



Council of the European Union  
General Secretariat

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**WK 5523/2019 INIT**

**LIMITE**

**API**

**INF**

**WORKING PAPER**

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**MEETING DOCUMENT**

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From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation EC DG COMM - Communicating Europe: Communication on how to make the Union more united, stronger and more democratic in communication terms

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Delegations will find attached copy of the European Commission's DG COMM's presentation concerning point 2.a of the agenda of the WPI meeting of 30 April 2019.



European  
Commission

# Europe in May 2019

EU communication at the service of  
**citizens and democracy**

WPI, 30 April 2019  
Pia Ahrenkilde Hansen  
Director-General  
DG Communication  
European Commission

# European Commission contribution to the EU Leaders' meeting in Sibiu

*An opportunity to demonstrate unity and provide a fresh outlook for the future:*

- *Joint achievements, delivering on the 10 priorities, fulfilling promises*
- *Ambition, focus, acting together, common goals*

# EU 2019-2024 strategic agenda:

New, ambitious, realistic and focused goals to face challenges and seize opportunities

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- **Protective Europe**
  - **Competitive Europe**
  - **Fair Europe**
  - **Sustainable Europe**
  - **Influential Europe**



# R1. Communicating Europe is a joint responsibility



## R2. Increase engagement & interaction with citizens on EU policies and issues





Showing **real** local stories and beneficiaries of **EU-funded projects**



Reaching out to **young people** across Europe, sharing **essential European values and achievements**



Highlighting people in **action** working on the ground for the **protection of EU citizens**



## R3. Work more closely on corporate communication

One message, one voice, one logo



# R4. Join forces to counter disinformation with facts



## 83%

of Europeans think fake news is a threat to democracy

## Action Plan against Disinformation

- EU-wide Code of Practice against disinformation
- Raising awareness and improving societal resilience
- Positive and objective communication

### SAVING LIVES

In 2015 and 2016:



400,000 Lives saved



over 2,000 suspected traffickers and smugglers apprehended



375 vessels removed

## 73%

of internet users are concerned about disinformation online in the pre-election period

### TRANSPARENCY IN THE BREXIT NEGOTIATIONS:



60+ speeches, 100+ negotiation documents published



written replies to 10,000+ citizen enquiries

30 meetings with national Parliaments



150+ events for EU citizens in 50+ locations across the UK



650+ stakeholder meetings



200+ meetings with the Council and the European Parliament

visits to all member states during negotiations



# R5. Promote teaching and learning about the European Union



**Thank you**