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# The role of information and communication in the governance of the European Union

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College of Europe: Natolin  
Library Information Seminar  
19 September 2015



The role of information and communication in the  
governance of the EU. 19 September 2015.  
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# The role of information and communication in the governance of the European Union

Connecting EU citizens and stakeholders  
to the EU

Making the EU more open and transparent



The role of information and communication in the  
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# Public Opinion and Europe: Elections, Referendums and Surveys



# Public Opinion and Europe: Elections, Referendums and Surveys



Article

Discussion

Read

Edit

## Referendums related to the European Union

From Wikipedia, the free encyclopedia



Developments in 2012: [Croatia](#) – [Ireland](#) – [Germany](#) – [UK](#)  
Developments in 2013: [UK](#) – [Denmark](#) – [Iceland](#) – [Poland](#)  
Developments in 2014: [Switzerland](#)  
Developments in 2015: [Greece](#) / [UK](#) / [Denmark](#) / [Poland](#)  
NB: Regional dimension: [Scotland](#) / [Catalonia](#) / [Flanders](#) etc



Europe is entering the 'age of the referendum', but there is nothing to fear for European democracy if referendums are properly regulated

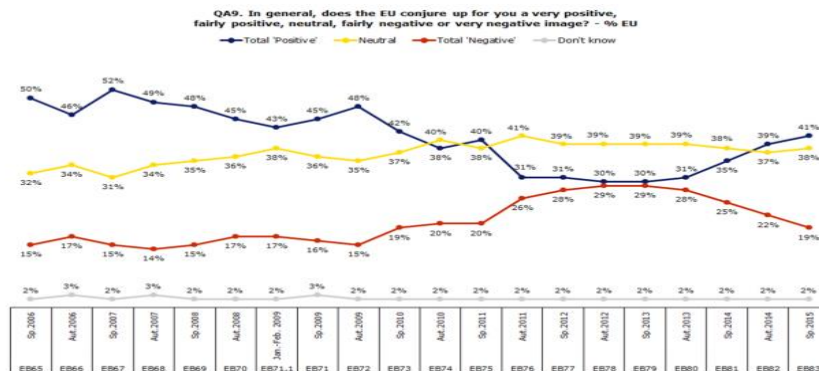
# Public Opinion and Europe: Elections, Referendums and Surveys

STANDARD EUROBAROMETER 83

FIRST RESULTS – SPRING 2015

## 2. THE IMAGE OF THE EUROPEAN UNION: TREND

Europeans have a steadily more positive image of the EU (41%), and this proportion has improved for the fourth successive time (+2 percentage points since autumn 2014, +11 since spring 2013). The proportion with a neutral image of the EU has increased slightly (38%, +1) while the negative image continues to lose ground (19%, -3).



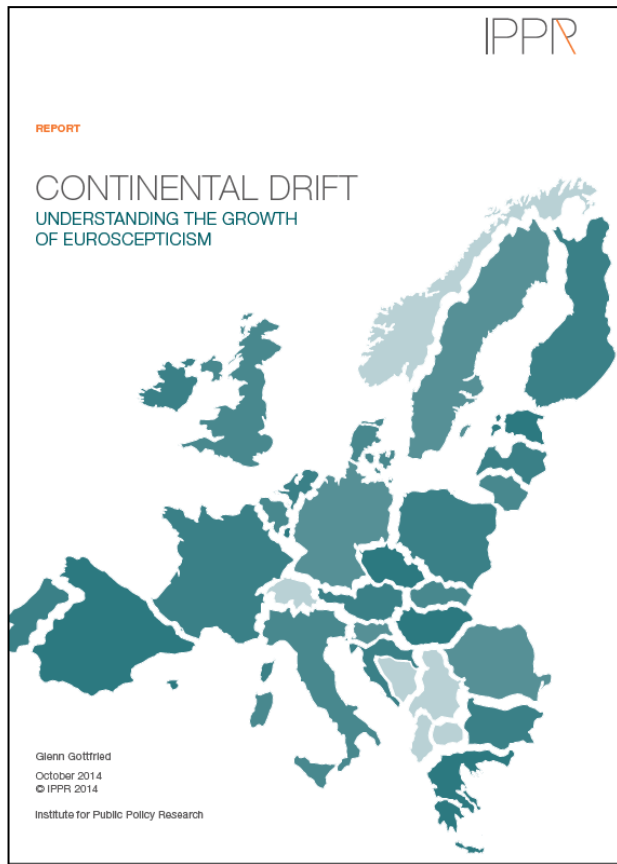
EU Leadership Regains Approval Across Europe



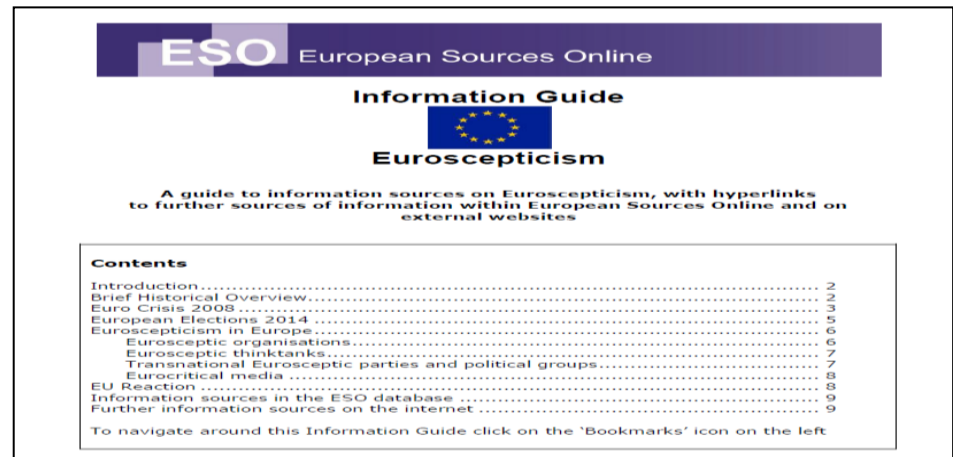
The role of information and communication in the governance of the EU. 19 September 2015.  
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# Public Opinion and Europe:

## Euroscepticism



... In many countries, trust in the European project is at a historic low...  
[Political Guidelines](#) for the new Commission, July 2014



Find more information on Euroscepticism in Europe through [ESO](#)

# **Public Opinion and Europe:**

## **The challenge...**

**With evidence of**

- **low participation rates in the EP elections [2014 – lowest ever]**
  - **referendum results in Denmark, France, the Netherlands and Ireland**
  - **the results of Eurobarometer opinion polls**
- + impact of the current economic crisis - rise of Euroscepticism**

**Communicating Europe effectively has become an issue of major concern to the EU Institutions**

- **a need to professionalise the way information is communicated**
- **a need to involve the Member States as well as other actors**
- **a need to use new media to get information and messages across**

**However, the question still arises... Will more effective communication about the EU make citizens 'love' the EU or are the challenges greater or more complex?**



# Structure of talk



- Current thinking on EU information and communication policy
- Interactive communication / Participatory democracy initiatives
  - Connecting with citizens
- Making the EU more transparent
  - European Transparency Initiative
  - Access to documents
- The role of the media – new and old
  - Challenges facing the media
  - Use of social media – The web
- Better, simpler and more accessible legislation (Smart Regulation)





# **The role of information and communication in the governance of the European Union**



## **Current thinking on EU information and communication policy**

# EU information and communication policy:

## Recent developments

- White Paper on European Governance 2001
- A new framework for information & communication, 2001
- An information and communication strategy for the EU, 2002
- Action Plan to Improve Communicating Europe, 2005
- Plan D for Democracy, Dialogue and Debate, 2005
- White Paper on a European Communication Policy, 2006
- Communication: Communicating Europe in Partnership, 2007
- Communication: Communicating about Europe via the Internet: Engaging the Citizen, 2007
- Communication: Debate Europe..., 2008
- Action Plan on Communicating Europe through Audio-Visual Media, 2008
- Political Declaration: Communicating Europe in Partnership, 2008
- A common visual identity for the EU Institutions, 2011
- Rationalisation of the European Commission's public websites, 2012
- European Year of Citizens / Debate on the Future of Europe, 2013



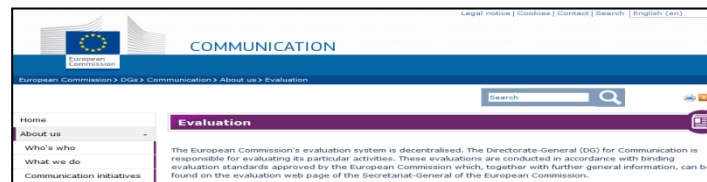
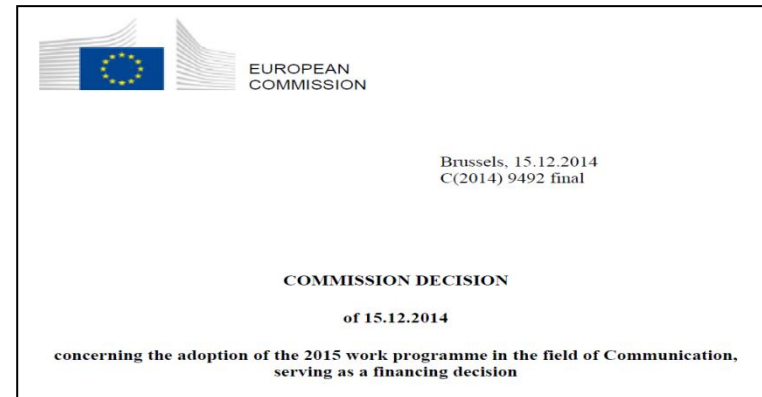
# EU information and communication policy:

## Key themes

- Duty of the EU to inform, consult and involve (*to listen*)
  - Right of the 'citizen' and 'stakeholder' to be informed, consulted and involved (*to know*)
    - Legitimacy / Understanding / Better law
  - Listen better (*interactive communication – opinion polls etc*)
  - Communicate better (*plain simple language – meaningful everyday examples*)
  - Go local (*adapt EU messages to local and sectoral audiences*)
  - Communicate in partnership [Management Partnerships / Strategic Partnerships]
  - Cross-border communication channels promoting debate and dialogue on issues of common concern (*European Public Sphere / Citizenship Education*)
  - Use all forms of media
- 
- Information needs to be 'clear, objective, comprehensive, relevant and easy to find' [OECD: Citizens as partners, 2001]

# EU information and communication policy: The situation in 2015...

**Listen Advise Engage**  
DG COMM,  
as a corporate communication service,  
brings Europe closer to its citizens



# EU information and communication policy: The situation in 2015...

## European Commissioners with information and communication responsibilities 2015-

- Jean-Claude Juncker (President) – DG COMM / Spokesperson's Service
  - Juncker's new media strategy [[EUObserver, 11.09.14](#) / [EurActiv, 01.10.14](#)]
- Frans Timmermans (First Vice-President): Better Regulation / ETI
  - [EP Hearing, Oct 2014](#) – calls for reform of EU culture
- Günther Oettinger (DG CONNECT): Media Networks / Support for Euronews, Euranet, EAO)
- Tibor Navracsics (DG EAC): Publications Office / Europe for Citizens Programme / New Narrative on Europe

## Other EU Institutions Information and Communication responsibilities

- Council of the EU: [Directorate-General F - Communication and Document Management](#)
- European Parliament: [Directorate General for Communication](#)
- etc

# EU information and communication policy:

## The situation in 2015... Main messages

... rekindling ‘a passion for Europe, a new pride and feeling of connection between the EU and its citizens’. To achieve this, there is a clear need to communicate with more clarity and strength the political priorities on which the Commission delivers collectively, in line with the Working Methods of the Commission 2010-2014 which stresses that successful external communication is ‘firmly anchored in the principle of collegiality’.

The President's political guidelines also stipulate that:

- + the dialogue with the citizens and the different actors in civil society, a hallmark of the current Commission, will continue to be of critical importance
- + the Commission will redouble its efforts to have a real Commission presence communicating on the ground in the Member States and in the regions, in partnership with the European Parliament, listening to citizens and dealing first hand with their questions and concerns’
- + this gap (...) can only be closed in full partnership with national and regional authorities.

# EU information and communication policy:

## The Commission Communication programme for 2015

The Commission's communication activities fall under its political autonomy as an institution and its institutional prerogatives. The Political Guidelines for the Commission *A New Start for Europe: Agenda for Jobs, Growth, Fairness and Democratic Change* presented by President Jean-Claude Juncker on 15 July 2014 to the European Parliament describe various ways of 'bringing the European Union closer to citizens.'

