

convergences

#12
2018

Public communication in Europe | Communication publique en Europe



FOCUS ON:

Vilnius, June 2018:

- strengthen cooperation in resilience
- shaping professionalism in communication

Tunis, September 2018:

1st joint Venice Club/ICMPD workshop:
evidence-based public discussion on migration

SEECOM, October 2018:

Europeans in search of shared identity

Capacity/Capability building:

road map in progress

The role of media:

euroscepticism and biased information



Club of Venice | Club de Venise

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Construire des citoyens ...

Par Philippe Caroyez et Vincenzo Le Voci

Les communicateurs publics sont plus souvent aux premiers rangs qu'au balcon de l'action publique... et nous les voyons exprimer des formes d'inquiétudes. Le Club de Venise a cette vertu d'être une caisse de résonance de leur(s) activité(s) et on peut bien y prendre le pouls de la situation.

Leurs propos ne sont ni politiques, ni polémiques et pas davantage l'expression d'un malaise professionnel ; ce qui est généralement en cause ce sont des éléments du cadre sociétal auxquels ils sont confrontés et, parfois, contre lesquels viennent se heurter leurs actions.

Loin déjà des belles embellies démocratiques, les menaces sont à l'œuvre – comme par un principe de balancier. En Europe (comme ailleurs), les populismes font recette, l'extrême droite et son discours de haine se banalisent, l'Union européenne part en éclats, ses principes et valeurs sont mis à mal.

Le « vivre ensemble » et les institutions démocratiques sont rayés et contestés au profit des replis identitaires et de la contestation des soi-disant élites, quand ce n'est pas le « pouvoir de Bruxelles ». Et ce alors même que tant d'« invisibles » (travailleurs pauvres, sans abri, déracinés, minorités, ...) ne figurent plus sur la « grande photographie » et que, à notre niveau, l'échelle européenne (au moins) est plus que jamais nécessaire pour faire face aux urgences sociales, économiques, écologiques, ...

Les moyens de communication n'y échappent pas, voire y contribuent ou en sont affectés ⁽¹⁾ : opinions publiques manipulées, « fake news », goût de l'instantané sans analyse, ni recul, presse traditionnelle asphyxiée par les coûts et « la concurrence », recul du journalisme, tyrannie des influenceurs, ...

Les communicateurs publics subissent ces éléments au sein desquels et souvent face auxquels ils doivent œuvrer. Et cela pose question : faut-il adapter nos actions, faut-il même changer de ton ... pour un ton plus affirmé, qui ne nie aucune difficulté et qui tente d'y faire face ?

A cet égard, la toute récente vidéo postée sur YouTube par nos collègues français ⁽²⁾, pour inciter à voter lors des prochaines élections européennes est illustrative, comme le sont également les réactions – en sens divers – qu'elle suscite.

Qu'il s'agisse d'une élection ou d'un référendum, on admet que l'autorité publique (nationale et/ou européenne) mène des actions de communication visant à susciter la participation, voire à exposer les enjeux du scrutin (dans le cas du référendum) ... la première démarche étant moins contestée que la seconde au nom du principe de neutralité de l'état.

Ici, dans cette vidéo du gouvernement français (vraisemblablement la première d'une série), l'autorité en appelle autant à l'acte civique qu'au civisme des citoyens, en adoptant un ton de responsabilisation face aux populismes et aux replis identitaires et nationaux et au besoin de cohésion.

C'est certes une technique de communication (au ton brut, sans voix off et interpellant) ; c'est aussi un choix, une manière d'engagement ... disons une (ré)action qui se veut « à la hauteur de la situation ».

Mais tous ne le voient pas ainsi et c'est ce qui fait polémique : propagande, populisme, message orienté, ... une plainte (au moins) a même été déposée auprès du CSA ⁽³⁾ pour « utilisation manifestement partisane de fonds publics » ; alors que d'autres pensent – comme le dit l'éditorialiste de L'Express – que le gouvernement « a raison d'être passé au combat ».

Dans le même sens, mais a priori plus maîtrisé, il se dit que les institutions européennes s'appêtent à conduire en vue des élections européennes une campagne de communication moins institutionnelle.

Finalement, avec le ton il faut aussi envisager de changer la méthode ... il faut plus en appeler au civisme permanent qu'à l'acte civique ponctuel, il faut plus – aussi – favoriser toutes les formes de débat, de participation et de codécision publics, plutôt que de simples et bien éphémères « consultations citoyennes ».

Mais tout ceci demande un travail de fond, long et persévérant, qui assume un tempo lent et à bas bruit ... parce que l'engagement citoyen pour la chose publique et la création des conditions de sa participation effective réclament des efforts importants de tous, autorités, citoyens et groupes intermédiaires.

Comme l'a écrit, très justement, Ignacio Ramonet : « S'informer demeure une activité productive, impossible à réaliser sans effort, et qui exige une véritable mobilisation intellectuelle. Une activité assez noble, en démocratie, pour que le citoyen consente à lui consacrer une part de son temps, de son argent et de son attention. L'information n'est pas un des aspects de la distraction moderne (...) ; c'est une discipline civique dont l'objectif est de construire des citoyens » ⁽⁴⁾.

1 On lira, à cet égard, avec intérêt les deux Chartes adoptées récemment par le Club à Londres et à Vilnius.

2 <https://www.youtube.com/watch?v=2ZY27-DjzOE> ... vidéo postée le 26 octobre 2018 ; un million de vues en une semaine et autant via Twitter. La vidéo renvoie vers un site public d'information <https://www.gouvernement.fr/ouijevot>

3 Le Conseil supérieur de l'audiovisuel (CSA) est l'autorité publique française de régulation de l'audiovisuel.

4 La tyrannie de la communication. Ed. Gallimard. Coll. Folio Actuel (n° 92), pp. 282-283.



Image de la vidéo - Gouvernement français
Image from the French government video



Consultation citoyenne à Bruxelles
Citizens' consultation in Brussels

Constructing citizens ...

By Philippe Caroyez and Vincenzo Le Voci

Public communicators are more often in the front row than on the side-lines of public action ... and we see they are expressing certain concerns. As the Club of Venice is a sounding board for their activities, it is possible to gauge the situation there.

Their words are neither political nor polemic, nor an expression of professional malaise; they usually relate to elements of the social framework they are faced with, and against which their actions sometimes collide.

The upturn of democracy was a long time ago, and now threats are already at work- the pendulum has swung the other way. In Europe (like elsewhere), populism is taking hold, and the far right and its discourse of hate is mainstreamed. The European

Union is falling to pieces, and its principles and values are being endangered.

The notion of "Living together" and democratic institutions are undermined and disputed, to the benefit of identity-based isolationism and contesting the so-called elites, or, if not them, then the "power of Brussels". Even though the "invisible ones" (workers living in poverty, the homeless, displaced people, minorities, etc.) are no longer a part of the broader picture, now - more than ever - urgent issues related to social issues, the economy, the environment and so on must be tackled, (at least) at the European level.

The means of communication are not spared either, as they ei-

ther contribute to this trend or are affected by it ⁽⁵⁾: manipulated public opinions, fake news, the desire for instant responses without analysis or reflection, traditional media stifled by costs and competition, decline of journalism, the tyranny of influencers, etc.

Public communicators are forced to undergo these elements in which and often in the face of which they have to work. And this raises the question: do we need to change what we do, to change our tone ... to adopt a stronger tone, which does not deny any difficulties and tries to face them?

The video recently posted on YouTube by our French colleagues ⁽⁶⁾, encouraging people to vote in the next European elections, is a good example of this, as are the reactions – in the broadest sense – it sparked.

Whether it is an election or a referendum, we accept that (national and/or European) public authorities implement communication actions aimed at encouraging participation, or even to clarify what is at stake in the ballot (in the case of a referendum) ... the first approach being less controversial than the second, given the principle of neutrality of the state.

In the aforementioned video from the French government (probably the first in a series of videos), the authorities call on citizens to cast their vote and to show their civic engagement, asking people to show responsibility, in the face of populism, identity-based isolationism and nationalism, and to heed the call for cohesion.

The communication technique certainly stands out (striking a raw, engaging tone, without a voice-over); it is also a choice, a manner of engagement ... we could say it is an action/a reaction that attempts to “rise to the occasion”.

But not everyone sees it this way, and that is what causes controversy: propaganda, populism, an oriented message and so on, and a complaint (at least) was submitted to the CSA ⁽⁷⁾ for the “manifestly partisan use of public funds”. Yet others – as stated by the editorialist of L'Express – believe that the government “is right to enter the battlefield”.

In the same vein, although at first glance more restrained, European institutions are preparing to implement a less institutional communication campaign ahead of the European elections.

Finally, not only the tone should be changed but also the method ... we must call more for permanent civic engagement than for punctual civic action. We must also encourage all forms of public debate, participation and co-decision, rather than simple and ephemeral “citizens’ consultations”.

But all this requires long, in-depth work and perseverance, which assumes taking things slowly and working quietly ... because citizen engagement in public affairs and the creation of conditions for effective participation from citizens require major efforts from everyone: authorities, intermediary bodies and citizens themselves.

As Ignacio Ramonet has rightly written, “Being informed remains a productive activity, which is impossible to achieve without effort, and which requires a genuine intellectual mobilisation. A quite noble activity, in a democracy, for the citizens to agree to devote part of their time, attention and money to it. Information is not one of the aspects of modern distraction (...); it is a civic discipline that aims to construct citizens ⁽⁸⁾.”

5 In this regard, it is worth reading with interest the two Charters recently adopted by the Club in London and in Vilnius.

6 <https://www.youtube.com/watch?v=2ZY27-DjzOE> ... video posted on 26 October 2018; a million views in a week and just as many via Twitter. The video directs viewers to a public information website <https://www.gouvernement.fr/ouijevote>

7 The Conseil supérieur de l'audiovisuel (CSA) is the public regulatory authority in France for audiovisual media.

8 Translated from *La tyrannie de la communication* [The Tyranny of Communication]. Ed. Gallimard. Coll. Folio Actuel (n° 92), pp. 282-283.

Outcome of the Club of Venice plenary meeting on 7 and 8 June 2018



6

The Club of Venice held its **spring plenary** in Vilnius on **7 and 8 June 2018**. This meeting was attended by 100 participants from 24 countries (EU Member States and countries candidate to accession), EU institutions and bodies, NATO and external communication specialists.

The meeting focused on the following topics:

1. "Public communication challenges and citizens' trust"

This session was moderated by **Jaume Duch Guillot**, EP Spokesperson and Director-General of Communication and introduced by a key-note of **Ryan Heath**, correspondent from Politico.

Participants discussed the ongoing information activities envisaged in view of the European elections 2019 and the public authorities' approach during the communication campaign, focusing on:

- how to conciliate the European and the national agenda
- lessons learning from public opinion surveys (overarching distrust and citizens' perceived distance from the EU, of which they hardly understand the added value)
- the co-creative approach of the European Commission campaigns InvestEU, EUandME and EU Protects
- opportunities for work in partnership, to strengthen the impact of the communication strategy
- Capacity building and Open Government strategies
- civil society added value in the communication process

Panellists reported on governmental and institutional best

practice and exchanged their views on the following issues:

- Member States' initiatives (focus on the "Consultations Citoyennes" promoted by France, other national debates, interactive devices for consultations and debates)
- the growing diversification of the media landscape
- the influence of digital and televised debates and translation technologies
- the persisting danger of the disinformation and fake news phenomenon
- 59% of the population disengaged with the media
- trust in platforms declining, vs. trust in journalism rebounding
- the general positive approach of the young population towards the EU
- the need for reframing narratives and addressing the audiences in a clear language
- the need for Member States' engagement in the Spitzenkandidaten process
- the need for a shared commitment, for investing in civic education and for reinforcing participative democracy



2. “Hybrid threats: focus on countering disinformation, propaganda and fake news - a common endeavour”

This session was moderated by **Rytis Paulauskas**, Director of the Communication and Cultural Diplomacy Department in the Lithuanian Foreign Affairs Ministry and introduced by a key-note of **Alex Aiken**, Executive Director of Communication in the UK HM Government and an address by **Silvio Gonzato**, Director of the Interinstitutional Relations, Legal affairs, Inspection, Internal audit and Mediation at the European External Action Service (EEAS).

The aim of the session was to discuss recent developments in this field, focusing on:

- the ongoing plans to prevent and detect disinformation in an ever-changing digital landscape
- the mobilisation of governments and institutions to counter disinformation and fake news (cooperation in progress)
- the follow-up to the London Charter of 17 March 2017

This session enabled the Club to carry out a reporting exercise, one year after the Club adoption of the London Charter, and exchange information on work in progress notably in the light of the recent developments (EEAS Stratcom' Task Forces' activities, recommendations of the High Level Experts' Working Group set up by the European Commission DG CNECT, Commission's communication on tackling disinformation on line of 25 April 2018, feedback from government sources, academics and think tanks).

The plenary debate addressed, among others, the following key issues:

- the importance of strategic communication in the national security capability review framework
- the need for countering disinformation applying systematically the OASIS approach
- the need to strengthen the collaborative networks and enhance the disinformation portals to optimise debunking effects
- the need for building trusted communities of fact checkers
- overall sustainable support to resilience-building activities and in particular to the media system in all the regions at risk
- the reinforcement of cooperation between the EU and its Member States

Discussion in plenary was followed by work in break-out groups:

A. Disinformation, propaganda fake news as part of a bigger picture: response needed

Disinformation is a phenomenon that requires addressing it on a larger scale and seeing the bigger picture. Participants provided their insights about the phenomena within Europe and the work done by their respective countries or institutions.

B. Stay fit, stay active: tips to raise societal resilience in a challenging diplomacy and digital landscape

Participants in this group exchanged feedback on ongoing bottom-up initiatives and ideas on how to raise the awareness among the public, how to engage the society and do the efforts pay back, including suggestions for tips and tricks shared by societal resilience experts.

C. What works: effective ways to monitor, deconstruct and counter fake news, propaganda

This group focused on open sources' being flooded with disinformation. Experts discussed how a bigger picture can be constructed from bits of seemingly random disinformation and how even smallest pieces of information can reveal the truth, when it is hard to detect and analyse it.

At the end of the session, the Club adopted a new **Charter on “Societal Resilience to Disinformation and Propaganda in a Challenging Digital Landscape”** (see Annex I).

The Club will pursue discussion on this topic at its next plenary meeting in Venice on 22 and 23 November 2018 and in the 2nd ad hoc seminar on Stratcom foreseen in London on 14 December 2018.

*On Thursday 7 June at the margin of the evening dinner the Club welcomed a key note on “Battling digital disinformation” by **Mike Hanley**, Head of Digital Communications at the World Economic Forum.*



3. “Capacity/Capability Building and implementation of Nudge theories”

This session was moderated by **Vincenzo Le Voci**, Secretary-General of the Club of Venice and introduced by a key-note from **Ruth Kennedy**, Founder Director of “ThePublicOffice”.

The participants focused on:

- Shaping professionalism (work in progress)
- Communication services: technology and the human factor
- The increasing shift from text-based comms to visual comms
- Empowerment and effectiveness: pooling resources
- Measurability and sustainability
- the Nudge concept: follow-up insight of competence, organisational skills, empowerment and effectiveness

The Club resumed discussion from Malta and Venice 2017 plenaries, continuing to analyse the dynamics in the worldwide implementation of capacity building principles, in spite of the rapid ongoing transformation of the media and communication landscape and the consequent increasing need for:

- evolutions in public sector communications in light of today's political and societal challenges
- stronger management commitment (new discipline of design making, participative approach in deliberative investments exercises)
- a more sustainable approach to the management of human resources, encouraging behavioural changes and at the same time promoting the adaptation of professional skills
- supporting creativity, recycling knowledge, training in media and behavioural literacy
- reinventing staff and technical resources based on thorough benchmarking analyses.
- (as highlighted also at the Venice plenary in November 2017) building external and internal trust and allow and encourage engagement

At the end of the session, the Club adopted a new **Charter on “Capacity/Capability Building – Shaping Professionalism in Communication”** (see Annex II).

