



Council of the
European Union

Brussels, 24 November 2014
(OR. en)

15686/14

INF 333

NOTE

From:	Presidency
To:	Working Party on Information
No. prev. doc.:	14055/14 INF 289
Subject:	Communicating Europe - Communication priorities for 2015-2016

INTRODUCTION

1. At its meeting on 17 October 2014, the Working Party on Information (WPI) had a first presentation and discussion on possible communication priorities for 2015-2016 on the basis of a paper drawn up by the Italian Presidency ⁽¹⁾. As indicated in the outcome of proceedings of that meeting (doc. 14713/14), many delegations expressed general support for the Italian Presidency's proposal to adopt priorities for 2015 and 2016 and agreed to further discuss this matter at the forthcoming WPI meeting. This note aims to serve as a basis for such continued discussion.

⁽¹⁾ 14055/14

SUGGESTED APPROACH

2. On the basis of comments and positions that delegations communicated before and in the WPI meeting of 17 October, there seems to be an overall agreement in the WPI on the following themes for communication priorities:

- a. EU's support to foster sustainable growth, innovation, competitiveness and employment;
- b. Freedom, security and justice (including "immigration/integration", with due attention to sustainable and coordinated policies);
- c. Energy and climate change;
- d. EU's role in the world, with focus on contribution to the neighbourhood's stability.

Communication on this topic would also include the European Year of Development (EYD) 2015, considering its horizontal character and the engagement of all Member States in the implementation of the Year.

3. In terms of inter-institutional cooperation, following the possible adoption of communication priorities by the Council, the Presidency supported by the Chair of the WPI, wishes to pave the way to define jointly with the Commission and the European Parliament common inter-institutional communication priorities.

4. Therefore, the Council's position should be subsequently discussed with the European Parliament and the Commission with a view to political endorsement of joint communication priorities for 2015-2016 by the Inter-institutional Group on Information (IGI).

5. Effectiveness in the implementation of priorities and their positive impact on citizens will depend on advanced planning and deeper cooperation among MS and Institutions on equal footing. Once the priorities will be selected, the Presidency deems it advisable to launch a preliminary exchange of views, within the WPI, on future budgetary aspects and on different ways of cooperation and partnership ⁽²⁾.

CONCLUSION

6. The Presidency invites delegations to confirm their agreement on the themes listed in point 2 above, so that the list of communication priorities could consequently be put forward for adoption by the Council before the end of the year. If deemed opportune, delegations could send written comments to infopolicy@consilium.europa.eu.

⁽²⁾ In this context, the Presidency wishes to recall that Latvia and Luxembourg underlined that the EYD implementation model (national work programmes, cooperation at technical level) could serve as an example to inspire future cooperation practice.