



**COUNCIL OF
THE EUROPEAN UNION**

Brussels, 17 December 2012

17847/12

INF 209

INFORMATION NOTE

From : Working Party on Information
To : Coreper 2 (part I)
Subject : EU common communication priorities for 2013 and 2014

1. According to the political declaration on "Communicating Europe in Partnership"¹ signed by the European Parliament, the Council and the Commission on 22 October 2008, the EU institutions are due to identify a number of common communication priorities "*following their internal procedures and complementing, where appropriate, Member States' strategic views and efforts in this field, taking into account citizens' expectations*".

2. Member States' expectations and orientations with regard to the priority communication topics in 2013 and 2014 have been shared within the Working Party on Information (WPI) at its meetings from May to September 2012. Delegations converged towards the following communication priorities:
 - a. The economic recovery
 - b. The European Year of Citizens (2013)
 - c. The European Elections 2014 campaign.

¹ OJ C 13, 20.1.2009, p. 3.

3. Based on the discussions within the WPI, the Presidency of the Council presented delegations' views to the European Parliament and the Commission at the meetings of the Interinstitutional Group on Information (IGI) on 6 June and 9 October 2012.
4. The IGI took note of the converging views from Institutions' and Member States' in this regard and endorsed their orientations, confirming the choice of the abovementioned topics. It also urged the institutions to work closely together by implementing the communication priorities in a way to correspond with the citizens' interests and expectations.
5. Effectiveness in the implementation of the communication priorities will depend on advance planning and on the degree of cooperation between Member States and EU institutions. In particular:
 - a. the communication strategies on the common priorities ought to be coherent and sufficiently flexible to reflect and adapt the information campaigns and one shot communication projects to the national scenarios and to changing realities.
 - b. many of the abovementioned information activities can be organized by means of the existing partnership agreements (as it is already the case).
6. The Permanent Representatives Committee is invited to take note of delegations' orientations on the interinstitutional communication priorities for 2013-2014 ensuing from the debate within the WPI and favourable follow-up within the IGI.
