

Applied M & E and effective lobbying: essential parts of successful policy-making

Correlation Network skill-building seminar (policy stream)
Foundation Mainline, NL / Hungarian Civil Liberties Union, HU

Monday, 11 June 2007

13.00 Enrollment to seminar / coffee

14.00 Welcome
Eberhard Schatz, Correlation-network

14.10 Welcome
Peter Sarosi, Hungarian Civil Liberties Union

14.20 Introduction to the Theme of the Programme
Ancella Voets, Mainline

14.30 Principles and Challenges of Monitoring and Evaluation (M & E)
Frank Zobel, EMCDDA

- Principles
- Relevance
- Challenges
- Ethical debate
- What is needed: mindset, budget, skills, use of data
- Benefits for an organization
- Use of the accumulated data

15.30
Selected members of the policy group share examples from their daily practice
Discussion

16.30 – 16.45 **Summary**

18.30 dinner

Tuesday 12 June 2007

Skill-building

Participants will be split into two groups

Workshops take place concurrently

Workshops take place twice in order to allow for everyone to participate in both, the workshop on *applied M & E* as well as the workshop on *lobbying*

9.30 – 11.00 Applied M & E

Jeannot Schmidt, Mainline & Frank Zobel, EMCDDA

Part A: What does it take to make M & E an integral part of

- the set-up of your organization?
- the set up of your programming (e.g. educational work with various target groups, implementation of harm reduction, etc.) ?
- the set up of your projects?

11.00 – 11.30 Coffee Break

11.30 – 12.30

Part B: How do you accumulate data adequately?

What is to be done with the data to make optimal use of the time and money spent?

How do you use accumulated data for influencing policy-making?

12.30 -14.00 Lunch

14.00 – 15.30 Successful lobbying

Tanne de Goei, independent Consultant

Anton Blokland, BBO

Part A:

What is lobbying?

How do you open doors for your message?

How do you make sure you are communicating you message in the right format?

15.30 – 16.00 Coffee Break

16.00 – 17.00

Part B:

How do you make sure the right people listen to your statement?

What is a successful follow up once policy-makers are informed?