A permanent Forum composed of specialists from governments, institutions, academics, think tanks and civil society experts will be set up in the coming months and will present an implementing road map at the next plenary meeting in Venice.

CLUB AGENDA

- The Club of Venice and the International Centre for Migration Policy Development (ICMPD) will co-organise a **joint seminar on communication in the field of migration on 18 and 19 October 2018 in Tunisia**
- The **next plenary meeting will take place in Venice on 22 and 23 November 2018**, in collaboration with the Italian PM Office Department of European Policies. The main items will be: a) the Future of Europe: governmental and institutional communication challenges and a mid-term assessment of the ongoing communication campaign in view of the European elections 2019 (work in progress); b) countering disinformation and fake news; c) implementation of the Vilnius Charter on capacity building (with presentation of the Permanent Forum road map)
- The Club members are invited to participate in the **Annual Conference of the 30th Anniversary of Cap'Com**, the Association of public communicators of the French “communautés territoriales”, which will take place in **Lyon on 4, 5 and 6 December 2018**. The Club will take active part in two sessions of the event that will focus on “The future of Europe” and “Marketing territorial” (place branding)
- The Club of Venice, in collaboration with the UK Government Communication Service, will organise its **2nd Stratcom seminar in London on 14 December 2018**.

The Steering Group and the editorial team of “Convergences” presented the edition n° 11 of the review, that contains detailed outcomes of the Club of Venice meetings (Venice plenary on 23-24 November 2017 and Luxembourg seminar on Open Government and Open Data on 8-9 March 2018) and contributions on core topics (the London Charter and Stratcom; Geopolitics, disinformation and media freedom; the European Year of Cultural Heritage 2018; digital technology and democratic values; [re]connecting and interacting with citizens; annual SEECOM and EuroPCOM Conferences).



Vilnius Charter on societal resilience to disinformation and propaganda in a challenging digital landscape

Communication directors and senior communication specialists from the EU Member States, institutions and candidate countries, convened to the session "Hybrid threats: focus on countering disinformation, propaganda and fake news - a common endeavour" of the plenary meeting of the Club of Venice co-organised in Vilnius by the Club of Venice and the Ministry of Foreign Affairs of the Lithuanian Government, Communication and Cultural Diplomacy Department, in line with the principles subscribed by the London Charter of 17 March 2017, which stressed the need for reinforced cooperation to safeguard objective communication values, assure impartiality and promote transparency, conscious of the challenging scenario for public communication generated by the new digital landscape, and in particular:

- * that the digital media operates under minimal regulatory or self-regulatory frameworks
 - * that, in absence of adequate monitoring and analysis mechanisms and without a proper trans-national and inter-institutional cooperation, the information provision can be significantly hampered by the vulnerability of media technology and the distorted use of digital interactive networks and platforms
 - * of the risks that disinformation and digital propaganda can increasingly breach and destabilise the political and information environments in the European Union and its member states, thus generating misperceptions in the public opinion
 - * of the need for building resilience capacity through an intense and continuous cooperative approach, creating and reinforcing ties with civil society and news organizations and industries,
- welcome the recent efforts of the EU institutions and its member states to explore grounds for common strategies, in the light of the international dimension of the phenomenon, with the view to defend citizens' right to quality information
 - confirm their commitment to cooperating in this field, multiplying their efforts and seeking synergies in countering disinformation and fake news and enhancing capacity to communicate effectively about common policies and values
 - stress the need for an objective and balanced approach that safeguards the freedom of expression and media pluralism and fosters citizens' credibility in the public authorities, continuing to engage in communication activities liaising with all sectors of society
 - agree that the only effective way to increasing European societies' resilience to disinformation is by strengthening structured cross-border and cross-sector cooperation among governmental and institutional stakeholders, with communicators playing a key role
 - acknowledge the importance of strategic communications in strengthening resilience of our societies and stress the need to address hostile influences, increasing their efforts to address disinformation threats by constant bolstering of capacities and capabilities to counter them shared with the public
 - recognise the progress in cooperation among the EU, NATO and other international organisations, based on shared values, in exchanging knowledge and understanding of hostile information activities, with a view to enabling more effective communications strategies to tackle this challenge
 - agree on:
 - * building on the work of the EEAS East Stratcom Task Force and on the multi-dimensional approach recommended in the report of the High-Level Expert Group on fake news adopted on 12 March 2018 and in the communication on tackling disinformation on line, adopted by the European Commission on 25 April 2018
 - * enhancing the transparency of online news
 - * cooperating in the promotion and enhancement of media and information literacy
 - * developing tools of digital citizenship by empowering users and journalists to tackle disinformation and foster a positive engagement
 - * safeguard the diversity, independence and sustainability of the European news media ecosystem, also by continuing to cooperate with the EU initiatives in this field
 - * promoting continued research on the impact of disinformation in Europe, especially by developing platforms for monitoring social streams, undertaking source-checking and content provenance and forensically analyse images and videos, in line with data protection, and exchanging results (the creation of a network of independent European Centres for research on disinformation could be an enriching powerful initiative in this regard)
 - * continuing to explore cross-collaboration in training activities, visits' programmes and on line interconnections
 - * developing parameters to help measure each country's and competent organizations capacity in terms of overall resilience to disinformation, in order to elaborate a comparative map to facilitate the identification of imbalances and priority actions
 - * continuing to use the Club of Venice network as a permanent platform for joint analysis of strategic communication capacities and further reflection on common communication initiatives.

Vilnius Charter on capacity building

Shaping professionalism in communication

Communication directors and senior communication specialists from the EU Member States, institutions and candidate countries, convened to the session “Capacity/Capability Building and implementation of Nudge theories” of the plenary meeting of the Club of Venice,

recalling the principles shared in the Club of Venice position paper on Capacity Building adopted in the workshop held in Brussels in the premises of the European Parliament on 15 October 2009,

conscious of the need to adapt communication expertise and communication management to new strategies, new planning approaches and methods and the new digital communication and media landscape,

conscious of the need to maintain a close link between capability development and human development, and to base capacity building on firm principles such as ethics, legitimacy, credibility and investments in transparency, leadership skills and professional growth,

conscious of the volatility of digital platforms, and the complex social change that network technologies are both driving and reflecting,

as a follow-up to discussion at the Club plenary meetings held respectively in Malta and Venice on 18-19 May and 23-24 November 2017,

having due regard to the key findings of The Leaders' Report (WPP Government & Public Sector Practice), first global study into government communication presented in Davos in January 2017, which gave precise indications on how governments should better connect with their citizens in today's increasingly polarised world,

having due regard to the risk of a significant decline in citizens' trust in public authorities, poor consideration for the “human factor” in a globalized world and uneven technological development detected by recent public opinion surveys,

having due regard to the London Charter of the Club, the Tallinn Ministerial Declaration on eGovernment, and the Paris Declaration of the Open Government Partnership, which point to the need for open, engaging, digitally-enabled governments that can create trusting relationships with citizens,

confirm their commitment to strengthening cooperation among Member States, institutions and civil society organisations in a multi-dimensional scheme, based on:

- the recognition of communication as one of the key levers of public policy delivery
- focused efforts to increase the leadership and influence of

the government communications profession across Europe

- the identification of a strong connection between policy development and realistic two-way communication strategies capable of assuring the desired outreach
- seeking out and understanding what citizens' expectations are for more responsive government services - and the role that government communication can play in improving access to services and their quality
- the acknowledgment that the Open Government are core principles and inspiring values in the development of capacity/capability building strategies
- investing in national and cross-border training opportunities and sharing of international best practice to facilitate the swift adaptation of communication skills to the evolving digital environment and its challenges, thus increasing room for flexibility and motivation to behavioural changes
- developing sustainable synergies and reducing duplications in applied research, media monitoring, sentiment analysis and social media listening and amplification
- developing adequate platforms serving as knowledge hubs to facilitate best practice sharing on strategies to counter digital disinformation
- drawing inspiration from existing national communication plans and nudging models, to identify the capabilities needed by the organisation and the most appropriate instruments to strengthen and measure effectiveness
- exploring ground for a multi-disciplinary integrated approach, setting up an ad hoc Capacity Building permanent forum/working group facilitated by the Club of Venice, including interested government communication specialists, EU institutions' officials and external experts.

Discours d'ouverture (Vilnius)

By Stefano Rolando



Autorités, chers hôtes et participant(e)s, chères/chers collègues,

Tout d'abord je souhaite exprimer à mes amis lituaniens et à leur gouvernement la reconnaissance et la gratitude du Club de Venice pour leur engagement dans l'organisation de cette réunion plénière, s'inscrivant ainsi dans un parcours d'analyse, de réflexion et de débats qui nous conduira dans un an à un événement crucial pour l'Europe : les élections du nouveau Parlement européen, en mai 2019.

Permettez-moi de profiter de cette introduction pour saluer également la présence de nos collègues communicateurs gouvernementaux et des institutions européennes.

Le Club discute depuis toujours des développements de la mission professionnelle de la communication publique, surtout gouvernementale, qui s'exerce dans le cadre de processus globaux dans lesquels la désinformation, la propagande et la manipulation de l'information acquièrent un poids important dans les relations internationales. Nous verrons cela dans les

présentations et discussions qui sont au programme.

Je me dois donc de remercier les organisateurs et les collègues du Groupe de pilotage pour avoir mis en place un programme riche fait de thèmes très actuels et cruciaux.

Je dois aussi saluer et remercier notre Secrétaire général Vincenzo Le Voci, dont le rôle est précieux pour la réalisation et la continuité de notre travail et de notre réseau professionnel.

Parmi les initiatives européennes inter-gouvernementales, aujourd'hui le Club de Venice est la plateforme qui présente le meilleur rendement au moindre coût.

Cette plateforme continue à favoriser des interconnexions et des harmonisations professionnelles grâce à son caractère totalement informel, qui facilite l'échange de bonnes pratiques et permet une réflexion conjointe sur comment communiquer avec les citoyens de façon plus claire, transparente et crédible.

L'agenda de la communication publique européenne est complexe. Exercer notre profession au service des gouvernements et des institutions signifie se mesurer constamment avec une pluralité de techniques et de positions professionnelles. En exécutant cette tâche il faut bien tenir compte de réalités nationales qui, d'une part, sont beaucoup plus proches par rapport à il y a quelque décennie, mais d'autre part ont des formats différents et présentent différents parcours de formation et différentes hiérarchies de valeurs et d'objectifs.

Mais depuis 32 ans, le succès du Club de Venice démontre qu'il est possible de percevoir les différences comme des stimulations – et donc de concevoir les expériences comme un pluralisme légitime.

L'actualité met les communicateurs publics devant deux problèmes fondamentaux, dont la gestion déterminera leur avenir professionnel :

- Le passage vers la communication numérique, qui nous oblige à adapter rapidement nos connaissances individuelles et à renforcer nos capacités structurelles ;
- la nécessité de rechercher des synergies pour pouvoir neutraliser la menace croissante de désinformation et contribuer à protéger les valeurs démocratiques, au bénéfice du pluralisme, de la croissance collective et de la confiance dans les autorités publiques.

En fait, pour communiquer de façon efficace il faut non seulement se doter d'un plan structurel et formatif, mais aussi travailler ensemble pour sauvegarder la mémoire historique et les valeurs démocratiques communes dans lesquelles nous nous identifions, et pour promouvoir des formes de démocratie participative qui puissent aider à améliorer les qualités institutionnelle et sociale de nos pays.



Il faudra être capable d'assumer nos responsabilités face aux crises et remplir avec cohérence notre rôle de médiateurs entre les autorités politiques et les citoyens. Nous sommes tenus à multiplier nos efforts pour générer de nouvelles compatibilités et pour élargir la collaboration entre nous, et de faciliter le processus d'adaptation de notre profession aux nouveaux défis médiatique.

Pour conclure, pour une communication efficace avec nos citoyens il est important que les gouvernements et les institutions reviennent au débat sur la valeur ajoutée de l'Europe. Il est également vrai que la fierté nationale est un sentiment légitime et, dans certains moments historiques, également vertueux. Mais la régénération du conflit entre européisme et souverainisme ne peut que risquer de faire reculer la roue de l'histoire et de créer des malentendus, des tensions et des divisions.

La communication, qui simplifie et relie, peut elle-même aussi contribuer à la valeur ajoutée de l'Europe. On a compris depuis un certain temps qu'elle ne réussit pas à avoir un contenu identitaire parce qu'aujourd'hui la moitié de l'Europe pense que ce contenu est le marché, tandis que l'autre moitié pense qu'il est politique.

Vous êtes tous des professionnels et vous savez que, lorsque la demande de communication est divisée en deux parties opposées, le résultat peut être proche de zéro. Dans ce cadre :

- il est plus difficile de s'exprimer pour les groupes dirigeants;
- il est donc plus facile pour le rôle des pouvoirs plus silencieux de se développer.

Je suis heureux d'être accueilli à Vilnius, la capitale de la Lituanie (c'est la première fois que j'y suis).

Je vous remercie beaucoup pour votre présence. Je remercie également dès maintenant les équipes d'interprètes, qui exerceront leur tâche de façon certainement impeccable, nous aidant beaucoup dans ces deux journées de débat stimulant; ainsi que l'équipe de nos collègues lithuaniens qui nous accueille si chaleureusement et efficacement.

Je déclare donc ouverte cette session plénière du Club de Venise.

Vilnius contributions

By Marjorie van den Broeke, Deputy Spoke Person of the European Parliament

Fake News in the European Parliament

Marjorie van den Broeke
Deputy Spokesperson of the European Parliament

Chalk Off Vilnius
7 June 2018

Not much real fake news ...

