

EU Public Affairs Training: Transport in the EU



The EU transport agenda: what should we expect?

The COVID-19 crisis has presented unprecedented challenges for the transport sector, but also demonstrated the crucial role transport plays to ensure an uninterrupted supply of goods and services across Europe. The recovery of the transport sector will be used to pave the way for a resilient, reliable, and sustainable sector at the heart of the European Green Deal. Transport-related emissions will have to be significantly reduced, the resilience of the sector will have to be increased, and digital technologies are expected to contribute to cleaner, smarter, and more efficient transport. The Dr2 Academy organizes trainings on the transport related priorities in this Commission's mandate, to help companies navigate this policy context in these challenging times and to set the right conditions for your business to grow.

The EU Public Affairs Training

During a half-day online training, you will learn the ins and outs of the EU policymaking as well as to navigate the EU maze. This training focuses on the priorities for the transport sector of the European Commission to empower businesses, citizens and national authorities and will provide a comprehensive overview of the flagship initiatives key in the transformation of the European transport sector.

Do you want to know what business opportunities and challenges are included in the EU's transport policy agenda? Do you want to craft effective policy messages and make sure they fit with the EU narrative? Answers to these and many more questions will be brought to you during the EU Public Affairs Training on Transport in the EU.

What will I gain from this training?

- ✓ Learn about the ins and outs of the EU inter-institutional relations and the decision-making procedures;
- ✓ Identify the most important initiatives of the EU transport agenda and the way they will impact your organization;
- ✓ Develop and implement a Public Affairs strategy to strategically position your organization at EU level;
- ✓ Understand and learn how to apply effective and innovative lobbying tools to represent your interests;
- ✓ Receive practical tips and tricks on how to develop and communicate your messages.

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