



Council of the European Union  
General Secretariat

**Brussels, 03 February 2020**

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**LIMITE**

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**WORKING PAPER**

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**WORKING DOCUMENT**

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| From:    | General Secretariat of the Council                                              |
| To:      | Delegations                                                                     |
| Subject: | Presentation by the European Commission - New Commission Spokesperson's service |

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Delegations will find attached copy of the presentation by the European Commission concerning point 3.b of the agenda of the WPI meeting of 31 January 2020.



# Spokesperson's Service

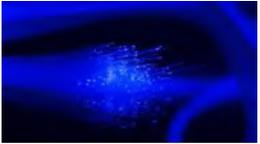
# 6 Commission priorities for 2019-24



- A European Green Deal - Striving to be the first climate-neutral continent



- An economy that works for people - Working for social fairness and prosperity



- A Europe fit for the digital age - Empowering people with a new generation of technologies



- Promoting our European way of life - Building a Union of equality in which we all have the same access to opportunities.



- A stronger Europe in the world - Europe to strive for more by strengthening our unique brand of responsible global leadership



- A new push for European democracy - Nurturing, protecting and strengthening our democracy

# Who helps the Commissioners communicate?

1. **The Spokesperson's Service in DG COMM**
2. **The entire Directorate-General for Communication, including Representations**
3. The Communication Adviser in their Cabinet  
(in charge of coordinating the political communication – in close cooperation with the SPP)
4. The Communication units in each Directorate-General

# Getting the message across

- The spokesperson's service (SPP) operates under the political authority of the President of the Commission and in cooperation with national representations of the European Commission.
- It ensures political communication on behalf of the President and the entire Commission.

# The Spokesperson's Service



Holds a daily  
Middy Press  
Briefing



Writes speeches  
and statements



Produces  
press material



Organises  
press events



Manages political  
content of  
Commission's  
homepage



Steers the central  
social media  
messages



Communicates  
"on the record"  
on behalf of the  
Commission

# SPP Team

- EC Chief Spokesperson and Deputy EC Chief Spokesperson
- 3 Coordinating, 1 Lead and 12 portfolio spokespersons
- Up to 30 portfolio press officers
- Unit in charge of multimedia editing, speeches and liaison with the Commission's Representations in the Member States

# The Spokesperson's Service





# Midday Press Briefing

- Commission's daily press briefing
- takes place around 12:00 CET in the Berlaymont press room
- chaired by the Commission's Chief Spokesperson
- journalists can ask questions on the record
- Live on EbS:  
[ec.europa.eu/avservices/ebs/schedule.cfm](https://ec.europa.eu/avservices/ebs/schedule.cfm)





*Berlaymont press room*

<http://ec.europa.eu/avservices/ebs/live.cfm?page=1>

# Press events, alerts & material

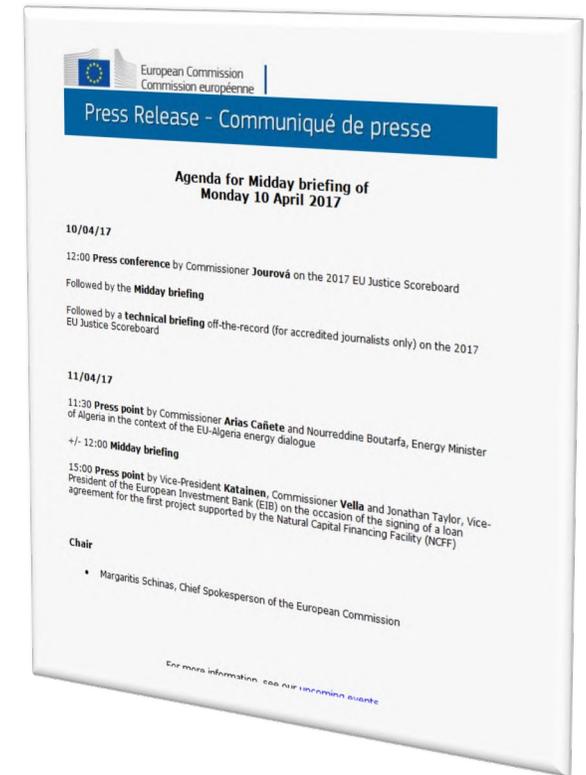
- Press conferences, press points and other press events are announced via email notifications

[comm-spokespersons@ec.europa.eu](mailto:comm-spokespersons@ec.europa.eu)

- Press releases database includes:

<https://ec.europa.eu/commission/presscorner/home/en>

- Press releases
- Factsheets
- Memo (Q&As)
- Speeches
- "Daily News"
- Upcoming News, Calendar of Commissioners' Activities



# Press corner

Press material from the Commission Spokesperson's Service



PRESS RELEASE | 28 January 2020

## Erasmus+ and its predecessors: a life-changing experience for 10 million young Europeans

The 2018 annual report on Erasmus+, published today, shows that over the last three decades, more than 10 million people have participated in what turned out to be a life-changing experience for many of them.



PRESS RELEASE | 22 January 2020

## Shaping the Conference on the Future of Europe

Today, the European Commission set out its ideas for shaping the Conference on the Future of Europe, which should be launched on Europe Day, 9 May 2020 and run for two years.



SPEECH | 22 January 2020

## Keynote speech by President von der Leyen at the World Economic Forum

Today, President von der Leyen delivered a keynote speech at the 50th edition of the World Economic Forum in Davos, underlining Europe's ambitious role in the world.

# Social Media



@European Commission



@EU\_Commission



europeancommission



European Commission

# Berlaymont Press zone

- **Location**  
Berlaymont building  
Rue de la Loi 200  
1049 Brussels
- **Opening hours**  
8.00 - 20.00 (CET)
- **Facilities**
  - Press room
  - VIP corner for press points
  - Media working area for journalists
  - Press bar: 8.30 - 16.30 (CET)

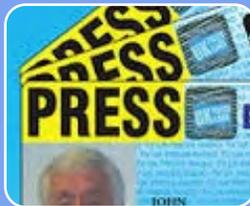


# Media accreditation



## Annual media accreditation to EU institutions

- Brussels-based media professionals can apply for **annual interinstitutional accreditation**
- valid for the European Commission, Council and Parliament



## Temporary media accreditation to EU institutions

- Temporary media staff and trainees of accredited media can apply for interinstitutional accreditation **for up to 6 months**
- valid for the European Commission, Council and Parliament



## 1-day media accreditation to the European Commission

- Visiting journalists can obtain a **one-day badge** for the European Commission press area
- Send a request 24 hours in advance to: [comm-pressroom-team@ec.europa.eu](mailto:comm-pressroom-team@ec.europa.eu)

# Media accreditation office

- Opening hours: 09:30 - 13:00
- Phone number: +32 2 299 01 70
- Email: [comm-press-accreditations@ec.europa.eu](mailto:comm-press-accreditations@ec.europa.eu)
- More information: [ec.europa.eu/info/contact/press-services\\_en](https://ec.europa.eu/info/contact/press-services_en)

# Questions?