Starting from the factual assessment that 'in many countries, trust in the European project is at a historic low', President Jean-Claude Juncker stated as his 'key task to rebuild bridges in Europe after the crises. To restore European citizens' confidence. (...) And to strengthen democratic legitimacy on the basis of the Community method.'


Moreover, the President included in the mission letters to the Members of the Commission the importance of being 'in dialogues with citizens, by presenting and communicating the Commission's common agenda, listening to ideas and engaging with stakeholders.'

To this end, there is a distinct need to communicate the Commission's core messages with more clarity and strength, focussing on the political [priorities](#) on which the Commission delivers collectively and addressing European citizens at large.

2015 will be the first full year in office of the new Commission. In this context it is important that the 2015 work programme focus particularly on the support of the main political priorities identified in the Political Guidelines as well as in the Commission Work Programme

# EU information and communication policy:

## Other EU Institutions



EUROPEAN UNION

**Committee of the Regions**

CIVEX-V-049

109th plenary session, 3-4 December 2014

**OPINION**

**Reconnecting Europe with its citizens –  
more and better communication at local level**

**THE COMMITTEE OF THE REGIONS**

- stresses that restoring public approval of the European Union and stimulating people's engagement with Europe is a political and communication challenge that must be backed up by a joint effort of all EU levels of government;
- points out that it is the responsibility of the European institutions to put forward a new, partnership-based approach to communication about the European project so as to strengthen people's attachment to the EU. A unifying communication concept should explain the advantages of the European Union, its identity, rationale, values and the actual results of its policies in people's lives;
- calls on the European institutions to make a joint commitment to the 2015-2019 Communication Plan: reconnecting Europe with its citizens, with a view to the next European elections, by setting quantifiable and measurable objectives for mobilising people and raising public awareness about the European project;
- notes the need to "translate" EU-specific language and terminology for citizens, and to use clear information material to help improve people's understanding of the EU's institutional structures and calls for information to be made available in all the official EU languages;
- suggests that 20% of the EU's communication budget should be decentralised to national and local level, e.g. to the Europe Direct and Europe House information centres, with a view to these bodies establishing practical cooperation arrangements with local or regional partners and reaching a wider audience;
- recommends concluding 500 strategic partnerships between the Commission representations and local and regional authorities as well as concluding partnership agreements with 500 local print media, television and radio stations to organise debates and give a voice to citizens;
- suggests that the EU institutions should organise 500 Citizens' Dialogues in 2015-2019 involving regional/local representatives and MEPs, and recommends that each European region is visited every year by a Commissioner;
- wishes to bring at least 5 000 municipalities, cities and regions into the Friends of Europe network by 2019 in order to mobilise, train and help communication professionals in the Member States.



ЕВРОПЕЙСКИ ПАРЛАМЕНТ    PARLAMENTO EUROPEO    EVROPSKÝ PARLAMENT    EUROPA-PARLAMENTET  
 EUROPAISCHES PARLAMENT    EUROOPA PARLAMENT    ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΟΒΟΥΛΙΟ    EUROPEAN PARLIAMENT  
 PARLEMENT EUROPÉEN    PARLAIMINT NA NEORPA    EUROPSKI PARLAMENT    PARLAMENTO EUROPEO  
 EIROPAS PARLaments    EUROPOS PARLIAMENTAS    EUROPAI PARLAMENT    IL-PARLAMENT EWROPEW  
 EUROPEES PARLAMENT    PARLAMENT EUROPEJSKI    PARLAMENTO EUROPEU    PARLAMENTUL EUROPEAN  
 EUROPSKY PARLAMENT    EVROPSKI PARLAMENT    EUROOPAN PARLAMENTTI    EUROOPAPARLAMENTIT

**COMMUNICATION POLICY**

Communication policy is not governed by specific provisions in the Treaties, but stems naturally from the EU's obligation to explain its functioning and policies, as well as 'European integration' more generally, to the public. The need for effective communication has a legal basis in the Charter of Fundamental Rights of the EU, which guarantees the right of all citizens to be informed about European issues. Since its formal launch in 2012, the new European Citizens' Initiative has allowed citizens to become more directly involved in new legislation and European issues.

**LEGAL BASIS**

Although the Treaties do not contain any specific chapter or article concerning communication policy, the Charter of Fundamental Rights of the EU — drawn up in 1999-2000 by a Convention and rendered binding by the Treaty of Lisbon, which gave the Charter the same legal status as the EU Treaties — provides all European institutions with a common framework for linking EU achievements to the underlying values of the EU when communicating to the public at large<sup>(1)</sup>. The main articles in the Charter that deal with information and communication are Article 11 (right to information and freedom of expression, as well as freedom and diversity of the media), Article 41 (right to be heard and right of access to documents relating to oneself), Article 42 (right of access to the documents of the European institutions) and Article 44 (right of petition). For actions for which there is no separate legal basis in the Treaty on the Functioning of the European Union (TFEU), a reference to Article 352 TFEU (ex Article 308 of the Treaty establishing the European Community) is necessary<sup>(2)</sup>.

**OBJECTIVES**

Communicating with citizens has long been a primary concern of the European institutions, with the aim of fostering trust in the European project. With the 'no' votes in the referendum on the European Constitution in France and the Netherlands (May 2005), followed by the rejection of the Lisbon Treaty in Ireland (June 2008), the EU took a series of measures intended to improve communication between the institutions and the citizens of the Union. This was felt to be necessary not only because members of the public are insufficiently informed on EU policies and on how these have an impact on their everyday lives but also, even more importantly, in order to enable European citizens to exercise their right to participate in the democratic life of the Union, in which decisions are supposed to be taken as openly as possible and as closely as possible to the citizens, observing the principles of pluralism, participation, openness and



# EU information and communication policy: 2016 Priorities



Brussels, XXX  
[...] (2015) XXX draft

## COMMUNICATION TO THE COMMISSION

FROM PRESIDENT JUNCKER AND VICE-PRESIDENT GEORGIEVA

Corporate communication action in 2016 under the Multiannual Financial Framework  
2014-2020

### POLITICO



SISKA GREMMELPREZ/AFP/Getty

#### The EU's €26 million campaign to sell itself

Commission proposal aims to boost 'understanding' of its political priorities.

By RYAN HEATH | 9/9/15, 5:35 AM CET | Updated 9/9/15, 12:25 PM CET



Syed Kamall | EPA/PATRICK SEEGER

#### EU's €26 million publicity blitz comes under attack

Conservatives call it a waste of money.

By TARA PALMERI | 9/9/15, 6:01 PM CET | Updated 9/10/15, 11:38 AM CET



# **The role of information and communication in the governance of the European Union**



## **Interactive Communication: Participatory democracy**

**Connecting citizens to Europe:  
Getting citizens involved and participating – and voting**

# Interactive Communication: Participatory democracy initiatives



## Dialogue, democracy and debate



**FUTURE OF EUROPE**  
**The Citizens' Agenda**

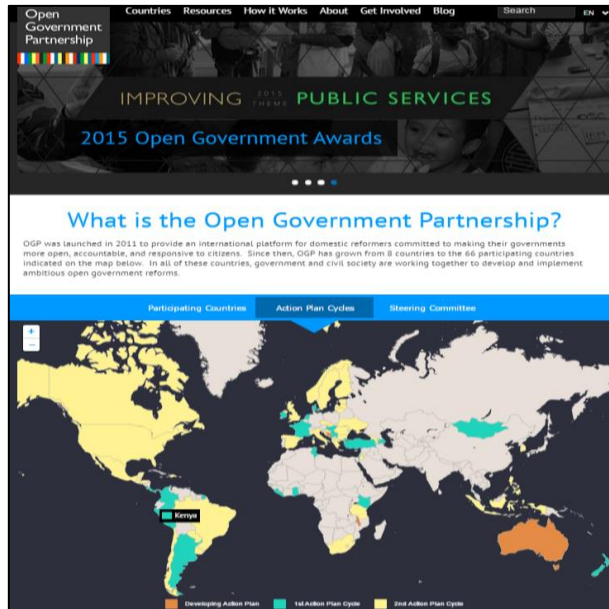
2006 - 2007 Citizen's Projects - concluding Conference adopts open letter to EU and national leaders, parliaments and political parties



**European Citizens'  
Consultations**  
Making your voice heard



# Open Government Partnership (OGP)



## Changing the Culture of Government

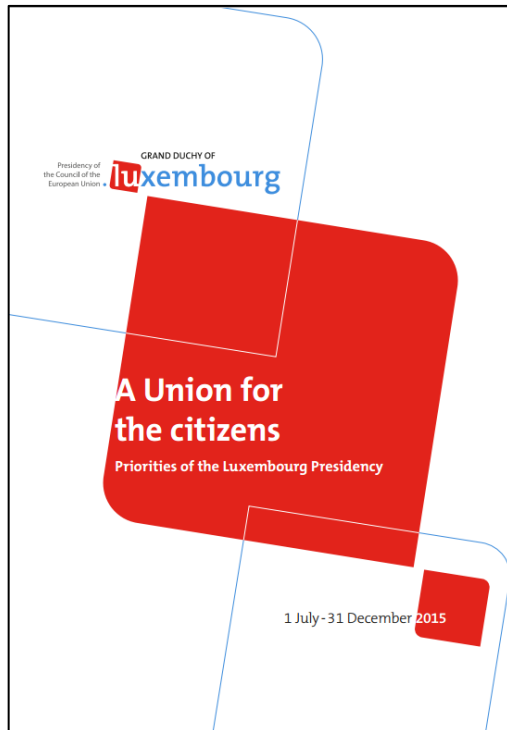
Changing the Culture of Government – Open Government Partnership

The graphic shows a target with a play button icon in the center. The text "THE CULTURE OF GOVERNMENT" is written across the target. Below the target, there are four icons representing the pillars of the OGP: Accountability, Technology & Innovation, Citizen Participation, and Transparency.

Accountability	Technology & Innovation	Citizen Participation	Transparency
There are rules, regulations and mechanisms in place that call upon government actors to justify their actions, act upon criticisms or requirements made of them, and accept responsibility for failure to perform with respect to laws or commitments.	Governments embrace the importance of providing citizens with open access to technology, the role of new technologies in driving innovation, and the importance of increasing the capacity of citizens to use technology.	Governments seek to mobilize citizens to engage in public debate, provide input, and make contributions that lead to more responsive, innovative and effective governance.	Information on government activities and decisions is open, comprehensive, timely freely available to the public and meets basic open data standards (e.g. raw data, machine readability).

The role of information and communication in the governance of the EU. 19 September 2015.  
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# A Union for the Citizens





# European Commission Programme: Europe for Citizens



N°	ID	Organisation	Application title	Country	Maximum EU grant
1	562889	Maison de l'Europe de Paris	EUbyCITIZENS	FR	150.000,00 €
2	563159	borderline europe - Menschenrechte ohne Grenzen e.V.	Kontroversen in der europäischen Migrationspolitik - Schutzgewährung versus Grenzsicherung	DE	140.250,00 €
3	563279	Associação TOGETHER, Rede Internacional dos Territórios de Co-responsabilidade	Construire la Co-responsabilité Avec les Citoyens des Territoires Européens	PT	149.750,00 €
4	564202	Europski dom Slavonski Brod	Homo Europeanus - Overcoming the "Knowledge Deficit"	HR	150.000,00 €
5	563809	Novi Homines	Prisoners: Present Discussion and Contribution to the Future European Union	LT	59.750,00 €
6	564132	ICEI - Istituto Cooperazione Economica Internazionale	Boosting Young Migrants' participation in European cities: transnational solutions to common challenges	IT	122.500,00 €
7	564337	IDEANL	Debating Threats to Democracy and Human Rights	NL	150.000,00 €
8	563370	Sonnenberg-Kreis e.V.	My!Europe - a Citizen Project on Europe from Below	DE	150.000,00 €
9	564710	FH OO FORSCHUNGS & ENTWICKLUNGS GMBH	Europe 2038 - Voice of the youth	AT	150.000,00 €
10	563261	Roma Youth Centre	Community organizing - tool for Roma civic engagement	MK	150.000,00 €
11	563627	Assist Social Capital CIC	Social Capital and Abundance - Learning together how to create abundant communities	UK	70.250,00 €
12	564168	NGO Support Centre	Empowering Citizens of Small Member States	CY	60.000,00 €
13	563120	Serbian Association for Promoting Inclusion	Towards European values- persons with disabilities as equal citizens	RS	130.000,00 €
14	563554	INTER ALIA	ASK THE LOCALS! - Promoting resource accessibility through local empowerment	EL	150.000,00 €
15	563646	Gulliver Clearing House Foundation	Challenges to Europe's key values, and the Future of Europe	BG	150.000,00 €
16	564214	Public Policy Institute	"Zenska vlada Zapadnog Balkana. EU" / Female Government Western Balkans. EU	ME	127.500,00 €
17	564100	Movimiento ATD Cuarto Mundo España	Our Voices: participating and thinking Europe from the margins	ES	59.750,00 €
18	564194	Associazione ARCI	From periphery to institutions: participate 4 EU democracy	IT	150.000,00 €
19	563410	Cross Culture International Foundation CCIF	The Citizens Are Speaking	MT	60.000,00 €
20	564448	FRIENDS OF EUROPE - LES AMIS DE L'EUROPE	Debating Europe	BE	150.000,00 €
21	563016	Global Citizen	Community of Sustainable Innovation	DK	140.000,00 €
22	563986	REPUBLIKON TUDOMANYOS, OKTATASI ES KUTATASI ALAPITVANY	European Citizen Initiative to Combat Political Extremism and Euroskepticism	HU	140.000,00 €
23	564322	Asociatia EuroDEMOS	Europe, my country	RO	57.750,00 €
TOT					2.817.500,00 €



