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Dear Participant,

We are very pleased you will be attending our training course on ‘Policy Analysis and Advocacy for Environmental Activists’.

Organized by the Regional Environmental Center for Central and Eastern Europe and CEU’s School of Public Policy, this two-day workshop for 25 environmental activists from Moldova and Belarus will combine training sessions and discussions on environmental innovation and advocacy.

Held by leading SPP and CEU faculty, the course will include activities and assignments designed to provide participants with analytical tools to engage in informed policy advocacy. The workshop will focus in particular on environmental mapping and analysis, policy development, innovations in civic monitoring, networking and advocacy.

We are looking forward to welcoming you in Budapest and wish you an engaging stay!

Dr Bernhard Knoll-Tudor  
*Director*  
SPP Global Policy Academy

Tsvetelina Borissova Filipova  
*Senior Expert*  
Regional Environmental Center

This course is organised within the SECTOR project funded by the Government of Sweden
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<td><em>Austin Choi-Fitzpatrick</em></td>
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WEDNESDAY — 11 February 2015

Participants arrive in Budapest
Transfer to hotel

20.30 Dinner reception *(boat)*
Welcome by Bernhard Knoll-Tudor | GPA Director
Introduction game (facilitated by Pusa Nastase | GPA Senior Program Manager)

THURSDAY — 12 February 2015

9.15 Welcome remarks
- Austin Choi-Fitzpatrick | SPP
- Tsvetelina Borissova Filipova | REC

9.30 Environmental Activism: Issues and Innovations
Viktor Lagutov

*Introduction*

Environmental activism relies heavily on the use of information and communication technologies (ICTs) for disseminating information, gaining support, and promoting social change. The channels we use to communicate and the speed at which that communication occurs is constantly changing, particularly with the advent of social media outlets. Environmental activists need to continually transform their strategies to maintain effectiveness and competitiveness in this rapidly changing field. This session will introduce environmental advocacy and activism, using participants’ contribution and highlighting the current issues and innovations within the field.
11.15 **Policy Development**  
**Robert Templer**

*Introduction to the topic, and contextualization of both sections into overall theme.*

Policy development involves identifying needs, gathering information, drafting, consulting, and review. Institutions need to constantly assess their activities, responsibilities and the external environment in order to identify the need for policies and procedures. This session will focus on the phases of policy development, including planning, drafting, development, implementation, and review. At the end of this session, participants will recognize the significance of policy cycles and their usefulness, in particular: the policy cycle process, its core principles and the cleavages for its application.

13.15 **Policy Analysis**  
**Robert Templer**

*Moving from policy development to implementation requires policy analysis.*

This session will introduce a number of analytical tools – PESTLE, SWOT, Influence map, flowchart and gender sensitive analysis. Working in groups, participants will consider a number of scenarios and attempt to produce an analysis of key actors, interests and influences, and recommendations for action. At the end of this session, participants will be able to identify a range of analytical tools and apply a number of them in practice.

15:15 **Citizen Participation and Civil Society Development**  
**Austin Choi-Fitzpatrick**

*Introduction to the topic, and contextualization of section in overall theme. Policy development, passage, and implementation are impacted by additional stakeholders.*

Civil society development engages and empowers citizens,
organizations, and government bodies to work in partnership with a view to improving their communities and fostering good governance. In the present context of demographic change and urban development it is particularly important to build and develop effective dialogue between local communities, governments, and community organizations. The session will offer an introduction to the processes for meaningful citizen engagement and recommendations for inviting participation from a broad cross-section of the society. It will provide guidelines for communicating and developing trust between community leaders and citizens.