"The European Parliament has put the Russian Orthodox Church on the black list and put it on the same line as terrorism"



source: rpx.ge (07.12.2017)

Disinformation on the EP

... more disinformation and misinformation

"European Parliament wants special train: 'Metro too complicated'"



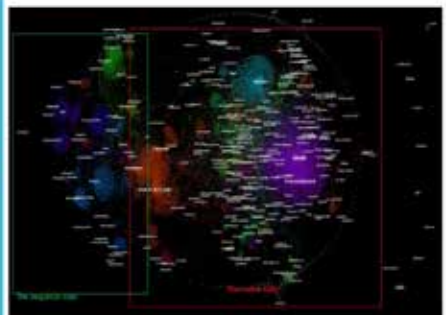
source: 'Nieuwswaard' (08.06.2018)

What is disinformation



source: firstdatanews.org

Spread of rumours during French elections



source: 'The Independent' (07.05.2017)

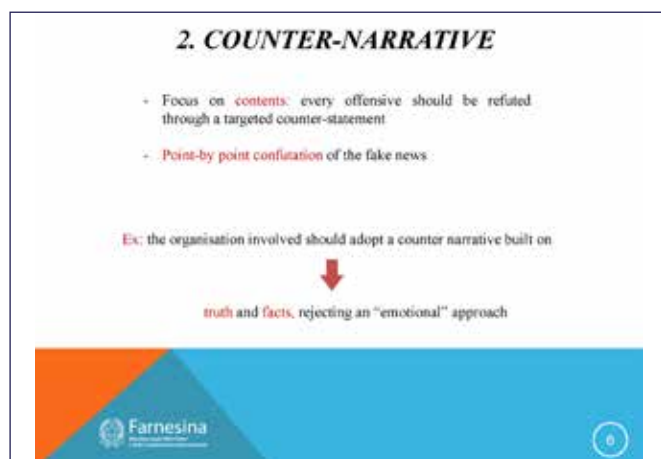
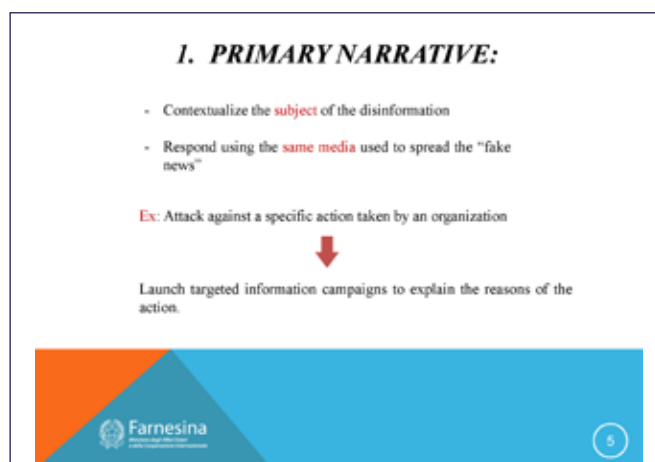







In short

- Prevention is the best medicine
- Be credible
- Not giving unnecessary cause for a nasty story
- Fact-checking and rebuttals only get you that far
- Focus on genuine positive news



Building liaisons and new capacities in European affairs communication in the Czech Republic

Igor Blahušák
Director of the European Affairs
Communication Department

8 June 2018
Club of Venice (CoV) Plenary Meeting, Vilnius

Communication strategy in general

- **Active approach** of the Government to the European Union should be based on a **dialogue with the public**
- The citizens should get **sufficient objective information**, and then they should understand the functioning of the Union and **actively express their opinions** in the discussions about Czech European policy
- The value of an **active communication** is extremely important given the current highly dynamic development of European integration

Public communication

- The communication with the public is realized mainly through **European Affairs Information Department and Integrated Information System**
- This system consists of:
 - information portal **Euroskop.cz**
 - network of 13 regional **Eurocenters**
 - information hotline **Eurofon 800 200 200**

EUROSKOP.CZ EUROFON 800 200 200 EUROCENTRA



EVROPA JSI TY.CZ

- = *Europe Is You*
- *What the EU brings to you? What are the EU benefits?*
- **Videos, stories, experiences**



National Convention on the EU

- Discussion platform for debate on **European issues in the Czech Republic**
- Connects representatives of the Government, both Chambers of the Parliament and European institutions with expert public, non-governmental sector, social partners and other involved actors
- Main aim: **intensifying the debate about Czech European policy**



- Develops its activities mainly in the form of **roundtables, conferences at the top level, regional seminars and debates**
- Delivers recommendations, which are regularly presented to the actors involved in making of the Czech European policy
- **Basic principles:** professionalism (both sides), permanent framework, transparency, openness



Debates with stakeholders

- Our department organizes **regular meetings with stakeholders** to discuss activities aiming at **increasing the support of the Czech public to European integration**
- Debates aim at: identification of important issues regarding **the EU communication strategy**, determination of **particular target groups of communication activities** and delivering **concrete messages** that shall be communicated to these groups
- **Key principles:** openness, out-of-the box thinking, real dialogue of peers

Citizens' consultations

- CZ actively participates in the **EU Citizens' Consultations Initiative** of Emmanuel Macron
- Consultations were launched on 10th May in Prague and will continue in the Czech regions
- Involvement of **NGOs and other actors**, „socialization“, **reach out/come to citizens**...not vice versa



Evaluation of our work

- **Regular evaluation** of communication strategy (defined criteria and metrics – public opinion surveys, KPIs of communication tools, engagement of citizens)
- **Expert evaluation** – project by Technology Agency of the Czech Republic (sociology, psychology, PR, marketing, political sciences) = recommendations for our work

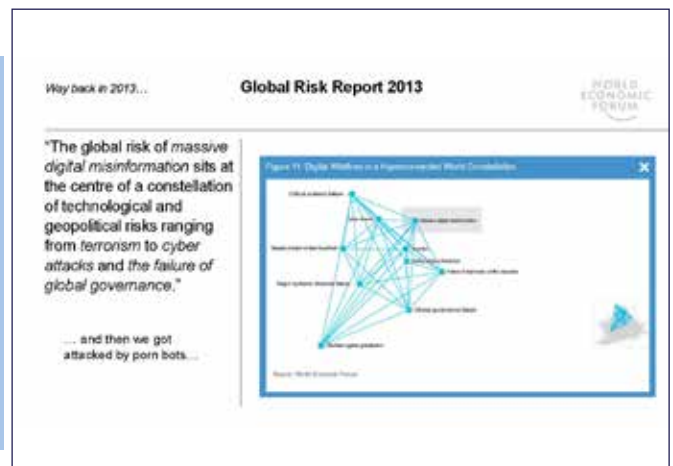
Capacities and skills needed to cooperate with stakeholders

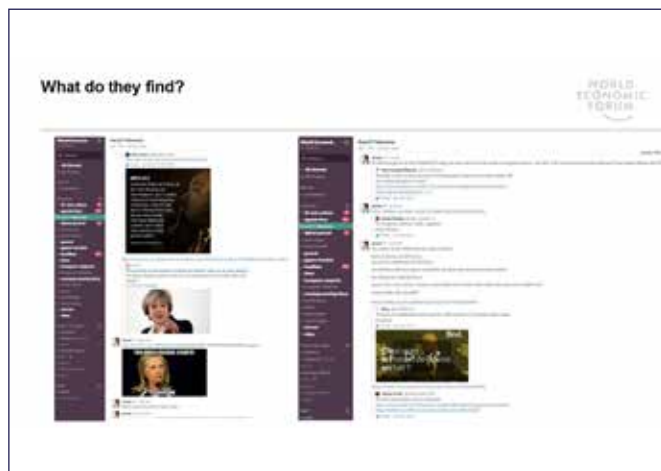
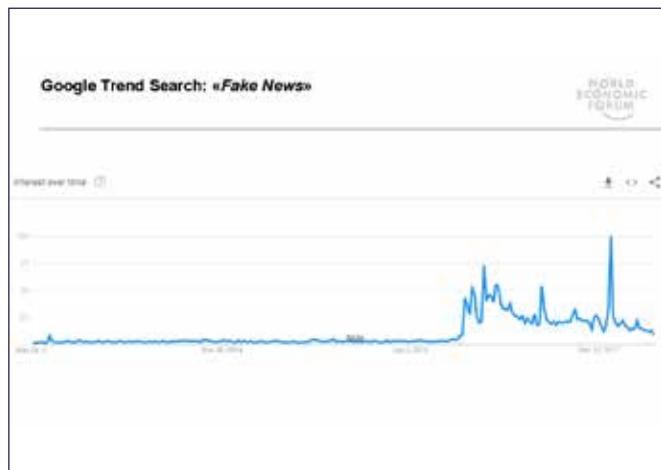
- **Understand your playing field** – potential partners, their capacities and abilities, etc.
- **Build networks** – everyone has limited resources...but if pooled, are resources really limited?
- **Be inclusive**, but respect common basic values
- **Listen to what the partners are telling you**... they (might) have their point and **act accordingly** (2-way communication)
- **Seek external advice** ... the opportunities may arise unexpectedly, nationally and internationally
- **Approach your audience** ...shorten their way to you
- **Engage influencers**...no expert can do in communication without them (politicians, actors, etc.)

16

These presentations can be visualised and downloaded by the Club members from the Venicenet platform.

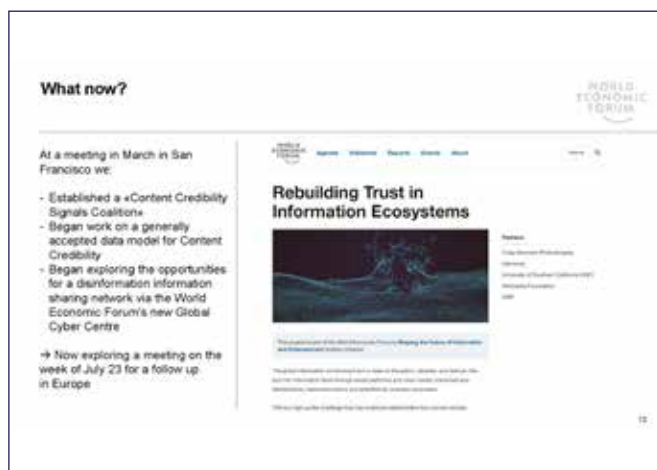
By Mike Hanley, World Economic Forum





Step 4: Iterate and Improve

WORLD ECONOMIC FORUM

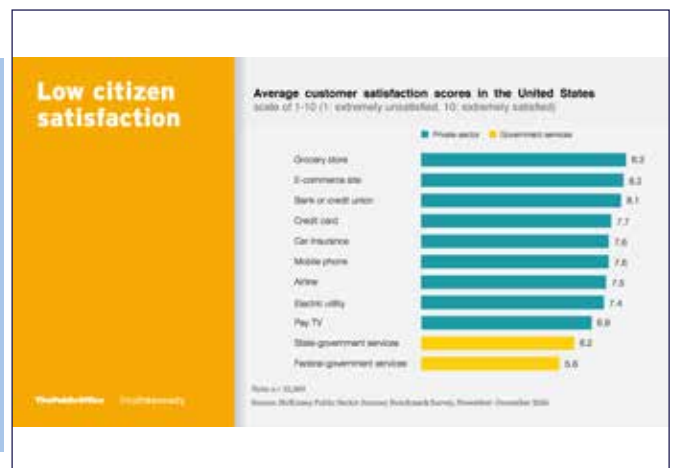


SLIDE OF VENICE PLenary MEETING 06/1 June 2016, Venice

Building Capability for Different and Better

Ruth Kennedy @ruthkennedy
ThePublicOffice @ThePublicOffice

ThePublicOffice

New challenges

- Demographic shifts
- Rising inequality
- Changing shape of cities

'London is miserable unless you're rich.'

—an artist relocating from Hackney to the United States



ThePublicOffice **@ruthkennedy**

We need new approaches

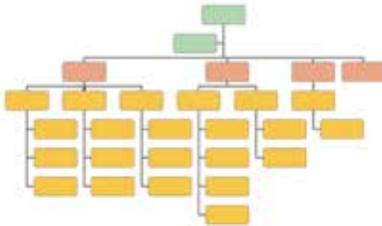
ThePublicOffice **@ruthkennedy**

It's a networked world...



ThePublicOffice **@ruthkennedy**

...but the Machine Metaphor still prevails in government



ThePublicOffice **@ruthkennedy**

New disciplines & approaches can help us:



Focus on citizens, on purpose, on outcomes



Start when we don't know what the answer will be



Tolerate uncertainty



Embrace emergence



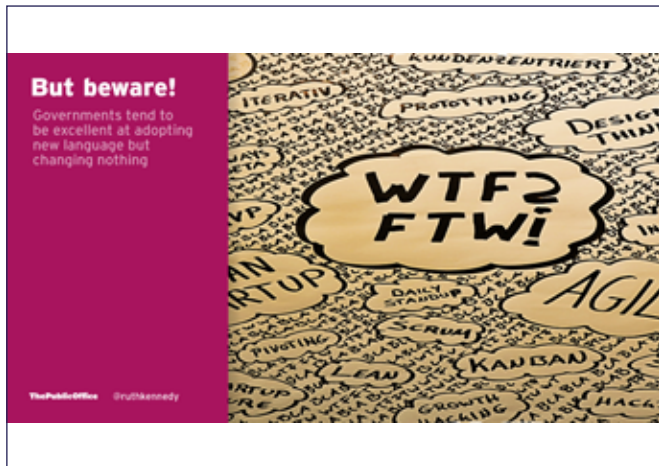
Reduce power differentials

ThePublicOffice **@ruthkennedy**

Some new approaches might appear 'mainstream'

Design Thinking, Ethnographic Research, Participatory Budgeting, Coproduction...





Embrace positive disruption

1. Completely reframe the problem

Ask different questions to get different answers

2. Drive more responsive public services

See citizens not as passive consumers of policies or services but as contributors

3. Engage citizens in creative approaches to solving new problems

Build the conditions for their participation, and for trusted relationships

4. Harness citizens agency

Assume they are experts in their own lives. Be prepared to hear feedback that disrupts your assumptions...

5. Create movements for change

Co-construct values-based stories that convey the urgency and necessity of change - to everyone

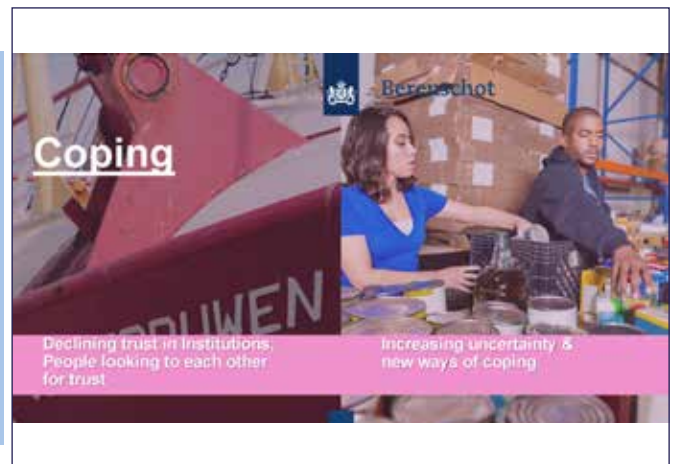
Major prerequisites include:

- Humility
- Willingness to experiment
- Re-calibrated attitude to risk
- Appetite for learning

We have to learn our way to the future...

- Time
- Resource
- Practice

"The process you use to get to the future is the future you will get" Myron Rogers



CITIZENS' CONSULTATIONS

- 27 European countries
- April to October 2018
- Online Consultation
- 13 questions determined by a panel of 97 European citizens
- Many interactive events

QUELLE EST VOTRE EUROPE

Citizens' Panel - Recruitment

- On the basis of national statistics consolidated at EU27 level, Kantar Public randomly defined a combination of 100 individual profiles, which together constitute a group reflecting the **diversity of socio-demographic situations** within the 27, and their distribution.
- In the light of Eurobarometer survey data, Kantar also associated these profiles with attitude criteria reflecting the **diversity of opinions** towards the EU.
- The random distribution of these profiles in each of the Member States was then adjusted to reach the target of **2 to 5 participants per country**.

2

Citizens' Panel - Flowchart

Saturday daytime: Planning (Starting point) → Topic Identification → Topic Clustering → "Top-10" topics proposed → Topics discussed → Public input (sent to 12)

Saturday evening: 12 Topics → Questions drafted → Cross check and rebalancing → Citizens' questions drafted (2 weeks) → Long list of questions

Sunday morning: Long list of questions → Citizens' feedback and select questions → 12 questions presented → Opinions heard (if any) → Short or question list → Final question list

9

Citizens' Panel – A bottom-up process

Voted: 89
Yes: 87
Abstain: 2
No: 0

21

Online consultation on Europa

- A pan-European multilingual consultation
- 12 questions (close and open questions)
- Supported by social media activities
- Regular progress reports

28,976 contributions

10

QUELLE EST VOTRE EUROPE

Consultations citoyennes sur l'Europe

WWW.QUELLEESTVOTREEUROPE.FR

QUELLE EST VOTRE EUROPE

EU Corporate communication: One message, one voice

Tina ZOURNATZI
Head of Unit - Strategic Communication

Club of Venice, Vilnius, 6 June 2018

Corporate communication: one message, one voice

- "Umbrella communication"
- Non-specialist audiences
- Show what Europe does, what it stands for and why
- Communicating under EU logo and not EC

European Commission

How we do it?

