

European Commission



Communicating Europe – Dialogue with the European Commission

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Directorate-General Communication





Communicating Europe: What are we talking about ?



The Challenges

European Commission



23 National languages + regional languages

27 National spheres



1 Brussels sphere





- ❖ +/- 1100 journalists in Brussels
- ❖ +/- 25000 journalists with EU focus
- ❖ +/- 6500 TV channels
 - ❖ +/- 2300 national
 - ❖ +/- 2000 regional
 - ❖ +/- 2200 local
- ❖ Newspapers, journals
- ❖ Blogs, Facebook, Twitter, Youtube



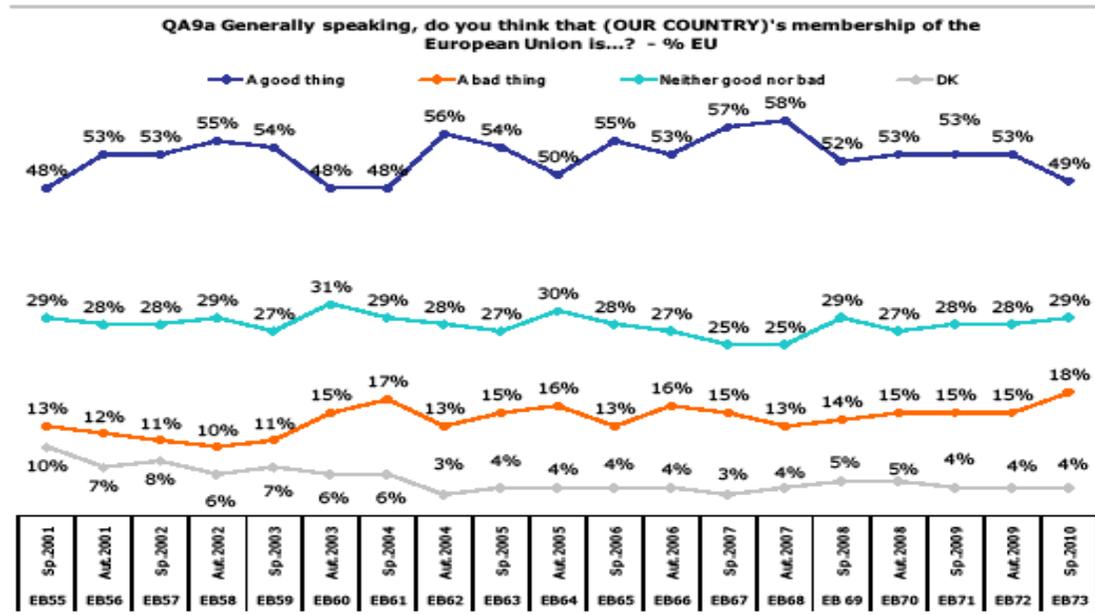
Public Opinion

European Commission



EUROBAROMETER 73

First Results



Populism

European Commission



Directorate-General Communication



The Challenges

European Commission



❖ EU Commission Officials: +/- 23,000 permanent and 11,000 temporary staff



❖ Representing 500 million people in 27 countries



❖ 2010 EU budget: €141.5 billion





- ❖ Economic exit-strategy and new growth
- ❖ Climate and energy
- ❖ Lisbon for the citizens



Policy priorities for 2011

European Commission



- ❖ Sustaining Europe's **social market economy** out of the crisis and beyond
- ❖ Restoring **growth for jobs**
- ❖ Pursuing the **citizens' agenda**: Rights, Freedom and Justice
- ❖ Europe pulling its weight on the **global stage**
- ❖ From **input to impact**: making the most of EU policies



Economic recovery

European Commission



\$ GDP - ↓ 4% in 2010

\$ Unemployment - 10.25% in 2011

\$ Public debt - 79.25% of GDP in 2010

Ex:

- UK: -13 per cent of GDP
- France: - 8.2 per cent of GDP
- Germany: - 5 per cent of GDP
- Ireland: - 14.7 per cent of GDP

* Source: www.bloomberg.com



Europe 2020 Strategy

€€€€

- Fiscal discipline
- Financial System
- Real Economy
- Employment
- Global Recovery

Problems:

- * Economic Growth
- * Deficits



EU 2020: Five Goals

European Commission



- 75 % of men and women aged 20-64 employed
- 3 % R&D
- "20/20/20" climate/energy targets
- Early school leavers <10 %
min. 40 % with degree or diploma
- Poverty ↓20 million





INPUT

- ❖ Eurobarometer
- ❖ Media Monitoring
- ❖ Rapid News Service
- ❖ Political Reporting
- ❖ Country desks

