



**COUNCIL OF
THE EUROPEAN UNION**

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NOTE

from: Presidency

to: Working Party on Information

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Subject: Commission's communication "Communicating Europe in Partnership"
concerning a European Union's information and communication strategy

Following the discussions held in the meeting of the Working Party on Information on 22 November 2007, delegations will find at [Annex](#) a questionnaire with regard to the Commission's communication "Communicating Europe in Partnership" concerning a European Union's information and communication strategy.

The questionnaire takes into account :

- the Commission's communication "Communicating Europe in Partnership" (COM(2007) 568 final), dated 3 October 2007, which is endowed with a Commission's working document containing a "Proposal for an Interinstitutional Agreement" (docs. 13829/07 + ADD 1, 2 and 3) ;

- Council's conclusions on 14 June 2004 (docs. 9962/04 + ADD 1), 10 December 2002 (doc. 14925/02) and 10 December 2001 (doc. 13944/1/01 REV 1) on the previous Commission's communications on this matter (COM(2004) 196 final, COM(2002) 350 final and COM(2001) 354 final) ;
- preliminary exchanges of views at the Information Working Group's meetings on 25 October and 22 November 2007 ;
- a series of issues/questions (which have been incorporated into the initial draft questionnaire submitted to the Working Party on November 22nd) submitted by Commission's services, as well as a Commission's non-paper dated 25 October 2007.

The enclosed questionnaire will be examined by the Working Party at its next meeting on 18 December 2007. Delegations who wish to reply in writing are invited to send their contribution to the following address : vincenzo.levoci@consilium.europa.eu .

Questionnaire

1. **In its communication, the Commission expresses its wish to endow the Union with a "*properly conceived and adequately resourced communication policy*", capable of extending "*beyond its current borders*" and likely to mobilize community institutions and bodies and Member States as a whole.**

More concretely, the Commission underlines the need of providing, at the closest level to citizens, objective information adapted to specific situations and to the targeted audiences, in the framework of a coherent and integrated communication strategy.

It considers it necessary to enhance citizens' awareness of the relevance of the work accomplished by the Union, by focussing on the added value represented by the Union.

- 1.1. Do you agree with the principles of this communication as synthetised here above and with the connections it entails between the EU Institutions' and the Member States' role in this framework ?
- 1.2. Is there scope for linking better national and European parliamentarians? How could it be done? What areas could be covered ?
- 1.3. What role could other stakeholders/civil society play in communication on EU issues? Is there room for cooperation between Member States, EU institutions and the civil society on these matters?

2. The Commission aims at modernising and adapting its resources in order to carry out an effective and integrated communication, in particular by better exploiting the audiovisual instruments, the Internet and the public spaces. It invites the other community institutions and bodies to cooperate in this field.

- 2.1. What routes should be explored with a view to ensuring cooperation among the different information and communication services of the community institutions and bodies ?
- 2.2. How could the link between the authorities of your Member State and the Commission Representation/European Parliament Information Office become more efficient ?
- 2.3. How could the Commission's Europe Direct relays and information outlets be useful?
- 2.4. Do you agree with give a mandate to the Information Working Group, extended, as needed, to national experts, in order to follow-up on the concrete initiatives announced by the Commission in its communication on the following areas :
 - audiovisual,
 - Internet,
 - Support to the media,
 - Civil society's involvement in the European affairs,
 - Opinion polling instruments,
 - The creation of European public spaces,
 - Information networks ?

3. The Commission insists on the usefulness to select priority information themes in the framework of annual work plans.

- 3.1. Are you in favour of the definition of priority information topics and how ?
- 3.2. What should be, in your view, the role of the Interinstitutional Working Group on Information (IGI) in this field, bearing in mind the composition and the working methods of this group in which Member States do not participate directly ?
- 3.3. Do you consider that the so-called "sectoral" communication activities (i.e. those implemented by the different Commission's DGs in charge of specific policies) constitute an important part of the communication on Europe and that, consequently, they must be taken into account in the communication strategy ?

4. The Commission wishes to structure cooperation with Member States on communication on Europe around a set of instruments, notably by broadening the existing management partnerships and concluding an Interinstitutional Agreement.

- 4.1. What are, in your view, the merits and the limits of the bilateral management partnerships ?
- 4.2. Are you in favour of the conclusion of an Interinstitutional agreement in the field of communication on Europe ?
 - a. if yes, what should be the reach of such an agreement ? To what extent could this instrument aim at increasing cooperation, not only among institutions but also between institutions and Member States ?
 - b. if not, how could we ensure that the instruments for cooperation proposed by the Commission are more in keeping with the establishment of a communication policy ?