- Audience segmentation
- Focus groups
- Co-creation with DGs and EC Representations in each country
- Acronym-free campaign
- Localised messaging

European Commission

Corporate campaigns

InvestEU
impact of EU funding on people's lives

#EU AND ME
EUandME opportunities the EU offers to young people

#EU TOGETHER WE PROTECT
EU Protects EU action to address people's safety and security concerns

European Commission

#InvestEU: the channels

Events: 345k reached

Paid advertising: 122 m reached

Social Media: 250m reached

Media collaborations: 37m reached

Website: 1,51m visits

European Commission

#InvestEU: Advertising

European Commission

#InvestEU: impact

Changes in how people feel about the EU

50% agree EU funded projects create benefits for their region
(+ 4pp since March 2017)

44% agree EU helps create economic growth in their region
(+ 5pp since March 2017)

37% agree EU creates the conditions for jobs for their region
(+ 4pp since March 2017)

60% agree EU funded projects create benefits for their region
Seen campaign

30% agree EU funded projects create benefits for their region
Not seen

European Commission

#EUandME

What?
Show what the EU does for young people

Why?
To reconnect young Europeans (17-35) with EU values, opportunities, benefits

How?
Showing personal stories of young people empowered by the EU

European Commission

5 European short movies

Rights

Debut, Dalibor Matanić (HR)

Digital

The Loner, Thomasz Konecki, (PL)

Mobility

The Living Hostel, Matthias Hoene (DE)

Sustainability

Oona, Zaida Bergroth (FI) *Party*

Skills and Business

Animal, Yorgos Zois (EL)



Distribution

585 screening opportunities

- Film Festivals
- Music festivals
- Political festival Almedalen (Sweden)
- World Cup Fan Village Antwerp
- European Youth Event

1780 partners

- Europa Cinema network
- Vice Media partnership
- Influencers
- Google Display Network

48 launch events

Launch event in Nafplion



Launch event in Slovenia



Campaign website



Targets **17-35 years old**

5 themes –

Mobility, Rights,
Skills & Business,
Sustainability, Digital

20 achievements –
messages we want to deliver

Generic & localised content



Social media content



23

Digital journey



Social media GIFs

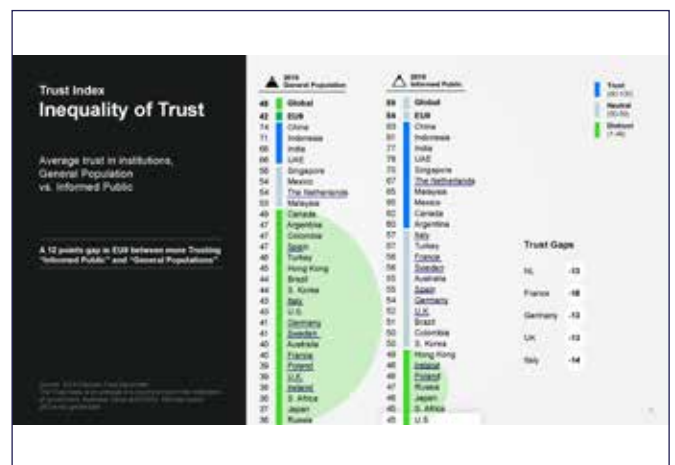
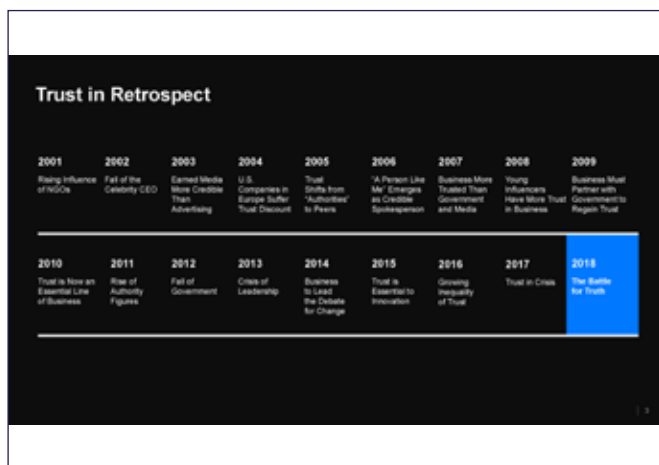


Engagement

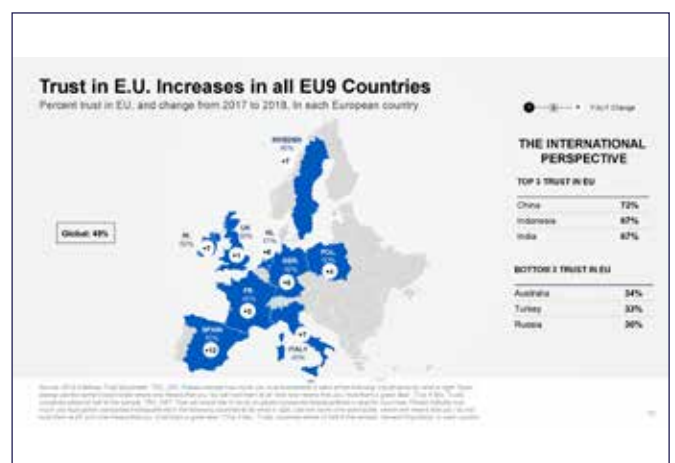
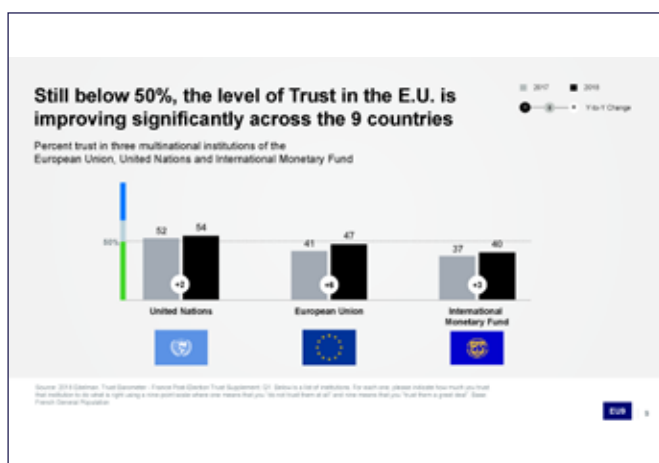
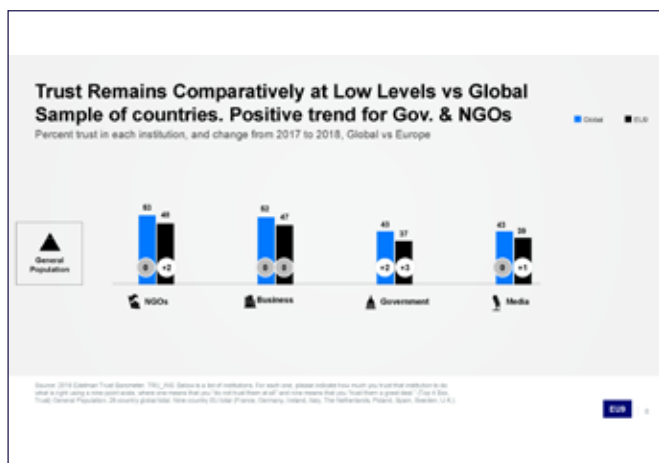


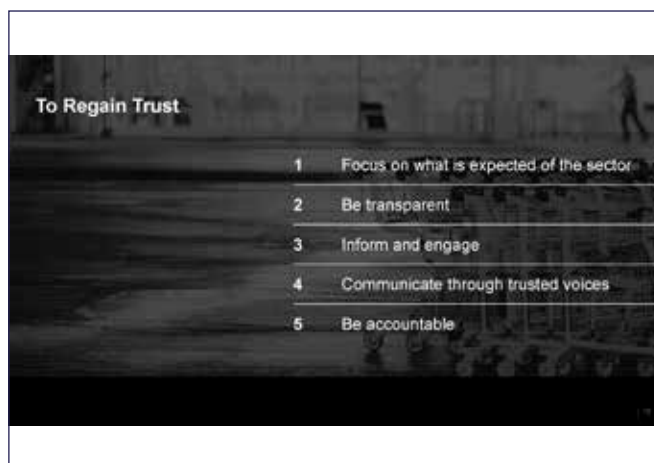
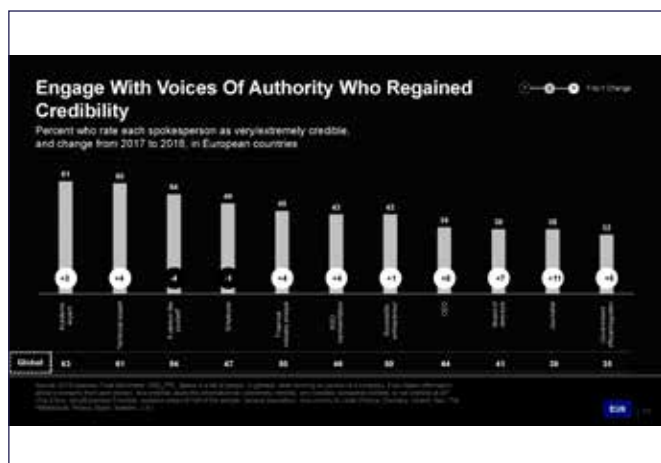
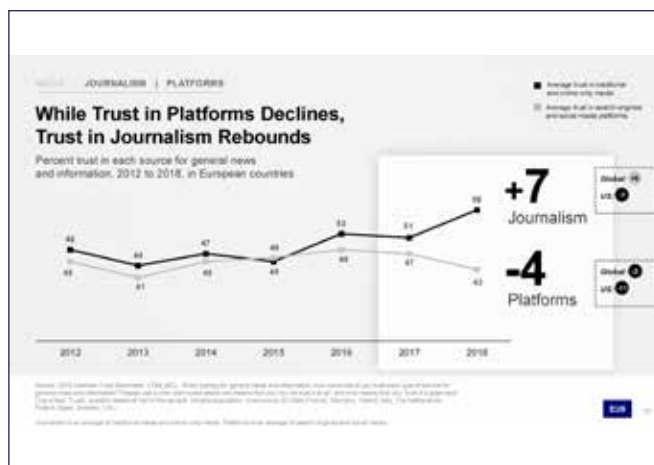
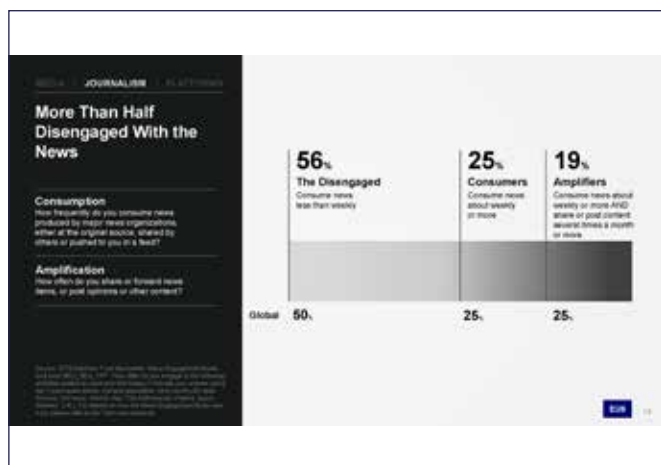
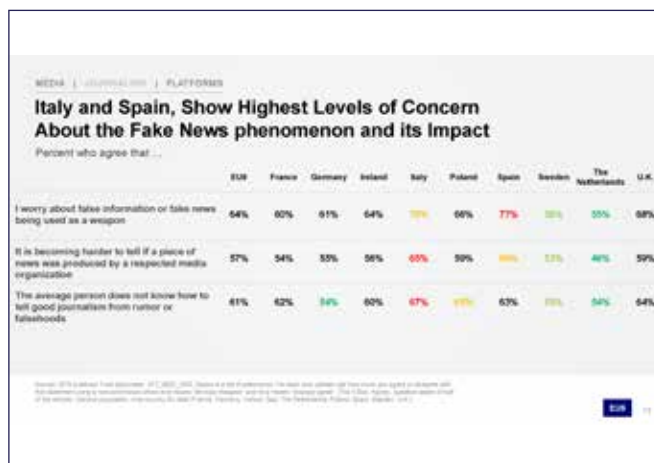
Debut, a film by Dalibor Matanić

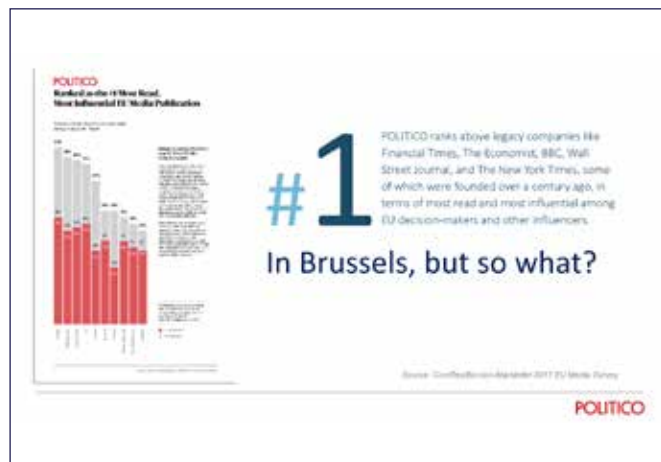




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INITIATIVE 1: THE WEBSITE AS THE KNOWLEDGE HUB

ELECTION MAP DASHBOARD

THE IDEA

One central map (color coded by top party in national opinion polls) on election hub landing page. Supplementary maps on each national content page, or issues-based opinion maps as required.

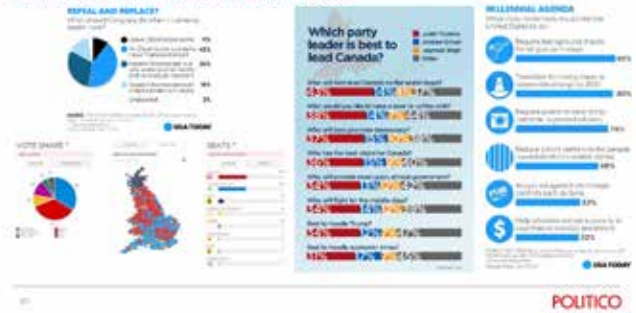
THE PRECEDENT

The United States 50-state blue and red map is the global standard. This model can be applied to European countries or MEP seats.



VISUALIZING EUROPE

EXAMPLES OF DATA-DRIVEN POLLING TOOLS



ELECTION ESSENTIALS

A multilingual "EU Elections 101" guide

Explainer articles on various aspects of the election

Material targeted at Europe's 17 million mobile citizens (for example around 30% of Lithuanians live outside Lithuania, mostly in the rest of the EU)

ELECTION FORUM

Expert voices A multilingual "EU Elections 101" guide

Party spin doctors

Issues-based debates where passion already is: vaccines, air pollution, #MeToo, immigration

EU INFLUENCE - A NEWSLETTER FOR CAMPAIGN INSIDERS

COUNTRY-SPECIFIC ELECTION PLAYBOOKS

PODCAST SERIES

ISSUE BLOGS

First Euro-Mediterranean workshop for communicators

“Providing Clarity in Complexity: Creating an evidence-based narrative”

1. The Meeting

The first Euro-Mediterranean Workshop for Communicators took place in Tunis, Tunisia on 18-19 September 2018. It was jointly organised by the EUROMED Migration IV (EMM4) programme and the Club of Venice. The workshop was hosted by the Secretariat of State in charge of Immigration and Tunisians Abroad under the Ministry for Social Affairs of the Republic of Tunisia. It brought together communicators from both European Member States (EU MS) and Southern Partner Countries (SPCs) in addition to representatives from the European Union (EU), EU agencies, migration researchers, civil society organisations and international organisations.

The workshop's objective was to take stock of the current challenges pertaining to communication on migration in the Euro-Mediterranean region and identify common ground for enhanced coordination among communicators from EUROMED countries. This workshop is the outcome of an ongoing partnership between EMM4 and the Club of Venice which aims to provide the missing link between migration policy development and institutional communication at the regional level.

The workshop's organisation was based on the observation that communication on migration is failing to provide migration policy-makers with the necessary leeway to effectively address migration challenges and, most importantly, capitalise on its many benefits. Recent elections and political events in Europe have been characterized by a proliferation of sensationalist messages on migration, which have driven polarization on the issue. The events of 2015, specifically how the large influx of migrants and asylum seekers raised the importance of the thematic, have distorted the debate. The increased focus given to migration as a controversial topic overshadows other priorities. Public attitudes seem to have remained constant, but the politicization of the topic has increased sharply. This constrains the policy-makers' ability to engage in a constructive manner with their constituents, and to formulate sustainable and responsible migration policies.

