



**COUNCIL OF  
THE EUROPEAN UNION**

**Brussels, 22 February 2013**

**6725/13**

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**OUTCOME OF PROCEEDINGS**

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from:	General Secretariat of the Council
to:	Delegations
Subject:	Outcome of proceedings of the Working Party on Information on 15 February 2013

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**1. Adoption of the agenda**

The agenda set out in document CM 1520/13 was adopted with the following changes:

The following items were added under '4. Any Other Business':

- = a0. Recast of Regulation (EC) No 1049/2001 regarding public access to European Parliament, Council and Commission documents
- = a1. Complaint 167/2013/RT made by Mr David Price to the Ombudsman
- = a2. Exhibition "Images of Rural Europe"

**2. Transparency / access to documents**

- a. **Proposal for a Council Regulation amending Regulation (EEC/Euratom) No 354/83, as regards the deposit of the historical archives of the institutions at the European University Institute in Florence (EUI)**

The Presidency presented the revised text to the Working Party. A number of delegations expressed their support for the text and proposed some amendments. One delegation lifted its parliamentary scrutiny reserve. The Presidency concluded that it would circulate a revised version of the text to the Working Party and submit it to a silence procedure ending on 25 February 25. The Commission informed the Working Party that in the case that the group would agree to the text, it would have to seek approval of the revised text from the college.

On the written request by one delegation, the exclusion of the European Central Bank and the European Court of Justice (ECB) from the obligation to deposit their historical archives in Florence is further elaborated below:

According to the ECB, its exclusion from the obligation to deposit their historical archives with EUI derives from its organisational autonomy and staff expertise in guiding users to historical information; also, public access to its documents is subject to specific Bank rules from 2004. The ECJ archives are considerable in size, the majority of which is case files; many of these archives need to remain accessible to the Court and often contain sensitive personal data. The ECJ retains the possibility of voluntary deposit with EUI and giving the EUI access to digital archives which the Court might open to the public in the future.

### **3. Communication / information Policy**

#### **a. Communication strategies in the field of the European Single Market**

The European Commission representative (DG Internal Market and Services) presented the outcome of the communication activities organised in the framework of the 20th anniversary of the European Single Market, with emphasis to the competition for young people "Generation 1992" (which ran from April to September 2012) and the thematic week "Together for New Growth" organised in October 2012.

The Commission recalled the objectives of the communication strategy (highlighting achievements, presenting and discussing new initiatives, mobilising views and expectations) and the integrated approach adopted during the information campaign (online debates, the single market week, press seminars, the abovementioned competition, video production, etc.). It referred to partners' and audiences' profiles and involvement as well as to the variety of events organised in the 27 Member States and topics covered.

Lessons learned:

- EU citizens and businesses have a clear interest in being informed on single market related issues
- smooth cooperation between EU institutions and Member States national authorities led to effective results
- flexibility in type and subject of the events has led to successful results

- testimonials are among the most valuable tools to spread the message
- excellent media and social network impact

Perspectives for 2013:

- concentrate on more tailored debates (e.g. thematic weeks on specific issues - practical topics such as “On-line shopping in the single market”, “Working and doing business in Europe”, “Europe banks and you”, etc.)
- increase use of new technologies to interact with citizens
- organise more decentralised activities in the Member States.

The CZ, DE, ES, IT, PT and SE delegations provided feedback on the activities carried out in their respective countries in the framework of the Single Market Week. Attention was drawn, among others, to the personal engagement of several ministerial authorities in the public events and to the wide variety of interactive initiatives (strong social media involvement, debates on regional media with focus on concrete topics such as growth and the services directive, public forums and comprehensive webpages dedicated to the wide public and stakeholders, etc.).

The overall implementation of the 20th anniversary was perceived as very positive. Nevertheless, it was suggested to implement in the future similar initiatives in a wider time frame, as one single week was deemed too short to organise various activities throughout the country.

The Commission representative explained that communication was concentrated in one week in order to draw more attention from citizens, business actors and the media. However, a number of Member States organised information events also outside the Single Market Week which had initially been set.

