

**Evropski centar
za mir i razvoj**
Terazije 41
11000 Beograd, Serbia

ECPD Headquarters

**European Center
for Peace and Development
Centre Européen
pour la Paix et le Développement
Centro Europeo
para la Paz y el Desarrollo
Европейский центр
мира и развития**



University for Peace established by the United Nations

February 7, 2020

Dear Ladies and Gentlemen,

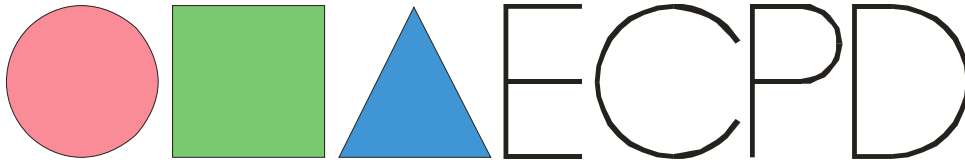
Very often lobbying **is perceived rather negatively** - sometimes it is simply identified with its abuse in various forms of corruption. Unfortunately, in reality this is not so seldom the case, however, the fact remains that no important decision has ever been adopted without legitimate lobbying. The quality of the respective decisions depends on the quality of the lobbying efforts conducted in defense of interests involved. Over the last 20 years lobbying has become a recognised scientific discipline.

Therefore, every person and organisation should be familiar with the main characteristics and techniques of lobbying, in order to be able to effectively represent their legitimate interests and defend them proactively in various economic and political contexts.

With the exception of some vocational training, however, even today, in most European countries this subject is rather modestly covered throughout the educational process – including at the post-secondary level. Therefore the European Center for Peace and Development, ECPD Belgrade started in Spring 2018 a **Program on legitimate interest representation and lobbying, IRL**, offering intensive, short courses for people from all walks of life and professional backgrounds, interested to develop these skills and competencies: from business, government – including diplomats – public services, non-government organisations, and others.

As presented in the attached Brochure, with these courses ECPD is committed to improve these skills of people involved in interest representation and lobbying – as a **legitimate and ethical tool for building healthy compromises and sustainable solutions**, compatible with longterm interests of respective societies at any level.

The Director of the IRL Program Prof. Dr. Boris Cizelj, former Ambassador of Yugoslavia and Slovenia, is lecturing this topic over 15 years at ECPD, as well as at DOBA Business School, and Alma Mater Europaea, Maribor. He has opened and successfully presided the lobbying office in Brussels, representing Slovenian business and research communities. The IRL Faculty includes exceptional and well-experienced international specialists - listed in the Brochure.



The first course was organised in October 2018 in Belgrade, followed by the second in February 2019 in Novi Sad, and the next one will take place on **27-29 February 2020 in Novi Sad, Serbia** – with the Program presented in the Brochure. The Course Fee is 790 €, to be paid before the Course. There is also a “Package B“ for those unable to take part during the whole Course (details explained in the attached Brochure).

You are kindly invited to **join the Course and register early** in order to benefit from preparations through interaction with mentors. The whole training process is designed according to the **latest didactics, practiced only by best universities and training institutions**. You will receive a **Manual, a Bibliography and a self-evaluation questionnaire**, and will be invited to select an **individual lobbying scenario**, which will be further elaborated during the course, to be finalised with support of an individually appointed **mentor over a 3-months period after the Course**. This approach guarantees the highest possible learning outcome, satisfying your needs in an optimal fashion. Therefore the maximal size of the group is 15-20 participants (several candidates are already waiting to register), we recommend your to decide early.

Based on our experience, we promise that – with your full cooperation – this course will upgrade your abilities to successfully represent your interests in any lobbying context. Besides the improved lobbying performance, you will also feel more confident in communication with any type of decision makers.

For any queries don't hesitate to contact Program Director Prof. Dr. Boris Cizelj by mail (Boris.Cizelj@siol.net) or by phone (00 386 70 134 850).

It will be our pleasure welcoming you at the Course.

DIRECTOR IRL PROGRAM

(Prof. Dr. Boris Cizelj)

EXECUTIVE DIRECTOR ECPD

(Prof. Dr. Negoslav Ostojčić)



Annex: IRL Program Brochure