# Interactive Communication: Participatory democracy initiatives European Citizens' Initiative



## 'Successful' ECIs



## Currently open ECIs



- ECI launched 1 April 2012
- By March 2015 there had been only three 'successful' applications (51 proposed)
- Current [open](#) ECIs
- Much criticism of complexity and diversity of procedures
- Rejection of Stop TTIP ECI by European Commission by 2.5m+ have signed a 'self-organised' ECI (August 2015)



## On The Wire



For a socially fair Europe! Encouraging a [stronger](#) cooperation between EU Member States to fight poverty in Europe





# Interactive Communication: Participatory democracy initiatives European Citizens' Initiative



- First European Commission review of ECI published 31 March 2015
- EP AFCD discuss ECI report in Sept 2015 and EP vote Nov 2015
- New Commission proposal 2016?
- Find further information on this subject through [ESO](#)







# Interactive Communication: Participatory democracy initiatives 2015



Your Europe, Your Say!  
Brussels, 23-24 April 2015

Final Report  
and Evaluation



European Economic and Social Committee

European Economic and Social Committee

6<sup>th</sup> Your Europe, Your Say!

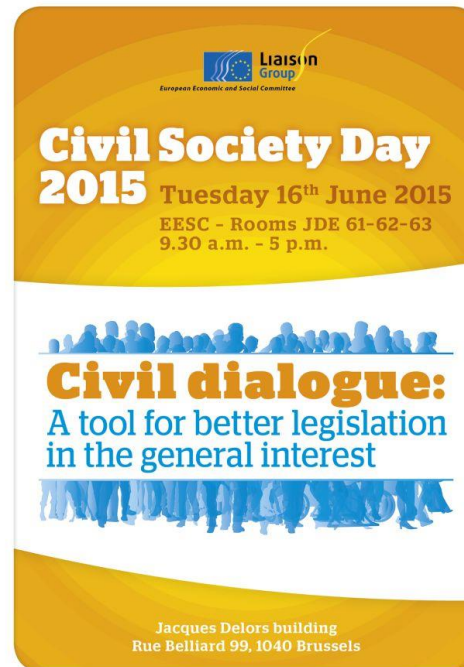
Brussels, April 2015

84 students and 30 teachers from across Europe came together for the sixth edition of 'Your Europe, Your Say!' at the European Economic and Social Committee in Brussels to discuss and debate the most important issues for young people in relation to EU citizenship.

The event ended with a vote for the three top proposals for more active European citizenship:

- + The environment: going beyond the 2020 goals
- + Youth employment: you can't get a job without experience, but you can't get experience without a job
- + International transferring of educational qualifications

# Interactive Communication: Participatory democracy initiatives



**Roadmap**  
**for the implementation of Articles 11(1) and 11(2)**  
**of the Treaty on European Union**  
*Towards better EU civil dialogue and involvement of citizens for better policymaking.*  
*Adopted by the NGO Forum, Riga 2-3.3.2015, under the Latvian Presidency of the Council of the EU*

# Interactive Communication: Participatory democracy initiatives



## Dialogue, democracy and debate



FUTURE OF EUROPE  
The Citizens' Agenda

2006 - 2007 Citizen's Projects - concluding Conference adopts open letter to EU and national leaders, parliaments and political parties



European Citizens'  
Consultations  
Making your voice heard

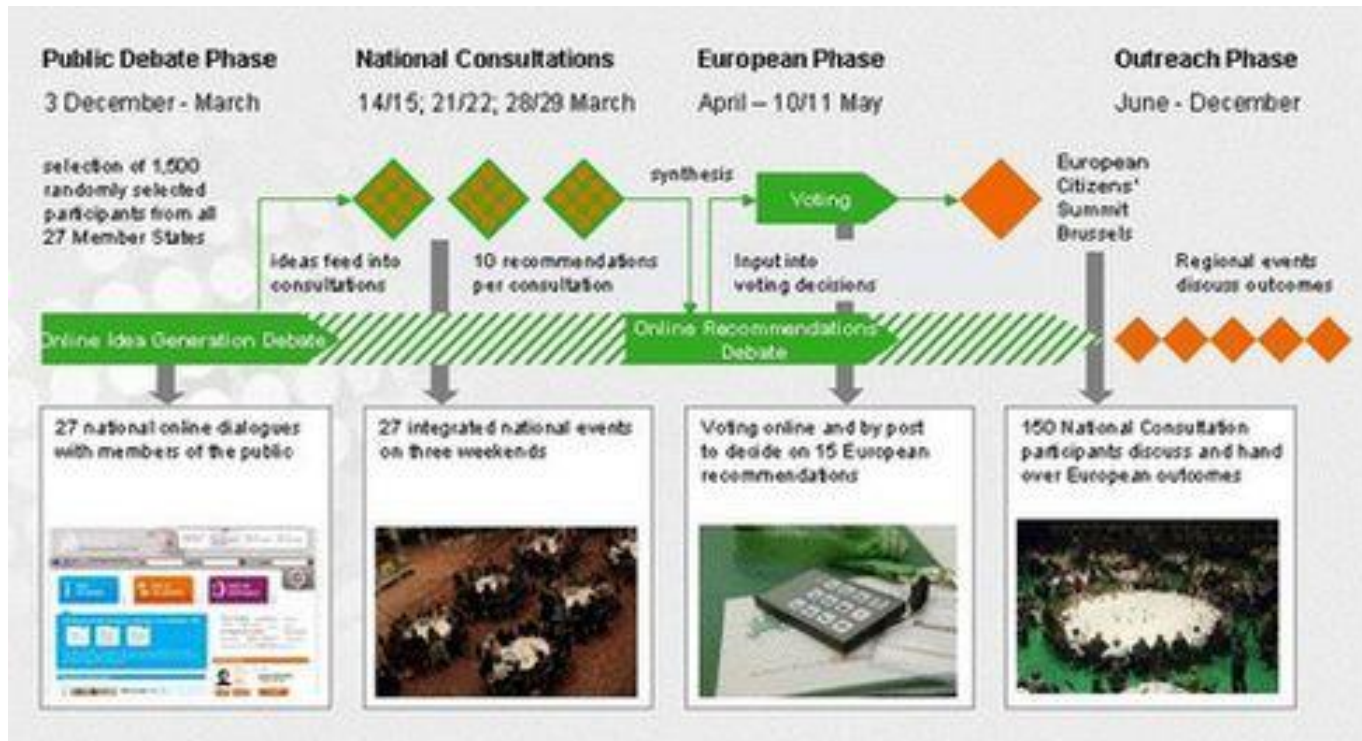




# Interactive Communication: Participatory democracy initiatives



European Citizens'  
Consultations  
Making your voice heard



# Results of the European Citizens Summit, May 2009

What can the EU do to shape our economy  
and social future in a globalised world?

## Top recommendations

1. Lead on climate change
2. Common healthcare system
3. Common working conditions

First dialogue – then decision

That's democracy –

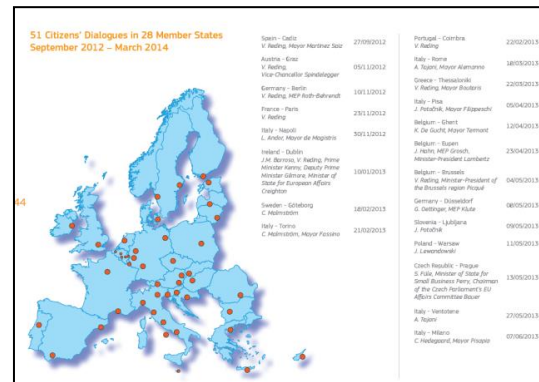
21st century democracy!

[Margot Wallstrom](#), May 2009



**I got interested in the EU when the EU got interested in *me*...**

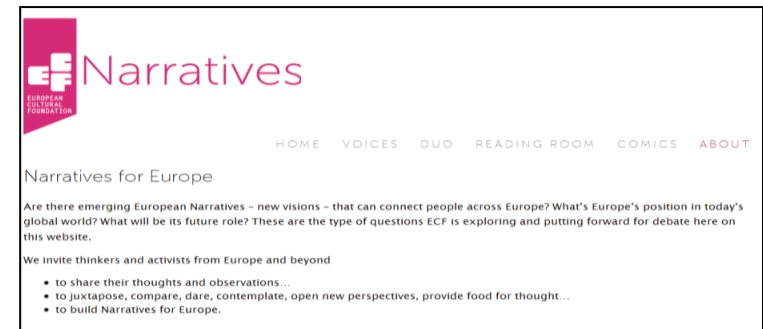
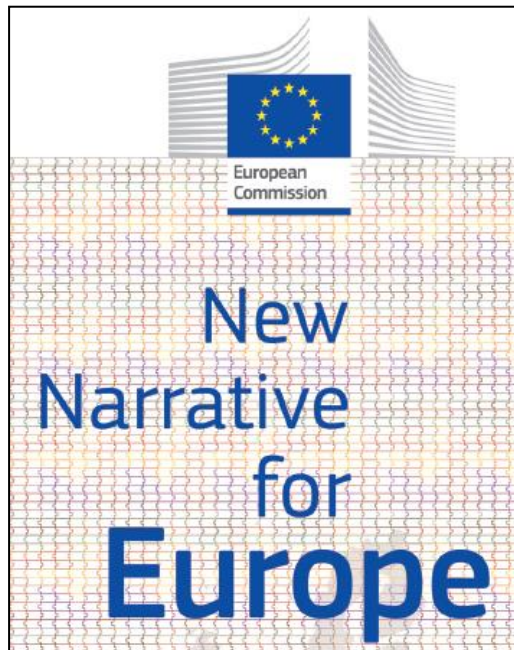
# Interactive Communication: Participatory democracy initiatives 2013-14



