

> ANNUAL CONFERENCE, Rotterdam 2017  
17<sup>th</sup> March 2017



# HELPING TO SHAPE EUROPEAN TRANSPORT POLICY

Christopher Irwin// EUROPEAN PASSENGERS' FEDERATION // [www.epf.eu](http://www.epf.eu)

# › Be patient: progress takes time

# › First, perfect the message

- Distil down into a simple core idea
- Adapt for each audience
- Use familiar terms
- Repeat, repeat, and repeat

# › Is it in Commission's competence?

- Legal basis in Treaties or *acquis*?
- Subsidiarity constraints?
- National sensitivities?

## › Identify a current policy peg

- Declaration, Initiative or Programme?
- White paper?
- Communication?
- Road map?
- Parliamentary pressure?

# › Develop thinking with officials

- Align with their concerns
- Present idea in their terms
- Take their advice on how to proceed
- Show personal appreciation

## › Build stakeholder alliances

- Use networks
- Identify areas of over-lapping interest
- Orchestrate interventions in meetings
- Think long-term: know when to back off for now

# › What we must not appear to be

- Obsessive nerds
- Nostalgia-driven rather than reason-led
- Disproportionately critical of non-public transport modes (valued by most citizens)



# › Not forgetting our trump cards

- EPF speaks for 'the weaker party to the transport contracts'
- What we say is evidence-led, not assertion-driven
- We represent Europe's Citizens



**Thank you for your attention!**

**[www.epf.eu](http://www.epf.eu)**