In 2017, EMM4 commissioned a study entitled “How do the Media on both sides of the Mediterranean report on Migration?” thereby kick-starting EMM4 efforts towards balancing the narrative on migration⁹. The study sought to delve into the biases that influence media narratives, in both EU MS and SPC. The study aimed notably to address growing concerns among migration policy-makers such as formulated in the 2015 Agenda on Migration: “*Misguided and stereotyped narratives often tend to focus only on certain types of flows, overlooking the inherent complexity of this phenomenon, which impacts society in many different ways and calls for a variety of responses.*”



The first Euro-Mediterranean workshop for communicators aimed at expanding the discussion that began in 2017. It sought to contribute to a more coordinated effort towards balancing the narrative which is essential to sound migration policy-making. Governmental communicators are instrumental in explaining policy to the broader public, and are therefore called to play a major role in demystifying the issue. Due to the regional nature of the challenge, balancing the narrative requires reflection on the consequences of a polarized narrative, and the formulation of creative responses that bring together origin, transit and destination countries alike.

In line with EMM4's key objective to foster evidence-based migration policy-making, the workshop showcased initiatives promoting the use of facts and figures. On this account the workshop was opened by **Mr. Julien Simon, ICMPD Regional Coordinator for the Mediterranean**, who provided a comprehensive overview of the evolution of the narrative on migration. Drawing attention to the fact that “migration” is increasingly conflated with “irregular immigration” and the tendency to describe the phenomenon as a “problem”, Mr. Simon made the case for a communication free from loaded terminology. He advocated for a narrative drawing on facts while promoting the emergence of nuanced public opinions, which enable dialogue between the two sides. It is only under these circumstances that policy results that are beneficial for all can emerge.

The second session was devoted to the presentation of the results of the **EMM4-commissioned study “Compilation and analysis of existing opinion polls on public attitudes on migration in the Euro-Mediterranean region”**¹⁰ by Dr James Dennison. Focusing on attitudes towards migration, this study attempts to draw a picture of people's perception of the issue based on an extensive mapping of empirical surveys that have been carried out on the question. Interestingly, the report did not find and increase in anti-immigrant attitudes; instead the data seems to indicate that people's attitudes have remained remarkably

⁹ “How do Media on both side of the Mediterranean report on Migration?” EJM, commissioned by EMM4, 2017.

¹⁰ “Compilation and analysis of existing opinion polls on public attitudes on migration in the Euro-Mediterranean region” OPAM, commissioned by EMM4, 2018.

icators, Tunis

evidence-based public discussion on migration”

stable over time. The report finds that individuals’ attitudes towards migration are largely shaped over long periods of time while short-term events have less impact on individual attitudes. Researchers point towards an underlying set of fixed values which would determine more decisively people’s opinion of immigrants and which, depending on the circumstances, are more or less intensely “activated”, in the sense that the importance of the issue of migration relative to other issues can be escalated. On this basis, policy-makers are encouraged to address these values by opening up the decision-making process and engaging with citizens.

The following session provided the opportunity for country representatives to present how policy priorities can be reflected in communication strategies. The Tunisian **Observatoire National de la Migration (ONM)** presented how it uses a software called “Web radar”, an online database whose purpose is to monitor the use of migration-related terminology in reporting in Tunisia and abroad. Importantly, the tool features a keyword search function and aims to provide policy-makers and the wider public with detailed analysis of how migration is portrayed in the media at any given point in time. The Greek delegation delivered a presentation on how institutional communication supports the acceptance and integration of asylum-seekers within the Greek society, and how their public relations work has served to keep citizens informed and engaged regarding the response to large inflows of migrants and asylum-seekers. Determined to keep channels of communication open, authorities have opted for an open-media policy which facilitates the exchange of information on the topic and ultimately contributes to build bridges between otherwise cloistered communities.

These two presentations were complemented by interventions from the **European Asylum Support Office (EASO)** and the **International Organisation for Migration (IOM)**. EASO has stressed social media’s growing influence as a source of information and speculation among migrants worldwide. On this basis, the agency has mandated a special unit to follow online discussions in an attempt to anticipate migration trends and shifting of routes. The unit also aims to prevent the spread of misinformation, which may lead migrants and potential migrants into dangerous situations, and can contribute to stereotypes related to immigration. In that regard, social media have a key role to play in changing the perceptions both in origin and destination countries. Taking this idea forward, the IOM advocated a proper and rigorous use of migration related terms, in order to correct misperceptions about migration and level the field for an evidence-based discussion.

Reflecting on the role of the media in fostering an evidence-based public debate, the workshop gave the floor to three winners of the 2018 Migration Media Award (MMA)¹¹. Since 2017 the MMA rewards talented journalists from the Euro-Mediterranean region for fair and balanced reporting on migration. Held back to back with the communicator’s workshop in 2018, the MMA

ceremony rewarded 41 pieces on a wide range of migration-related issues.

The presentation of the awardee’s stories and ensuing discussion contributed to shed light on the overlapping interest between journalists and governmental communicators. It is clear that the media can influence public attitudes towards migration. Journalism that contributes to a more balanced narrative, as rewarded in the framework of the MMA, is based on robust data, reliable sources and extensive research. It can expose policy shortcomings, raise awareness on issues of public concern and report on migration in a balanced way. In this perspective, supporting investigative journalism on migration is a key priority for communicators seeking to balance the narrative. Encouraging journalists to go beyond simplistic narratives would enable policy-makers to formulate policies based on evidence, and clear messages around the intent and impact of the policies put forward.



2. Key Conclusions

The workshop showcased various policy initiatives that contribute to improving communication on migration. Representatives from the Euro-Mediterranean region generally agree that policy-maker’s ability to shape legislation is limited by a generally polarised narrative that pervades wide segments of society. Reporting on the topic caters to existing attitudes, and serves to entrench them, rather than creating a space for respectful and nuanced debate. This in turn creates an environment where policy makers are not able to draw on evidence, but rather must react to the perceived importance of migration as a topic. In order to overcome such limitations, communicators must speak to their constituencies’ hopes and fears in a manner that deescalates the public discourse, by promoting a diversified image of migration: one which includes an appreciation for the threats and opportunities implied, and one which impacts individuals in highly differentiated manners. In that

¹¹ Mr Daniel Howden, Ms Preethi Nallu and Ms Leila Beratto.

respect, participants have been invited to find answers to the following questions:

- **How can communication better serve the interests of migration policy-making?**
- **Which communication practices can contribute to an evidence-based, coherent and coordinated governance of migration?**
- **What is good communication on migration?**

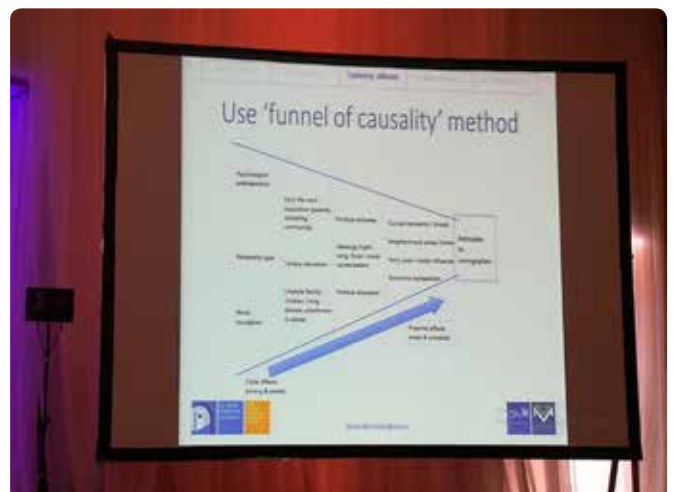


Discussion topics included:

- **Monitoring the public debate:** This ranges from media monitoring to institutional strategies to combat online hate speech or to tackle the spread of “fake news”. Such strategies are designed to inform policy-makers and reduce the impact of emotional or stereotypical reporting on migration. The ONM’s use of the “Web radar” radar software, and EASO’s social media monitoring are informative examples of how this form of feedback can inform communication on migration. Naturally institutional instruments should be aligned on contextual elements and institutional priorities.
- **Developing partnerships and learning from other’s experiences:** It has been demonstrated that local initiatives are effective in tackling misperceptions about (im)migration. Policy-makers should adopt an inclusive approach incorporating local governments and CSOs who are more familiar with target populations; enlarging the scope of discussion to local actors and representatives through the organisation of focus groups enables a frank discussion on how migration is perceived. On this basis, decision-makers are better equipped to address negative attitudes towards migration.
- **The importance of explaining:** It is essential to keep the “core ideological constituencies” engaged, i.e specifically targeting those groups for whom migration is both the most

important issue, and as such largely defines their political behaviour. Interacting with them has proven instrumental in mitigating public fears, and creating space for discussion. In addition, keeping such groups involved strengthens the feeling of “control” over policy (hostility often derives from the feeling of being side-lined and in a non-transparent process).

- **Addressing the complexities of migration:** Speaking about migration as a singular, abstract phenomenon is conducive to the development of fears and fantasies. Communicators should therefore aim to explain the complexities and in particular address the phenomenon in all its dimensions (labour migrants, etc). Attitudes to migration tend to grow more favourable when contextualized and grounded in a specific local context.
- **Bridging the gap with academia:** The narrative on migration is clearly affected by a fragmented and inconsistent use of migration data. Promoting the dissemination, communication and circulation of authoritative research outputs to a variety of decision-makers and journalists is an important step towards strengthening the evidence base of the public discussion. This will in turn encourage researchers to delve deeper and more extensively into the subject.
- **Improving the «reputation» of migration:** This is a key element because, as long as people perceive migration negatively, progressive policy development will fail to garner sufficient popular support. In addition to a better dissemination of evidence (also through the witnesses of *diasporas*), initiatives such as the promotion of migration «ambassadors» or successful personalities in their respective field (sports, business,...) could lead to a more nuanced understanding of the phenomenon.
- **Promoting complementarities and synergies between stakeholders:** Governments and investigative journalists mutually benefit from each other. Independent journalism assesses the impact of policy, reveals shortcomings and reports on migration in an unbiased way. For this reason, it is important to encourage media outlets to present migration in a nuanced and objective manner, which facilitates the emergence of a more balanced narrative. This is the rationale behind the MMA co-organised by ICMPD and the Open Media Hub.





3. Next steps

In line with the European Commission (EC) priorities, EMM4 is committed to support the development of migration policies that are based on facts and figures throughout the Euro-Mediterranean region. This work requires a serious effort towards balancing a narrative which is characterised by misinformation and negative perceptions about migration.

On account of the sustained interest demonstrated by EU MS and SPCs and of the critical importance of the topic for migration governance, EMM4 will actively pursue efforts towards greater cooperation between communicators from the Euro-Mediterranean region. The observations outlined above will be subject to serious consideration and will form the basis of reflection for further action. EMM4 will build on the positive collaboration with the Club of Venice to extend and deepen the scale of its activities related to balancing the narrative on migration.

To capitalise on the momentum generated by the second edition of the Migration Media Award and this first Euro-Mediterranean workshop for communicators, EMM4 is determined to organise a second similar workshop in the course of 2019. Additionally, drawing on events such as the European Parliament election, further research will be carried out in order to keep pulse of the evolution of the narrative in upcoming months. These activities will contribute to expand the collective knowledge base and inform about communication strategies.



Western Balkans remain an important topic

At the 7th KAS/SEECOM Conference (12 October 2018) communication experts from South East Europe



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The communication regarding a common understanding about Europe was the focus of the KAS/SEECOM conference on 12th October 2018. The biggest event for government spokespersons from South East Europe took place for the first time in the capital of Bosnia and Herzegovina, Sarajevo. The hosts of the event were the KAS Media Program South East Europe and the Association of Government Spokespersons SEECOM which was co-founded by the Konrad-Adenauer-Stiftung.

About 60 PR experts and representatives of governments, parliaments and international organisations as well as journalists from 13 European countries participated in the conference. The event was opened by SEECOM Secretary General Vuk Vujnović, SEECOM Chairman Ognian Zlatev and Hendrik Sittig, Head of the KAS Media Program South East Europe.

Hendrik Sittig underlined the importance of Europe as a common project which is increasingly questioned. While each country has its own cultural identity and must preserve it, global challenges such as climate change, terrorism or migration can only be tackled, when the European states work together. Besides that, he pleaded to report more about why Europe is

important and what are the concrete benefits of the European Union. "Do good work and talk about it," said Sittig in his opening speech.

Ognian Zlatev emphasised the role of the Western Balkan states, which belong to Europe and partly already to the EU, and through the EU's help have already made steps forward. "I am proud to attend this conference to exchange experiences with the best communications professionals in the region," Zlatev said.

Vuk Vujnović spoke about the mission of the SEECOM Association to further develop professional government communication in South East Europe. Only clear messages from the EU and the countries of the region will help developing a common understanding of Europe and the EU integration. In his opinion, the recent speech by Jean-Claude Juncker, President of the European Commission, on the situation of the EU is a good impetus for the necessary reforms in the accession countries and at the same time a good sign for a fixed timeframe for the EU enlargement.

c on the European agenda

th East Europe got together with EU colleagues and partners

The conference participants were debating lively about the public relations of the European Union at the local level in the context of EU enlargement. They agreed that the EU should engage in dialogue with civil society and governments, using simpler and clearer messages about the benefits of EU membership. These were also the central discussion points of the entire conference.

The Bulgarian Minister for EU Presidency was a speaker in the first panel discussion

The Minister for the Bulgarian EU Presidency Lilyana Pavlova explained in the first panel how the Western Balkans were brought to the political agenda during the Bulgarian presidency and what measures are necessary to ensure that this topic does not lose relevance in the future. She talked about the declining trust in the EU and said that the benefits had to be explained to the citizens not just from a political point of view but also from a practical perspective. In her opinion, it is also necessary to develop a positive narrative about the region.

Lars-Gunner Wigemark, Ambassador and Head of the EU Delegation to Bosnia and Herzegovina, criticised during the discussion the lack of ambition and motivation among the political elite of the EU countries to keep the debate about EU enlargement of the Western Balkans alive. He also emphasised that only pure communication is not enough, communicators should know which goals they want to achieve with their communication activities.

SEECOM Chairman Ognian Zlatev, in his role as Head of the European Commission Representation in Bulgaria, also participated in the panel discussion and talked about the future of the EU. He said that in the future the EU's success depends on the support of the citizens. Thus, it is important to ensure trust in the European Union and civil dialogue through professional political communication.



Citizen dialogue and commitment as building elements for a united Europe

The second panel discussion focused on the role of the national and EU institutions in developing a strong common European identity.

Ivana Đurić, Head of Communications at the Serbian Ministry for European Integration, underlined that the communication about the EU integration in the EU states should be strengthened and the communication in the accession countries about the European Union must be anchored in the overall strategy. In her opinion, on the local level, the governments should ensure that the media situation is improved, in order for EU messages to be spread in a better media environment.

The EU correspondent of the Serbian national broadcaster RTS Dušan Gajić added that journalists have to tell exciting stories about the EU in order to make this project interesting for the citizens, or at least understandable. “Only in this case the EU can regain its credibility,” said Gajić.

Vincenzo Le Voci, Secretary General of the EU communication forum “Club of Venice”, emphasised that in order to become credible again, a better understanding of citizens’ needs and expectations is needed. In his opinion this could be achieved through more interaction with the citizens. Croatian data expert Tamara Puhovski warned that the public wants more and more information. However, people do not want to deal with pure data and read it. Therefore, it is important to find the right ways and means of communication, e.g. visual presentation of data with the help of infographics. She also talked about the dialogue with young people and how they need role models in their countries – people, who they would like to follow and copy. The discussion was moderated by Vuk Vujnović.

Strategies of government communication to attract citizens' interest

The third panel focused on how people's interest in politics and the EU can be regained through strategic government communication. The President of the Ukrainian Eastern Europe Foundation (EEF) **Victor Liakh** spoke about public participation in the political decision-making process in Ukraine and presented an e-participation platform developed by his organisation in cooperation with the government. It should allow citizens to introduce changes in legislative proposals. Referring to the conference theme of a common European identity, he made clear that Ukrainians feel as part of Europe.