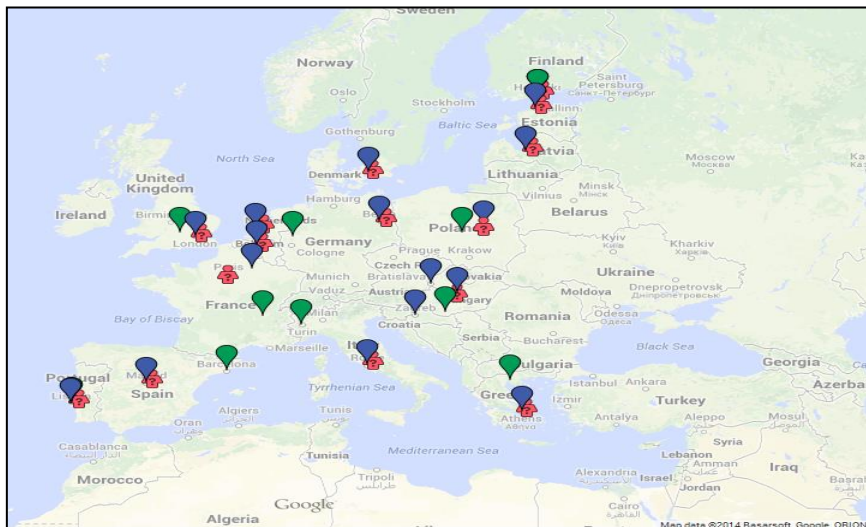
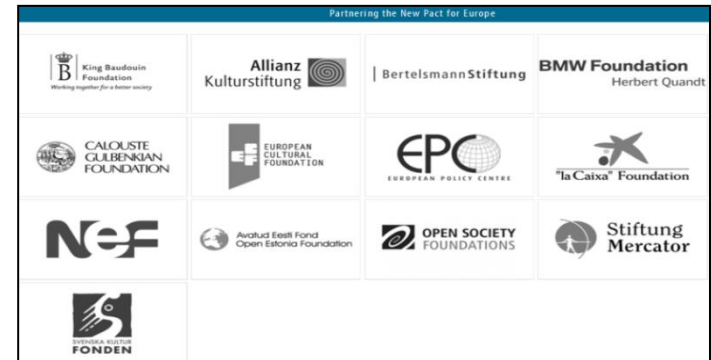
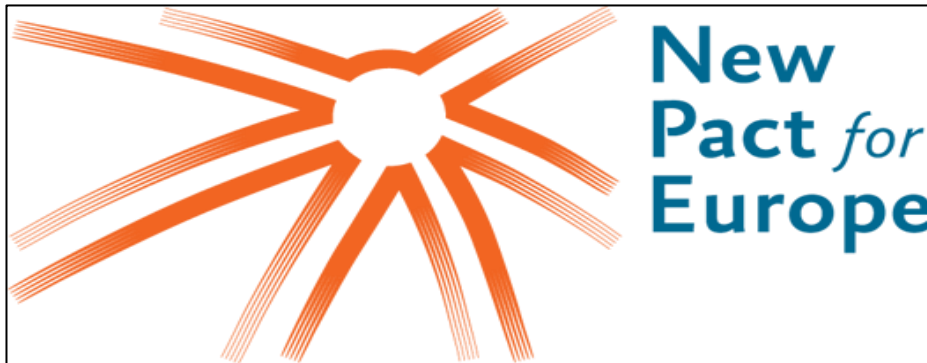
A debate has started. The 51 dialogues held across the EU have been a new experiment in pan-European communication, where politicians and citizens debated what is needed to strengthen the democratic structures of our Union. With new debates being organised nationally, there appears to be strong demand for such conversations, and real potential for this to turn into a lasting European project.



# Interactive Communication: Participatory democracy initiatives 2013-14



# Interactive Communication: Participatory democracy initiatives 2013-14



## Timeline

The project will be divided into four main phases in the course of 2013-2014:

- **Phase I (March-October 2013):** The Reflection Group will develop a comprehensive analysis of the 'state of the Union' in order to identify and evaluate different strategic options for the future of European integration. The findings – inspired also by the reflections of the Advisory Group – will be published in a first report scheduled for publication in December 2013.
- **Phase II (November 2013-May 2014):** This first report will provide the basis for a wider debate with citizens and policy-makers in and across Member States about the EU's future (see also event calendar).
- **Phase III (February-July 2014):** These EU-wide consultations will allow the Reflection Group – in close cooperation with the Advisory Group – to draft a second report setting out a New Pact for Europe including concrete recommendations. This Pact will feed into the debate about the best way forward as the newly (s)electd EU leadership takes office after the European elections.
- **Phase IV (end 2014-2015):** The New Pact for Europe will be presented and discussed in different EU capitals and in Brussels with policy-makers, experts and citizens.


In a nutshell, the goal of the New Pact for Europe project is to foster a wider public debate on the EU's future at both European and national level, involving not only policy-makers but also citizens; to contribute fresh but also realistic thinking and ideas on how to address the challenges facing Europe; and to help close widening gaps between Member States and even within EU countries about Europe's future.





# Interactive Communication: Participatory democracy initiatives 2013-14




**Debating Europe**

 **Debates**  
Browse all debates


 **In Focus**  
Themed debate series

 **Schools**  
Student-led debates

 **Leaders**  
Debating YOUR ideas

## Debates

Discuss YOUR ideas with Europe's leaders




World

**Is Africa's future as a strong partner for Europe, or as a security risk?**

Is the dream of a "rising Africa" under threat? From Boko Haram in Nigeria, to Al-Shabaab in Somalia, to the...

23 comments | [Join the debate](#)




Future, Europe

**What do YOU think of the new Juncker Commission?**

Yesterday, the new EU Commission of Jean-Claude Juncker was announced. With the

50 comments | [Join the debate](#)



Global Security

**Would Putin really dare to switch off Europe's gas?**

Winter is coming. And the colder it gets, the stronger the hand that Russian President Vladimir Putin

91 comments | [Join the debate](#)



**Channels**

- [Future](#)
- [Global Security](#)
- [Green](#)
- [Growth](#)
- [Tech](#)
- [World](#)

# Interactive Communication: Participatory democracy initiatives

Project: "Horizon EU" European citizenship: a horizontal development


[http://ec.europa.eu/citizenship/news-events/news/29072014ter\\_en.htm](http://ec.europa.eu/citizenship/news-events/news/29072014ter_en.htm)


	
	
EUROPEAN CITIZENS' INVOLVEMENT IN THE EU REPORT OF A QUALITATIVE STUDY – NATIONAL RESULTS	
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SYNTHESIS — 6 NOVEMBER 2014

## HOW DO CITIZENS SEE THE EUROPEAN UNION?

Virginie Timmerman | project manager Citizenship and Democracy

  
JACQUES DELORS INSTITUTE IIIIIII



NOTRE EUROPE - Jacques Delors Institute, with the assistance of the OPEM network, organised the first stage of the "Horizon EU: European citizenship, a horizontal development" from 7 December 2013 to 3 January 2014 collecting opinion in discussion groups of 157 European citizens from 18 member states about their visions of the EU and their access to European institutions. This synthesis covers the main points of the discussion on the vision of European citizens about the European Union.

### Introduction

157 citizens from 18 European Union member states (see Map 1) met in representative groups in order to discuss their visions of the EU and their access to the EU. Discussion groups were organised by the OPEM network from 7 December 2013 to 3 January 2014 (see Annex I).

This text, written by Virginie Timmerman, is based on the elements from a European synthesis written by Daniel Debomy<sup>1</sup> and the 18 national reports produced by the partners of the Optem network. Opinions expressed here are only those of the participants in the discussion groups, and do not necessarily reflect those of the whole European citizens.

In the first part of group discussions, citizens were asked to talk about "what first came to mind" about the EU.

#### 1. The first impressions about the EU

Three main categories were able to be identified: member states in which citizens have a relatively positive attitude vis-à-vis the EU, member states in which citizens had a mixed view and lastly member states in which citizens had a negative image of the EU. Spontaneous associations of citizens participating were extremely varied, while the major themes such as peace, funding, bureaucracy or even the unequal influence of countries came up in almost all the group discussions in the 18 member states of the EU (see Map 1).

Table 1 – The profile of the 157 European citizens participating in the first stage of the "Horizon EU" project

Participants		157
Age range	20-34	52
	35-49	59
	50+	46
Socio-professional category	Low to middle	76
	Middle to upper	81
Gender	Male	88
	Female	77
Nationality		18



EU CITIZENSHIP PORTAL

European Commission > Citizenship > Europe for Citizens Programme

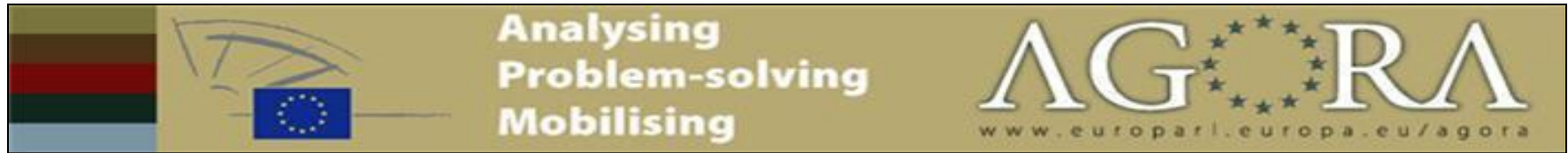
Home Your rights Taking part Europe for Citizens programme Volunteering

Objectives

Oral dialogue

## Europe for Citizens Programme

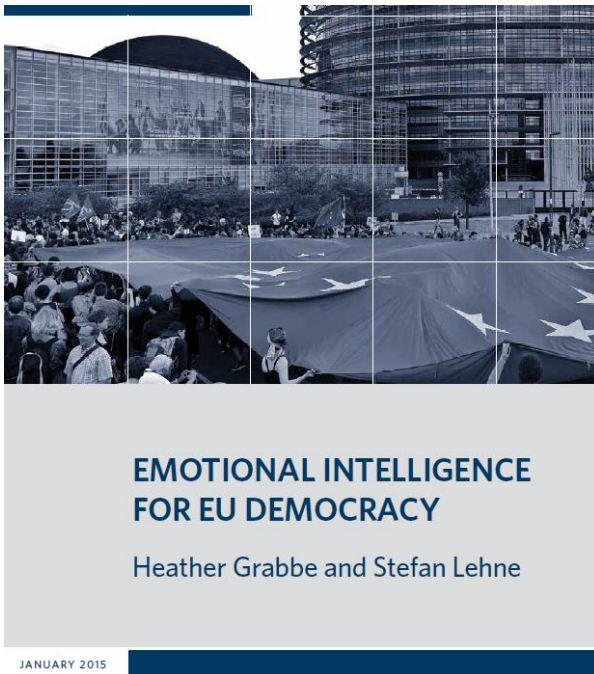
# Interactive Communication: Participatory democracy initiatives 2013-14



4<sup>th</sup> Citizens' Agora, 6-8 November 2013  
[Youth Unemployment](#)

# Interactive Communication: Participatory democracy initiatives

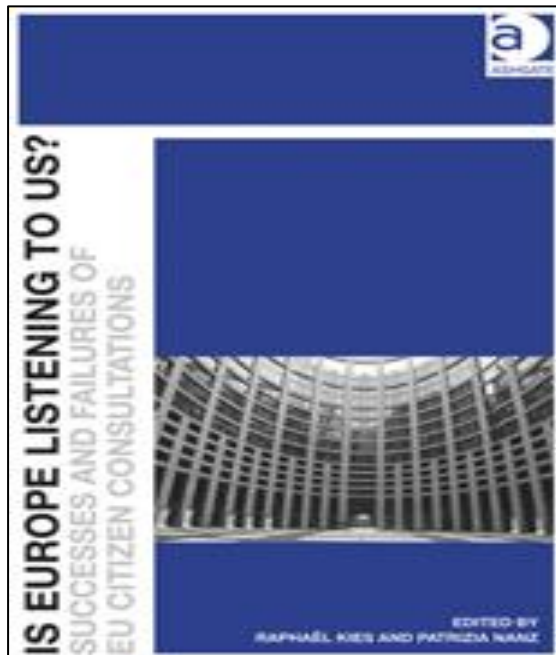
## Emotional intelligence



**The European Union's dwindling democratic legitimacy is an acute political challenge. Trust in EU institutions is declining even in countries where the union once had high levels of support. Populist parties are rising and turning against the EU. To restore its legitimacy, the EU needs to respond to public apathy and anger with emotional intelligence and to offer solutions that feel relevant to people outside the Brussels bubble.**

# Interactive Communication: Participatory democracy initiatives

How effective have these initiatives been?



New book published in June 2013

*Is Europe Listening to Us? Successes  
and failures of EU Citizen  
Consultations*  
Ashgate, 2013



# The role of information and communication in the governance of the European Union



## Making the EU more transparent

- European Transparency Initiative
  - Access to documents

# Openness and transparency in the EU

## Is the EU open and transparent?

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- Transparency is defined as the right of citizens to access information to enable their effective **participation** – and, in doing so, strengthen the European institutions.
- Open government is good because it underpins the legitimacy and credibility of democracy as a form of government. Secondly, it can improve the quality of decisions taken.

# Openness and transparency in the EU

## The evidence *for* and against

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The EU is open and transparent...

- Openness and transparency are now featured in Primary EU Treaties
- Decision making: open and democratic – reforms over the years
- EU information and communication activities – participation initiatives – websites – social media etc
- Press Corps / Lobbying

BUT...



