	Atenea	Melgarejo Vargas	UEF and JEF	Andalucia, Spain
Mr	Dominique	Ostyn	Trainer	
Mr	Sebastiano	Putoto	JEF	Brussels, Belgium
Mr	Stevan	Randjelovic	UEF	Serbia
Mr	Domenec	Ruiz Devesa	UEF	Spain
Mr	Florian	Sanden	JEF	Netherlands
Mr	Filipe	Santos Henriques	JEF	Portugal
Mr	Paolo	Vacca	UEF Secretariat	
Ms	Elizabeth	Van Den Bergh	Trainer	
Mr	Remy	Volpi	UEF	France
Ms	Anna	Wilson	JEF	Warwick, UK



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