Webinar: Master Conference 2020
Wednesday, 8th July 2020 from 4.00 to 6.00 p.m.

We as Master students of European Studies from the Otto-von-Guericke University Magdeburg would like to present our final projects developed within the seminar 'Applied Policy Analysis' with the help of Prof. Dr. Eva Heidbreder. We invite everyone who is interested in European politics, human rights, political education and political communication to attend our conference, to ask questions and to give feedback on our specific issues.

Time	Agenda	Team
4.00 – 4.05 p.m.	Welcome and short introduction	
4.05 – 4.25 p.m.	Project Presentation 1 Successful campaigning in the EU - A case study of the Free Interrail campaign	Chiara Aron Daria Belysheva Viviane Schulze
4.25 – 4.40 p.m.	Questions and remarks Successful campaigning in the EU - A case study of the Free Interrail campaign	Chiara Aron Daria Belysheva Viviane Schulze
4.40 – 5.00 p.m.	Project Presentation 2 The impact of intergroups of the European Parliament - A case study of the European Parliament's LGBTI Intergroup	Aytan Ayubova Ulkar Eminova Anil Özen
5.00 – 5.15 p.m.	Questions and remarks The impact of intergroups of the European Parliament - A case study of the European Parliament's LGBTI Intergroup	Aytan Ayubova Ulkar Eminova Anil Özen
5.15 – 5.35 p.m.	Project Presentation 3 Member State based Political Communication of the European Parliament and the European Commission	Johannes Bartelt Mariano de Franco Felix Mihalek
5.35 – 5.50 p.m.	Questions and remarks Member State based Political Communication of the European Parliament and the European Commission	Johannes Bartelt Mariano de Franco Felix Mihalek
5.50 – 6.00 p.m.	Conclusion and closing	

Please register via the following link **until 5th July 2020**:
https://forms.gle/DHbnChaqEB3T7r9p7.
We will send the link for the Zoom meeting via mail to you few days before the webinar.

1. Successful campaigning in the EU - A case study of the Free Interrail campaign
Chiara Aron, Daria Belysheva, Viviane Schulze

In the European Union, there are various options for citizens to have an influence on EU policy-making. Within our study, the question of what a good citizen campaign needs to fulfil to actually get adopted into EU policy is to be answered. As a case study, the *Free Interrail* campaign is used. Those campaigners managed to be heard by the EU and a large amount of their concept got implemented on EU level within the program *DiscoverEU.* In order to relate the topic to EU policy analysis, we will analyze the EU responsiveness to campaigns, meaning how they react to EU initiatives in general. The relevant question for the general discussion is: *What does a campaign need to do in order to make the EU active and aware of certain issues within a specific policy area?* Our research question for the case study, *"Why was the Free Interrail campaign successful in being adopted into EU policy?"*, implies inter alia the questions of whether the campaigners from the case study did an extraordinarily good job in promoting their ideas or whether the topic was already on the European Commission's agenda. By finding answers to these questions, we are going to find out whether the *Free Interrail* case can be used as a best-practice example for other campaigns to be successful or whether this is a special case in EU policy-making.

2. The impact of intergroups of the European Parliament - A case study of the European Parliament's LGBTI Intergroup
Aytan Ayubova, Ulkar Eminova, Anil Özen

The European Union (EU) has several different institutions for the policy-making process. The European Parliament (EP) is one of the seven decision making bodies of the EU and additionally, the EP has the role of the legislation. There are different formal and informal groupings within the EP such as intergroups. Intergroups of the EP have been formed by Members to exchange views in an informal way on several topics. In this paper, the research will focus on the EP's Intergroups, in particular the LGBTI Intergroup and its effects as well as their success on the policy-making process. Initially, the EP's Intergroups, their legal aspects, structure, work process and policy instruments will be explored. Additionally, the work of Intergroups will be brought into the context of political entrepreneurs and analysed with regard to their political connection. As a case study, the EP's LGBTI Intergroup will be analysed through the conducted interviews with the Hungarian MEP and the former secretary general of the Intergroup. The methodology which is going to be used in this research is paper include: literature review, official websites of the EU and the EP. Additionally, the analysis of the interviews will be used to examine the case study.

3. Member State based Political Communication of the European Parliament and the European Commission
Johannes Bartelt, Mariano de Franco, Felix Mihalek

Political communication by the European Union can be described as "decentralized" at best. The attempt to create a common communication policy in the 2000´s failed. As of today no common communication policy exists, making the political communication of the EU, especially against the backdrop of an often discussed "communication deficit" between the EU and its public, a relevant topic for scholars and politicians. While the creation of a common communication policy failed in the 2000´s, a number of instruments and strategies were created at the time. Especially the European Commission (COM) and the European Parliament (EP) have since then come up with various tools to improve their communication. These tools were subject to a grounded analysis of EU documents, with a special focus on the representations of the COM and the EP in the Member States (MS). The analysis did show various differences and similarities between the institutions as well as the representations. These results show that while no common communication policy exists for the EU, the COM and the EP created tools to communicate with the public, and a strong focus was set on MS based political communication.