# Openness and transparency in the EU

## The evidence for and *against*

- ‘Culture of Secrecy’ [[Committee of Independent Experts](#), 1999]
- Complexity of decision making
  - [Decision making website](#)
  - How open is each EU Institution?
    - European Parliament / European Commission / Council of the European Union
  - Increasing use of ‘[Trilogues](#) / [Trialogues](#)’
    - 2004-09 80% of decisions were agreed in this way
  - [Comitology](#)
  - Eurogroup chief: ‘[I’m for secret, dark debates](#)’, April 2011(<sup>NB</sup>TTIP, 2015)
  - [The shady side of sunlight](#) – debate in 2011
- Challenge of language: [multilingual](#) but [resource limitations](#) [[policy on Europa](#)] [Ombudsman ruling, December 2011:  
[Commission should publish public consultations in all EU languages](#) ]



# Openness and transparency in the EU

## The evidence for and *against*

### Trilogues



European Ombudsman

Press release no. 9/2015  
Ombudsman opens investigation to promote transparency of "trilogues"  
28 May 2015



ESPAÑA  
España es el centro  
de negociaciones  
El consenso es clave  
Los Estados miembros

SECCIONES - NEWS - SPECIAL REPORTS - LINKSDOSSIERS - INTERVIEWS - OPINIONS - INFOCUS

HOME - EU PRIORITIES 2020 - OPINIONS

**Trilogues: What goes on behind closed doors?**



INVESTIGATION

**Secret EU lawmaking: the triumph of the trialogue**



EUROPA  
Trade negotiators  
Representatives  
of member states  
Agreements on

SECCIONES - NEWS - SPECIAL REPORTS - LINKSDOSSIERS - INTERVIEWS - OPINIONS - INFOCUS

HOME - TRADE & SOCIETY - OPINIONS

**Trade secrets trialogue underlines the EU's democratic deficit**



Completing the Legislative Cycle: Legislation  
Trilogue negotiations

**A) Description and aim**  
During the last legislature, marked by the entry into force of the Lisbon Treaty and when co-decision became the 'ordinary legislative procedure' 89% of legislative files were concluded at first reading, 13% at second reading and only 2% in conciliation. This trend was accompanied by a constant rise in trilogue meetings (more than 1500 in the last parliamentary term) and a corresponding need for meeting rooms and slots. In trilogues the EP negotiating teams are assisted by the committee secretariat, the Conciliation and Codification unit, the Legal Service and Legal-linguists.

**B) History and state of play**  
As informal trilogues became a usual working method for reaching legislative agreements, transparency has been an ever-present challenge and concern to all participating institutions. The adoption of Rules 73 and 74 of Parliament's Rules of Procedure, which entered into force on 10 December 2012, is the most recent in-house attempt to mechanise the procedures for inter-institutional negotiations. The two Rules clarify who the key committee actors in inter-institutional negotiations are, specify that the negotiating team must be led by the rapporteur and presided over by the Chair of the committee responsible or by a Vice-Chair designated by the Chair, and that it must comprise at least the shadow rapporteurs from each political group. They also lay down the two procedures for entering into negotiations: a **standard** (Rule 73) and an **exceptional one** (Rule 74), and require the responsible Committee to take a formal decision to enter negotiations by a majority of its members. Such decisions are notified on a regular basis to the Conference of Committee Chairs and to the President who informs the Conference of Presidents. Rule 73 also provides that the negotiating team shall report back to the committee after each trilogue and inform it without delay if a compromise is reached.

**C) Future Milestones**  
While the need for transparency remains a challenge given the generalisation of trilogue negotiations, it has to be reconciled with the need for efficiency in order to reach agreements. The recent rules have increased transparency but more progress could be made to improve the information available on ongoing or upcoming trilogue negotiations and their outcome (including by asking more information in the public Legislative Observatory (OLIV) from early 2015 onwards). The challenge is to enable the 90% of Members not part of the negotiating team or of the relevant committee to nevertheless obtain an understanding of the issues at stake and of the on-going process, so that they can fully play their role when the debate reaches their political group and arrives in plenary.

**D) References and sources of information**  
More information on the conduct of negotiations and the relations with the other institutions can be found in Parliament's Rules of Procedure (including [Article 323](#), [Joint declaration on practical arrangements for the Conciliation President](#), and [Article 325](#), [Code of conduct for negotiating in the context of the ordinary legislative procedure](#)), the [Advisory Report on conciliation and conciliation](#) (2009, 2014), the [Legislation Guide](#) and the [Intranet of the Conciliation and Codification \(CODIC\) unit of ENL IVU](#): <http://www.golius.eu-parl.europa.eu/policies/inter/pd/2238>

Website of the Conciliation Unit | Back to the Strategic Planning of the EP

**Event: Trilogues and transparent law-making, Brussels, 28 September 2015**

**“THERE ARE NO MINUTES THAT COME OUT AFTERWARDS. IT’S NEVER QUITE CLEAR WHEN THE MEETINGS ARE ON OR HOW THE DECISION MAKING IS CARRIED OUT,” – [EMILY O'REILLY](#), EU OMBUDSMAN**

# European Transparency Initiative

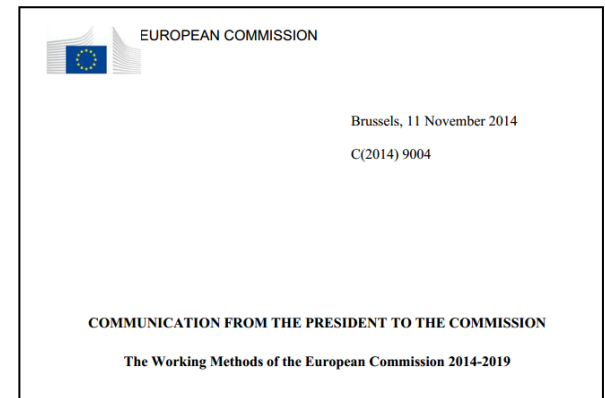


- Transparency of recipients of EU funds particularly [agriculture](#) and [structural funds](#) [[Beneficiaries of grants](#)]
  - DEFRA: [CAP Payments Search](#)
  - [Call to Germany](#), April 2009 / [IP/09/694](#)
  - [Financial Transparency System](#)
- Transparency of interests in EU Institutions especially EP and Commission
  - Commission Communication on professional ethics (SEC (2008)301)
  - European Parliament allowances [[EO on EP](#), July 2008]
  - European Parliament attendance records to be made [public](#)
  - EO [Annual Report 2010](#): 33% of allegations concerned [transparency](#) (May 2011)
- Transparency in the fight against fraud in the EU budget
- Transparency of interests of lobbyists
  - 2008: Register of Interest Representatives launched [[COM \(2008\)323](#)]

# European Transparency Initiative



- Access to legislation
- Your voice in Europe: access to open consultations
- Information on Commission Impact Assessment
- Register of Expert Groups
- Comitology Register
- Transparency Register
- Information about recipients of EU Funds
- Open Data Portal
- Ethics for Commissioners
- Ethics for Staff
- Civil Society



# European Transparency Initiative



## Find details of organisations that seek to influence ('lobby') the EU

- Register is a voluntary requirement
- [Transparency Register](#) launched in July 2011 and combined the functions of the old *European Commission Register of Interest Representatives* and *European Parliament Register of Lobbyists*
- Some discussion as to Council joining the Register

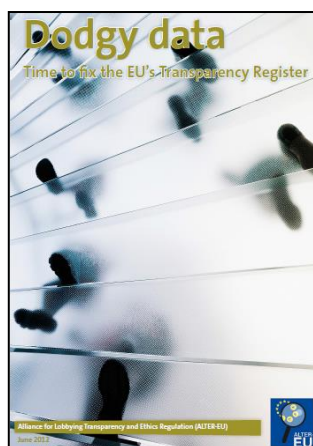


# European Transparency Initiative



## Transparency Register 2013 - 2014

- Over 6,861 registrations (as of 14.09.14)
- Council now involved with an Observer to the Secretariat administering the Register
- A EP/Commission [review](#) in 2013 came up with 30 recommendations to improve the Transparency Register to be [reinforced](#) and EP want it to be ultimately made mandatory
- Commission / EP announce new revised [rules](#) in April 2014 and new website due by January 2015
- Commissioner-designate Timmermans in EP Hearing on the 7 Oct 2014 says he supports a [mandatory Transparency Register](#)

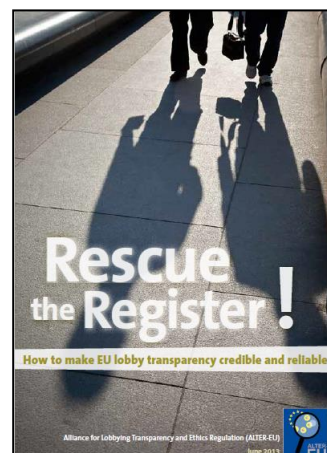


Library Briefing

Library of the European Parliament

18/06/2013

Lobbying the EU institutions





# European Transparency Initiative



## Transparency Register 2015

- Over 8,303 registrations (as of 13.09.15)
- [New version](#) of the Transparency Register launched in January 2015
  - Modern design and easier navigation from the homepage
  - More straightforward registration process
  - Comprehensive guidelines and updated frequently asked questions (FAQs)
  - Extended search options
  - More efficient Helpdesk services
  - Improved European Parliament accreditation procedure
  - Live updates of most recent registrations
  - Useful links to information sources and related background
  - All registrants to declare financial information on an equal basis
  - Increased disclosure of relevant activities
- Commission promises to adopt proposal in 2015 to create a mandatory Register of Lobbyists
- March 2015: [Alter-EU](#) fears that proposed mandatory Register will not be a legislative proposal, but part of a new non-legislative Inter-Institutional Agreement



# European Transparency Initiative



LobbyFacts is a joint project of Corporate Europe Observatory, LobbyControl and Friends of the Earth Europe, and uses information from the EU's Transparency Register. Launched in September 2014

Who are the biggest spenders in lobbying? Which organisations have the most EU parliament lobbyist passes? Is there a balance between corporate and public interest lobbying? LobbyFacts digests and analyses the data to help you answer these kinds of questions.



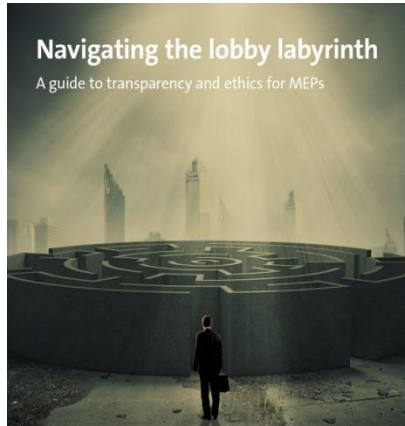
What can the EU do to ensure that legislation has the public interest at its heart and that the risk of corruption, conflicts of interest and policy capture are reduced? One answer is to make the EU policy-making landscape more transparent and the real influence of EU level lobbyists more visible.

How? – Through the use of an "EU Legislative Footprint"

What is a legislative footprint? – A comprehensive public record of lobbyists' influence on a particular piece of legislation, detailing written input and contacts with lobbyists.

Who should use it? – All those involved in the EU policy-making process (public or elected officials alike). 2015 proposal

# European Transparency Initiative

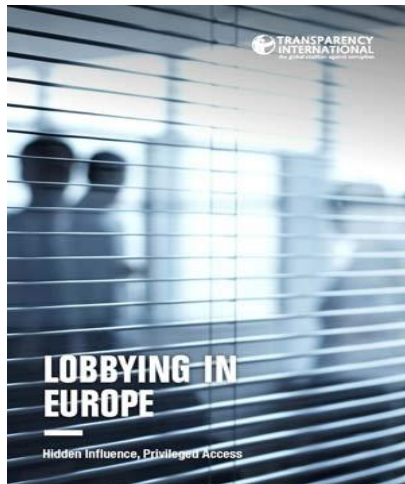


**Alter-EU published this report in March 2015**

**[Navigating the lobby labyrinth](#)**

The guide was intended to help MEPs demonstrate their commitment to transparency and fulfil their obligations to be receptive to public opinion, open to public scrutiny and fully independent to defend the public interest.

Deals with Codes of Conduct – Conflicts of interest – Hospitality – Access to documents – Second jobs and shareholdings – Revolving doors – Lobbying – Legislative footprint – Ethical behaviour.



**Transparency International published this report in April 2015**

**[Lobbying in Europe: Hidden influence – Privileged access](#)**

How do European countries compare in terms of lobbying regulation? Does the public know who is lobbying whom, on what matters and with how much money? Are lobbyists and their targets guided by ethical standards? And does the public have the opportunity to participate in public-decision making?

The report ranks 19 countries and three EU institutions in terms of their overall performance in safeguarding against undue influence and in promoting open and ethical lobbying. It also ranks their performance in three critical and inter-related areas of effective lobbying regulation.

# European Transparency Initiative

OpenInterests.eu



New  
in  
2015



## Lobbying and transparency

Regulations by country

	Legislation?	Lobbyist register?	Mandatory	Sanctions
EU	X	✓	X	X
US	✓	✓	✓	✓
France	✓	✓	X	X
UK	✓	✓	✓	✓
Germany	X	✓	X	X
Italy	X	X	X	X

Source: Transparency Register

Press Release: [TTIP negotiating mandate made public](#) (09.10.14), but [European Ombudsman calls for more transparency](#) (07.01.15).  
Juncker [defends](#) the need for negotiations behind closed doors, Sept 2015

# European Transparency Initiative



## EU INTEGRITY WATCH

EU Integrity Watch is a user-friendly database that provides a unique overview of the activities of members of the European Parliament (MEPs) and enables a range of rankings and visual comparisons. It also allows to better monitor potential conflicts of interests or to identify those MEPs with a high degree of external activity.