Jasna Jelisić, Head of Western Balkans StratCom Task Force at the European External Action Service, underlined that the main condition for EU communication is a positive narrative about Europe. She also stated that part of her mandate covers the communication of the Western Balkan countries in the EU countries, and the positive message is of central importance there,

too. Michel Rademaker, Deputy Director of Hague Center for Strategic Studies, saw a good opportunity to create synergies effects in the communication and the coordination between EU institutions and governments at local level by using positive narratives.

SEEMO Secretary General Oliver Vujović spoke from the perspective of journalists and about the access to information in the Balkans. In his opinion, this is an area that should be further developed to allow professional reporting about Europe. "Only when the media situation gets better, the EU image can be improved," advised Vujović. He also stressed that it is important for the EU to speak in the language of the people which journalists are also able to understand. The discussion was moderated by SEECOM board member Christian Spahr.

Collaboration: Darija Fabijanić



DEMSOC - European debates in progress

<http://www.demsoc.org/blog/>

A Better Debate About What's Built Where: What We've Learnt So Far

Deciding what gets built where is often an intensely fraught subject of debate, as Greater Manchester's Spatial Framework consultation showed. [Space in Common](#) is a project exploring whether a better quality of debate is possible on this subject in Greater Manchester. To start the discussion off, we brought together a small group with a stake in this issue from a range of different standpoints to talk about their experiences of this topic and to start thinking about what a better conversation might look like. What did we learn?

- **It's currently really hard to understand how decisions get made, and when its most relevant for people to feed into these plans.** Including how large-scale spatial plans connect with local plans and individual decisions. This uncertainty adds to people's fears and breeds suspicion. It makes it more daunting to speak up and much harder to do so amidst other demands on peoples' time.
- **People aren't always aware of the range of concerns out there.** For instance, bringing together a greenbelt campaigner with someone working on inner city issues initially threw up quite a few misassumptions about where the other was coming from. Even through a short discussion people working on different aspects of this topic were able to learn quite a bit more about some of the different concerns at play.
- **People with different concerns aren't getting much chance to talk to each other.** People understandably approach debates about this topic with the priority of arguing for their objectives rather than listening to what others are saying. This means there isn't much chance for people to learn about other takes on the issues.
- **Financial pressures are impacting strongly on local authorities' ability to reach out, and on how charities and other bodies can respond.** This includes preventing charities from doing more to engage their constituents in policy debates and from working at a more localised scale.
- **Local authorities could do more to talk about the pressures they are trying to balance, and how they are making these decisions.** Including how they have to balance the positives of development alongside the downsides.
- **More could be done to notify local groups about plans in their area and give them support to respond.** This would give them more capacity and help build trust.

*This was just the first of four workshops we are running on this theme. In our remaining workshops, as well as learning more about our group's experiences, we are also going to help our participants get a better understanding of how decisions currently get made, and what has been tried elsewhere to build a better quality of debate. Our next workshop is on **Monday 29th October 17.00 – 19.15 in central Manchester**. If you are interested in this topic there are still spaces available in our group. You don't need to be an expert to take part, we want to link up people interested in this topic for a range of reasons.*

Space in Common is being run as part of [Jam and Justice](#), a project exploring potential for more collaborative urban governance in Greater Manchester. You can [find out more about Space in Common here](#).

If you want to take part in future Space in Common workshops you can get in touch through this short [expression of interest form](#), or by emailing mat@demsoc.org. We look forward to hearing from you.

Space and Heritage, to build Democracy

By Ivan Tornesi

The conceptual meaning of the Greek words that compose Democracy are δῆμος and κράτος, people and power. They have come to mean that all citizens, no one excluded, have the right to exercise participation to influence, control, take part to decisions, elect and be elected, with the aim of obtaining the best form of government.

Yet is that the life we live today?

The current state of Italian and European democracy's health is strongly affected by the crisis of large mass parties and in general intermediate bodies. Those channels, which once allowed the various social groups to express their interests and their discontent, are reduced. The parties no longer exercise a pedagogical function for the people, and the political system shows the malfunctions of their instruments of internal democracy. In many cases, non-profit associations have been left to create spaces for discussion and for the elaboration of proposals.

In our physical worlds, in the so-called "non lieu" of modern cities, in shopping centres, fast food restaurants, hypermarkets, etc, people cross each other without knowing each other and entering into a relationship. It severely impacts as the knowledge of our environment, of the landscape, of the squares, of the historic buildings and of the monuments, and it influences our ability to participate and stay together.

There can be no active and democratic citizenship if a relationship with the public space is not recovered. Citizens must regain possession of these spaces, taking care of them and denouncing any degradation. In addition to the possibility of meeting and discussing politics, this fulfils the function of identifying oneself. A space understood as such, becomes everyone's heritage, reactivates its civil function and makes us feel part of a community.

A small Italian town, Mottalciata, has chosen to redevelop the old town hall, through the creation of a library and a museum entitled "The roots of democracy". Their cultural commitment to democracy was made tangible. Other significant examples are those actions to claim public spaces, carried out by local associations that redevelop the forgotten places of the city. Or mobilised and involved communities that fight for their environment and cultural heritage.

Promoting the values of democracy and the involvement of citizens becomes a central issue for our democracies.

And it is needed now, because face three main challenges of change; the return of a climate of trust in national and European institutions, the fight for equality, peace and collaboration between peoples, the inclusion and integration of migrants.

These are cultural battles across the board, and they all start with small communities. Active citizenship, then, requires an education in beauty, in architecture, in the heritage of our cities, and an ingrained cultural commitment to our local, democratic institutions.

Ivan Tornesi is Demsoc's Community and Engagement Officer in Messina, Italy.

The Agorà di Messina is a hyperlocal pilot project to develop public spaces and participation. At the heart of our proposal is the idea that participation is best designed with the people who are going to use it, and can advocate for participation in their communities.

The three main objectives are to support and enhance existing ground-up networks and actions in a systematic way; increase opportunities for citizens to be involved in dialogue, deliberation and decision making; create something that is long-term so that the networks and structures will be around for longer than the period of the project.



Bruegel Annual Meeting – The Missing Link

By Anthony Zacharzewski

I spent this morning at the Bruegel Annual Meeting, kicking off the autumn with economics and geopolitics. Several high level speakers talked about the EU's future economic policy and geo-strategy (armies, hard power, soft power and so on), but for me there was a critical missed connection.

It was clearest in the economy panel. The speakers talked about the impact of the Trump presidency on trade, how Brexit was going to damage the EU and the UK, and the importance of acting at regional and local level on skills and development.

Marketers and economists understand people as consumers, as measures of confidence in purchasing or in products, but the last few years have shown us that people are just as powerful as citizens. In the way that 2008 reshaped the European financial system, 2016 should have reshaped the European political system.

Yet issues of open politics and good governance didn't come up. With every generation, a later speaker said, democracy has to be born again. Yes, and economics too.

The risks and opportunities in the economy depend on people and communities – and therefore on the ability of the policy makers in Brussels to address those people and bring them into the decisions that are being made.

Our Networked Democracy project and work with the Open Government Network for Europe are about building a resilient democratic society that works at local level and at European scale. It's no easy task, but neither is banking union. Success in that would be good economics: it would reduce the risks of disruptive events and system collapse, while increasing the opportunities for effective collective action around skills.

Why predict when you can read the newspaper? Politics is a huge risk factor for economics and finance. So where are the banks and financial institutions talking about open government and participation? I don't see them, but perhaps I'm looking in the wrong places.

Anthony.Zacharzewski@anthonyzach

The question I didn't get to ask at #BAM18: everyone in the room can see non-economic politics is more of a risk (Trump) and opportunity (skills) than ever before. Why is the alliance between economic/financial worlds and good governance/open govt worlds so weak?

Anthony Zacharzewski is an international leader in democratic innovation and government reform. After fourteen years in strategic roles in UK central and local government, he founded the Democratic Society in 2006 to develop new approaches to democratic governance that are better suited to the 21st century. In growing the organisation from kitchen table to a team of fourteen, he has worked with government at every level from village council to European Commission, and on projects in Serbia, Ireland, France and the UK. Equally, at home in senior government settings or running public workshops, he is part of a global network of democracy and government innovators. He is a regular contributor at the Club of Venice (the association of heads of government communications of the EU member states), SEECOM (South Eastern Europe Communications Network), the Council of Europe's World Forum for Democracy, the Scottish Government's Democratic Renewal Group. He is a member of the Royal Institute of International Affairs (Chatham House) and the Egmont Institute (Belgian Royal Institute for International Relations), and a Fellow of the Royal Society of Arts.



European Citizens' Consultations: call for civil society links



If your organisation would like to be a link, please complete this short form:

<https://goo.gl/forms/IDzRtYXzAe3urMHq1>

The **ECC Civil Society Network** are seeking expressions of interest from civil society organisations (CSOs) that can function as **national links** between the core network and the member states.

The network aims to make the ongoing [conversation around the future of Europe](#) as joint as possible, to support positive and broader engagement in the different consultation approaches available, and to use the consultations to start to build a network of organisations interested in connecting up the European conversation (read more about the network [here](#)).

National links will play a crucial role in establishing a good flow of information about what is happening on the ground in each country and in drawing out the lessons for the future.

This is an opportunity to meet CSOs from across Europe with a shared interest in improving citizen participation and engagement; to share your work; to find opportunities for collaboration; and to shape future recommendations. The network will facilitate regular conversations and support you with materials and examples from elsewhere in Europe.

The network is looking for national links that can:

- **REPORT:** Report on European citizens consultation events or digital consultations happening in their country.
- **RELAY:** Share information about activities with the network and opportunities for CSOs to engage in the ECC process and support participation.
- **ENGAGE:** Attend an initial meeting in July 2018; follow-up meetings until March 2019 (remotely or in-person); and a final meeting on the next steps in April 2019.
- **LIAISE:** Liaise with the relevant government representatives in their country to understand what is going on and develop

a strong civil society and government relationship where this is possible. The European Policy Centre are leading the research working group and will be coordinating the wider research plans.

You should be:

- A civil society organisation, actor, or umbrella organisation for civil society
- Located in one of the following 27 member states of the European Union: Austria; Belgium; Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Luxembourg; Malta; Netherlands; Poland; Portugal; Romania; Slovakia; Slovenia; Spain; Sweden
- Able to carrying out the responsibilities listed above.

We have funding available for travel and subsistence to ensure that you can participate in meetings for evaluation or research purposes.

Please contact kelly@demsoc.org with any questions.

Pour un dashboard public des Analytics du portail Europa

Par Michael Malherbe

L'enjeu des données publiques de l'UE se limite trop souvent aux enjeux de transparence en matière de lobbying alors que les usages sont potentiellement illimités. La preuve avec l'idée d'un tableau de bord public, accessible en temps réel, des Analytics du portail Europa...

Communiquer par les Analytics, les API et les dashboards

Utiliser le web stratégiquement aujourd'hui signifie non seulement de communiquer sur les politiques publiques de l'Union européenne auprès des publics via les sites Internet et les réseaux sociaux – ce que l'on peut appeler la mission traditionnelle de la communication numérique – mais également de communiquer par les Analytics, les API et les dashboards qui offrent une forme de transparence sur les données (big data et open data) pour une sorte de méta-communication au service des publics.

La [2e édition du EUdatathon](#), le hackathon organisé au début du mois, illustre parfaitement cette logique visant à exploiter le potentiel des données ouvertes, de leurs visualisations et/ou applications pour :

- Innover dans l'exploitation des données ouvertes de l'UE ;
- Rendre la législation de l'UE et des États-membres interopérable ;
- Donner de la valeur aux marchés publics de l'UE pour les citoyens et les entreprises ;
- Encourager la réutilisation des données et l'innovation.

[Tenderlake](#), récompensée est une application qui utilise les données de TED (Tenders Electronic Daily) et l'intelligence artificielle pour lire les sites web des entreprises et apprendre ce qu'elles font, puis proposer des opportunités de contrat pertinentes et apprendre continuellement à partir des nouveaux avis TED pour faciliter l'identification de contrats publics pertinents.

Un potentiel de personnalisation, ouvert aux entreprises autour des marchés publics qui pourrait se révéler très prometteur à plus large échelle sur d'autres sujets, voire auprès du grand public.

L'inspiration avec [Analytics.USA.gov](#)

A l'échelle de la communication européenne, une fonctionnalité propre à la Commission européenne et ses services voire interinstitutionnelle serait de réaliser un dashboard actualisé en temps réel sur les statistiques clés relatives au portail Europa, nécessitant de s'interroger sur les KPIs les plus pertinents :

- Quelles sont les pages les plus consultées ?
- Quels sont les rapports les plus téléchargés ?

- Quels sont les parcours de visites ?
- Quels sont les pays d'origine ?

Le projet en soi porte de nombreuses opportunités :

- donner une visibilité interne et externe à l'intérêt et à l'importance de mesurer la performance ;
- optimiser les pages web et les parcours sur les sites à partir des données de fréquentation ;
- interpréter plus collectivement les infos et trouver des idées d'optimisation crowdsourcée ;
- former un sentiment d'appartenance à une communauté commune de destin.

Impossible ? Le portail [Analytics.USA.gov](#) tend à montrer le contraire. Les données y sont naturellement anonymisées et propulsées via un projet open source librement et intégralement réutilisable.



Au total, un tableau de bord de la fréquentation des sites web des institutions de l'UE serait une chance donnée à l'intelligence collective européenne.

Les médias d'information sont-ils des facilitateurs ou des obstacles dans la « spirale de l'euro scepticisme » ?

Par Michael Malherbe

Comprendre comment les connaissances et les attitudes liés à l'euro scepticisme sont façonnées par les médias et, en retour, les opinions des citoyens sont conditionnées à l'ère des médias sociaux, c'est le défi de Charlotte Galpin et Hans-Joerg Trenz de l'Université de Copenhague dans « [The Spiral of Euro scepticism: Media Negativity, Framing and Opposition to the EU](#) ».

La négativité traditionnelle des médias sur l'UE décuplée par les forces euro sceptiques

L'euro scepticisme s'explique au moins en partie par le biais de négativité de l'actualité politique et non pas simplement par les campagnes des partis politiques euro sceptiques. Une perspective médiatique sur l'euro scepticisme aide à comprendre le rôle crucial joué par les journalistes pour amplifier et cadrer les informations négatives sur l'UE dans les médias traditionnels, ainsi que l'impact important des médias sociaux sur les attitudes euro sceptiques.

La négativité des médias peut avoir des conséquences négatives sur la connaissance de l'UE et la sensibilisation à la politique européenne, ainsi que sur la manière dont le cadrage des informations peut entraver un engagement critique dans le processus politique de l'UE en renforçant le soutien aux partis euro sceptiques.

Cadrer des articles d'actualité en capitalisant sur les peurs, les identités exclusives ou la politique politicienne bruxelloise peut susciter une opposition à l'UE et pousser également le soutien aux partis populistes.

Le potentiel des nouveaux médias amplifié par l'euro scepticisme en ligne

Avec les médias sociaux, la négativité vis-à-vis de l'UE n'est plus médiatisée, ni même atténuée par les journalistes, mais exprimée par la voix directe des internautes contre les élites et les représentants politiques.

Comprendre l'influence des nouveaux médias et des médias sociaux met en lumière le rôle actif joué par les médias d'information qui créent une demande pour des articles qui remettent en cause la légitimité de l'UE et contribuent à l'encadrement négatif de l'UE.

Les auditoires euro sceptiques se voient proposer un forum où ils peuvent réagir directement aux informations politiques européennes en commentant et en partageant. Les médias sociaux et les commentaires d'actualités amplifient donc le parti pris négatif des informations de l'UE auprès des citoyens exprimant principalement leur critique, leur mécontentement ou leur frustration envers l'UE.

Les conséquences de la « spirale de l'euro scepticisme » sur la communication européenne

Le parti pris négatif de la couverture des informations politiques a des répercussions importantes sur la conception d'un gouvernement démocratique et sur les manières régulières dont les représentants politiques recherchent la publicité et interagissent avec les journalistes.