**FRIDAY — 13 February 2015**

9:30 **Innovations in Civic Monitoring**  
*Austin Choi-Fitzpatrick*

*Introduction to the topic, and contextualization of both sections into overall theme. Case study at the edges of both policy and technology.*

Technological innovations have fundamentally altered the information terrain between citizens and governments. The increased use of camera and internet-equipped mobile phones means citizens are better able to draw attention to minor and major problems alike. They can bypass the local media and to bring issues the attention of international audiences. Drones, or unmanned aerial vehicles, are at the forefront of this innovation, as governments, civil society actors and citizen journalists use camera-quipped platforms to monitor one another’s actions. This section will offer a comprehensive overview of the technical, policy and ethical considerations involved in the use of this new technology, and will present several guidelines for the safe and ethical use of this technology for the public good.
11:15 **Tools for Digital Activism: Strategies and Tactics**  
*Kate Coyer*

*Introduction to the topic, and contextualization of both sections into overall theme. Policy development, passage, and implementation are affected by new and powerful communication tools for participatory engagement.*

The internet can be a powerful tool for activism, both as a platform for dissemination and communication, and also as a space for innovative campaigns and viral imagery. Some of the most successful digital campaigns were a result of interweaving online and offline strategies; others were wholly digital owing to the particular nature of the circumstances or tactics. In this session, we will examine a range of online campaigns, strategic uses of social media, and other digital tactics strategies and consider the strengths and weaknesses of different approaches.

13:15 **Tools for Digital Activism: Data Visualization**  
*Kate Coyer*

*Introduction to the topic, and contextualization of both sections into overall theme. The value of information depends on its quality, and our ability to communicate it successfully.*

We are bombarded every day with so many images and so much information that one of the greatest challenges for activists is to get the message through. This often involves conveying complex ideas or technical knowledge that can easily get lost in the whirlwind of daily information overload we all experience. This session addresses the power of data visualization and some of the ways in which different campaigns have attempted to distill complex information into single graphic images. In it, we will examine ways in which campaigns have sought to capture attention, present stories, and bring data to life. Participants will work in small groups to analyze and discuss a range of examples.
**Environmental Mapping and Analysis**

**Viktor Lagutov**

*Introduction to mapping and analysis tools*

Environmental activists are faced with the challenge of communicating complex environmental information to communities. Often, the addition of a spatial element (using maps) can be very beneficial to the understanding, analysis, and dissemination of important information. The two sessions will focus on the potential that mapping has in environmental activism and advocacy applications through an overview of the existing mapping technologies and a number of case studies in which various mapping technologies are used in activism/advocacy scenarios.

**Closing remarks**

- Austin Choi-Fitzpatrick | SPP
COURSE LOCATION

The course will take place at the Central European University (CEU). The plenary room is located in the CEU Monument Building, room 201, on the second floor (see map below).

Central European University
Monument Building
Room 201
Nádor utca 9
H–1051 Budapest

Coffee breaks will be served in the same building where the sessions will be held. Catered lunch will be served on the CEU premises in front of the Auditorium (ground floor). Smoking is strictly prohibited within five meters of all building entrances.

A multi-faith quiet lounge and prayer room can be accessed on the main CEU campus where participants can have an opportunity to unwind and meditate. A room is designated for participants with young children, for quiet time or nursing. The CEU Medical Center is open to participants with a valid medical insurance. There are two qualified English-speaking doctors (male and female) who hold regular consultation hours.

Should you bring your laptop, European plugs (220V) will be available. Wifi is available on campus.
- Network name: LAPTOP_AREA
- Password: No password
ACCOMODATION

When you check in at your hotel, you will be given a welcome bag containing this booklet as well as other relevant materials.

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www.hotelpresident.hu

From Hotel President to CEU
**DINNER RECEPTION LOCATION**

**Meeting Point**
**Hotel President** lobby  
11 February  
8:00 pm (sharp)

A REC team member will meet you in the lobby and walk you to the boat.

**From Hotel President to Vén Hajó étterem**

**Dinner Place**
8:30 pm on the boat at **Vén Hajó étterem**  
Vigadó tér 2nd dock
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A NOTE ON HUNGARY

▶ Capital city
  Budapest

▶ Population
  ~ 9.9 million

▶ Population of Budapest
  ~ 1.7 million (city)
  ~ 3.3 million (including periphery)

▶ Language: Hungarian

▶ Religion
  54.5% catholic, 19.5% protestant, 0.2% other Christians,
  0.1% orthodox Christian, 0.1% Judaism, 0.1% other.

▶ Electric plug details: European plug with two circular metal pins

▶ Country Dialing Code
  Hungary: 0036 or +36 (00361 or +361 – for Budapest)
  To dial Hungarian numbers from Hungary you can dial:
  06 + 1 xxx xxxx (Budapest), or
  for cellular phone: 06 + 2/3/7 + 0 + xxx xxxx.