EU Integrity Watch was launched in October 2014 by the Transparency International EU Office (TI-EU). The project is co-funded by the [Open Society Initiative for Europe \(OSIFE\)](#), with a contribution by the [King Baudouin Foundation](#).

See expansion of [EU Integrity Watch](#) in June 2015 to also provide information on European Commission / Commissioners and lobbyists



# European Ombudsman and transparency



## European Ombudsman takes an interest in

- Transparency issues in the EU Institutions ('Guardian of EU transparency')
- Ethical issues (Conflicts of interest / revolving doors / Whistleblowing)
- Participation of citizens in EU decision making (ECI)



European Ombudsman

Press release no. 9/2015

Ombudsman opens investigation to  
promote transparency of "trilogues"  
28 May 2015

Event: Is Brussels the new Washington,  
D.C.?" Lobbying transparency in the EU  
Brussels, 11 May 2015  
Speech by EO



European Ombudsman

Emily O'Reilly  
European Ombudsman

Mr Jean-Claude Juncker  
President  
European Commission

sent by electronic means

Strasbourg, 24/07/2015

Re: Proactive publication of decisions on post term-of-office activities of former  
Commissioners, as well as opinions of the Ad Hoc Ethical Committee



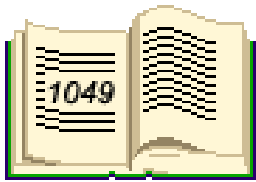
European Ombudsman

Press release no. 10/2015

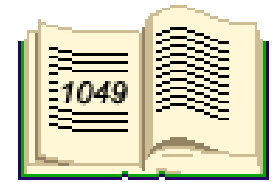
Ombudsman welcomes improvements  
to Commission expert groups  
3 June 2015

Event: Trilogues and transparent  
law-making, Brussels, 28  
September 2015

The role of information and communication in the  
governance of the EU. 19 September 2015.  
College of Europe: Natolin: Library Information Seminar



# Access to documents



- Why access to documents is considered important: accountability
- [Regulation \(EC\) 1049/2001](#) regarding public access to European Parliament, Council and Commission documents, May 2001
- [Green Paper](#) Review of 1049/2001, April 2007
- [New proposal](#), April 2008
  - [Statewatch Observatory](#) / [Current status of proposal](#) / [EP calls for action](#), June 2013 / [State of Play](#), November 2013
- Registers of documents
  - [Commission](#) – [Parliament](#) – [Council](#) – [Comitology](#)



## Council of Europe has also adopted CETS No.205, 2009 Convention on Access to Official Documents

**Council of Europe Convention on Access to Official Documents**  
**CETS No.: 205**

Treaty open for signature by the member States and for accession by non-member States and by any international organisation

<b>Opening for signature</b> Place: Tromsø Date : 18/6/2009	<b>Entry into force</b> Conditions: 10 Ratifications. Date : //
-------------------------------------------------------------------	-----------------------------------------------------------------------

**What do you want to know about this treaty ?**

- ▶ Chart of signatures and ratifications
- ▶ List of declarations, reservations and other communications
- ▶ Full text in Html Format
- ▶ Bilingual text in PDF/A Format
- ▶ Summary
- ▶ Explanatory Report

Source : Treaty Office on <http://conventions.coe.int>

This Convention is the first binding international legal instrument to recognise a general right of access to official documents held by public authorities. Transparency of public authorities is a key feature of good governance and an indicator of whether or not a society is genuinely democratic and pluralist. The right of access to official documents is also essential to the self-development of people and to the exercise of fundamental human rights. It also strengthens public authorities' legitimacy in the eyes of the public, and its confidence in them.

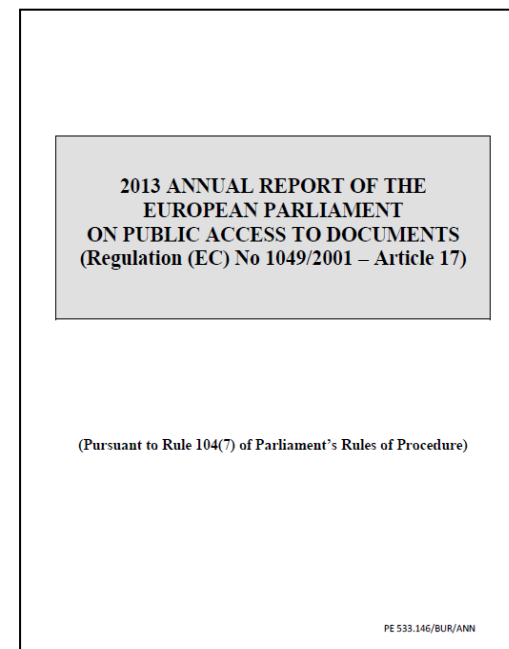
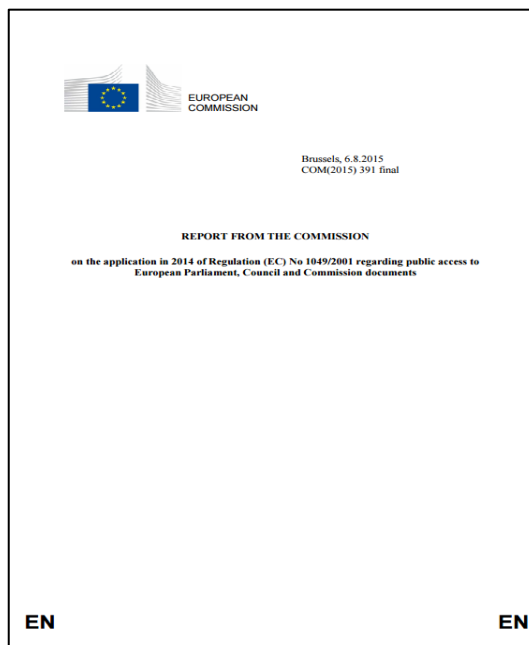
This Convention lays down a right of access to official documents. Limitations on this right are only permitted in order to protect certain interests like national security, defence or privacy.



# Access to documents



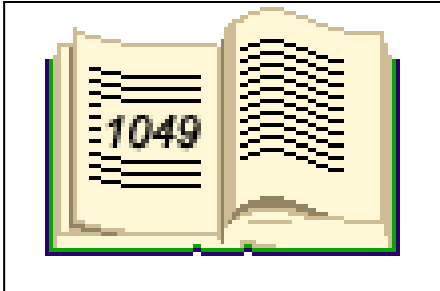
## Annual Reports on Access to documents from the EU Institutions



+ [Annex](#)

# Making the EU more Transparent

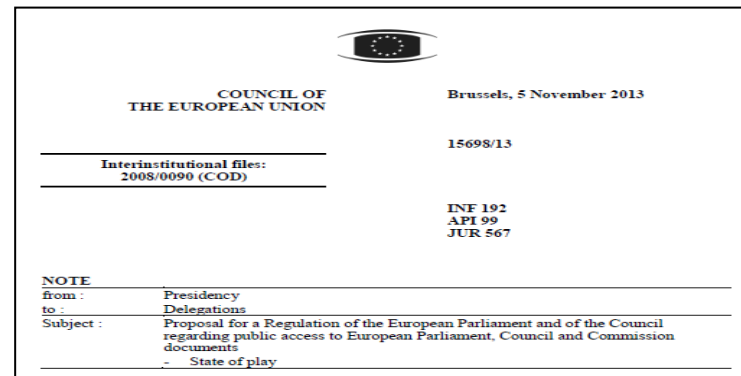
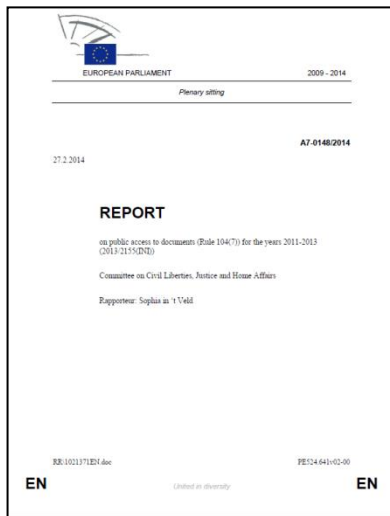
## Access to documents



Proposal to amend Regulation 1049/2001 launched in 2008 still being negotiated  
[[Latest Text](#): May 2012]

European Parliament adopted [Resolution](#) June 2013 saying adoption should be a priority

November 2013: [State of Play](#) (Deadlock)



# Making the EU more Transparent

## Access to documents



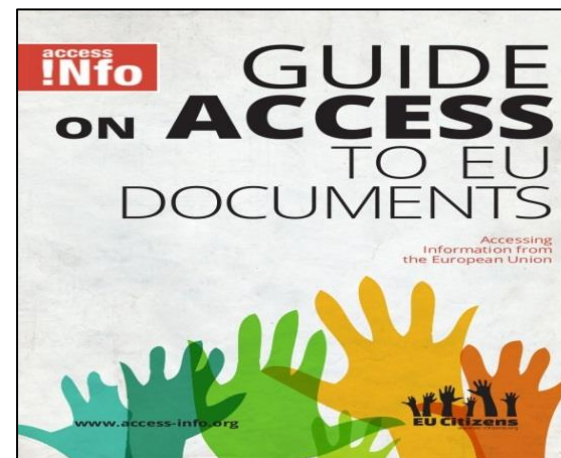
Judgement in [ECJ Case C-280/11 P, October 2013](#).  
Council loses appeal relating to refusal of access to information relating to the identity of Member States which put forward proposals in the context of legislative negotiations

Judgement in [ECJ Case C-350/12 P - Council v In 't Veld, July 2014](#) in a case brought by Dutch MEP Sophie In't Veld in the area of access to documents and international treaties.

Deadlocked EU transparency reform finds new impetus [[EurActiv, 25.09.14](#)]

# Making the EU more Transparent

## Access to documents



**Statewatch:**  
**Observatory on the EU Access to Documents Regulation**

# Making the EU more Transparent

**Some recent 2014 / 15 openness and transparency issues**

- [EU expert groups dominated by corporate interest, say NGOs](#)
- [Ombudsman: Calls on EU Institutions to adopt whistleblowing rules](#)
- [Court ruling to boost access to EU documents](#)
- [Commission's alleged secret contacts with the tobacco industry under EU investigation](#)
- [EU Anti-Corruption report](#) (European Commission) / [EU Integrity Report](#) (TI)
- [Code of Conduct for MEPs / Ethical standards](#)

**Find more information on openness and transparency  
in the EU through [ESO](#)**





# The role of information and communication in the governance of the European Union



## The role of the media – new and old

Television – Radio - The Internet – Web-streaming –  
Social media - Blogs – Twitter – Facebook



# European Public Sphere

## Attempts to create or sustain a pan-European debate



#Media4EU 2|4 Of 20 media groups to 'go European': most failed, not all

Europe to make media, media to make Europe

MEPs accuse commission of foul play on EU TV money

# European Public Sphere

## Google: Digital News Initiative, April 2015

### Google | The Digital News Initiative

[Home](#) [Programs](#) [Participants](#) [Join the DNI](#)

#### The Digital News Initiative

The Digital News Initiative (DNI) is a partnership between Google and news publishers in Europe to support high quality journalism through technology and innovation.

The goal is to encourage a more sustainable news ecosystem -- and promote innovation in digital journalism -- through ongoing collaboration and dialogue between the tech and news sectors.

Anyone involved in Europe's digital news industry will be able to take part in any or all of the programs of the DNI.

#### Participants

The DNI launched with 8 founding partners and over 1000 organisations from across Europe have since expressed interest in one or several of our programmes. Here are some of the entities participating in the DNI:

You are invited to participate by [registering your interest](#) (where you can decide whether or not you prefer to be publicly listed).

#### Programmes

The Digital News Initiative is focused on three key areas:

##### Product development

Google and news publishers will establish a 'product working group' to enable a close, on-going dialogue exploring product developments to increase revenue, traffic and audience engagement.

[Read more](#) ▾

##### Supporting innovation

Google will create an innovation fund to support and stimulate innovation in digital news journalism over the next three years.

[Read more](#) ▾

##### Training & research

Google is already investing in new training and development resources for journalists and newsrooms across Europe, as well as funding research into the changing media landscape.

