



Policy Navigation for Effective Policy Engagement and EU Alignment



Navigate Policy. Shape Outcomes.

A practical training programme supporting Chamber and Business Association representatives to navigate EU-related policies and contribute effectively to policy dialogue and advocacy.

**27-28
FEBRUARY 2026** **W1**

Mövenpick Hotel Lalëz

**10-11
MARCH 2026** **W2**
Tirana

Supported by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

State Secretariat for Economic Affairs SECO

About the course

About

This two-day training programme is designed to support Albanian business associations and chambers of commerce in strengthening their engagement with public policy processes in the context of Albania's EU integration. As the country continues to align its legal and regulatory framework with EU standards, business associations and chambers of commerce play a critical role in representing private sector interests, contributing to evidence-based policymaking, and supporting a transparent and predictable business environment.

Through a combination of policy analysis tools, practical navigation models, and hands-on exercises, the training moves beyond theory to equip participants with practical skills for engaging with policymakers and institutions. Interactive sessions, case studies, and simulations are used to reflect real-world policy challenges faced by business associations and chambers of commerce, enabling participants to translate learning into actionable strategies.

This workshop is part of the EBRD project "Improving Investment Climate in Albania: Building the Capacity of Business Associations-supported programme", implemented by the European Bank for Reconstruction and Development (EBRD) and funded by the State Secretariat for Economic Affairs (SECO).

Objectives

By the end of this workshop participants will be able to:

- Strengthen the understanding of Albania's policy and regulatory environment in the context of EU integration.
- Increase awareness of the EU policy cycle and the national transposition process.
- Enhance the capacity of business associations and chambers to navigate consultation and decision-making processes.
- Support participants in developing effective strategies to influence policy outcomes and represent business interests.

Target audience

This workshop is designed for:

- Executive Directors, Secretaries General, and Senior Officers of Chambers of Commerce and Business Associations.
- Policy, advocacy, legal, or regulatory affairs officers working with the private sector and/or engaged by business associations and chambers of commerce.
- Members of the technical committees of chambers of commerce and business associations.

Why You Should Attend?

- A clearer understanding of how EU-related policies are developed, adopted, and implemented in Albania. Practical tools and models to navigate complex policy and regulatory processes.
- Hands-on experience through case studies, group discussions, and advocacy simulations.
- Improved confidence in representing business interests and contributing to evidence-based policymaking.
- Opportunities to exchange experiences and best practices with peers from other business associations and chambers.

Certificate of Participation

Participants who complete the workshop will receive a Certificate of Participation.

This workshop will be conducted in English.

Agenda | Day 1

Understanding the Policy Environment for EU Integration and EU decision-making

Morning Session | 09:00-12:00

Session 1 – Introduction, Policy Landscape in Albania and EU

- Role of Business Associations in navigating policies
- Institutions in Albania and EU
- Similarities, differences and interaction

Coffee break

Session 2 – Policy Analysis Frameworks and Methods

- Rational comprehensive approach
- Incrementalism
- Advocacy Coalition Framework Methods: stakeholder analysis, impact models

LUNCH | 12:00-13:15

Afternoon Session | 13:20-15:30

Session 3 – EU Policy Cycle and Transposition Process

- EU Policy Cycle
- Role of Albania in Pre-accession
- Transposition of EU law,
- Implications for Business Associations,
- The role of Impact Assessment

Coffee break

Session 4 – Navigation Models for Business Associations and Chambers

- Data and evidence-based advocacy
- Coalition building
- Communication and relationship-building with institutions
- Ethical dimensions of lobbying
- The EU lobbying dimension

Programme

Agenda | Day 2

Albanian business interests: strategic and practical engagement

Morning Session | 09:00-12:00

Session 5 – Consultation Processes in Albania and EU

- National and EU consultation Framework
- How to provide formal and effective feedback
- Tools for monitoring policy changes

Coffee break

Session 6 – Lobbying: Best Practices and Simulations

- Preparation of lobbying strategy
- Targeting decision makers & messaging
- Coalition building and coordination based on 3 policy areas

LUNCH | 12:00-13:15

Afternoon Session | 13:20-15:30

Session 7 – Conditions for effective advocacy

- EU advocacy conditions and requirements
- Examples from the Netherlands and Czech Republic, case study

Coffee break

Session 8 – Closing an Evaluation

- Review of learnings and commitments for future application

Distribution of certificates

Speakers

Erik Akse



[Erik Akse](#)

Adviser, Author, Trainer, Coach and Mentor

Erik Akse specialises in explaining EU decision-making processes through practical guidance on how to engage effectively with EU institutions. Erik delivers trainings and presentations on EU policy development, provides coaching on the functioning of the European Union, and offers strategic advice on structuring engagement with EU procedures for maximum impact.

Erik has extensive experience advising and training public administrations on policy development and law-making, including strategic planning, regulatory impact assessment, evaluation, stakeholder consultation, and administrative burden reduction. Erik has led and contributed to numerous Technical Assistance projects on Public Administration Reform and Better Regulation, with country experience across the Western Balkans, Eastern Europe, and neighbouring regions, including Albania.

Jonida Skendaj



[Jonida Skendaj](#)

Jonida Skendaj is an Albanian Attorney-at-Law with 20 years of experience in business law, regulatory frameworks, and EU-related policy matters.

Her legal work includes advising companies and business associations on navigating complex regulatory environments, with a particular focus on compliance, licensing and permits, corporate governance, competition, contracts, and EU law transposition.

In addition to her legal practice, she is co-founder of a regional energy trading group, giving her direct insight into the practical impact of regulation on businesses, from a local, regional, and EU impact perspective. She is also a member of the National Council for the Management of Cultural Heritage, an advisory body to the Minister of Culture, and this role has strengthened her practical understanding of public decision-making, institutional coordination, and consultation processes.

Jonida has served as a delegate and commission member of business associations and is currently a Board member of Lorik Cana 5 Foundation, engaged in youth sports promotion and Albanian cultural heritage, and contributed to several international legal publications.

As a legal national expert for this workshop, she brings a practical, evidence-based approach to policy navigation, consultation processes, and effective engagement with Albanian institutions.