



## EXECUTIVE TRAINING SEMINAR

### SCHOOL OF TRANSNATIONAL GOVERNANCE

## *“COMMUNICATING EUROPE”*

Scientific Coordinator:

**Daniel Innerarity** | European University Institute and University of the Basque Country

Sala Belvedere

Villa Schifanoia, Via Boccaccio 121 - Florence

**1 - 2 APRIL**

## INTRODUCTION

### What will be the focus?

This Executive Training Seminar will focus on how to create innovative strategies in “communicating Europe”. The informed audience will be actively involved in hands on training sessions, which will span: the instruments used in e-Democracy and their impact; the “lab analysis” of fake news case studies and the creation of innovative lobbying campaigns, focusing on three key issues for the EU policy agenda: climate change, data protection and migration.

In the specific, four interrelated training labs will run:

- The impact of new technologies on European democracy.
- Fake News from a Policy Perspective.
- Citizens as lobbyists.
- Formulation of Europe’s political narratives and the strategies of political parties.

### What are you going to learn?

The topics analyzed during the Executive Training Seminar on ‘Communicating Europe’ provide a unique opportunity to hone knowledge and upgrade specific skills aimed at:

- Identifying and analyzing the impact of new technologies on the different meanings that Europe takes from various stakeholders.
- Participating in a Fake News Innovation Lab and upgrading your knowledge and skills on the



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different policy implications that Fake News has for the political agenda of Europe.

- Working hands-on in a Citizen Lobbying Lab and understanding what lobbying entails, both at the national and the EU level.
- Disclosing and mastering the different political meanings of Europe and figuring out how political parties are creating their strategies to inform their voters about the different political meanings of Europe.

#### Who should attend?

Experts, officials and professionals who are interested in political communication, EP elections, European integration, lobbying and work on:

- Political parties;
- EU institutions;
- Lobbies;
- Think-tanks;
- NGOs;
- The private sector.

#### How will you learn?

Input sessions focused on knowledge transfer will alternate with training sessions, where participants will work in a laboratory setting, testing ideas and practices, and assessing their policy relevance and impact.

A keynote speech about 'The Power of Communication' from a leading expert on communication in Europe will inspire the participants and open up new horizons on the challenging topic.

## PROGRAMME

### 1 APRIL

#### CHAIR: DANIEL INNERARITY

9.00 - 9.30

Institutional Greetings

9.30 - 10.30

Keynote speech "The Power of Communication" moderated by **Daniel Innerarity** | School of Transnational Governance, EUI and University of the Basque Country

**Jaume Duch Guillot** | European Parliament

10.30 - 11.00

*Coffee break*

11.00 - 13.00

Input and Training Session introduced by **Elena Torta** | Robert Schuman Centre for Advanced Studies, EUI

The Impact of Technologies on Democracy: Actors and Institutions, Asymmetry

and New Powers

**Giancarlo Vilella** | Robert Schuman Centre for Advanced Studies, EUI and European Parliament

This session will investigate the impact of technologies on democracy from different perspective (actors and institutions, asymmetry, new powers). The trainer will ask some focused questions and open the debate for exchanging views. The focus will then shift to technologies and Democracy: transformation or substitution? The importance of disintermediation will be investigated following a collective method. In this specific session, the trainer will propose different possible scenarios and open the debate. Then participants will be asked to answer the following key question: what are the consequences of new technologies for “European Democracy”?

13.00 - 14.00

*Lunch (Sala Villetta)*

14.00 - 15.30

Input Session:

Disinformation in the Context of EU Elections – Paranoia or Real Threat?

**Marjory Van Den Broeke** | European Parliament

**Sara Ahnborg** | European Parliament

This session will introduce disinformation and the risks linked especially to the European elections, taking examples from recent elections and EU-related disinformation in general. The trainer will make participants familiar with the most common and most powerful disinformation narratives and methods and give them an overview of EU’s work against disinformation.

15.30 - 16.00

*Coffee break*

16.00 - 17.30

Training Session:

Disinformation – What to Do against It

**Marjory Van Den Broeke** | European Parliament

**Sara Ahnborg** | European Parliament

Facts, feelings or humour: based on concrete examples, participants will learn more about different tools against disinformation and discuss their pros and cons. They will also learn about preventive measures and how to decide whether to ignore or react to harmful stories

## **2 APRIL**

9.30 - 11.00

Training Session:

Citizen Lobbying Lab

Focus on: Climate and Low Carbon Energy. Migration and Data Protection

**Andrea Boccuni** | The Good Lobby

The Citizen Lobbying Workshop provides participants with an understanding of what lobbying means at national/EU level by following The Good Lobby’s methodology. The methodology enshrines an illustration of the avenues of democratic participation existing both at the EU and local level and the practice of the essential lobbying strategies and techniques in use in commercial

lobbying. This Lab strives to create an intensive educational experience in a limited timeframe. The 'hands-on' approach offers participants a chance to try out new methods and succeed / fail in a safe environment where they receive feedback from both the trainer and fellow peers. This training session also helps to create a sense of community or common purpose among professionals who do not work in the same field. The training technique has been developed by Prof. Alberto Alemanno, and based on his book Lobbying for Change - Find your Voice to Create a Better Society.

11.00 - 11.30

*Coffee break*

11.30 - 13.00

Training Session: Political Narratives

**Massimiliano Santini** | School of Transnational Governance, EUI

This session will provide analytical skills and substantive knowledge to understand what a political narrative is and how political parties build it. During the past ten years, populist movements and parties have been increasingly successful in connecting their vision of the world with people's values, needs, and emotions, while arguably liberal-democratic and progressive movements and parties have been struggling to present their own narrative. This hands-on session will provide tools and practical examples to understand the key elements that constitute a successful narrative and how to create one.

13.00 - 13.30

Final Remarks and Award of Certificates

**Vincenzo Grassi** | European University Institute

**Fabrizio Tassinari** | School of Transnational Governance, EUI

13.30 - 14.30

*Lunch (Sala Bandiere)*