

ADVOCACY AND OUTREACH IN THE EUROPEAN PARLIAMENT

SARAH SHEIL, HEAD OF COMMUNICATION AND OUTREACH UNIT, DG EXTERNAL POLICIES













2020



01					02					03						
1	2	3	4	5	5	6	7	8	9	9	10	11	12	13	14	
①		6	13	20	27		3	10	17	24		2	9	16	23	30
②		7	14	21	28		4	11	18	25		3	10	17	24	31
③	1	8	15	22	29		5	12	19	26		4	11	18	25	
④	2	9	16	23	30		6	13	20	27		5	12	19	26	
⑤	3	10	17	24	31		7	14	21	28		6	13	20	27	
⑥	4	11	18	25		1	8	15	22	29		7	14	21	28	
⑦	5	12	19	26		2	9	16	23		1	8	15	22	29	
04					05					06						
14	15	16	17	18	18	19	20	21	22	23	24	25	26	27		
①		6	13	20	27		4	11	18	25		1	8	15	22	29
②		7	14	21	28		5	12	19	26		2	9	16	23	30
③	1	8	15	22	29		6	13	20	27		3	10	17	24	
④	2	9	16	23	30		7	14	21	28		4	11	18	25	
⑤	3	10	17	24		1	8	15	22	29		5	12	19	26	
⑥	4	11	18	25		2	9	16	23	30		6	13	20	27	
⑦	5	12	19	26		3	10	17	24	31		7	14	21	28	
07					08					09						
27	28	29	30	31	31	32	33	34	35*	36	36	37	38	39	40	
①		6	13	20	27		3	10	17	24	31		7	14	21	28
②		7	14	21	28		4	11	18	25		1	8	15	22	29
③	1	8	15	22	29		5	12	19	26		2	9	16	23	30
④	2	9	16	23	30		6	13	20	27		3	10	17	24	
⑤	3	10	17	24	31		7	14	21	28		4	11	18	25	
⑥	4	11	18	25		1	8	15	22	29		5	12	19	26	
⑦	5	12	19	26		2	9	16	23	30		6	13	20	27	
10					11					12						
40	41	42	43	44	44	45	46	47	48	49	49	50	51	52	53	
①		5	12	19	26		2	9	16	23	30		7	14	21	28
②		6	13	20	27		3	10	17	24		1	8	15	22	29
③		7	14	21	28		4	11	18	25		2	9	16	23	30
④	1	8	15	22	29		5	12	19	26		3	10	17	24	31
⑤	2	9	16	23	30		6	13	20	27		4	11	18	25	
⑥	3	10	17	24	31		7	14	21	28		5	12	19	26	
⑦	4	11	18	25		1	8	15	22	29		6	13	20	27	

