

EU Public Affairs: the European Green Deal



Whether you are a frontrunner in your respective field or a company which is challenged by sustainability policies, the European Green Deal will affect your business. With the publication of the European Green Deal in December 2019, the EU has set the objective to make Europe the first climate-neutral continent by 2050. As a follow up, the European Commission is expected to table the Fit for 55 package in June 2021, encompassing various legislative climate and energy proposals that aim to reduce emissions by at least 55% in 2030 and contribute to the Green Deal objectives.

During this EU Public Affairs training you will learn about the implementation of the EU's climate and environmental ambitions, as set out in the European Green Deal: which initiatives will be part of the Fit for 55 package and how will they impact your organization?

After drawing a comprehensive picture of the European Green Deal, this training will provide you with the right tools to effectively represent the interests of your organization in a political reality that is increasingly looking at industry and society to make its climate commitments become reality. How do you make sure your policy messages fit with the EU narrative? Who should you contact in the EU institutions to convey your message at the right time? Answers to these and many more questions will be brought to you during the EU Public Affairs Training on the European Green Deal.

After this training you will be able to:

- ✓ Understand the main objectives and legislative initiatives of the European Green Deal;
- ✓ Identify the most important initiatives of the Green Deal and the way in which they will affect the sector in which your business is active;
- ✓ Navigate the EU maze of institutional departments and stakeholders dealing with environmental issues, and get acquainted with the power balance between the EU institutions;
- ✓ Develop and implement a Public Affairs strategy on a legislative file related to the European Green Deal.

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