
XXXII edition

From 14/09 to 10/12/2020

BRUSSELS

INTERNATIONAL
MASTER
EUROPEAN
STUDIES

*Policy Advisor and Project Consultant – Day
programme*

*Held by the **BELGIAN-ITALIAN CHAMBER OF COMMERCE** in
collaboration with professors of the **CATHOLIC UNIVERSITY OF
LOUVAIN-LA-NEUVE***

INTERNATIONAL MASTER IN EUROPEAN STUDIES

Policy Advisor and Project Consultant

XXXII Edition – Brussels, from 14th September to 10th December 2020

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THE MASTER

The *International Master in European Studies* is a post-graduate intensive programme organized by the European Desk of the Belgian-Italian Chamber of Commerce with the collaboration of professors from the Catholic University of Louvain-La-Neuve (UCL).

This programme is designed to provide students with an in-depth knowledge of EU institutions structure, functioning and policies, and with a sound understanding of the EU funding methods and Project Cycle Management tools and techniques. To this end, a thorough academic section is combined with hands-on practical work on European projects and tenders and with testimonials from policy advisors, project managers and EU officials.

At the end of the course, participants will be able to coordinate and manage European projects and tenders according to the guidelines set by the European Commission and they will have the opportunity to be introduced to several professionals from this sector of activities.

Location	Brussels
Length	3 months
Study load	400 hours (full time)
Editions	2 per year (April – July and September – December)
Language	English
Admitted students	30 (for each edition)
Method	Lectures, seminars and group works

TRAINING OBJECTIVES

The IMES programme lasts 3 months: it is an intensive, full-time, 400 hours programme, with an average of 4 hours of frontal lessons and 3 hours of individual study and practical work per day. The programme timetable is intensive to such an extent that it is the equivalent of a much longer Master's-type university programme. Therefore, the **added value** of our programme lies in the fact that it enables students to gain specific competences and skills in such a short period of time. IMES didactic method is based on a practice-oriented approach, which aims at transferring knowledge through a **learning-by-doing** process. Students develop specific competences and skills through workshops when they work in small groups of 5-6 people constantly supported by experienced consultants and trainers.

All lectures are held in English.

Thanks to this programme, students acquire specific skills on:

- EU institutions' structure and functioning
- European policy-making process
- Lobbying and networking at EU level
- EU financial framework and funding mechanisms
- Thematic EU funding programmes (in the field of research, SMEs, education and culture, cooperation and development, energy & environment, social affairs, regional cooperation, etc.)
- Project Cycle Management
- Structuring the project idea and drafting a EU project
- Project management, implementation and reporting
- European procurements (EU tenders search and drafting of a tender offer)

PROGRAMME

Section I: The European construction and policies

The modules will be delivered by professors of the **Institute of European Studies of the “Université Catholique de Louvain”**

The aim of this module is to provide the theoretical knowledge for Lobbying and Project Management. Here, the topic of the European construction is analyzed from the historical, juridical and economic points of view. The main European policies and strategies are examined to make students aware of the EU priorities and objectives.

The Political System of the European Union

The aim of the course is to undertake a critical analysis of the political functioning of the institutions of the European Union. It examines how the EU institutions are appointed, how they function, their respective powers, how they interact with each other and with the national political systems that are increasingly involved in European policy making. It examines the process of institutional reform and the challenge of enlargement of the Union to Central and Eastern Europe.

The EU internal market

The aim of this course is to give an overview of EU policies as concern the creation of an internal market. After an introduction about free trade, stages of integration and techniques, the four freedoms will be analyzed with respect to the EU internal market: free movement of goods, services, persons and capitals. Afterwards the students will take a look in deep at the competition policy and competitions law. The course will close with an analysis of the abuses of dominant positions, in particular cases of state aid control and services of general interest.

The EU budget

This module begins with the history of the EU budget. It goes through the legal provisions concerning the EU budget and it examines the whole financial framework for the period 2014-2020. It points out the budgetary principles, including the compulsory and non-compulsory expenditures. It analyses the EU budget procedure and the approved budget for

the year 2015. Finally the students will see how is the EU budget implemented and what are the new elements introduced by the Lisbon Treaty.

The EU's external environmental and climate change policies

This module aims to provide students with sound basis regarding the policies adopted by the European Union in the field of energy efficiency and renewable energy. In particular, students will analyze the 20-20-20 objective of the EU in the field of environment and energy.

The external action of the EU

The main objective of this session is to give a broad picture of the external relations of the European Union, in particular of the second pillar policies. The lecture focuses on the actors and decision-making processes of Common Foreign and Security Policy (CFSP)/ European Security and Defence Policy (ESDP), and highlights the challenges that the EU currently faces on the international stage.