OUTPUT

- ❖ Spokespersons
- ❖ EU Affairs Calender
- ❖ EuRaNet
- ❖ Internet (Europa, blogs)
- ❖ EbS og EbSatellite+
- ❖ "Going local"
 - ❖ Representations
 - ❖ Networks/Europe Direct Call Centre



EU Calendar

<http://europa.eu/eucalendar/>

European Commission



EUROPA > EU Calendar

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Week | Month | Quarter | Top News

April, 2010						
Today						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Weekly view - Actions for all institutions

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
19.04.2010	20.04.2010	21.04.2010	22.04.2010	23.04.2010	24.04.2010	25.04.2010
Telecom Council (Informal)	Telecom Council (Informal)	Cooperation in Urban Development and Dialogue	European Parliament Committee Meetings	Agricultural Fair in Estonia	Agricultural Fair in Estonia	
Cooperation in Urban Development and Dialogue	Cooperation in Urban Development and Dialogue	European Parliament Committee Meetings	European Parliament Plenary Session	Committee of the Regions' Commission Meeting (Jaén)	K. De Gucht speaks at the Institute for European Studies of VUB	
Fisheries Council	European Parliament Committee Meetings	European Parliament Plenary Session	EU Finance Day for SMEs: Romania	Inequality Measurement & Progress of Society		
CE Marking Communication campaign	European Parliament Plenary Session	Sports Council (Informal)	Agricultural Fair in Estonia	Informal Health Ministers Meeting		
European Parliament Committee Meetings	EC Weekly Meeting of the College	EU Sport Forum	Committee of the Regions' Commission Meeting (Jaén)	Justice and Home Affairs Council		
Hearing on "Change in the EU's creative industries"- CANCELLED	Committee of the Regions' Commission Meeting	Committee of the Regions' Commission Meeting	Inequality Measurement & Progress of Society	K. DE GUCHT receives the US Ambassador to the EU		
European Parliament Plenary Session	Sports Council (Informal)	EU Action Plan - Millennium Development Goals	Informal Health Ministers Meeting	Regional Forum 2010- POSTPONED		
	Competition Rules in Distribution Sector	EU-Pakistan Summit - POSTPONED	Governing Council meeting of the ECB			
	Justice and Security for EU		Justice and Home Affairs Council			

- All institutions
- European Parliament
- Council of the EU
- European Commission
- EU Court of Justice
- EU Court of Auditors
- European Central Bank
- European Economic and Social Committee
- Committee of the Regions
- EU Investment Bank
- Other EU Bodies/Agencies
- Priority actions

Topic
 ---Select a topic---

Action
 ---Select a type of action---

Weekly View

Radio Network

<http://www.euranet.eu/>

European Commission



Monthly meetings between the Commission, the Parliament, Euronews and EuRaNet

EURANET





Member of the European Commission

Algirdas Šemeta

Taxation and Customs Union, Audit and Anti-Fraud



[EUROPA](#) > [European Commission](#) > [The Commissioners \(2010-2014\)](#) > [Algirdas Šemeta](#)

HEADLINE



Combating tax fraud and harmful tax practices: Commissioner Šemeta welcomes two important agreements in ECOFIN
08/06/2010

[More](#)



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CONTACT

- [Contact the Commissioner](#)
- [Contact the Cabinet](#)
- [Contact the Spokesperson](#)

RELATED LINKS

- ▼ Taxation and Customs Union
- ▶ Internal Audit Service
- ▶ European Anti-Fraud Office
- ▶ Budget (for budgetary discharge)
- ▶ Spanish Presidency of the EU
- ▶ Europe 2020

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Commissioner has visited Germany, where he met Dr Wolfgang Schäuble, German Federal Minister of Finance to discuss the questions of his tax agenda.
01/06/2010

During his visit Commissioner has also met the stakeholders - tax payers organizations, representatives of business associations and think tanks.

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English (en)

Top EU News



European Investment Bank and European Commission to explore EU climate finance initiative

European Climate Action Commissioner Connie Hedegaard and European Investment Bank (EIB) President Philippe Maystadt agreed to explore a joint climate finance initiative for developing countries as part of the European Union commitment made at the UN climate conference in Copenhagen last December.

