



# ECAS

# Training Centre

## Winter Workshops

## Why choose ECAS?

ECAS has over 25 years' experience providing capacity-building services to civil society organisations across Europe, including training and technical assistance, event organisation and advocacy advice. Our expertise in EU fundraising, project writing and management, and advocacy, among other things, derives from our many years working on projects and campaigns with partners throughout Europe, our close connections with the EU institutions and our pan-European network of members.

## Meet the Trainers



**Huw Longton**, *EU Funding, Post-2020 MFF and EU Advocacy*  
Training and Outreach Coordinator at ECAS. He specialises in EU funding, policy and advocacy, co-authored the 2017 European Funding Guide for the Non-Profit Sector, monitors EU funding opportunities for CSOs.  
[Huw.longton@ecas.org](mailto:Huw.longton@ecas.org)



**Elisa Lironi**, *EU Advocacy*  
Digital Democracy Manager at ECAS. She has a long and successful track record campaigning and advocating at EU level for ECAS and other European policy organisations.  
[Elisa.Lironi@ecas.org](mailto:Elisa.Lironi@ecas.org)



**Assya Kavrakova**, *Project Management and Project Writing*  
Assya is ECAS' Executive Director. She has 20 years of experience in managing diverse portfolios of projects and activities. She has an excellent knowledge of EU project management and successful track record in EU fundraising.  
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**Flavio Grazian**, *Countering online disinformation*  
Digital Democracy Coordinator at ECAS. He focuses on Online Disinformation and Media Literacy and supports the implementation of activities related to ECAS' Digital Democracy Agenda.  
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## EU Funding: Policies and Programmes

12 February, 9.30am-2pm

*EUR 310 per person  
Registration closes: 4 February*



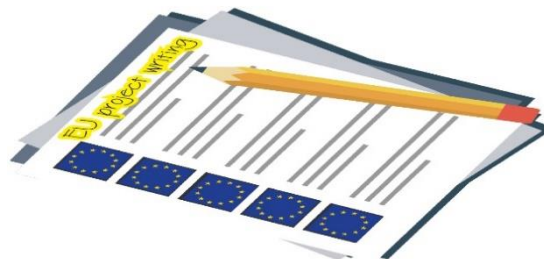
<p><b>Description</b></p>	<p>EU funding programmes are diverse and numerous, covering many different policy areas, activities and geographic locations.</p> <p>This course will give a comprehensive overview of EU funding for the non-profit sector, from the policy basis and funding programmes to identifying funding opportunities.</p>
<p><b>Who is it for?</b></p>	<p>Ideal for people who are new to EU funding and those who need a refresher course.</p>
<p><b>Course aims</b></p>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"> <li>✚ The logic of EU funding</li> <li>✚ The EU policy framework</li> <li>✚ Identifying funding opportunities</li> <li>✚ Selected EU funding programmes</li> </ul>
<p><b>Key learning points</b></p>	<ul style="list-style-type: none"> <li>✚ How to make EU funding work for you</li> <li>✚ Understanding calls for proposals and tenders</li> <li>✚ Navigating EU funding programmes</li> <li>✚ Different types of funding available</li> <li>✚ Where to look for funding opportunities</li> </ul>
<p><b>Detailed content</b></p>	<p>The course will last 4<sup>1</sup>/<sub>2</sub> hours and will include the following:</p> <ul style="list-style-type: none"> <li>✚ Welcome, Introduction and Roundtable</li> <li>✚ Presentation of the EU policy and funding framework</li> <li>✚ Practical exercise</li> <li>✚ Presentations and feedback</li> </ul>

