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OUTCOME OF PROCEEDINGS

From:	General Secretariat of the Council
On:	21 April 2023
To:	Delegations
Subject:	Summary of discussions at the meeting of the Working Party on Information (Communication)

The main discussion item of the meeting was on communication about Europe Day 2023, with delegations and EU institutions sharing plans in this respect. Delegates also received information about upcoming works in the Schuman area and the second wave of the “You are EU” communication campaign organised by the Commission.

1. Adoption of the agenda

The agenda was adopted as set out in **CM 2325/23**. The Chair presented the agenda, mentioning that the second AOB (“Works in the Schuman area”) will be presented first. No additional proposals.

2. Member States’ online and on-site communication for Europe Day 2023

- *Exchange of views*
- *Information from the GSC*

The Chair introduced the topic by sharing some data from the latest Eurobarometer opinion polls, commenting on trends in citizens’ main concerns, and the continued support for EU actions in response to Russia’s aggression in Ukraine.

Delegations were then invited to take the floor to share their plans for online and on-site communication about the Europe Day 2023, including any adaptations to the current political context.

Several delegations intervened, sharing plans for communication actions in Member States, as well as at their Permanent Representations in Brussels and their stands in the GSC Justus Lipsius building for Europe Day celebrations taking place on 6 May 2023.

Among the initiatives mentioned, there were events and activities in capitals and other cities (with some targeted at youth and students), photo exhibitions and competitions, a comic strip exhibition, panel discussions and information stands about the EU in public spaces. Many are organised in cooperation with Commission Representations and European Parliament Liaison Offices. All delegations who intervened mentioned they will share messages via social media. At their GSC stands, delegations will share information about their countries (as every year), with some including cultural activities such as folkloric dances. Messaging will be mostly centered on European values and the advantages of belonging to the European Union. Some delegations including the Swedish Presidency mentioned they will include in their communication a component related to the solidarity with Ukraine. The Swedish Presidency informed about their willingness to express support for Ukraine during the physical Open Day celebration in the Justus Lipsius Atrium and invited all Member States to their stand to show their solidarity by taking pictures with a selfie frame to be shared on social media. They informed delegates that more information about this initiative will be sent on email after the meeting.

The Commission informed about their plans for Europe Day 2023, focusing on the interinstitutional elements of the communication campaign, including the visual approach that has already been shared with delegates. The intention is that visuals create a common approach while keeping enough flexibility to allow for adaptation by each institution/Member State. They announced there will be a common press release of all EU institutions published on 27 April.

The GSC reminded about the plans for the 6 May celebrations in the GSC, and the Europe Day social media campaign starting 24 April.

The Chair concluded that the interinstitutional campaign is a well-structured one, with coherent messages, and flexible visuals, which she invited delegations to use for their campaigns. She also invited delegates to connect local celebrations in Brussels to the outside world as much as possible, via online channels.

3. AOB

a) You are EU campaign

- *Information from the Commission*

The Commission informed about the second phase of the “You are EU” campaign, which is focused on promoting common values as EU citizens when facing an energy crisis, as well as some other ongoing communication projects.

One delegation intervened to say that they regret the use of the “You are EU” title in English in all Member States.

b) Works in the Schuman area

The GSC shared information about the redesign of the Schuman roundabout and the expected impact on business in the Council, based on information received from the Belgian authorities.

The **Belgian delegation** intervened as host nation in charge of the project, mentioning that a complete redesign of the Schuman neighbourhood is foreseen for Belgium’s 200th anniversary.
