



Council of the European Union  
General Secretariat

**Brussels, 30 April 2019**

**WK 5526/2019 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: | Possible construction of a Presidency web portal by the General Secretariat of the Council for future Council Presidencies |

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Delegations will find attached copy of the presentation by the General Secretariat of the Council concerning point 2.d of the agenda of the WPI meeting of 30 April 2019.



**Council of the European Union**

General Secretariat

Directorate-General Communication and Information – COMM

Directorate Media and Communication

Digital Communication Unit

Maciej Bury

Head of digital communication unit

# Single presidency website

A service offer proposed by the GSC





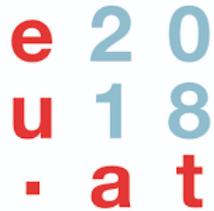
5

YEARS

10

PRESIDENCIES

# 5 years, 10 presidencies



# Similarities among presidencies

- **GOALS**
- **COMMUNICATION PRODUCTS**
- **INFORMATION ARCHITECTURE**
- **TARGET AUDIENCES**
- **TEAM STRUCTURE**
- **CHALLENGES**
- **FEEDBACK**

# Information architecture



romania2019.eu

| <b>NEWS</b> | <b>EVENTS<br/>CALENDAR</b> | <b>AGENDA<br/>PRIORITIES</b> | <b>PRESIDENCY<br/>EU COUNCIL</b> | <b>MEDIA</b> |         |
|-------------|----------------------------|------------------------------|----------------------------------|--------------|---------|
| LATEST NEWS | CALENDAR EVENTS            | AGENDA PRIORITIES            | PRESIDENCY AUSTRIA               | MEDIA        | CONTACT |
| NEWS        | EVENTS                     | PRIORITIES AND PROGRAMME     | PRESIDENCY BULGARIA              | MEDIA        | CONTACT |
| NEWS        | EVENTS                     | PROGRAMME AND PRIORITIES     | PRESIDENCY ESTONIA               | MEDIA        | CONTACT |
| NEWS        | EVENTS                     | PROGRAMME AND PRIORITIES     | PRESIDENCY AND THE EU            | MEDIA        |         |
| NEWS        | EVENTS                     | PROGRAMME AND PRIORITIES     | ABOUT THE PRESIDENCY             | MEDIA        | CONTACT |
| LATEST      | EVENTS                     |                              | EU PRESIDENCY                    | MEDIA        |         |
| NEWS        | AGENDA                     |                              | PRESIDENCY OF THE COUNCIL        | MEDIA AREA   |         |
| NEWS        | CALENDAR                   |                              | PRESIDENCY AND EU                | MEDIA AREA   | CONTACT |

# Single presidency website



**SINGLE AND UNIQUE  
WEBSITE FOR THE  
COUNCIL PRESIDENCIES**

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# Single presidency website



## IT AND DESIGN

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- TECHNICAL PLATFORM AND HOSTING
- REMOTE AND SECURED ACCESS
- ACCESSIBILITY
- MULTILINGUALISM
- TAILORED DESIGN
- RESPONSIVE DESIGN
- MAINTENANCE AND SUPPORT

# Single presidency website



## EDITORIAL

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- TEMPLATES READY FOR CONTENT
- ADVICE AND CONTINUOUS IMPROVEMENT
- USER RESEARCH AND ANALYTICS
- EDITORIAL COORDINATION
- TRAINING

# New model: website created by the GSC



## ADVANTAGES

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- COST AND TIME EFFICIENT
- FOCUSING ON CONTENT CREATION
- KEEPING FULL EDITORIAL CONTROL
- IMPROVING USERS EXPERIENCE
- OPTIMISING INTEGRATION WITH COUNCIL WEBSITE
- UPGRADING SEARCH ENGINE OPTIMISATION
- CO-BRANDING
- ARCHIVING

# New model



## PHASES

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**1**

### **CREATION OF A COMMON TEMPLATE**

- A) DEFINING THE PROJECT
- B) DEVELOPING THE SITE STRUCTURE
- C) DESIGNING THE VISUAL INTERFACE
- D) BUILDING THE CONTENT TEMPLATES

**2**

### **TAILORING THE WEBSITE FOR EACH PRESIDENCY**

- A) CONTENT DELIVERY PLAN
- B) CUSTOMISATION FOR EACH PRESIDENCY

# New model



## PLANNING

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- 1 DECISION TO START THE PROJECT
- 2 DRAFTING AND SIGNING SERVICE AGREEMENT WITH THE GSC (X+4)
- 3 CREATION, TESTING AND IMPLEMENTATION OF TEMPLATES (X+9)
- 4 TEMPLATE CUSTOMISATION, DESIGN AND CONTENT CREATION (X+13)
- 5 LAUNCH (X+14)

# Single presidency website

THANK YOU FOR YOUR ATTENTION

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