The lobby in the EU

Through this module, students acknowledge the importance of the lobbying activity to the European institutions as well as an update of who and why does lobby at the EU level. The course foresees the following main points:

- Definition and origins of Lobbying;
- Techniques of Lobbying;
- Influencing Tools for local/regional authorities and networks in the EU Decision Making Process;
- Tools for effective Lobbying in Brussels;
- A concrete Lobby success story.

Section II: Successful EU projects: design and management

Organized by the *Belgian-Italian Chamber of Commerce*

The second section focuses on learning the mechanisms, tools and criteria for designing and managing successful EU-funded projects and tenders. How to become an EU consultant, which ones are the main EU funding schemes, how to apply for an EU grant, how to answer to an EU procurement, etc. These are the queries that the core section of the IMES course addresses to. The student learns through a learning-by-doing approach, with the support of **case studies** and interactive **workshops**. The lessons and the **practical activities** are held by professional EU Advisors, who have years of experience in planning, advising and providing technical assistance to SMEs, NGOs, think-tanks, public entities, and international organizations.

Access to EU funding

This first introductory module aims to provide students with the quality framework within which successful EU projects are drafted. The European Multiannual Financial Framework 2014-2020 is examined, as well as the characteristics of EU funding mechanisms. Students receive an understanding of direct and indirect funding, centralized and decentralized funding, co-funding and tendering procedures, EU loans.

An overview of what is an EU project and key successful points of project drafting and management is provided. Focus is put on the building of the international consortia, a key point for EU projects: how to create strong links with valuable partners, characteristics of an EU consortium, partner selection, involvement, and coordination, etc.

The module also aims to familiarize the student with key competencies and skills required for being an EU consultant and project manager.

Project Cycle Management – Structuring and Designing a successful project

The aim of the course is to provide students with a structured method of designing a successful project. That includes the structuring on the project idea, starting with the problems' analysis, objectives' analysis, strategy and stakeholders' analysis, concluding with the construction of the project's logical framework. After having structured the project's idea, the module goes on with the drafting of the application form. That includes understanding of relevant documents, such as call for proposals and guide for applicants, but also acquiring project drafting techniques, as well as some key project's drafting tools, such as work plan and work packages, GANTT chart, communication and quality plans, etc.

Finally, students will learn how to prepare the budget for an EU project.

During these modules **students will work in groups of 5-6 people on a real EU call for proposals**, preparing an EU project. The workshop in groups aim, on one hand to allow students to gain practical experience on EU project drafting, on the other hand to develop team-work competencies, namely negotiation and communication skills, written and oral skills, organizational skills, flexibility and adaptation to multicultural working environments, ability to work in stressful situations and tight deadlines, and so forth.

Project management and implementation

The course has the aim to provide students with knowledge on how to manage an approved project. Participants will learn all the steps that follow the financing from the European Commission of a project. Namely, it will be analyzed the negotiation phase, the initiation phase, the planning phase, the implementation phase, the monitoring and reporting phase, and the conclusion phase. This module will be followed by a group workshop on one of the project management phase, such as the simulation of a kick-off meeting.

EU Funding programmes in detail

This module is dedicated to an in-depth overview on the different EU funding programs. The aim of the module is to provide students with a comprehensive knowledge of the different EU funding opportunities, in terms of available budget, general and specific objectives of the programs, beneficiaries, eligible entities, application rules, etc. These lectures aim to give to the future consultant a strong knowledge of the main EU funding opportunities, enabling the student's ability to give advice to others on how to receive funding for a specific project idea. Classes are held by Project Managers experts in each specific funding programme; it is therefore a very practical explanation of the functioning of the programme, with an overview of the key players of the sector, and an update vision about trends and priorities.

The following funding programs will be presented and analyzed in detail:

- COSME, to improve the competitiveness and innovation of **SMEs** in Europe, including tourism, women entrepreneurship, industrial cooperation;
- LIFE, to support actions for the **environment** and against climate change;
- Erasmus+, to foster cooperation and improvement in **education**, youth and sport;
- Structural and cohesion funds, to support **EU regions** throughout their economic

development and integration;

- Horizon2020, for **research** and development;
- ENPI, to support cooperation and development between Europe and its neighbours (i.e. Balkan area, Mediterranean area, Russia, ...);
- IPA, to support cooperation and development between Europe and candidate countries, as well as potential candidates;
- DCI and EDF, to foster cooperation and development in Asia, Latin America, Africa;
- And other pilot programmes...

European procurements and tendering procedures

The module aims to provide students with the knowledge needed to monitor European tenders and to analyze calls for tenders published by European institutions, as well as to respond to a call with a comprehensive tender offer. The different procurement procedures are analysed, the Official Journal of the European Union is presented, the tools and techniques for building tender partnership and drafting technical and financial offer are presented.

During this module students will **work in groups of 5-6 people on a real EU procurement**, preparing an EU tender offer.