▶ Money
  The Hungarian currency is Forint (HUF).
  1 EUR = 311 HUF, 1 USD = 275 HUF
  You usually CANNOT pay in Euro or US dollars. You can change
  money at the airport or train stations, but change as little as possible
  there since exchange rates at this point are bad. Otherwise, you can
  use one of the many ATMs or cash points across the city.
Public transport

Budapest has an excellent public transit system consisting of subways, buses, trolleys, trams and electric commuter trains called HÉV. Tickets are available at all Metro stations from automated machines, and most stations also have cashiers at ticket windows. As the machines aren’t always reliable, you are best off buying from the cashier. Tickets can also be bought at some news stands, tram stops and on some buses, but to be safe you are probably better off purchasing them at the Metro station and keeping a supply with you. Tickets can be bought individually, discounted in books of 10 or in the form of daily, weekly or monthly passes. You need to validate it before starting your trip on the Metro or immediately upon boarding a bus, tram, trolley or commuter train. Insert the ticket into the machines at Metro station entrances and in the red or yellow boxes on trams, buses and trolleys. The yellow boxes automatically stamp the ticket, but you must pull the black lever on the red boxes towards the ticket to punch it.

Tickets are valid for 60 minutes after stamping or for 90 minutes on the night service. Passes and tickets are checked by inspectors at random and you will be fined HUF6000 on the spot if you cannot produce your pass or validated ticket. If fined, get a receipt, as foreigners can be overcharged. Public transportation runs from 4:30am through 11pm and is both regular and frequent. Night trams and buses run on an abbreviated schedule. Schedules are posted at all stops and detailed system maps are posted in all Metro stations.

Emergency Numbers

Any kind of emergency: 112

Police: 107
Ambulance: 104
Fire-fighters: 105
Austin Choi-Fitzpatrick is a political sociologist whose work focuses on social movements and human rights. Recent publications include an edited volume (From Human Trafficking to Human Rights, 2012 University of Pennsylvania Press) in which leading scholars contribute to an emerging human rights approach to human trafficking. Prior to academia Austin worked in the advocacy and policy sectors. From 2003 through 2009 he was on staff at Free the Slaves, the sister organization of Anti-Slavery International, itself the world’s first and longest running human rights NGO. He has also worked with civil society groups on the US-Mexico border to train law enforcement, border patrol, legal professionals and community groups to identify and respond to cases of international trafficking. He has spent shorter stints in Kosovo (supporting repatriation efforts after NATO airstrikes), in Bosnia and Herzegovina (enhancing the UN Mine Action Centre’s organizational capacity), and in India (as an undercover investigator into cases of trafficking for sexual exploitation). He has lived in East Africa for the past three years and is interested in slaveholding in Mali.

Choi-Fitzpatrick is a member of the editorial staff for Mobilization, the leading journal of social movements. Before joining SPP, he was the Assistant Director at the University of Notre Dame’s Center for the Study of Social Movements and Social Change, and a Fellow at the Kellogg Institute for International Studies. In addition to his doctoral work at Notre Dame, Austin holds a degree in Human Rights and International Security from the Korbel School of International Studies.
Kate COYER