- Climate Action – Energy for a changing world
- Press pack: Energy and climate change



▶ Main results of the Foreign Affairs Council

Space applications: a market for the taking [de](#) [fr](#)

EU action plan for seabirds: the Commission calls for stakeholder input to enrich the debate [de](#) [el](#) [fr](#)

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- [Top news from the European Commission](#)
- [Audiovisual portal](#)
- [Europarlty](#)
- [Council LIVE](#)

Live Video Photo Audio



14:36 NEWS - Ebs 2
UN Millenium Campaign against poverty:
- award of an e-card

Latest press releases

- 15/06/10 13:50 - [The internet of things and internet governance](#) [European Parliament]
- 15/06/10 13:50 - [Parliament elects László Tőkés as new Vice-President](#) [European Parliament]

Top events

- 14/06/10 - 17/06/10 - [Strasbourg, European Parliament Plenary Session](#)
- 17/06/10 - [Brussels, European Council](#)
- 21/06/10 - 22/06/10 - [Toledo, Informal Meeting of Housing Ministers](#)

EuroNews

<http://www.euronews.net/>

European Commission



FLASH

**World Trade Center
New York**



EuroNews

Strasbourg, France



**NO COMMENT Bucharest, Romania
01.12.07**



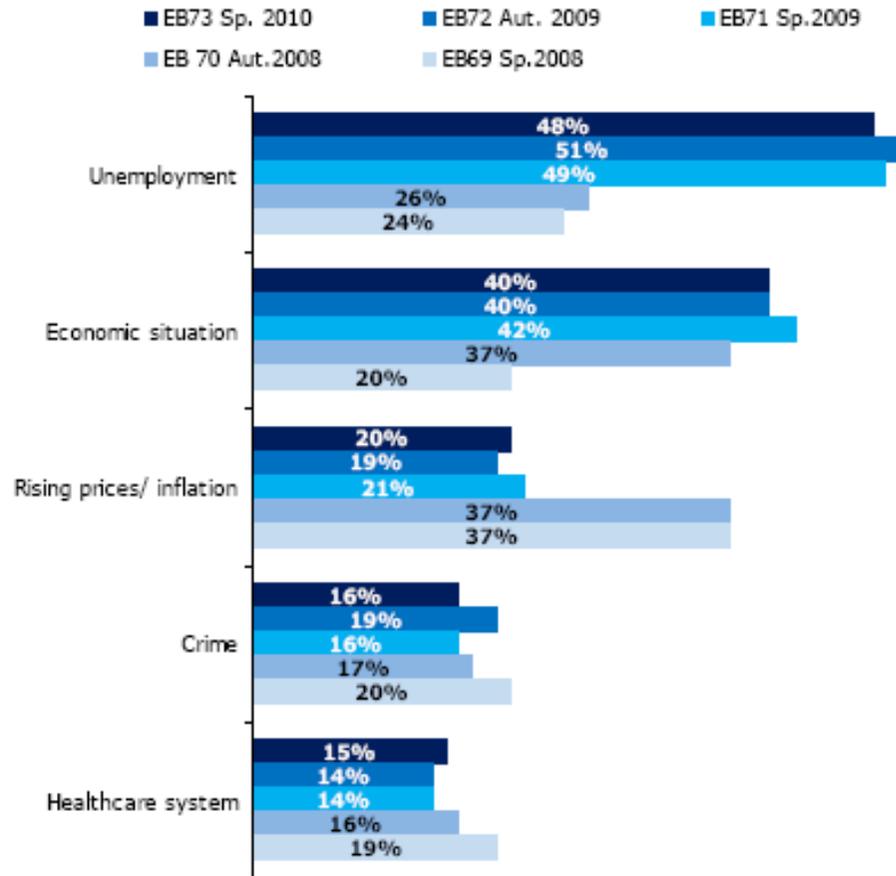
News EuroNews News



Directorate-General Communication



QA7a What do you think are the two most important issues facing (OUR COUNTRY) at the moment? (MAX. 2 ANSWERS) - % EU



“Europe for Citizens” Program

European Commission



Total budget: 215 million € 2007-2013

> 45%
of total
budget

Action 1

Bringing people together ...

- town twinning (citizens' meetings, networking)
- Citizens' projects, support measures, mobility

Ca.
31% of
total
budget

Action 2

Reflection and debate on Europe ...

- Support to think tanks
- Operational grants to EU-level CSOs
- Support to transnational projects

Action 3

Visible Europe ...

- High visibility events
- Studies, surveys, opinion polls
- Information and dissemination tools

Ca.
10% of
total
budget

Action 4

Remember the past, build the future ...

- Sites and memorials of Nazis' and Stalinist crimes
- Archives documenting these crimes
- Memory of victims
- Memory of those who rescued people

Ca. 4%
of total
budget



“Back to School” Initiative

European Commission



- EU and national officials go back to schools in their country and give students a presentation on the EU
- First time in 2007 during the German Presidency
- 2009: 700 officials visited schools in seven countries
- Approximately 100.000 secondary school students took part in the debates and lectures
- 2010: 10 countries
- In Spring 2010: 541 Commission officials visited schools





Thank you

