



Council of the
European Union

**Brussels, 9 February 2022
(OR. en)**

6074/22

INF 21

NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Summary of discussions at the informal videoconference of the members of the Working Party on Information (Communication) on 7 February 2022

Delegations will find attached the summary of discussions at the informal videoconference of the members of the Working Party on Information (Communication) on 7 February 2022.

**Summary of discussions at the informal videoconference of the members of
the Working Party on Information (WPI) on 7 February 2022**

The meeting covered topics related to the communication priorities of the French Presidency, and current communication projects, studies and actions of the EU institutions.

1. Adoption of the agenda

The agenda was adopted, as set out in **CM 1468/2022**. The Chair presented the agenda, going through each item briefly.

2. Communication strategy and priorities of the French Presidency of the Council

- *Information from the French delegation*

The Chair congratulated the French delegation on the start of the French presidency. **The French delegation** made a presentation (available as **WK 1807/2022**) covering information about the logo and the slogan of the Presidency, communication priorities, cultural events, Presidency website, social media channels, and media relations.

3. Post-Covid re-opening of the EU Institutions to physical visits

- *Information from the GSC and the Commission*

The Commission made a presentation (available as **WK 1812/2022**) about the Experience Europe Brussels, a new visitors centre. A brochure with more details will be posted on the Communicators Portal. Then the Commission detailed the conditions for resuming physical visits in their buildings, that have been taking place since September 2021, along with virtual visits. There is also a project to modernize the existing Visitors' Centre.

The Chair briefly presented the situation in the other EU Institutions, based on information received in inter-institutional meetings. Then he described the approach of the GSC, where physical visits are currently suspended, and where the situation is constantly reviewed, considering the fact the core business needs to be given priority.

On plans regarding Europe Day 2022, **the Commission** mentioned that they will have a hybrid event, with a physical component on 7 May. They are also responsible for a central inter-

institutional hub, which will be available in all official languages. Delegates were invited to consult it, after launch. All communication assets used in the campaign to promote this event will be shared via the Communicators Portal. **The GSC** also took the floor, explaining that a hybrid event is also planned at the Council, with the physical component depending on the sanitary situation at that time. Like every year, support is needed from Member States for both physical and digital components, the details of which were outlined during the meeting.

Several delegations showed interest in the topic, and asked follow-up questions related to the practicalities of the Europe Day project.

4. Update on the presidency website project

- *Information from the GSC*

The Chair introduced the topic, thanking the Slovenian Presidency for their excellent cooperation for the first Presidency website in the project. The French Presidency is the second website to be included. The Presidency website has now become a standard element of the communication service package to Presidencies.

The GSC made a presentation (available as **WK 1815 2022**) reminding delegates the main features of the project, and updating them on latest developments. The GSC is now in the middle of talks with the Czech and Swedish Presidency for the website, and detailed service offers are about to be sent to the Spanish and Belgian Presidencies. The benefits of meetings between website communication practitioners to have a professional evidence-based conversation about figures were underlined.

5. Study of the EU press corps in Brussels - results

- *Information from the GSC*

The Chair introduced the topic, reminding delegates the premises of the study of the EU Press corps. The online survey had a high response rate, and was complemented by an analysis of the EU press accreditation database.

The GSC recalled the objective of the study, and presented the main results, based on a report that was sent to delegates after the meeting. The aspects covered included: the size of the EU press corps

in Brussels, its composition in terms of gender and geographical origin, media types, which outlets were considered as agenda setters, role of social media, topics covered during the duration of the study, angles most frequently used, sourcing, the impact of the pandemic and the relevance of Council media products.

The Chair announced the intention of having a future in-depth discussion with press officers in Permanent Representations, in another meeting format, on the results and insights of the study, following internal discussions in the GSC. He asked delegations to send any questions to the GSC in the meantime.

A few delegations took the floor to welcome the study and ask follow-up questions, mainly on practical aspects.

6. AOB

a) **Mobile outdoor exhibition of the Council in the presidency country**

- *Information from the GSC*

The GSC presented this new project, aimed at raising awareness on the role of national governments in European decision-making and create a sense of belonging, showing photographs of the current exhibition in Strasbourg. The close cooperation with the French Presidency in the project was mentioned. This was echoed by an intervention of the French delegation, who added that it was an engaging project that helped strengthen the ties between the GSC and the Presidency country, and warmly recommended it to future Presidencies.

b) **Conference on the Future of Europe**

- *Information from the GSC*

The Chair informed delegates on the last GAG meeting that discussed communication on CoFE, the publication of the report on national best practices, and the latest milestones in the communication plans of the EU institutions.

Next steps

The next meeting of the Working party on Information (Communication) is scheduled for 10 May 2022.