Kate Coyer is Director the Civil Society and Technology Project for the Center for Media, Data and Society in the School of Public Policy at CEU. Her research examines the complexities of media practice and policy, digital rights advocacy, community media and communication for social change, the intersection of online and offline activism, the opportunities and challenges of emerging technologies, as well as the resilience of ‘old’ mediums like radio. Kate also co-organizes the Center’s annual flagship summer institute on topics of internet policy advocacy. She has co-organized a major international conference with Google, Internet at Liberty; as well as expert-level workshops including Digital Rights Advocacy with the Center for Democracy and Technology and the Open Society Foundations; Public Policies and Media Pluralism: The Future of Community Radio in Central and Eastern Europe with the World Association of Community Broadcasters (AMARC); a European Science Foundation funded workshop on the impact of the digitalization policies on community media, and a European Science Foundation Strategic Workshop on Cyber Security. She is co-author of the Alternative Media Handbook and is a regular public speaker and trainer on community media, communication rights and policy advocacy, social media and activism, and media freedom in central and eastern Europe. She holds a PhD in Media and Communications from Goldsmiths College, University of London and held a post doctoral research fellowship with the Center for Global Communication Studies at the Annenberg School for Communication, University of Pennsylvania where she is also an affiliate.
Viktor Lagutov is the Head of the Environmental Systems Laboratory at CEU’s Department of Environmental Sciences and Policy. He holds a Masters Degree in Applied Mathematics from the South Russia State Technical University (Russia) and a MSc and a PhD in Environmental Sciences and Policy from CEU. His research interests are focused on environmental modeling and spatial analysis with special emphasis given to aquatic ecosystems and watershed approach to environmental security. Prior to joining CEU in 1997 Viktor was working in a number of environmental and research organizations. Since 1999 he teaches at CEU on various aspects of environmental modeling, GIS, river ecosystems, biodiversity conservation, pollutants transfer through environment, and associated socio-economic activities. Viktor Lagutov combines teaching and research activities at CEU with practical environmental protection projects. He is a founder of several nongovernmental environmental organizations in Russia working towards sustainable development and integrated water management in trans-boundary river basins.
Robert Templer, Professor of Practice at SPP, has worked on public policy and conflict issues for the past twenty years. He was the Director of the Asia Program at the International Crisis Group between 2001 and 2012, establishing more than a dozen research programs across the region. He led a Crisis Group team that investigated war crimes in Sri Lanka and headed the organization’s research on Myanmar. He has worked in more than twenty countries in Asia producing nearly 400 reports covering issues as diverse as nuclear proliferation and emerging religious movements. He has focused on post-conflict policing, corruption and constitutional development. From 2003–2007, he was the Indochina correspondent for Agence France-Presse before spending four years as a visiting scholar and Freedom Forum Fellow at the University of California at Berkeley. Templer is the author of *Shadows and Wind: A View of Modern Vietnam* (Abacus, 1999) and has written extensively for publications around the world including the *New York Times, The Wall Street Journal, The Telegraph, The Guardian, The New Republic* and *The Far Eastern Economic Review*. At SPP, Robert Templer teaches courses on conflict resolution and political transitions with a focus on Asia, as well as practical courses on policy development and advocacy.
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SCHOOL OF PUBLIC POLICY

Bernhard KNOLL-TUDOR
Director of the SPP Global Policy Academy

Prior to joining CEU/SPP, Bernhard worked for the OSCE, an international organization devoted to ‘hard’ security as well as to human rights diplomacy. He was involved in policy design and public relations, both at the level of field missions (Bosnia and Kosovo) and at the OSCE Office for Democratic Institutions and Human Rights (ODIHR) in Warsaw. Bernhard earned a master in law at the University of Vienna and an M.A. in international relations and economics at Johns Hopkins/SAIS with a focus in IR theory (Bologna and Washington, D.C.). His Ph.D. (European University Institute, Florence) on the subject of United Nation governance of non-state territorial entities was published by Cambridge University Press in 2008.

Pusa NASTASE
GPA Senior Program Manager

As Senior Program Manager at the CEU’s Center for Higher Education Policy, Pusa is associated with SPP’s Global Policy Academy. Her responsibilities include identifying institutional partners for the courses, managing events and facilitating sessions in her area of expertise. Her research interests include higher education policies, university governance and management, cooperation with the business sector and university branding. Pusa has a B.A. in Law from the University of Bucharest, an M.A. in Human rights from CEU and is at present a doctoral student at the Graduate School of Education, Bristol University, UK.
Dumitrita HOLDIS  
GPA Program Assistant

Dumitrita is working as a Program Assistant for the Center for Media, Data and Society and the Global Policy Academy at the School of Public Policy. She previously worked in a similar position for the Food and Agricultural Organization - Regional Office for Europe and Central Asia in Budapest. She holds a BA in Sociology from the Babes-Bolyai University, Cluj-Napoca and a MA degree in Sociology and Social Anthropology from the Central European University. Dumitrita has worked and lived in Romania, Hungary, France and Turkey. Her professional background is in project management and administration and her educational background is in sociology and social research.