Dans le cas de l'UE, la négativité des médias correspond à une double représentation erronée des politiques démocratiques. Non seulement, la légitimité de l'UE est limitée dans la mesure où les journalistes se concentrent principalement sur la sur-réglementation, l'échec et la crise mais en plus les journalistes appliquent une perspective essentiellement nationaliste sur la formation de la volonté démocratique, qui privilégie souvent la voix des euro sceptiques par rapport aux autres.

La négativité médiatique est donc un cadre interprétatif utile pour comprendre les contraintes systémiques sur la légitimité de l'UE, notamment en ce qui concerne les nombreuses tentatives des acteurs et institutions de l'UE de lancer une stratégie médiatique et de communication plus proactive pour « vendre » une image plus positive. Du point de vue de la négativité des médias, de tels efforts de communication produisent des effets opposés : plus la publicité est importante, moins la légitimité est grande.

Le retrait de la scène médiatique et le virage vers une gouvernance technocratique dépolitisée sont toutefois tout aussi risqués et pourraient créer des informations encore plus négatives à long terme. Les institutions de l'UE restent donc très vulnérables aux événements négatifs, en particulier dans les moments d'attention accrue du public lors des poly-crisis actuelles.

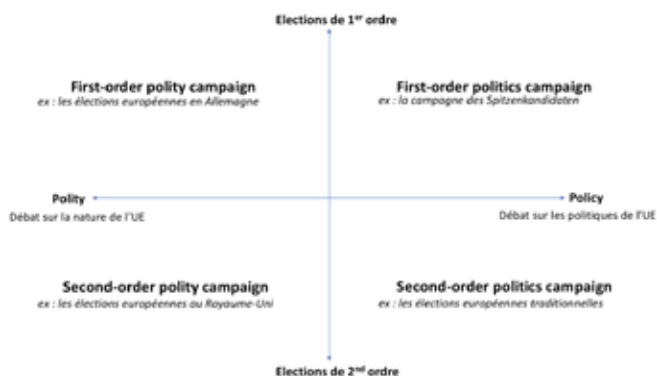
Pris au piège de la « spirale de l'euro scepticisme », les acteurs et les institutions de l'UE doivent apprendre à rendre compte des impondérables de la communication médiatique et des préjugés du journalisme politique, pour lesquels les médias en ligne et sociaux ne fournissent pas de correctifs.

Impact des biais médiatiques sur les élections européennes 2019 : vers une campagne eurosceptique paneuropéenne ?

Par Michael Malherbe

Dans « [Rethinking First- and Second-Order Elections : Media Negativity and Polity Contestation during the 2014 European Parliament Elections in Germany and the UK](#) », Charlotte Galpin et Hans-Jörg Trenz repensent les élections européennes, non plus à partir de la distinction traditionnelle entre élections de 1^{er} ou de 2nd ordre mais en saisissant la dynamique des biais médiatiques tant le préjugé de négativité dans la sélection et le cadrage des informations européennes et que le parti pris privilégiant la contestation de la forme de l'UE (polity) sur les débats autour de ses politiques (policy). Quelles sont les conséquences de ces biais médiatiques sur les élections européennes ?

Quatre trajectoires de campagnes électorales européennes



Jusqu'à présent, le cas le plus courant correspond aux « second-order politics campaigns » :

- La contestation de l'UE est faible, fondée sur l'ancien consensus permissif, et les candidats se concentrent sur des questions nationales.
- En conséquence, les acteurs sont principalement nationaux et l'importance des partis eurosceptiques n'est pas plus grande que leur part de voix.
- Les sujets de l'UE, si couverts, sont essentiellement orientés de manière neutre.

Le Royaume-Uni, l'idéal-type d'une « second-order polity campaign » :

- La mobilisation des opposants et des partisans de l'UE se passe au niveau national.
- Les débats sur l'UE se déroulent sous la forme d'une contestation identitaire autour d'un clivage anti-européen plutôt que gauche-droite.

- Les moteurs de la contestation politique sont principalement les acteurs eurosceptiques nationaux.
- La campagne reste de « second ordre » car les acteurs européens sont marginaux et les politiques de l'UE ne sont pas en jeu. Mais l'ancien « consensus permissif » laisse place à une UE plus saillante et une tonalité essentiellement négative.
- La campagne glisse d'un débat sur les choix de politiques publiques vers un nouveau consensus eurosceptique des partis traditionnels, sauf les démocrates libéraux et des médias, surtout tabloïd.
- Non seulement, les médias ne couvrent pas les différentes facettes de la campagne électorale au niveau européen, mais amplifient et soutiennent ouvertement les positions eurosceptiques.

L'Allemagne, l'idéal-type d'une « first-order polity campaign » :

- Les candidats s'engagent dans une contestation politique européenne (campagne politique de premier ordre) remettant en question la légitimité de l'UE.
- Les acteurs nationaux sont en mesure de répondre aux campagnes eurosceptiques, en évaluant globalement l'intégration européenne.
- Les schémas de contestation partisane de second ordre continuent de prévaloir, mais le débat est ouvert aux campagnes partisans des Spitzenkandidaten et aux débats dans d'autres États membres.
- Les journalistes allemands accordent une attention relativement faible aux acteurs eurosceptiques nationaux (l'AfD) et ont plutôt fait ressortir les eurosceptiques étrangers comme Nigel Farage et Marine Le Pen. La réponse à la prépondérance de l'euroscepticisme est un parti pris politique des médias allemands en matière de positivité des élites.

La campagne idéale « first-order politics campaign » autour des Spitzenkandidaten :

- Les journaux écriraient abondamment sur les politiques de l'UE. Les acteurs européens et nationaux s'engageraient dans une contestation partisane et discuteraient des choix politiques d'un point de vue européen.
- La visibilité des acteurs eurosceptiques correspondrait à leur part réelle de vote lors des élections. La contestation politique de l'UE serait une contestation faible mais partisane dans l'ensemble du spectre.
- Si un préjugé de négativité se manifeste, il serait plutôt spécifique dans le contexte des débats politiques ou de la politique et ne diffuserait pas contre le système politique en tant que tel.

- Ce serait le type de campagne envisagé par la stratégie Spitzenkandidaten et ses moteurs seraient principalement des partis grand public pro-européens.

Au total, l'attention accrue accordée par les médias aux débats politiques européens transforme les schémas traditionnels de campagne de second ordre, caractérisés par des niveaux de conflit généralement faibles au sujet des choix politiques de l'UE.

Vers une spirale de l'euroscepticisme orchestrée par les médias ?

Plus l'UE est mise en évidence et ciblée en tant qu'objet de débats politiques spécifiques (c'est-à-dire dans l'évaluation des politiques, d'acteurs et d'institutions particuliers), plus les journalistes évaluent négativement. Les médias d'information traduisent donc systématiquement les campagnes de légitimation de l'UE en opinions eurosceptiques. En d'autres termes, une « spirale de l'euroscepticisme » des médias amplifie la négativité de l'UE, attirant efficacement les discours et les acteurs eurosceptiques. Les médias facilitent la diffusion transnationale de l'euroscepticisme et établissent un agenda d'un nouveau type de contestation politique qui remet fondamentalement en cause le caractère de la campagne électorale européenne.

À la lumière des paysages médiatiques fragmentés en Europe, les contextes de réception diffèrent largement. Pour des raisons évidentes, cela représente un défi pour les Spitzenkandidaten. Si différentes « Europes » sont demandées, les Spitzenkandidaten auront du mal à répondre aux demandes exprimées dans des arènes nationales de contestation fragmentées.

Ainsi, filtrées par les médias d'information, les campagnes européennes donnent aux acteurs un pouvoir inégal : les acteurs qui encadrent l'UE de manière négative sont récompensés par l'attention des médias. Cela ne signifie pas que les positions de ces candidats sont également légitimées par les médias. Cependant, les eurosceptiques sont les organisateurs les plus talentueux de l'agenda médiatique et peuvent donc influencer sur le cours du débat de manière importante en discutant des limites du transfert de souveraineté et des questions d'adhésion plutôt que des politiques de l'UE.

En fin de compte, les biais médiatiques dans la couverture des campagnes électorales européennes font que les électeurs qui reçoivent des informations sur l'UE principalement par

le biais des médias déterminent de manière décisive si les conflits médiatisés restent dans la contestation électorale des candidats et les choix de politiques publiques ou s'ils contestent ou sapent la légitimité de l'UE en tant que telle.

Au total, il est à craindre que les partis pris médiatiques qui prévalent lors des campagnes électorales européennes renforcent le succès relatif des partis eurosceptiques.

Michaël Malherbe is Manager at Burson Cohn & Wolfe, an international Public Relations agency and a regular lecturer in the following master's courses: "European Studies" at the Sorbonne-Paris III and "European Affairs" of the Sorbonne-Paris IV. Since 2007, he has managed the blog "Décrypter la communication européenne": www.lacomeuropeenne.fr



Disinformation of Civil Society and “Capacity Building” of the Public Communication sector concerning the EU Policies and the corresponding EU Programs: towards the European Programming 2021-2027

By Luigi A. Dell'Aquila

“The Public Communication efforts - through a strengthening of the abilities put in place through specific “thematic” training activities - should be aimed at increasing the “perception” of the Citizens with respect to the objectives of the various European Policies and the corresponding results achieved through the implementation of the Community Programs to “Direct Management” and Operational Programs, national and regional, connected to the European Structural and Investment Funds”

In the current crisis context - perceived by European Citizens - which characterizes the European Union's system of governance, it appears, first of all, that it is urgently necessary to implement measures aimed at communicating with greater efficiency what Europe implements in the field of “political competences” assigned to it - by the Member States - through the subsequent founding Treaties.

This becomes even more relevant at the current moment, considering, among other things and jointly, the following aspects:

1) the next European elections for the renewal of the members of the European Parliament - scheduled for 23-26 May 2019 - and the consequent renewal of the members of the European Commission;

2) the Community Programming for the period 2021-2027, come to the regulatory proposal phase by the European Commission¹² and in view of the joint adoption of the relevant Community institutions.

With regard to the first aspect, the main challenge that the Community institutions should seize with urgency and more emphasis is to contrast the widespread nationalistic and populist and the related propaganda phenomena (also fueled by a simultaneous disinformation, but not only) in order to restore a renewed impetus to the tortuous path of European integration.

With reference to the second aspect, it is desirable, however, to envisage a strengthening of the capacity of Public Communication officers - at all European, national and regional levels and according to a “multi-level governance” approach - through specific training activities concerning the objectives of the various European Policies (both the Policies implemented through the “Thematic” European Programs and the Cohesion Policy, the

¹² For further information on the next Multiannual Financial Framework for the period 2021-2027 and the related Rules of Procedure drawn up and presented, on 2 May 2018, by the European Commission, refer to the Web Portal of the Publications Office of the European Union (EU Bookshop): https://publications.europa.eu/it/web/general-publications/eu_budget_for_the_future.

Rural Development Policy and the Maritime Affairs and Fisheries Policy implemented through the European Structural and Investment Funds) and, above all, on the corresponding results achieved with the implementation of the “Direct Management” European Programs and the Operational Programs (National and Regional) based on the European Structural and Investment Funds mentioned above¹³.

Within this context, we certainly agree with what was adopted at the end of the recent “Spring” Plenary Meeting of the Club of Venice (held in Vilnius, Lithuania, on June 7-8, 2018) with respect to the subjects covered by this contribution¹⁴.

In fact, taking into account also the London Charter¹⁵ - which underlines, among other things, the need for enhanced cooperation in order to safeguard and promote the values of objectivity, impartiality and transparency of the Communication, it is considered urgent to implement measures and instruments (as, for example, the hypothesized mechanisms for monitoring and analyzing information provided through digital networks and platforms and digital citizenship tools) aimed at effectively countering the risks of misinformation and propaganda (above all, but not limited to, digital) that are able to generate the “destabilization” of the political and information environments, both at the European Union level and at the level of each Member State, thus creating a distorted perception in European public opinion. Therefore, with a view to building and strengthening the resilience of European citizens, it is considered a priority to create, strengthen and consolidate the bonds of Public

¹³ For further information, please refer to the Report of the undersigned (“Perspectives of the Regional and Cohesion Policy of the European Union after and beyond 2020 and the related European Structural and Cohesion Funds”) presented at the Conference “Benefits of Territorial Cooperation” organized - on 8 and 9 May 2018 in Bucharest and Comana (Romania) - from the “Titu Maiorescu” University in partnership with the Government of the Flemish Region of the Kingdom of Belgium and with the European Academy of the Regions of Brussels. The Conference aimed to bring together - as an expression of excellence in the Academic Triangle Education / Knowledge / Innovation - representatives of the academic world of Romania and the Kingdom of Belgium, representatives of the public administration (central and regional), representatives of the European Economic and Social Committee and experts international experts in the field of European Policies, Territorial Cooperation and Regional Development from France, Belgium, Italy, Albania and the Netherlands.

¹⁴ In this regard, please refer to the contents of the Vilnius Charter on “Societal Resilience to Disinformation and Propaganda in a Challenging Digital Landscape” and Vilnius Charter on Capacity Building “Shaping Professionalism in the Communication”.

¹⁵ Please refer to the full reading of this document of the Venice Club adopted in Brussels on 17 March 2017, at the end of the StratCom Seminar held in the European Parliament.

Communication with the Information Industries and Civil Society Organizations throughout Europe, based on a constant and proactive¹⁶ collaborative approach, with the aim of improving the ability to communicate efficiently and effectively the objectives and results of European policies.

Moreover, at the same time, it is strongly desirable to act on the level of strengthening the capacity of both public communication operators and the information industry in the field of European policies and financial instruments - above mentioned - implementing them. In this regard, it is therefore desirable to implement, increase and strengthen the actions aimed at improving - in terms of efficiency and effectiveness - the Public Communication related to the objectives and, above all, the expected results achieved by the European Programs with a "Direct Management" and by the European Structural and Investment Funds. To this end, it is also desirable to strengthen the Capacity Building of the operators responsible for Public Communication with respect to this thematic area both in the Community Institutions and in the Member States and Candidate Countries through specific Administrative Reinforcement Plans and Professional Pilot Actions of the aforementioned operators, to be foreseen also through the inclusion of such measures within the definitive Regulations of the European Commission that will regulate the implementation of the overall European Programming for the next programming period 2021-2027.

In light of the above, from a technical and operational point of view, and in line with the principles subscribed in the Vilnius Charter on Capacity Building "*Shaping Professionalism in Communication*"¹⁷, we consider it crucial to implement - individually or jointly - the following actions and initiatives:

- 1) greater investment in cross-border and national training opportunities and an increasingly intense sharing of the most relevant international best practices in the field of Public Communication regarding European Policies and its implementation through the European Programs and European Structural and Investment Funds;
- 2) the establishment of an "*ad hoc*" Permanent Forum of Capacity Building in the aforementioned sector and a related Working Group promoted by the Venice Club, open to officials of the EU institutions, Member States and Candidate Countries, experts in European policies and financing and, also, journalists;
- 3) the establishment of a Control Room able to operate on the basis of a "*multi-level governance*" approach of Public Communication, and in close and constant cooperation with the Information Industries.

In conclusion, with a view to launching the next EU 2021-2027

¹⁶ The same position is expressed in the Vilnius Charter concerning the "*Societal Resilience to Disinformation and Propaganda in a Challenging Digital Landscape*". Furthermore, in the field of online disinformation, we invite you to explore the contents of the following: 1) the Work Outcome of the EEAS East StratCom Task Force; 2) the Report of the High-Level Group on False News "*A multi-dimensional approach to disinformation. Report of the independent High Level Group on fake news and online disinformation*" adopted on 12 march 2018 by the European Commission; 3) the Communication of the European Commission [COM (2018) 236 final] to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, adopted 26 april 2018, entitled "*Tackling online disinformation: a european approach*".

¹⁷ Reference should be made to the full reading of the Vilnius Charter on Capacity Building "*Shaping Professionalism in Communication*".