In detail, the students will learn to:

- identify EU public procurement opportunities;
- know the general tendering procedures set by the Financial Regulation in terms of EU tenders;
- read and understand a call for tender;
- understand contracting authority's requirements, both in terms of documents and service requested;
- build a strong partnership, responding to selection and award criteria;
- prepare the administrative section of a tender, understanding the documents needed and who has to provide them;
- draft the selection criteria section, technical offer and financial offer.

Section III: European Institutions, advisors and lobbyists

Organized by the ***Belgian – Italian Chamber of Commerce***

Several seminars at the European institutions are organized in order to meet EU officers and to have a direct contact with who is working every day on EU policies and funding programs. The following meetings will be organized:

- Seminar at the **European Parliament** – Presentation of the political bodies and legislative powers of the Parliament by European civil servants.
- Seminars at the **European Commission** – Presentations organized in different Directorates General of the European Commission (according with the availability of the DGs) on topic related to the DG's management.
- Seminar at the **Council of the European Union** – Presentation of the role of the Council of the European Union held by a civil servant.

This third section aims also to provide students with a wide vision of the different realities operating on the Brussels area in the European field. Meetings with experts, advisors and lobbyists are therefore organized. Some examples (meetings may vary accordingly with the availability of the expert): Ernst&Young – Consultancy on European grants and incentives; the European Youth Forum – The federation of European youth organizations; CEPS – Centre for European Policy Studies; European Young Innovators Forum; EASME – the Executive Agency for SMEs; EACEA - the Education, Culture and Audiovisual Executive Agency; other project managers, policy advisors, and EU officials.

JOB LINK Services

The Belgian-Italian Chamber of Commerce supports students with several services regarding internship opportunities:

- Seminar JOB LINK – Held by a recruiter based in Brussels in order to provide students with notions related to the EU Bubble job market, the correct ways and approaches to look for a working position and how to improve the profile.
- Individual orientation meeting with the recruiter – To receive advice and improvements on CV, cover letter or the student's professional profile.
- IMES CV BOOK – Students will publish their Professional Profile in the CV BOOK. It will be sent to those companies and agencies that collaborate with the Belgian-Italian Chamber of Commerce or that ask appositely for project manager or assistant profiles or for policy advisor profiles.
- The Belgian-Italian Chamber of Commerce supports students looking for internship/ job positions and with the procedures regarding the contract agreement and providing insurance coverage for the whole period of the internship.
- The Belgian-Italian Chamber of Commerce plays an active role during and after the programme, searching and proposing to students internship and working offers or other useful initiatives for increasing students' network.

THE PARTNERS IN A NUTSHELL

Institute of European Studies of the Catholic University of Louvain (UCL)

The Catholic University of Louvain-La-Neuve was established in 1425. Since then, the UCL's mission to be a great European university has always been directed towards the future. Created in 1967, the Institute of European Studies (IEE) of the UCL carries out a wide range of activities in the field of education, research and services to civil society. Among its professors, it counts experts and academics from all over the world. Professors from the IEE will deliver the lectures of the Section I of the IMES programme. www.uclouvain.be/euro

European Desk of the Belgian-Italian Chamber of Commerce (CCBI)

Created in 1950, the Belgian-Italian Chamber of Commerce (CCBI) is a non-profit association under Belgian law, recognized by the Italian Ministry for Economic Development. The quality of its services is attested by ISO 9001 certification. The CCBI offers a wide range of activities for the support of entrepreneurs and to foster business relationships between Italy and Belgium and provides enterprises, public entities, university and associations with a consultancy service on European procurements and EU project drafting. It also organizes high-quality training courses focused on European policies and funds.

The European Desk drafts and manages, as leader or partner, several EU funded projects and tenders, mainly in the field of business support and training. In 2014 the European Commission acknowledged one of CCBI's project as one of the best of the year. This project and others are presented to IMES students to provide a first-hand experience on best practices in EU projects. www.ccitabel.com

CCBI EUROPEAN PROJECTS (2013-2019)

- DG Growth, Pilot project – **Erasmus for Young Entrepreneurs Global** (partner)
- DG Growth, Pilot project – Enhancing quality jobs, apprenticeships and traineeships in the tourism sector across Europe - **IdEATE** (partner)
- ENPI – **EU Partnership for Peace** - Training and networking in Israel, Jordan and Palestine (leader)
- ETF – **Services to support ETF activities in Palestine** (leader)
- LLP – Erasmus – **UNIKEY** (partner)

- LLP – Grundtvig – **M-House** (leader)
- **Erasmus for Young Entrepreneurs** – OPEN-EYE 7 (leader) awarded by the EC as one of the best projects of the year.
- CIP - **Transnational tourism packages** – TATRA (leader)
- FIP - **Canada outreach** (main partner)

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