Livia MARSCHALL  
GPA Program Assistant

Lívia joined CEU as a Program Assistant at the Roma Access Programs Unit in 2014. She was appointed to her present role as part-time Program Assistant at SPP’s Global Policy Academy in early 2015. She holds an MA in Cultural Anthropology and English Language and Literature from Eötvös Loránd University (ELTE) in Budapest. During her university years, she conducted fieldwork in a Hungarian Roma community and has partaken in various Roma advocacy projects. Livia is also currently working as a curator at Gallery8 - Roma Contemporary Art Space.
Tsvetelina BORISSOVA FILIPOVA  
Senior Expert

Tsvetelina is a highly skilled international environmental lawyer possessing more than 15 years of professional experience on EU environmental law transposition and implementation and 13 years of international project management experience. Tsvetelina was managing projects on stakeholder engagement, networking, platform building, civil society support and empowerment. She has thorough experience in undertaking detailed legal analysis and reviews, legal drafting, capacity building and institutional strengthening and in organising and conducting workshops and conferences.

Raisa GERASINA  
Grants Manager in Participatory Governance

Raisa is an environmental policy specialist with more than eight years of professional experience, including six years at the REC. There, her area of expertise covers civil society support, public participation, environmental financing, resource and energy efficiency, low carbon economy and fuel economy projects implemented in SEE and CEE region as well as EECCA countries. Raisa possesses a master’s degree in Environmental Sciences and Policy from CEU. She has experience in environmental project and grants management, preparation of analytical reports and studies, organisation and moderation of events as well as institutional strengthening and capacity building activities on national and regional level in new EU Member States and ENPI countries.
Kaidi TINGAS
Expert in Participatory Governance

Kaidi has 17 years of experiences on working both on national and international arena on environmental communication, public participation, environmental governance and civil society development issues. Before joining the REC in 2003 she served as a spokesperson in the Estonian Ministry of the Environment and later managed the communication and negotiations of the EU nature protection network Natura 2000 and initiated the ratification and the implementation of the UN Aarhus Convention (Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters) in Estonia. In the REC she managed numerous projects throughout Central and Southern Eastern Europe, Caucasus and Central Asia to facilitate different aspects of public participation requirements, laws and international agreements. She led different civil society capacity building and development projects and was involved to the numerous environmental, social and economical conflict resolution and mediation processes.
The Regional Environmental Center for Central and Eastern Europe (REC)

The Regional Environmental Center for Central and Eastern Europe (REC) is an international organisation with a mission to assist in addressing environmental issues. The REC fulfils this mission by promoting cooperation among governments, non-governmental organisations, businesses and other environmental stakeholders, and by supporting the free exchange of information and public participation in environmental decision making.

More information on REC is available at http://www.rec.org/.

Supporting Environmental Civil Society Organisations (SECTOR) in Belarus and Moldova

The project “Supporting Environmental Civil Society Organisations (SECTOR) in Belarus and Moldova” focuses on civil society organisations (CSOs) as important actors in community development working in the field of environmental protection. The project is implemented by the REC with the financial support of the Swedish Government as part of the framework programme “Strengthening Local Environmental Planning and Environmental Civil Society in Belarus and Moldova during 2012–2014” (STREAM). The main goal of the project SECTOR in Belarus and Moldova is to strengthen the role of environmental CSOs in the two countries by contributing to their development and improving their knowledge, skills, capacities and infrastructure.

More information on SECTOR is available at http://sector.rec.org/.
SPP’s Global Policy Academy (GPA)

SPP’s Global Policy Academy (GPA) organizes academically rigorous and policy-relevant courses that are designed not so much as traditional training seminars but rather as hubs for sectoral dialogue and experience exchange. The Academy leverages the broad and deep expertise of SPP resident and visiting faculty to address the needs of policy professionals who wish to broaden their knowledge as they serve the public good. Participants from the public, private, and non-profit sectors enroll in GPA courses to gain relevant practice-oriented skills grounded in research-based knowledge. Courses and high-level policy dialogues are designed to bridge the gaps that too often exist between the public and private sectors, between theory and practice, and between academia and the policy worlds. Participants also benefit from the opportunity to take advantage of the School’s global reach to grow and enrich their professional networks in an exceptional learning environment.
