



1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

CONGRESS CONCLUSIONS

A NECESSARY TOOL : A EUROPEAN-LEVEL STRUCTURE





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THE EU LOBBY SCENE: AN EXTREMELY FRAGMENTED PANORAMA

EU TRADE
ASSOCIATIONS

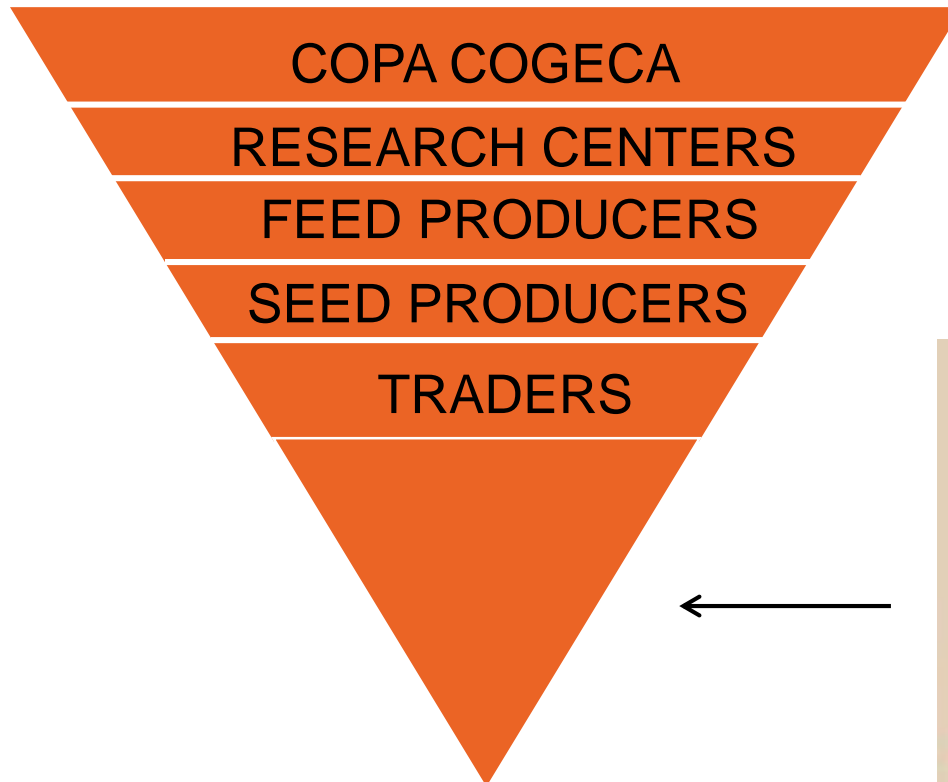
1,000 lobby groups !

NGOs
CIVIL SOCIETY

1,000 lobby groups !



WHY A STRUCTURE FOR SORGHUM ID?





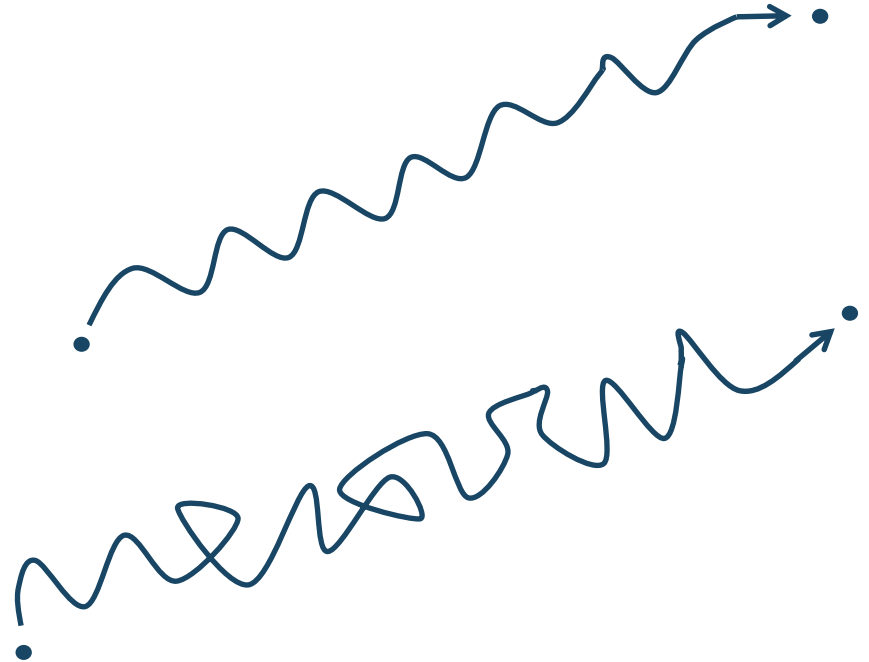
WHAT ARE THE KEY SOLUTIONS FOR SUCCESS?

- **Members along the value chain**
- **A light structure**
- **With precise goals**
- **A concrete roadmap**
- **A credible Director / Secretary General**
- **A professional sense of communication**

HOW TO MANOEUVRE IN THE EU LABYRINTH FOR A LOBBYING CASE

YESTERDAY

TODAY



LOBBYING IS A JOB - NEVER FORGET IT!