# The Brussels-based media



+ The Brussels press corps is not the largest in the world – as many in the EU capital like to boast. London, with over 1700 correspondents, dwarfs Brussels. Washington D.C is substantially bigger and Paris roughly the same size.

+ Another myth is that of the “incredible shrinking EU press corps” as one Economist article trumpeted in 2010. In fact, the number of accredited journalists in Brussels has grown almost continuously – from 259 in 1976, to 480 in 1987, to 783 in 1995 and 929 in 2004. In the last decade numbers have been more or less stable. In May 2012, the date the last directory of journalists was published and from which the figures below are taken, there were 931 reporters. This rose to 1022 in September 2013 and fell to 934 in October 2014. In addition to these 934 journalists, there were 145 accredited technicians, 124 cameramen, 40 producers and 34 photographers.

+ Almost half of accredited EU journalists – 46% – work alone. Only 27% of reporters work in an office with more than 10 people.

+ The biggest bureaus in Brussels are public TV stations, news agencies and niche media aimed at the Brussels bubble. The five largest are German broadcaster ARD (24), Chinese wire Xinhua (23), EU news service Europolitics (20), Thomson Reuters (17) and the BBC (15). A full list of bureaus with five or more journalists can be found [here](#).

+ In May 2012, 40% of Brussels journalists worked for print media, 29% for TV and radio, 26% for agencies and 5% for digital-only media

Germany supplies the largest contingent of EU accredited journalists (113), followed by the UK (109) and Belgium (77). There has been a drop in the number of Italian and Dutch journalists covering the EU from Brussels since 2004, which has been compensated for by a spectacular rise in Chinese reporters (from 17 in 2004 to 43 in 2012).

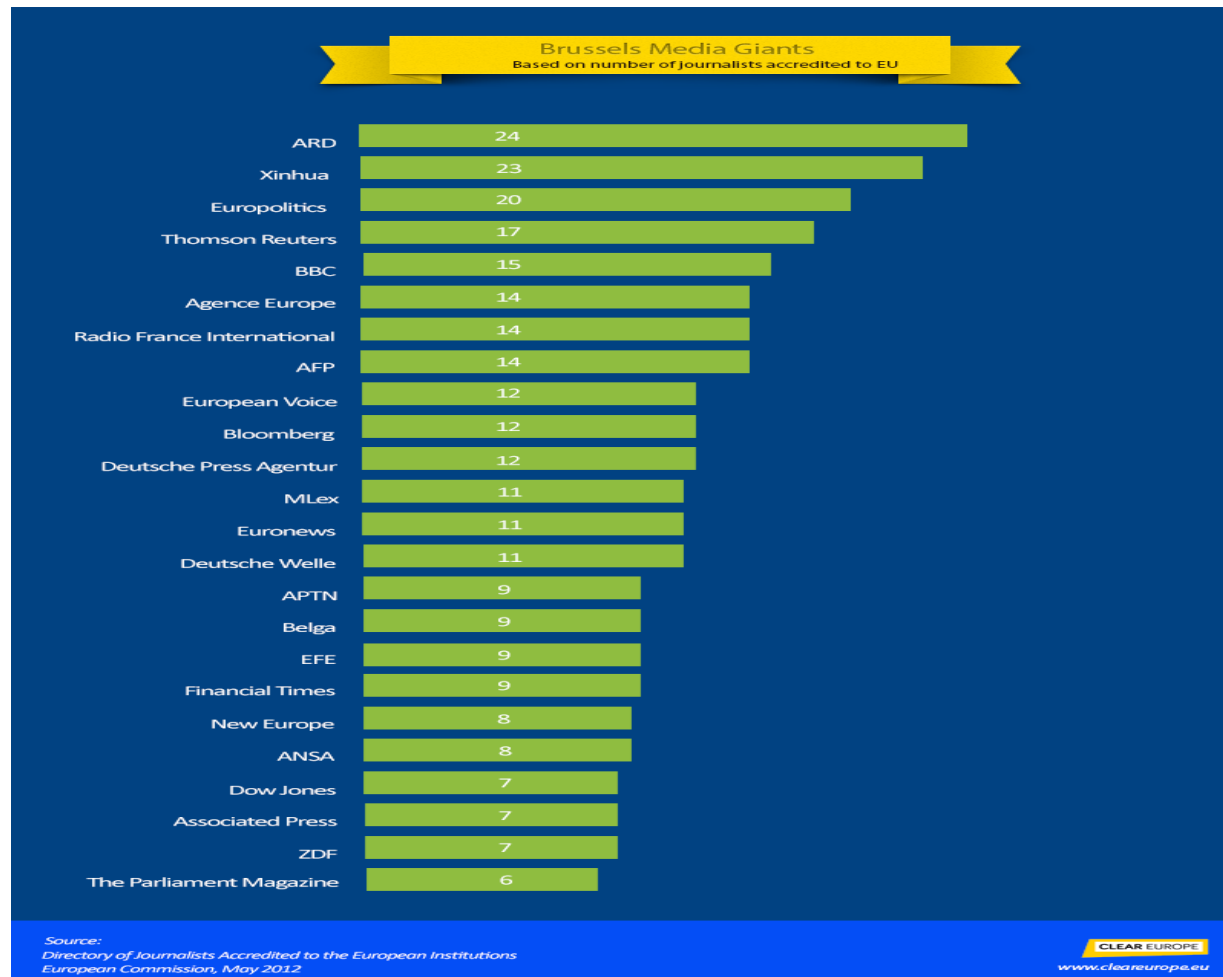
+ Two-thirds of accredited journalists in Brussels are men and one third women.

+ The number of freelancers has jumped in the last decade – from just 5 in 2002 to 64 in 2012.

+ The most widely read media amongst MEPs and Parliament staff is the BBC and Financial Times, according to a poll by [ComRes ZN](#) in 2012. The BBC was also the most widely read by MEPs’ assistants, Commission staff, Permanent Representations and EU agencies. The FT headed the poll amongst think tanks, Brussels-based journalists and businesses. The Economist was joint top with Parliament staff and think tanks and number one with academics.

+ The Brussels journalist with the most Twitter followers is Liberation’s [Jean Quatremer](#) with 69,963 loyal fans. FT bureau chief [Peter Spiegel](#) has 40,495 and BBC Europe Editor [Gavin Hewitt](#) 36,015.

# The Brussels-based media



# The Brussels-based media



In recent years, media coverage of the European Union has faced its most serious test. The interlinked crises in the Union have severely tested the expertise of the EU press corps, many of whom have struggled to cope with its complexities, and have thrown into sharper relief the differences among the national coverages. At the same time, the crises have deepened trends towards euro scepticism in many EU member states - thus putting pressure on correspondents to be more sceptical, analytical, argumentative and even hostile, in their reporting. This development has revealed a greater gulf between reporters - who are now more sceptical than their predecessors - and the press service and officials of the EU, who remain strongly committed to the narrative of an 'ever-closer union'. Yet - in contrast to the rising euro scepticism - the crises have emphasised the need perceived by European officials and many European politicians for deeper integration, at least among Euro currency members, to cope with the crisis.

This book, based on extensive interviews with EU correspondents, editors, public relations and other EU executives, will reveal for the first time how this powerful group of institutions at the heart of the Union are covered - or are not covered. The analysis and critique of the present coverage also carries a series of recommendations on how it might be made to better serve the citizens of the EU members. The authors highlight the structural and historic difficulties in covering a multinational institution, and the struggle - generally unsuccessful - to develop a journalism which can fully hold the institutions to account, and find an audience which goes beyond the narrow circles of professionals and politicians who are closely concerned with the business of the Union.

IB Taurus, September 2014



# The Brussels-based media

## #MEDIA4EU: EU STRATEGY FOR INDEPENDENT & SUSTAINABLE MEDIA

EU (& gov'ts) from control to strategy ..... toward healthy press, not spending more

6 POLICY PRINCIPLES: SCISQI	Status:	6 PRACTICAL EU ACTIONS (in addition to national)	Status:
1 Provide an EU <u>STRATEGY</u> for a healthy media sector, to overcome technology and economic crises.	1. Growing support among media & policy circles	High Level Group incl. publishers & journalists. Assess viability of sub-sectors, eg cross-border media, media syndication, media translation.	to do, building on past groups and this recent working group. DG Connect to lead?
2 Let <u>COMMERCIAL</u> revenues grow, not adding unnecessary regulation	2. Supported in principle... but in practice? Over full mandate?	Assess cost of restrictive regulations. Balance consumers' interest with readers' needs and public interest in 'fourth pillar'.	to do, using truly independent experts and open debates; SG and DG Budget to contribute
3 Facilitate <u>press INDEPENDENCE</u> by separating EU communication from EU media strategy.	3. Media strategy now in DG CONNECT, also needs High-Level Group to ensure stakeholder input	Rather than creating EU-controlled ones, use existing media and events. Shift EU comms budgets from consultancies to normal media campaigns	to do, workshop media / policymakers / communicators, then tool-box for better procurement
4 Respect <u>SUBSIDIARITY</u> , encouraging media initiatives, and national actions including independent regulators	4. Underpins need for diversity and accountability of national media	European debate to trigger decentralised actions. Direct EU intervention limited. Media regulation, notably broadcasting, to be independent from governments.	to do, from 2015 budgets of various DGs (and EP / Council)
5 Support <u>QUALITY</u> journalism & scrutiny, and challenge myths & populism	5. Still controversial at EU level. Can be tackled at national level.	Encourage training & expense support for national fact-checking & Brussels press correspondents (limited, by EU / governments / foundations, only via independent bodies) **	NATO does, foundations welcome. API acts as independent assessor for EP travel grants to journalists
6 Develop Media <u>INNOVATION STRATEGY</u> within Horizon 2020	6. Minds & instruments are ready to be used	R&D strategy for media value-added social media era. Innovation projects in creative industries, eg translation & localisation encouraged via networks & curation platforms.	Horizon 2020: reflect in priorities & promote usage Communicate better about R&D opportunities that will attract SME media

\* Transfers to DG CONNECT, creating a full Media directorate: MEDIA (from DG EAC), dpt media networks and contracts (DG COMMI), copyright (from DG MARKT). Joining there dpt media convergence regulations and part of Horizon 2020. See also EurActiv OpEd: <http://www.euractiv.com/sections/info-society/mr-junker-picks-one-commissioner-communications-another-media-sector-303375>

\*\* while its journalists are mostly accredited, the EU specialized press does not as such fall under 'correspondents', but central editorial teams. This is not a call for direct subsidies.

## Call for a High Level Group for a healthy EU Media sector

### #MEDIA4EU: EU Strategy for Independent & Sustainable Media

On 29 January 2015 Fondation EurActiv organised the #Media4EU event in the European Parliament, gathering 120+ policy-makers, stakeholders and media representatives to discuss an [EU strategy for independent and sustainable media in Europe](#). This included 6 Policy Principles along with 6 matching Practical EU Actions. These could be facilitated by establishing a High-Level Group now to advise on EU media policy during the current mandate. 2014-2019.

Overall, the debate revealed strong support for an EU strategy for the media sector, and for innovative projects. At the same time, most actions should be decentralised, and the press corps should not compromise its independence.

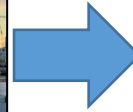
# The Brussels-based media Representative and Training Organisations



News Impact Summit Brussels, 24.02.15 : A new type of media innovation event for journalists and editors, organised by the EJC in cooperation with the News Lab at Google. It focused on new approaches and tools to cover the European Union, with a strong emphasis on data driven approaches



# The Brussels-based media News or propaganda



Four EU states have backed plans on how to combat Russian propaganda, including a regulatory crackdown on media which “incite hatred”.

The two-page informal paper - endorsed by Denmark, Estonia, Lithuania, and the UK and seen by EUobserver - was circulated to EU capitals on Friday (9 January).

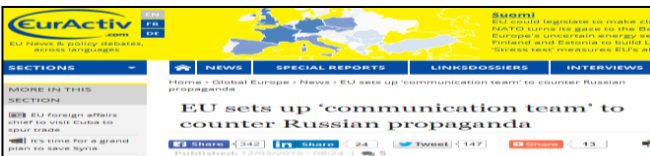
It describes Russia’s media campaign as “an asymmetric response to Western economic power” which poses “a real threat to security on the eastern edges of the EU”.

It also says promoting the EU “as an idea” is important in eastern Europe because it “raise[s] public support for economic and political reforms, which in the long-term are the most effective guarantees of stability”.

But it complains the EU “punches below its weight” by relying on “antiquated delivery channels such as one-off events or physical information centres” and by sending out messages which are “too technical, failing to connect emotionally”.