## EU Project Writing

13 February, 9.30am-2pm

EUR 310 per person

Registration closes: 5 February

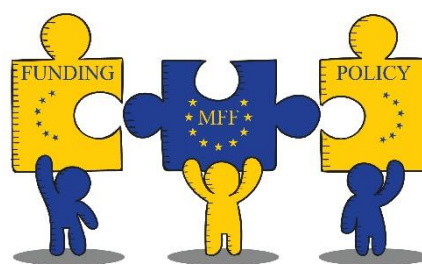


<b>Description</b>	<p>EU project writing is a skill. It requires both certain knowledge and capabilities.</p> <p>This course will build your capacities in this respect by walking you through all the EU project writing steps and by enabling you to test your knowledge through a practical exercise.</p>
<b>Who is it for?</b>	Ideal for both fundraisers and EU project managers.
<b>Course aims</b>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"><li>• DOs and DON'Ts in project writing</li><li>• Practical examples</li><li>• Useful tips</li></ul> <p>and facilitate the practical application of the knowledge acquired by the participants</p>
<b>Key learning points</b>	<ul style="list-style-type: none"><li>• What must be done before you start writing your project</li><li>• What is a logical framework</li><li>• EU project terminology</li><li>• How to write a project (EU project structure)</li><li>• How to develop a budget</li></ul>
<b>Detailed content</b>	<p>The course will last 4<sup>1</sup>/<sub>2</sub> hours and will include the following:</p> <ul style="list-style-type: none"><li>• Welcome, Introduction and Roundtable</li><li>• Presentation of the EU project writing steps (explanation, examples, tips)</li><li>• Practical exercise</li><li>• Presentations and feedback</li></ul>

**Post-2020 Multiannual Financial  
Framework**  
Policy Framework and Funding Programmes

14 February, 9.30am-2pm

*EUR 310 per person  
Registration closes: 6 February*



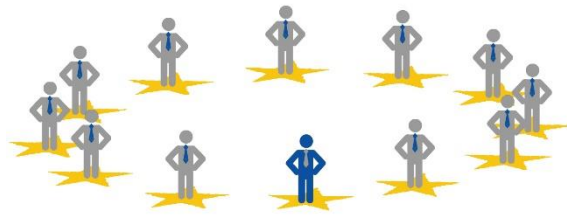
<p><b>Description</b></p>	<p>The new Multiannual Financial Framework will define the EU's spending priorities, policy goals and funding programmes for the 2021-27 budgetary cycle.</p> <p>This training will present everything that's already known about the new policy priorities and funding programmes, as well as advocacy opportunities and Member State positions.</p>
<p><b>Who is it for?</b></p>	<p>Ideal for organisations looking to plan ahead for the next funding cycle, understand the policy context and establish the advocacy opportunities.</p>
<p><b>Course aims</b></p>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"> <li>🇪🇺 The 2021-27 Multiannual Financial Framework</li> <li>🇪🇺 The EU's new policy agenda</li> <li>🇪🇺 Member State positions on key issues</li> <li>🇪🇺 Advocacy opportunities and the legislative timeline</li> </ul>
<p><b>Key learning points</b></p>	<ul style="list-style-type: none"> <li>🇪🇺 Policy priorities and context</li> <li>🇪🇺 The Commission's MFF proposal</li> <li>🇪🇺 New funding programmes</li> <li>🇪🇺 The European Parliament's position</li> <li>🇪🇺 Key issues</li> <li>🇪🇺 Member State positions</li> <li>🇪🇺 Timeline and advocacy framework</li> </ul>
<p><b>Detailed content</b></p>	<p>The Course will last 4<sup>1</sup>/<sub>2</sub> hours and will include the following:</p> <ul style="list-style-type: none"> <li>🇪🇺 Welcome, Introduction and Roundtable</li> <li>🇪🇺 Presentation of the workshop</li> </ul>

## EU Advocacy

### Shaping the agenda at EU level

19 February, 9.30am-2pm

EUR 310 per person  
Registration closes: 11 February



<p><b>Description</b></p>	<p>Advocacy is an invaluable tool for influencing policy and policy-makers and making a difference where it matters most.</p> <p>Our advocacy training focuses on the EU level, aiming to provide the essential tools for building an advocacy strategy, developing alliances and making a difference on the policy issues that matter to you.</p>
<p><b>Who is it for?</b></p>	<p>Ideal for people new to EU level advocacy and civil society organisations looking to prepare and implement EU advocacy strategies and campaigns.</p>
<p><b>Course aims</b></p>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"> <li>✚ What advocacy is and why it matters</li> <li>✚ The EU institutions and legislative process</li> <li>✚ Developing an advocacy strategy</li> <li>✚ Embedding EU advocacy</li> <li>✚ Digital advocacy</li> <li>✚ Making advocacy work for your organisation</li> </ul>
<p><b>Key learning points</b></p>	<ul style="list-style-type: none"> <li>✚ Defining your goals and resources</li> <li>✚ Understanding the policy context</li> <li>✚ Identifying targets</li> <li>✚ Building a timeline</li> <li>✚ Crafting your message</li> <li>✚ Establishing alliances and networks</li> <li>✚ Choosing your activities</li> <li>✚ The advocacy roadmap</li> </ul>
<p><b>Detailed content</b></p>	<p>The Course will last 4½ hours and will include the following:</p> <ul style="list-style-type: none"> <li>✚ Welcome, Introduction and Roundtable</li> <li>✚ Presentation of the EU’s advocacy environment and the advocacy roadmap</li> <li>✚ Practical exercise</li> <li>✚ Presentations and feedback</li> </ul>