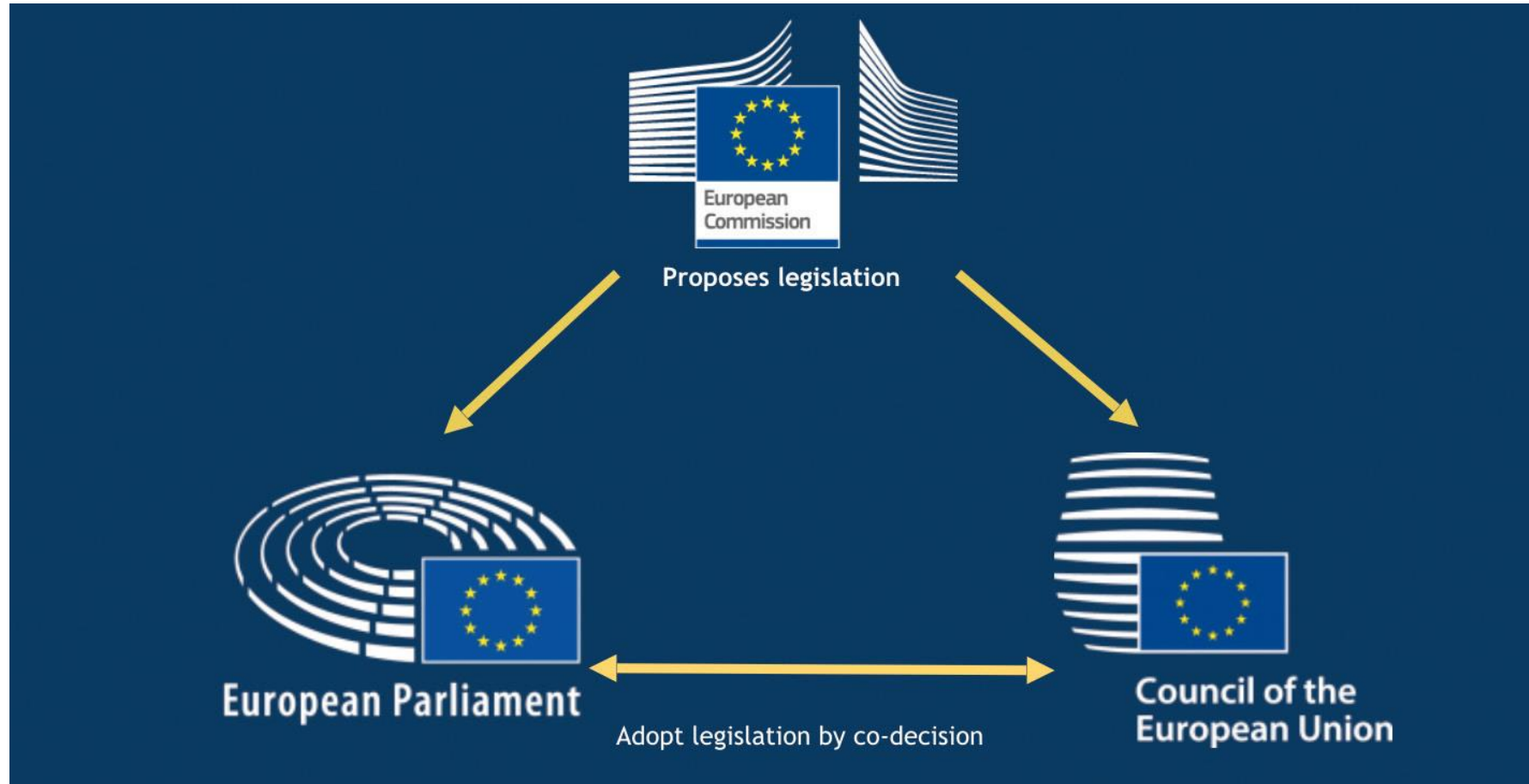
- ⑦ Sunday
- Session
- Committees - (presence and remote)
- Groups - (presence and remote)
- External parliamentary activities
- Possibility for remote and physical presence in meetings of governing bodies, groups and committees
- Priority given to committees meetings
- Exclusively groups meetings
- * Only committee meetings linked to urgent MFF and Recovery files

100882-00/17-2020-EN



- Do your research on the Member (CV, political positions, committees, interests, social media)
- Target the right MEP(s) at the right time (primarily place-based but also issue-based)
- Present the issue as well as the project
- Provide a short overview of your message, preferably on 1 page, with a few key outcomes highlighted and some headline budget figures
- Don't be afraid to offer additional explanatory material. Think about what would be helpful for a non-expert (eg on the Interreg/cohesion policy framework, practical info on how to access funds). Eliminate jargon + acronyms.
- Answer the question: 'why is this relevant/interesting for MEP X or Y?'
- Focus on impact/human dimension, provide success stories
- Provide content in local language(s), think about the style and tone
- Provide material (eg videos, infographics, podcasts) that can be directly reused on social media, newsletters
- Role of MEP assistants (APAs)
- Be resilient!





- Be present as far upstream as possible
- Understand the procedures (request a visit or a briefing)
- Target the right MEP(s) at the right time (role of rapporteurs and shadow rapporteurs, also coordinators)
- Intergroups
- Use your Brussels and national as well as regional networks
- Get to the essentials: 'what can the Member do for you?', material preferably on 1 page
- Focus on impact/human dimension
- Role of MEP assistants (APAs)
- Be resilient!



KEEP REACHING OUT DURING COVID

- Continue to build relationships virtually.
- Be visible. Promote your website and ongoing projects.
- Improve your online presence on social media. Build your brand and gain credibility.
- Get creative. Make online events more interesting using multimedia tools, and share your updates.
- Successful online events require planning! Support the speakers, prepare a script, triple-check the technical aspects.
- Online campaigns (#saveEUculture #rescue horizonEurope)



- Ask for an online meeting – keep it concise!
- Make contact with the local EP Liaison Office(s)
- Ask for a group visit in Brussels/Strasbourg*
- Events/exhibitions in Brussels/Strasbourg*
- Keep an eye on hearings, workshops and other online events
- Exploit regional events and exhibitions (Week of Regions and Cities, EuroPCom etc)
- Committee/delegation visits to the Member State*
- NB Keep local media involved where possible!

* post-COVID



THANK YOU! ANY QUESTIONS?



sarah.sheil@ep.europa.eu



Sarah_Sheil