The non-paper calls on EU states’ media regulators to hold Russian broadcasters accountable if they “manipulate, deceive, incite hatred, or propagate war”.

EUobserver, 09.01.15 Further information in [ESO](#)



# TV – Web-streaming for EU information

## Non-EU sources





# Blogs for EU information



**EU officials compile blogs on information & communication issues**

**Writing for (y)EU**

A BLOG FOR A TEAM.

**EU Digital**

Transforming online communication at the European Commission



# Increasing use of social networks

European Union  
europa.eu

Work for the EU | Sitemap | About this site | Legal notice | Cookies | Contact | English (en)

search  
» Advanced search

EUROPA > Contact > Social networks

Home | How the EU works | EU by topic | EU law | Life and business in the EU | **Contact the EU** | Publications

**Contact the EU**

**General information**

- EU information service – Europe Direct

**Institutions, bodies and agencies**

- Contact details
- Visit an institution
- EU offices within and outside the EU

**Stay connected**

- Social networks and the EU**

**Press contacts**

- For journalists and media professionals

**Feedback on this website**

- Contact the team managing this website

## Social networks and the EU

Interested in checking EU content on Twitter, Facebook and the rest? Use this **search tool** to find social media accounts with EU input.

Select the network(s) and/or use the filter(s) below:

<input type="radio"/> Twitter	<input type="radio"/> Facebook	<input type="radio"/> Google+
<input type="radio"/> Youtube	<input type="radio"/> LinkedIn	<input type="radio"/> Flickr
<input type="radio"/> Pinterest	<input type="radio"/> Instagram	<input type="radio"/> Spotify
<input type="radio"/> Storify	<input type="radio"/> Foursquare	<input type="radio"/> Vine
<input type="radio"/> MySpace	<input type="radio"/> Blogs	

Select all | Deselect all

Filter by institution or agency: Any institution or agency [+ ADD MORE](#)

Filter by topic: Any EU topic [+ ADD MORE](#)

European Commission

## SOCIAL MEDIA GUIDELINES FOR ALL STAFF

Commission staff are increasingly called upon to communicate with the general public and stakeholders via a wide variety of channels. One recent development is that social media such as Twitter, Facebook or professional networks like LinkedIn and Yammer are growing more popular for people-to-people communication. In fact, social media are becoming one of the busiest media platforms where citizens are spending more and more time. Based on user participation and user-generated content, social media provide a means of gathering and sharing information, knowledge and opinions in an easy, conversational manner.





# Increasing use of social networks



European Parliament Facebook  
page reaches 1m 'likes'  
November 2013



Briefing  
21/03/2014

## Social media in election campaigning

### SUMMARY

Low engagement of citizens in politics and ever declining voter turnout are taken as evidence of a democratic deficit in the European Union. By providing a new form of communication among politicians and citizens, social media may provide a way of increasing citizen involvement in political life, especially during election campaigns.

Social media allow political actors, particularly smaller parties or less well-known candidates, to bypass mass-media filters. They can influence journalists who follow social media for story ideas. Whilst specific targeting of voters, which has proven effective elsewhere, may be problematic in much of the EU, messages can at least be targeted at the young, the largest group of social media users. They can be used to organise or reinforce participation in 'offline' events, and can increase the personal appeal of a candidate. The network effects of social media, amplifying as they do the transmission of a political message through social connections, make social media a valuable part of an election campaign.

While social media is increasingly used in campaigns across Europe, the ultimate effect of this usage remains unclear. Some attribute the increasing levels of political activity on the internet to citizens who are already politically committed. It may be that social media have only a very limited effect on getting otherwise disengaged citizens to engage – even just to go out to vote. It will take time, and more elections such as the forthcoming May 2014 European Parliament election, to evaluate the true role that social media will come to play.

## European Election Studies

manifesto Project | Elite Study | Media Study | Contextual Data | Bibliography | The EES-Association | News

### Social media study 2014

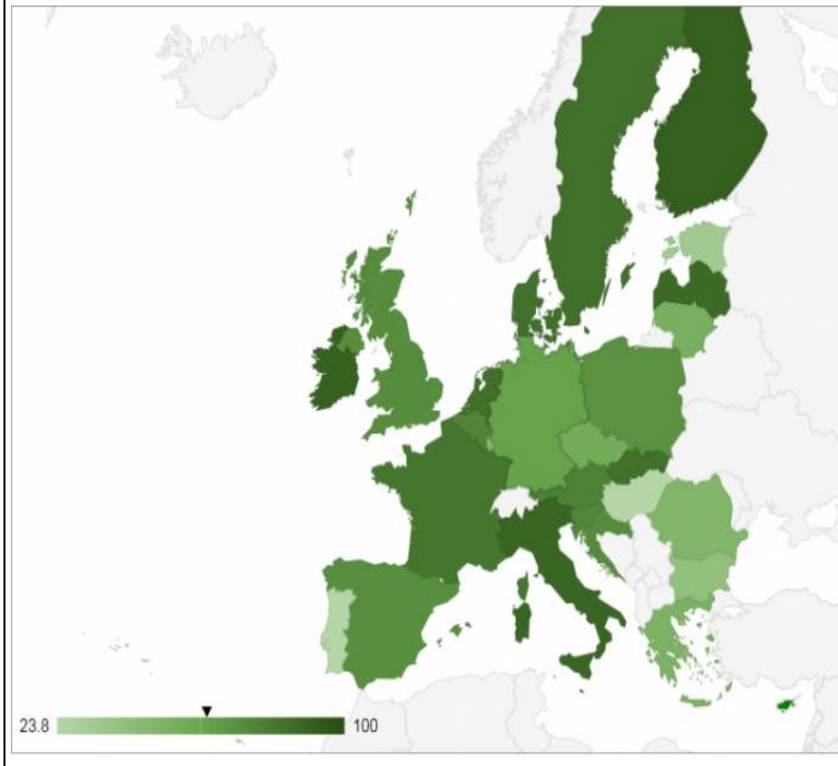
The second innovation of EES 2014 is the Social Media Study. As a result of our collaboration with TNS Opinion for the European Election Study 2014, the EES research team will gain access to a large amount of information regarding the social media activity at the occasion of the 2014 European Parliament (EP) elections. To be more specific, we will be able to study the content of the social media communication of the candidates standing for office in these elections, and of their followers. In practice, this implies an opportunity to analyze both a large amount of textual information (i.e. the content of the communications) as well as a considerable amount of metadata (e.g. the size of the network of followers, intensity of communication). The purpose of this endeavor is to make the data available to the academic community.

In order to develop a set of clear hypothesis and discuss and exchange knowhow about innovative methods by which such data can most fruitfully be analyzed a Social Media Communication workshop will be organized at the MZES between March 28 and March 29. The schedule of the event can be accessed [here](#). The presentations prepared for the workshop can be accessed from [here](#).

# Increasing use of social networks

## MEPs on Twitter

BY GEORGI · JULY 14, 2014 · EMAIL THIS POST · PRINT THIS POST · POST A COMMENT



## #Talkdigital winner: A permanent digital helpdesk service for the EU

July  
02  
2014

Number of views : 438



Rating: 5.0/5 (7 votes cast)

*This entry is the winner of #Talkdigital writing competition, an initiative through which the digital team of the European Commission gave the opportunity to citizens to present their ideas about institutional communication.*

By [Andreas Müllerleile](#)

## What we learned from #Talkdigital

September  
05  
2014

Number of views : 34



Rating: 0.0/5 (0 votes cast)

By [@marcoRecorder](#) and [@CommunalSpoon](#)

Between May and June 2014 we hosted #Talkdigital: a writing competition which gave us the opportunity to listen to our followers, fans and website-users. We wanted to hear from people who connect online with the Institutions. What do they think of how the EU communicates digitally? What changes would be most welcomed?

Run by the European Commission's Social Media team, the initiative, which received 50 entries, provided us some really valuable insights that we will seek to include in all future communication activities.

We would like to share some of these insights with you...

## Why the European Commission cannot do without LinkedIn anymore

August  
05  
2014

Number of views : 262



Rating: 4.8/5 (4 votes cast)

By [@CaroleBxl](#)

The social media team of the European Commission's communications department began proactively managing its LinkedIn page just over a year ago, in early June 2013. The page was generated automatically – which happens when a LinkedIn user states its company work – and had already built up around 90,000 followers before its active management by the social media team. Following a year of providing regular content and interacting on the page, we have reached just over 160,000 followers, including 19,000 staff members.

According to LinkedIn analytics, this puts the European Commission in 3<sup>rd</sup> place amongst other international institutions in terms of followers.



# **The role of information and communication in the governance of the European Union**



## **Better, simpler and more accessible legislation**

# Better, simpler and more accessible legislation



- Reduced legislative activity - 'Better regulation'
- Better quality legislation after consultation
- Impact assessments
- Better quality drafting - Explanatory memorandum
- Greater use of alternative legislative instruments
- Consolidation, codification and recasting
- Simplification / Better Lawmaking
- Making Community law more accessible
  - EUR-LEX, OEIL etc

# Better, simpler and more accessible legislation



- REFIT (Regulatory Fitness and Performance Programme)

- Reducing regulatory burdens [Red Tape / High Level Group]
- Simplification

- Roadmaps

- Impact assessment

- Evaluation



The European Commission adopted on the 19 May 2015 its '[Better Regulation Agenda](#)', to boost openness & transparency in the decision-making process and improve the quality of new laws. Proposed new Inter-Institutional Agreement  
Commentary from [Better Regulation Watchdog](#)

# Better, simpler and more accessible legislation



## Impact assessment

2014 REVISION OF THE EUROPEAN COMMISSION

IMPACT ASSESSMENT GUIDELINES

PUBLIC CONSULTATION DOCUMENT

### Impact Assessment Board 2014 activity statistics

#### 1. General statistics

The number of impact assessments (IA) submitted to the Board in 2014 decreased considerably. This decrease was motivated by the changeover of the European Commission and of the European Parliament legislature.

	2007	2008	2009	2010	2011	2012	2013	2014
Total impact assessments examined	102	135	79	66	104	97	97	25
Number of meetings	22	26	21	23	25	20	19	10
Number of opinions issued	112	182	106	83	138	144	142	35
Opinions requesting resubmission (first submission)	9	44	28	27	37	46	40	10
Resubmission rate	9 %	33 %	27 %	42 %	36 %	47 %	41 %	40 %

HOUSE OF LORDS

European Union Committee

4th Report of Session 2009–10

## Impact Assessments in the EU: room for improvement?

Report with Evidence

Ordered to be printed 2 March 2010 and published 9 March 2010






# Better, simpler and more accessible legislation

**Making Better Regulation – Better for All**

FOUNDING STATEMENTMEMBERSARCHIVECONTACT US!

Q

## BETTER REGULATION WATCHDOG



The Watchdog unites to make Better Regulation – Better for All.

We are a network of 58 European consumer, environmental, development, citizen and public health organisations, as well as trade unions and organisations advancing social justice. Together the Better Regulation Watchdog represents tens of millions of European citizens.

### What we do

We follow the EU's Better Regulation Agenda closely. We will provide input into the processes and debates, raise awareness among stakeholders and society, and challenge the widely-held belief that regulation is a burden for society.

The network shares information and expertise, but can also advocate our positions to decision makers, inform our networks about the consequences of the Better Regulation agenda and participate in media outreach.

### Read more

Read much more about who we are, our aims and how we work in the Better Regulation Watchdog's [Founding Statement](#). Follow our campaigns in the posts and never hesitate to contact us!

### RECENT POSTS

[Presentation of Better Regulation](#)  
25/07/2015

[Open letter in response to the Commission proposal for an Inter-Institutional Agreement](#)  
04/06/2015

[Better Regulation Watchdog Launch](#)  
18/05/2015

### JOIN US!

The Watchdog welcomes organisations who wish to participate actively in fulfilling our aims.

Click [here](#) to send a message to the Watchdog Steering Group.

# The role of information and communication in the governance of the European Union

## Conclusions



# The role of information and communication in the governance of the European Union

## Conclusions

- Since the 1990s political interest on EU information and communication issues has focused attention and resources – which has led to useful specific EU communication initiatives, products and services

But...

- Other challenges facing the EU have caught the attention of politicians and officials
- Democratic openness v operational efficiency is a challenge
- Citizens still not informed or engaged in a positive, meaningful way with the EU or issues at a European level.



Brugge

College of Europe  
Collège d'Europe



Natolin

# **The role of information and communication in the governance of the European Union**

**Thank you for your attention  
This handout available on the Natolin intranet**

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