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## OUTCOME OF PROCEEDINGS

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From:	General Secretariat of the Council
To:	Delegations
Subject:	Working Party on Information on 10 July 2015

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### 1. Adoption of the agenda

The agenda was adopted as set out in document CM 3286/15.

### 2. Communication / Information Policy

#### a) Former Latvian Presidency's communication activities

The Latvian representative outlined the implementation of the former presidency's communication strategy, which was based on its priority clusters ("Competitive Europe", "Digital Europe" and "Engaged Europe").

He recalled the Latvian presidency's approach in the communication narratives ("Easy-to-tell stories" and a facilitated dialogue through an increasingly digital society) in a semester where the EU had to deal with very challenging issues: social and economic-financial challenges, security, migration and sustainable development.

The former presidency's presentation also included a variety of statistics on meetings, press coverage and press trips, TV coverage, video production, web streaming with focus on young people, social network interaction, visitors and branding initiatives blending digital and on-the-ground communication. The impact on national and international audiences was measured through: a) an increase in public awareness and support and in country's reputation; b) a widespread understanding of the work and role of the country holding the Presidency (citizens' information rate on the Presidency risen from 72% to 87%).

The Chairman welcomed the Latvian presentation, praising in particular the well-structured figures on its meetings, its website and social media activity and highlighting the importance of streamlining the statistical approach for future analysis and strategic planning.

#### **b) Luxembourg Presidency, second semester 2015**

The Luxembourg Presidency, welcoming the fruitful knowledge-sharing with the Member States partners in the Presidency's Trio, outlined the main elements of its communication strategy.

The Presidency looks forward to smooth relations with all its institutional partners, the press and civil society. It also underlined its intention to contribute to enhancing EU's citizens-oriented approach and facilitate interaction with the public audiences throughout by means of its website ([www.eu2015lu.eu](http://www.eu2015lu.eu)) and its two Twitter accounts (@RPUE\_LU and @eu2015lu).

The Presidency also outlined the priorities of its semester: sustainable development and climate change, EU energy's governance, growth and employment, migration, the European social dimension, efforts towards an integrated internal market extending the "digital by default" concept, competitiveness and transparency, due attention to data protection and reinforcement of the EU's presence in the world.

#### **c) European Year of Development (EYD) 2015 - communication strategy**

The Commission DG DEVCO gave an update on the implementation of the EYD 2015 communication strategy, focusing on the good cooperation on the ground between institutions, national authorities and civil society partners, and circulated a set of materials of the information campaign, including factsheets, infographics and educational handbooks.

The Commission's presentation focused on the existing communication network and on line platform <https://europa.eu/eyd2015> (website portal updated by institutions and MS following

a "co-curating" approach) and on lessons learned from a recent interim report carried out by an external consultant.

The mid-term evaluation includes some preliminary recommendations for 2015 and beyond, such as: a) continue to promote the EYD 2015 through all national media networks; b) coordinate actions ahead of upcoming connected events, such as UNGA in New York and COP-21 in Paris; c) incorporate "policy coherence for development" (PCD) in everyday work; d) liaise with the Commission's representations and Europe Direct Information Centres (EDICs); e) start thinking about the "Legacy of the EYD 2015": seeking new partners for future cooperation, enriching the educational toolkit(s), setting up new media partnerships and continuing to develop the "story-telling" approach.

Some delegations (HR, D, UK, FR and PL) shared their views on the ongoing co-operation and confirmed their commitment to joint implementation, drawing attention to a number of core elements:

- close connection between the EYD and major foreign policy challenges;
- growing editorial activities on this topic, also in connection with international solidarity and citizenship, and increasing relationship with national press;
- direct involvement of some political authorities in public conferences and website fora;
- need to focus on young people by fully exploiting the potential outreach of digital platforms;
- need to enhance cooperation with the media agency which co-operates on behalf of the Commission.

The Chairman welcomed the ongoing joint communication efforts in this framework, encouraged Member States and institutions to continue to share their experiences and draw inspiration from the results of the interim evaluation, and invited the Commission to share with the WPI the results of its final evaluation by the end of the Year".

In reply to a question raised by the Chairman, the Commission informed the WPI that, at this stage, there are no plans in its work programme to propose any specific topic for the EY 2016.

### 3. Transparency / Access to documents

- a) Council Open Sessions - Statistics on Open Sessions during the Latvian Presidency (January - June 2015)
  - Information from the General Secretariat of the Council  
Doc 10529/15 INF 122 API 63

The General Secretariat gave a presentation on statistics related to Council Open Sessions held during the Latvian Presidency.

- b) Confirmatory application No 15/c/01/15
  - Information from the General Secretariat of the Council  
Docs 10536/15 INF 123 API 64

The Chairman informed the WPI that the General Secretary had received a new confirmatory application for access to documents related to the preparation phase of the EU police support mission in the Palestinian territories, known as EUPOL COPPS.

Due to the calendar of meetings and the summer break, it will be necessary to consult delegations by e-mail as regards the draft reply to this request in order to meet the legal deadlines. Likewise, it will not be possible to submit the draft reply to Coreper and the Council, and consequently the draft reply will have to be adopted by a formal written procedure to be launched after the written consultation of the WPI.

The Chairman also informed the delegations that, in the meantime, the General Secretariat had received another confirmatory application (No 16/c/01/15) related to a RELEX working document concerning the CFSP warehouse. For the reasons stated above, the same procedure to adopt the draft reply will be followed for this new confirmatory application.

#### 4. AOB

**a) EP Barometer: on major changes in the European public opinion with regard to the EU**

The European Parliament's DG COMM representative outlined the results of a recent exploratory study focused on the European public opinion evolution from 1973 to 2014 in the light of institutional, political, economic and social challenges. The survey shows how major changes are often strictly linked to the economic and social crisis.

This study was released in English and French. The other linguistic versions will be available shortly.

**b) Club of Venice (Vienna, 11-12 June 2015)**

The Austrian delegation outlined the programme of the last plenary of the informal network of the MS' communications directors, hosted in Vienna and attended by 60 participants from 24 different countries and EU institutions and bodies.

The meeting focused on topics covered/interwoven with the WPI's agenda: i) the communication aspects of counter-terrorism; ii) social media's role in crisis communication; iii) possible development of communication activities in the field of Transatlantic Trade and Investments Package (TTIP). The next plenary will take place in Milano on 22-23 October 2015.

**c) European Neighbourhood/Stratcom - communication aspects**

The Latvian delegation informed the WPI on the main findings of the MS' replies to the questionnaire launched by the former presidency on national media monitoring activities.

A detailed note will be drawn up once all delegations have forwarded their feedback.

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