## EU Project Cycle Management

20 February, 9.30am-2pm

EUR 310 per person  
Registration closes: 12 February



<p><b>Description</b></p>	<p>Both the initiation and the implementation of EU funded projects have their specificities. Knowing them is a prerequisite for a higher success rate.</p> <p>This course will reveal those specificities to you, provide you with tips and examples and enable you to test your knowledge through a practical exercise.</p>
<p><b>Who is it for?</b></p>	<p>Ideal for both fundraisers and EU project managers</p>
<p><b>Course aims</b></p>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"> <li>✚ project conception and initiation</li> <li>✚ project definition and planning</li> <li>✚ project launch and execution</li> <li>✚ project control and project close</li> </ul> <p>and facilitate the practical application of the knowledge acquired by the participants</p>
<p><b>Key learning points</b></p>	<ul style="list-style-type: none"> <li>✚ How to initiate an EU funded project</li> <li>✚ What is a logical framework</li> <li>✚ EU project terminology</li> <li>✚ How to write a project</li> <li>✚ How to find partners</li> <li>✚ Costs' eligibility</li> <li>✚ How to manage service providers and sub-contractors</li> <li>✚ Project reporting</li> </ul>
<p><b>Detailed content</b></p>	<p>The Course will last 4<sup>1</sup>/<sub>2</sub> hours and will include the following:</p> <ul style="list-style-type: none"> <li>✚ Welcome, Introduction and Roundtable</li> <li>✚ Presentation of the phases of the Project Management Cycle (explanation, examples, tips)</li> <li>✚ Practical exercise</li> <li>✚ Showcasing by the participants</li> <li>✚ Feedback</li> </ul>

## Countering online disinformation in political campaigns

21 February, 9.30am-2pm

EUR 310 per person

Registration closes: 13 February



<p><b>Description</b></p>	<p>The increased volume of online disinformation is a cause of growing concern for its effects on public debate and political campaigns.</p> <p>This course will reveal and explain the specific aspects of the phenomenon and equip participants with the tools to limit the damages of its exposure.</p>
<p><b>Who is it for?</b></p>	<p>Ideal for activists and civil society organisations looking to prepare for political campaigns.</p>
<p><b>Course aims</b></p>	<p>To equip participants with knowledge on:</p> <ul style="list-style-type: none"> <li>✚ Disinformation as a growing phenomenon</li> <li>✚ Implications for the digital information ecosystem</li> <li>✚ Implications for public discourse and political campaigns</li> <li>✚ Effective measures to counter online disinformation</li> </ul>
<p><b>Key learning points</b></p>	<ul style="list-style-type: none"> <li>✚ The spread of disinformation</li> <li>✚ Understanding the problem</li> <li>✚ The importance of the definitions</li> <li>✚ Understanding the changes in the information ecosystem</li> <li>✚ Measuring the impact of online disinformation</li> <li>✚ The role of social media and online platforms</li> <li>✚ The impact of online disinformation on political campaigns</li> <li>✚ Action and measures already implemented</li> <li>✚ Innovative solutions to counter online disinformation in political campaigns</li> </ul>
<p><b>Detailed content</b></p>	<p>The Course will last 4<sup>1</sup>/<sub>2</sub> hours and will include the following:</p> <ul style="list-style-type: none"> <li>✚ Welcome, Introduction and Roundtable</li> <li>✚ Presentation of the new digital information environment and the growing impact of online disinformation</li> <li>✚ Practical exercise</li> <li>✚ Presentation and feedback</li> </ul>





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