

# Working with NGOs

## "Bridging gaps, sharing goals"

### - PROGRAMME -

#### **09:00 Participants round table**

- ▶ Short presentation of each participant
- ▶ Past experiences and present expectations

*Delia Villagrasa, Senior Adviser, European Climate Foundation*

#### **09:30 Setting the scene: A brief introduction to NGO lobbying**

- ▶ Course Director Review
- ▶ The major influence of NGOs in Brussels
- ▶ A panorama of the key NGO actors

*Delia Villagrasa*

#### **10:00 NGO Culture – A united approach?**

- ▶ Similarities and differences regarding goals and priorities
- ▶ Relations with the press and the institutions
- ▶ Relations with business
- ▶ Discussions with participants

*With a panel of NGO representatives*

#### **11:00 Coffee & Networking Break**

#### **11:15 NGO and Industry relations – A Growing Trend**

Case studies of successful and unsuccessful NGO-Industry relations

- ▶ Beyond the usual label association: a sector specific partnership
- ▶ Success stories and bad examples
- ▶ Step-by-step illustration of a successful campaign
- ▶ Discussions with participant

*With a panel of NGO representatives*

## **12:15 Wrap up, conclusions and recommendations**

- ▶ Gaining trust and credibility
- ▶ Identifying common goals
- ▶ Compromising and give-and-take

## **13:00 End of the day**

### *Invited speakers*

*Myria Vassiliadou, Secretary General, European Women's lobby*

*Bart Holvoet, Director, Forest Stewardship Council*

*Stéphane Vanderveken, ETI, Director, and former Director of the Medical Supply department of MSF*

*Lettemieke Mulder, Director Relations with NGO's, First Solar*

*Benito Giordano, Secretary General Eris@*

*Elio Polizzotto, Representative to the United Nations of No Peace without Justice*

- ETI reserves the right to substitute the lecturers originally appointed by other qualified experts from among our visiting Faculty-