In order to foster cooperation with Member States and to meet delegations' expectations, the General Secretariat of the Council asked the Commission to provide a more detailed presentation of its 2013 communication strategy in the field of the internal market at one of the next WPI meetings.

**b. New digital instruments - mobile strategy - new applications**

The Commission representative (DG Communication) presented the Commission's strategy for making internet fit for mobile devices and provided its policy for mobile applications.

Mobile options:

- Dedicated mobile with a separate slimmed-down version of the regular site optimised for the small screen
- Responsive design: the same site served to desktop screens, tablets and smartphones, but layout change to adapt to the screen size (recommended by the Commission)
- Mobile apps (dedicated software built specifically for certain smartphones or tablets), distributed through app stores usually managed by the owner of the mobile operating system - and therefore subject to its approval.

For most EC mobile projects, the Commission recommends opting for a responsive design website over an App. Apps are for completing tasks on a regular basis, while mobile optimised websites are for consuming content. A number of considerations should be made before developing an app: costs, development for different platforms, number of downloads, more difficult to update, setting up of a single corporate account to store all apps, etc. The Commission is currently updating its guidelines for responsive design templates and apps.

In reply to a request from the European Parliament representative, the Commission specified that setting up an account for an app can take some time (1 to 2 months). As regards the different app platforms (e.g. Apple, Android), it should also be taken into account that there will be time gaps with regard to the availability of the app on each platform.

The General Secretariat of the Council informed delegations on:

- a study on the visual identity of the Council and the European Council which will be concluded end of February/beginning of March 2013;
- the launch of a contract for auditing the content of the Council's and European Council's website;

*(The main findings of the study on visual identity and details of the content management of both websites should be presented at the WPI meeting on 25 April 2013).*

- the launch of the Eurozone portal on Tuesday 19 February.  
(presentation foreseen at the WPI meeting on 7 March 2013).

#### **4. Any Other Business**

##### **a0. Recast of Regulation (EC) No 1049/2001 regarding public access to European Parliament, Council and Commission documents**

The Presidency informed the Working Party on the appearance of their Minister of Justice and their Minister for European Affairs respectively before the EP LIBE and AFCD committees on 21-23 January 2013, where Members of the Parliament raised the issue of the recast of Regulation 1049/2001. The Presidency indicated that it would keep the Working Party updated on any activities in this area in the coming months.

##### **a1. Complaint 167/2013/RT made by Mr David Price to the Ombudsman**

The Chair informed the Working Party on an inquiry by the European Ombudsman on the basis of a new complaint by Mr. Price (doc. 6467/13). In the context of this inquiry the Ombudsman asks to be able to inspect document 5788/12. The Working Party will be consulted by email in the next days on a draft letter to be endorsed by COREPER to authorise the inspection.

##### **a2. Exhibition "Images of Rural Europe"**

The General Secretariat of the Council informed delegations about a photo exhibition on "Rural Europe" promoted by DG AGRI and organised by the European Network for Rural Development, which will be hosted in Brussels in the Info Point Schumann (rue Archimède, 1) from 4 March to 4 April 2013, as a public follow-up to an internal exhibition organised by the European Commission in the Berlaymont building in Summer 2012.

The General Secretariat reminded delegations that the space available at Info Point Schumann is also at the disposal of the Presidency and the Member States for any communication activity they may wish to organise.

##### **a. Club of Venice: workshop on Management and Strategic Partnerships in the field of communication (Vienna, 1 February 2013)**

The Austrian delegation and the General Secretariat of the Council outlined the main findings of this meeting: participants, state of play, feedback from national evaluations and the way forward (horizontal evaluation to be carried out in 2013;

The Chairman drew attention to the impact of the revised Financial Regulation on the procedures for indirect management instruments (additional administrative obligations in the field of partnership agreements). It therefore suggests to bring this issue at one of the next WPI meetings and invited delegations to consult their competent national authorities in this regard.

A more detailed outcome of the meeting held in Vienna will be circulated via Infonet.

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