



# On the lookout for policy impact

Engaging with policymakers

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# Your programme is there to help you

- The programme has a lot of communication options at your disposal.
- Interact, the programme of the programmes, is very active in upscaling activities
  - Project slam, keep.eu database, this is Europe podcast,
- The programme has a direct link to DG REGIO

**... but you need not limit yourself! Follow me to Brussels...**

# Navigating Brussels

...but where  
do you want  
to go?



# Bounty ahead – the Regions in Brussels

- Your regions have representations in Brussels, and they are often looking for interesting achievements to promote. Dig into their network, they usually know some people to make their voices heard!
- These representations might help you with promotional events or establishing contacts, maybe to the cabinet of your targeted commissioner or to the office of an MEP that might want to hear your results.
- They also have some expertise to feed your results in the policy cycle. Keeping people in Brussels in the loop about achievements from their regions is vital to their job!

# Bounty ahead – the Politicians

- Your regional MEPs or MEPs from your country might listen to you. Try to identify the ones in the relevant committees. They need your input!
- In the policy cycle, the assistants of the MEPs prepare most of the thematic points. Winning them is in your best interest. They are most often targeted by lobby organisations.
- A sometimes overlooked source for networking in Brussels: The Committee of the regions. Your local politicians in the Brussels policy cycle: Your best shot!

# Bounty ahead – the Commission

- You have the choice to address DG REGIO or the line DG responsible for your policy.
- DG REGIO itself mostly organises communication events, such as REGIOSTARS competitions or the Euronews Smart Regions series
- You might also be interested to promote results in the European Week of Regions and Cities, Europe's biggest gathering of local and regional policymakers
- Depending on your expertise, the line DGs also provide specific networks, examples are the [Smart Cities Marketplace](#) or the [Knowledge Valorisation Platform](#) or even in [Disaster Risk Management](#)

# Bounty ahead – the Commission

- Euronews: Your project in television, Europe-wide!
  - Smart Regions, in collaboration with Euronews, takes a tour of Europe, visiting the cities and towns where Cohesion Policy projects are bringing real, tangible benefits to communities across the EU. Accessible through DG REGIO via your programme.
- The [Smart Cities Marketplace](#)
  - For cities, industries, SMEs, investors, researchers and other smart city actors
  - thousands of followers from all over Europe and beyond, many of which have signed up as a member. Contact: [info@eu-smartcities.eu](mailto:info@eu-smartcities.eu)

# Info and Timing - General

How can projects find out what is going on in terms of policy development throughout the year and when/how they can present their policy recommendations?

Example:

## **Public Consultations**

[https://ec.europa.eu/info/consultations\\_en](https://ec.europa.eu/info/consultations_en) (per keyword, time and topic)

Two advantages:

Info on policy developments and opportunity to contribute to it!



# Info and Timing - Specific

Do not forget also to have a look to the websites on specific policy initiatives with more detailed info on each initiative:

Example:

## **The European Green Deal**

[https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)

Info on specific actions, how to be involved, timeline, latest news, relevant documents etc.

Thank you for your  
attention!

... and see you soon in Brussels!