



**COUNCIL OF
THE EUROPEAN UNION**

Brussels, 20 December 2012

18084/12

INF 217

NOTE

From : General Secretariat
To : Working Party on Information

No. prev. doc.: 16425/11 INF 186

Subject : Communicating Europe in Partnership
- 2012 report on the inter-institutional communication priorities (implementation of management and strategic partnerships)

Background and objectives

According to the political declaration on "Communicating Europe in Partnership" signed by the European Parliament, the Council and the Commission on 22 October 2008, "*the Commission is invited to report back at the beginning of each year to the other EU Institutions on the main achievements of the implementation of the common communication priorities of the previous year*"¹.

In line with the approach adopted by the communication departments of the EU institutions, this forth report will be drawn up in a dynamic and effective format. The main objective will be to **concentrate on developments since last year, i.e. to describe how the implementation of the partnerships has developed and improved.**

As announced at the WPI meeting on 17 December 2012, the Commission drew up a set of questions for all the partners involved. The General Secretariat has accordingly selected those questions for which Member States' feedback would be much appreciated.

¹ OJ C 13, 20.1.2009, item 14.

As a reminder, the communication priorities for 2012 were:

- **The economic recovery:** Economic governance; Europe 2020 - Growth and environmental sustainability; Competitiveness - Developing the internal market and the digital single market; including Single market week
- **Building a citizens' Europe:** removing obstacles to citizens' rights; the free movement of people; empowering citizens: consumers' rights and the citizens' initiative; demographic and immigration challenges; including the European Year for Active Ageing and Solidarity between Generations 2012
- **Making the most of EU policies:** maximising the added value of EU policies; the cost of non-Europe; the external dimension of the EU as a global actor.

Deadlines

Delegations are invited to reply to the attached questionnaire, sending their **answers by e-mail (infopolicy@consilium.europa.eu) by Friday 18 January 2013** at the latest.

MS' replies will be forwarded to the Commission and will serve as a basis for discussion in future WPI meetings and in view of the workshop on "management and strategic partnerships" organized by the Club of Venice in Vienna on 1 February 2013.

The 2012 report should be finalised by the Commission towards the end of March 2013.

QUESTIONNAIRE

"Communicating Europe in Partnership"**1. Achievements/results in 2012, cooperation with other partners, the media and target groups**

- a) Could you outline the **information activities** carried out in your country (in the framework of the communication plan 2012 set up according to the management/strategic partnership agreements) which covered one or more inter-institutional interinstitutional priorities?

The (short) description could include: type of event and title, date, communication priority covered, budget invested (indicating, if possible, if there were any complementary funds used to co-finance the partnership – e.g. if your MS authorities contributed financially to the implementation of the different information activities in partnership or if communication was totally financed by the partnership agreement), partner(s), target group(s), approx. number of participants, media coverage, etc.

- b) Could you specify whether **other EU institutions and/or bodies** (e.g. EPIO, EIB, CoR, EESC etc.) and external partners (e.g. NGOs, academics, other stakeholders) were involved?

If applicable, please provide information about the work within the **coordination team**. Could you highlight any weaknesses and strengths in the cooperation compared to last year?

Which additional **support actions** should the communication services of the EU institutions set up to facilitate the interinstitutional work in the Member States?

- c) Could you describe how **traditional and social media** were involved in your communication activities? Have you strengthened the use of social media and/or other online interactive tools?

(E.g. were the main traditional media channels (TV/press/radio, national/regional/local) used to communicate Europe and how? Was any media cooperating as a partner in the implementation of any activity? If so, how did it work? Did you also engage through the social media and, if so, could you describe the added value?)

- d) Did you address a new **target group** in 2012? Through which instrument/activity did you primarily reach it? Of your existing target groups, which of them, if any, gained in importance compared to the previous year?

2. Financial and administrative issues

a) Budget execution

..... EUR allocated to the partnership at the start of the year

..... EUR used to implement activities

.....% of final budget used for activities covering inter-institutional communication priorities

- b) Through which **procedures** did the partnership spend the budget? Calls for tenders (please also indicate thresholds) – Calls for proposal?

- c) Where there any **complementary funds** used to co-finance the partnership? E.g. did the Member State contribute financially to the implementation of activities? If yes, could you please indicate the co-financing in relation to the total budget of the partnership?

3. Evaluation

- a) For those **MS which have carried out evaluations in 2012** (Finland, Greece, Latvia, Lithuania, Malta, Poland, Sweden and Spain):

Could you describe briefly results and recommendations, highlighting improvements compared to 2011? How would you estimate the cost-effectiveness of the different communication activities carried out under the partnership umbrella? Did the evaluation also include any impact assessment?

- b) for **all other MS which have signed partnership agreements**:

Could you provide information about strengths and weaknesses of the partnership instruments, including the financial and administrative procedures put in place? Could you briefly outline results and recommendations, highlighting improvements compared to 2011?

4. Public opinion trends

As in 2011, the report 2012 will also include information about public opinion trends as a result of surveys carried out at [inter-]institutional, national, regional and local levels on themes relevant for the interinstitutional topics selected as common communication priorities.

The outcome of these polls can have, in addition to the traditional Eurobarometer surveys, an impact on the design of future communication strategies/activities for both governmental and institutional players.

Could you describe if such surveys were done on national or regional level? If this was the case, what were the results and how did or could they influence your communication activities and/or the joint national/institutional communication plans?