Programming and in order to give new vigor and impetus to the process of European integration, it is essential to put in place measures and tools to combat, on the one hand, widespread disinformation, particularly in the matter of European Policies and Financing - also fueled by generalized populist phenomena generated by Eurosceptic propaganda - and, on the other, promoting the strengthening of the capabilities of both public communication operators and those working in the Information Industries, at a european, national and regional level.

This is even more urgent if we consider a scenario in which Europe is preparing to face a new season of challenges that, as in the past, is called to grasp in the awareness that *«we are all, without exception, responsible for Europe as how it is and we will all be, without exception, responsible for the Europe of the future¹⁸»* and, therefore, *«we must demonstrate that together we can lay the foundations of a more sovereign Europe¹⁹»*.

References

- Summary Document of the Club of Venice on Capacity Building adopted at the Brussels Seminar, at the European Parliament, on 15 october 2009.
- Charter of London adopted by the Venice Club, on the occasion of the StratCom Seminar, of 17 march 2017.
- The Leaders' Report "*The future of government communication. How can governments better connect with their citizens in today's increasingly polarised world?*" (Key findings from the first global study into government communication) made by WPP / The Government & Public Sector Practice in 2016 and presented in Davos (Switzerland) in january 2017.
- Outcome of the work of the EEAS East Stratcom Task Force.
- Report of the High-Level Group on False News "*A multi-dimensional approach to disinformation. Report of the independent High-level Group on fake news and online disinformation*" adopted on 12 march 2018 by the European Commission.
- Communication of the European Commission, adopted 26 april 2018, to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions "*Tackling online disinformation: a european approach*".
- Charter adopted by the Venice Club, at the end of the Vilnius Plenary Meeting held in Vilnius on 7-8 june 2018, related to the topic "*Societal Resilience to Disinformation and Propaganda in a Challenging Digital Landscape*".
- Paper adopted by the Club of Venice, At the end Of the Vilnius plenary meeting held in Vilnius on 7-8 june 2018, In the field of Capacity Building "*Shaping Professionalism in Communication*".
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¹⁸ Speech on the State of the Union 2018 of the President of the European Commission, Jean-Claude Juncker, of 12 september 2018, page 12.

¹⁹ Speech on the State of the Union 2018 of the President of the European Commission, Jean-Claude Juncker, of 12 september 2018, page 6.

- Communication from the European Commission [COM (2017) 358], adopted on 28 June 2017, concerning the *"Reflection Document on the Future of EU Finance"*.
- Proposal for a Council Regulation establishing the Multiannual Financial Framework for the period 2021-2027 [COM (2018) 322 final] of 2 May 2018.
- Annex to the Proposal for a Council Regulation establishing the Multiannual Financial Framework for the period 2021-2027 [COM (2018) 322 final / Annex] of 2 May 2018.
- Speech on the State of the Union 2018 by the President of the European Commission, Jean-Claude Juncker, dated 12 September 2018 (for an in-depth analysis of the Annual EU State Speech delivered by President Jean-Claude Juncker to the European Parliament and related documents please refer to the Official Portal of the European Commission, at the following address url: https://ec.europa.eu/commission/priorities/state-union-speeches/state-union-2018_en).



Luigi A. Dell'Aquila has a scientific, didactic and professional experience of over ten years in the field of Economics, Policies and Programs of the European Union. Former Member of the Scientific-Institutional Committee of the Umbria Research Agency, he was the Coordinator of Didactics and Lecturer of the II Level University Master in *"Public Management"* (organized and promoted by the University of Perugia in partnership with the Higher School of Internal Administration and I.R.I. Management S.p.A.) and has carried out Technical Assistance activities to the Managing Authority of the Regional Operational Program ESF Calabria 2007-2013 and to the Managing Authority and the Certification Authority of the Regional Operational Program ESF Abruzzo 2014-2020

Currently, he is the owner of the Consultancy and Training Agency *"Knowledge Management & Intellectual Capital"*, Project Manager of the European City Network Project *"European Network for Social Integration Entrepreneurship: Social Inclusion and Development of Rural Regions for a Better European Future"* to the creation of a Transnational and International Partner Network that includes 12 Organizations - including, Cities, Municipalities, No-Profit Institutions, Non-Governmental Organizations, Institutions of Education, Training and Research and Experts in the field of Economics and Social Entrepreneurship - coming from 10 different EU Member States (Slovak Republic, Czech Republic, Slovenia, Italy, Hungary, Serbia, Latvia, Croatia, Portugal and Romania)

Recently, he also received the position of Head of the European Funds Department of the European Academy of the Regions based in Brussels.

Club of Venice: Plenary Meeting 22-23 November 2018, Venice

Preliminary Draft Agenda - as of 26 October 2018



Wednesday, November 21st 2018

18:00

Steering Group and Advisory Group

- restricted session on the Club governance

Venue: Council of Europe - Venice Office, St. Marco 180C, Venezia

19:30

Informal evening

Venue: Council of Europe - Venice Office, St. Marco 180C, Venezia

Thursday, November 22nd 2018

8:30 – 9:00

Guests' arrival, registration

Meeting Venue: Palazzo Franchetti, St. Marco 2847, Venezia

09:00 - 09:45

Opening Session

Welcome statements - representatives of the hosting Italian authorities and the European Institutions

- **Diana AGOSTI**, Italian Prime Minister's Office, Head of the Department of European Policies
- (Italian Government representative)
- European Institutions' representatives
 - * **Fabrizio SPADA**, Institutional Relations, European Parliament Information Office in Italy
 - * **Beatrice COVASSI**, Head of the European Commission Representation in Italy

9:45 – 10:00

Meeting objectives

- **Stefano ROLANDO**, President of the Club of Venice

10:15 -13:00

Plenary session

Communicating Europe - Recovering Citizens' trust in the EU and in their public authorities - Communication challenges and strategies

- Challenges for governmental and institutional communicators
- Communication strategies, six months ahead to the European elections 2019
- Public opinion trends

Moderator: Erik den Hoedt, Netherlands, Director, Public Information and Communication, Ministry of General Affairs - member of the Steering Group of the Club of Venice

Key Note speakers:

- **Michael SPINDELEGGGER**, former Austrian Minister of Foreign Affairs, Director-General of the International Centre for Migration Policy Development (ICMPD): migration as top challenge topic for public communicators; need for work in synergies among MS, Institutions and NGOs
- **Alexander KLEINIG**, European Parliament, Head of the "Concept and Design" Unit, DG Communication

Panellists:

- **Simon KREYE**, Germany, Deputy Head, Steering Group Strategic Communication, Ministry of Foreign Affairs
- **Gaetane RICARD-NIHOUL**, France, Deputy Secretary-General for the organisation of the *Consultations citoyennes*, Ministry of European Affairs (*tbc*)
- **Philippe CAROYEZ**, Belgium, Advisor, Directorate-General of External Communication, PM Chancellery
- **Diana AGOSTI**, Italy's Prime Minister's Office, Head of the Department of European Policies, member of the Steering Group of the Club of Venice
- **Peter Launsky-Tieffenthal**, Ambassador, Spokesperson of the Austrian Government
- **Mikel LANDABASO**, Director, Strategy and Corporate Communications, European Commission DG COMM
- one representative from the **European International University (EIU)** (public opinion – state of play)
- one representative from **Ireland** (*tbc*)

14:15 – 17:30

Plenary session

"Capacity/Capability Building, Transformation of Public Services and Open Government - implementation of the Vilnius Charter of 8 June 2018 on "Shaping Professionalism in Communication"

- * analyses and strategic approaches
- * open government
- * presentation of the newly established permanent expert forum and proposal for a roadmap

▪ **Moderator: Anthony ZACHARZEWSKI**, Director, **The Democratic Society**

▪ **Key Note speaker: Sean LARKINS**, Director, Consulting and Capability, **WPP** Government and Public Sector Practice, United Kingdom

Panellists:

- **Laure VAN HAUWAERT**, Managing Director EU Institutions, **WPP**
- **Robert WESTER**, Interim Director of Communication, Ministry of Finance, **The Netherlands** ("*Basic principles of a professional communications function*")
- **Vanni XUEREB**, Malta, Director of the Malta-EU Steering and Action Committee (**MEUSAC**)
- one representative from **Italy** (*tbc*)

- **Claus GIERING, European Commission**, Head of Unit, Inter-institutional Relations and Communication, Directorate-General for Neighbourhood and Enlargement Negotiations (**DG NEAR**)
- **Rudolf STROHMEIER**, Director-General, **Publications Office of the EU** or **Luca MARTINELLI**, Advisor to the DG, Publications Office of the EU
- **Paul SCHMIDT**, Director of the Austrian Society for European Politics (ÖgFE)

Friday, November 23rd 2018

8:30 – 9:00

Guests' arrival, registration

Meeting Venue: Palazzo Franchetti, St. Marco 2847, Venezia

9:00 – 12:30

Countering hybrid threats - round table

- * crisis communication mechanisms: cooperation in progress (implementation of the Vilnius Charter on resilience)
- * cyber-attacks and data vulnerability
- * the impact of disinformation and fake news on recent national elections campaigns in Europe

- **Moderator: Silvio GONZATO**, Director, Interinstitutional relations, strategic communications, legal affairs, inspection, internal audit and Mediation, European External Action Service (**EEAS**)
- **Key Note speaker: Alex AIKEN, United Kingdom**, Executive Director of Communications, HM Government

Panellists:

- **Christophe LECLERCQ**, Founder of the **EURACTIV** media network, Chairman of **EURACTIV**, adviser and commentator (*tbc*)
- **Charlotte MONTEL, France**, Director for Communication, Ministry of Foreign Affairs and International Relations
- **possible contributions from Member States (Spain, Estonia, Italy, Lithuania, Latvia, Finland, Sweden, etc.)**
- one representative from the European Commission DG C'NECT (*tbc*)
- **Tina ZOURNATZI**, Head of the Strategic Communication Unit, **European Commission**, DG COMM, Directorate Corporate and Strategic Communication
- **Giuseppe ZAFFUTO**, Spokesperson, Directorate of Communications, **Council of Europe** - Strasbourg
- **Yevhen FEDCHENKO**, Executive Editor, **StopFake**, Director of the Mohyla School of Journalism in Kyiv, Ukraine
- **Christian SPAHR**, Founder and Board Member, South East Europe Public Sector Communication Association (**SEECOM**)
- **Suzana Vasiljevic, Serbia**, Media Advisor for President Vučić
- **Oliver VUJOVIC**, Secretary-General, South-East Europe Media Organisation (**SEEMO**)
- **Verena RINGLER**, Director, **European Commons**, European Strategy and Public Affairs ("Promising exercises and good practice")

10:45 – 12:30

Follow-up - plenary round table

12:30 – 13:00

Closing Session

- Reflections on the issues emerged during the plenary meeting
- Planning for 2018-2019, with focus on:
 - = Cap'Com 30th Anniversary meeting, Lyon, 5-7 December 2018)
 - = London Stratcom seminar (14 December 2018)
 - = Brussels seminar (March 2019)
 - = Montenegro plenary (May or June 2019)
 - = Work in synergies

Club of Venice: 2nd Seminar on Strategic communication

TRUTH, TECH AND TRENDS

- The issues that European communicators need to address in 2019 -



December 14th, 2018
London

Provisional Agenda as of 30 October 2018
(meeting language: English)

Thursday 13 December	
18:00	Venue: One Great George Street Westminster, London, SW1P 3AA ▪ Five Trends of StratCom * Alex Aiken, United Kingdom, Executive Director of Communications * Erik den Hoedt, The Netherlands, Director of Communication and Public Information, member of the Steering Group of the Club of Venice * Sean Larkins, Director of Consulting & Capability, WPP Government & Public Sector Practice (tbc) * Google Representative ▪ reception <i>Dress code: business suit</i>
Seminar programme - Friday 14th December, 08:30-16:00	
8:30 – 8:45	Welcome statement: ▪ Alex Aiken, United Kingdom, Executive Director of Communications, HM Government PLENARY SESSION Moderators: ▪ Vincenzo Le Voci, Secretary-General of the Club of Venice (confirmed) ▪ Rytis Paulauskas, Lithuania, Director, Communications and Cultural Diplomacy Department, Ministry of Foreign Affairs, Club of Venice Steering Group member

08:45 - 09:30

Key-Notes**Disinformation: democracy and social stability at risk?**

9:30 - 10:15

The CLUB of VENICE and STRATCOM in progress

- The London Charter, two years on (UK)
- Vilnius Charters (LT)

10:15-10:30

Presentation of the BREAK-OUT SESSION (objectives)

11:40 - 12:25

BREAK-OUT SESSION**Communication challenges, turbulences and resilience building: strategies and cooperation in progress****Round One****A. TRUTH, TRUST AND DISINFORMATION**

Potential speakers:

- Paula Edwards, UK Nat Sec Comms Team presenting their anti-Disinformation Toolkit
- Dutch National Coordinator for Security and Counter-Terrorism (NCTV)
- Lithuanian MFA on international cooperation against disinformation
- EEAS stratcom East, WB and South Task Forces' activities

B. TECHNOLOGY and NETWORKING

Potential speakers:

- Chris Hamilton, UK Digital Team
- Katy Minshall, Head of Public Policy, Twitter
- Duncan McLauchlan, Engine Group Marketing Communications Agency on best practices
- Hugo MacPherson, European Strategic Communication Network (ESCN): work in progress (*tbc*)

C. TRENDS

Potential speakers:

- Erik den Hoedt, The Netherlands, Director of Communication and Public Information, Ministry of General Affairs, Club of Venice Steering Group member: "Communication trends in The Netherlands: focus on growing insecurity and international tensions"
- Conrad Bird, UK Communications Service
- Stephen Dalziel, Institute of State Craft
- NATO Representative, on Communication Strategy

Round Two**D. TRUTH, TRUST AND DISINFORMATION**

Potential speakers

- Leonie Haiden, King's College London - Fake News, a roadmap
- Mikael Tofvesson or Frederik Konnander (on the Sweden Civil Contingency Agency/Lund University communicator's Handbook on Countering Influence Information Activities)
- Jean-Baptiste Vilmer, France, Institute for Strategic Research (IRSEM) Ministry for the Armed Forces (*tbc*)
- European Commission (DG CONNECT) on Working Group conclusions

E. TECHNOLOGY and NETWORKING

Potential speakers

- Dr Corneliu Bjola, Head of Digital Diplomacy Group, Oxford University
- Representative from LadBible
- Council of the EU: update on IPCR/CCN
- Viktoras Daukšas, Director of Demaskuok.lt (Debunk.lt)

F. TRENDS

Potential speakers

- * Ben Paige, Managing Director, Ipsos MORI: societal trends
- * Courtney Austrian, Minister Counselor for Public Affairs, U.S. Embassy on American view of 2019
- * European Parliament: the EU and nationalism
- * Yevhen Fedchenko, Executive Editor, StopFake, Director at Mohyla School of Journalism in Kyiv

13:30-15:00

PLENARY SESSION

Break-out groups Debriefing Session

- **Iain Bundred**, Ogilvy: "developments in communications"
- **Issues emerged**
- **Exchange of views**
 - * identifying solutions
 - * short- and mid-term follow-up

Two rapporteurs from each group to present conclusions
Discussion

15:15-16:00

CONCLUSIONS and agreed recommendations



Club of Venice: Provisional programme 2018-2020



2018
Luxembourg, 8-9 March 2018 Thematic seminar
Vilnius, 7-8 June 2018 Plenary meeting
Venice, 22-23 November 2018 Plenary meeting
London, 14 December 2018 StratCom Seminar
2019
(venue to be defined), early spring 2019 Thematic seminar
Montenegro, June 2019 Plenary meeting
(venue to be defined), autumn 2019 Thematic seminar
Venice, November 2019 Plenary meeting
2020
(venue to be defined), early spring 2020 Thematic seminar
Croatia (venue to be defined), May or June 2020 Plenary meeting
(venue to be defined), autumn 2020 Thematic seminar
Venice, November 2020 Plenary meeting

Acknowledgments

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