



Brussels, 9 October 2014
(OR. en)

14055/14

INF 289

NOTE

From:	Presidency
To:	Working Party on Information
Subject:	Meeting of the Working Party on Information of 17 October 2014 - Communicating Europe: interinstitutional communication priorities for 2015 [2016]

1. In line with the political declaration on "Communicating Europe in Partnership" ⁽¹⁾ signed by the European Parliament, the Council of the EU and the European 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. With regard to the Council's position, the Working Party on Information has carried out regular surveys to collect Member States' feedback and suggestions to identify the relevant key issues eligible as interinstitutional communication topics on a yearly or biannual basis ⁽²⁾.
3. Member States feedback was collected through open questionnaires or, in some cases, through round tables within the WPI framework.

⁽¹⁾ OJ C 13, 20.1.2009, p. 3.

⁽²⁾ an overview of the topics chosen since the adoption of the Declaration is at Annex.

4. As the current multi-annual communication priorities are “expiring” at the end of 2014, the WPI is expected to contribute to identifying the new interinstitutional communication priorities for 2015 and, if agreed, also for 2016, according to the above mentioned Joint Declaration.
5. In the present transition phase, coinciding with the renewal of European Institutions, in the Italian Presidency's view it would be advisable to start a timely exercise by inviting delegations to formulate suggestions for joint communication priorities for the next year(s), in order to get ready for our commitments with the new institutional interlocutors.
6. It was answering the invitation by the WPI Chair to delegations to provide indications on this subject (see the 25 April and 10 July meetings ⁽³⁾) that, in a forward-looking spirit, Italy suggested to start this exercise in the near future, exchanging MS' views on a short list of topics eligible as common communication priorities, with a view to sharing the WPI's position with the EP and the Commission as soon as they are ready to join the discussion.
7. In order to start a timely reflection in this regard, the Italian Presidency wishes to table hereby a proposal which draws inspiration from the priorities of the current semester, the 18-month Trio Programme ⁽⁴⁾ and the orientations emerged in the strategic agenda approved by the European Council in June 2014 ⁽⁵⁾.
8. In the light of the above, the Italian Presidency recalls its main objectives declared at the beginning of its mandate: a job-friendly Europe; moving Europe closer to its citizens in an area of democracy, rights and freedom; facilitate the EU's role as a major actor on the international stage; playing a key role in its immediate neighbourhood; and shape a new shared vision of Europe, strongly oriented towards growth, competitiveness and innovation.

⁽³⁾ see outcome of proceedings - docs. 9384/14 and 11940/14.

⁽⁴⁾ see doc. 10948/1/14.

⁽⁵⁾ see Annex to doc. EUCO 79/14.

Moreover, in line with the European Council's conclusions, communication should take due account of this moment of political renewal. In this context, there is a need for a joint effort to help emerge from years of economic crisis and public disenchantment. To this end, the EC has clearly indicated that it will be crucial to empower, protect and help citizens to build a better and trusted future.

9. Accordingly, the following themes could be taken into consideration in view of the identification of joint communication priorities:
 - a. EU's support to foster growth, competitiveness and employment;
 - b. Freedom, security and justice (including "immigration/integration");
 - c. The EU's role in the world, with focus on the EU's efforts to contribute to the neighbourhood's stability.
10. Furthermore, the Italian Presidency suggests to take due account of the strategies to communicate the European Year of Development (EYD) 2015. As a matter of fact, this horizontal topic will most likely involve all Member States (the great majority have already submitted their national work programme to promote the EYD, as requested by the Commission in accordance with the ad hoc Decision of the EP and Council). Synergies among the communication plans in this context and the cooperation between Member States and Institutions will play a very important role to help spread awareness of the EU's added value.

11. Delegations are invited to express themselves on the above suggested topics and provide their feedback possibly before the WPI meeting on 17 October by mail to the General Secretariat of the Council (infopolicy@consilium.europa.eu).
12. The ideal scenario would be to reach an agreement within the WPI during the Italian Presidency, inviting meanwhile the European Parliament and the European Commission to formulate their suggestions as soon as they will be ready to join the discussion with the WPI and, subsequently, to take note of converging views at the next meeting of the Interinstitutional Group on Information (IGI) according to point 9 of the abovementioned Declaration.
13. 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 activities (campaigns and one shot communication projects) to the national scenarios and to changing realities.
 - b. the information activities in the different Member States on the selected joint priorities ought to be organized in partnership, with reasonable advance planning and coordination among the key players.

**Common communication priorities identified since the adoption of the Political declaration
"Communicating Europe in Partnership" (22.X.2008)**

<u>YEAR(S)</u>	<u>THEMES</u>
<u>2013-2014</u>	<ul style="list-style-type: none"> a. The economic recovery b. The European Year of Citizens (2013) c. The European Elections 2014
<u>2012</u>	<ul style="list-style-type: none"> a. Economic recovery, including: <ul style="list-style-type: none"> (i) Economic governance (ii) Europe 2020 - Growth and environmental sustainability (iii) Competitiveness - Developing the internal market and the digital single market b. Building a citizens' Europe, including: <ul style="list-style-type: none"> (i) Removing obstacles to citizens' rights (ii) The free movement of people (iii) Empowering citizens: consumers' rights and the citizens' initiative (iv) Demographic and immigration challenges c. Making the most of EU policies, including: <ul style="list-style-type: none"> (i) Maximising the added value of EU policies (ii) The cost of non-Europe (iii) The external dimension of the EU as a global actor
<u>2010-2011</u>	<ul style="list-style-type: none"> a. Driving the economic recovery and mobilising new sources of growth b. Climate action and energy c. Making the Lisbon Treaty work for citizens
<u>2009</u>	<ul style="list-style-type: none"> a. The European elections b. Energy and climate change c. The 20th anniversary of the democratic change in Central and Eastern Europe ensuing from the fall of the Iron curtain d. Europe's response to the financial crisis and the economic slowdown