



# Europe Direct Information Centres Annual General Meeting

6-8 November 2011

MALTA

## **FULL REPORT ANNUAL GENERAL MEETING 2011 OF EUROPE DIRECT INFORMATION CENTRES**

DG Communication

Unit C3- Citizens Contact



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*Sunday 6 November*

## **1. Welcome speech by Mr. John Dalli, European Commissioner**

Dear Participants of the Europe Direct Meeting 2011,  
Dear Ladies and Gentlemen,

Merħba lil Malta! Welcome to Malta! Most of you have travelled far to come here. Malta is special. Naturally, it is my home country but it is also a country where many of you should feel at home. It is a small but very beautiful island and a proud Member State of the European Union since 2004 and a proud member of the Euro area since 2008.

The city of Brussels is 2 000 kilometres away from us here. This geographic distance goes along with perception: "Brussels" in terms of the European Union and decision-making is sometimes regarded as far away from citizens who live in Valetta, Lisbon, the West of Ireland, Helsinki, Munich or Sofia.

It is for that reason that we in "Brussels" need you, the 500 information centres of the Europe DIRECT Network. You and your colleagues play an essential role in communicating Europe to the citizens. You are the channels on the ground. You speak the dialect, you know the culture, you have the insight knowledge to effectively gear messages and to communicate. You inform citizens about what Europe actually means for their daily lives and which rights and benefits European citizens concretely enjoy.

The European Union of citizens' rights and benefits is about protecting the rights of 500 million consumers and giving people safer food products, it is about promoting the rights and safety of air passengers, ensuring matrimonial rights for international couples, and also it is about making sure our bathing waters and beaches are clean. I could go on and on with this list of rights and benefits. I do not need to tell you all that. You know it already. Together with you we build and foster a citizens' Europe. It is in these times of financial turbulence, this work is more important than ever for the following three points:

First, European citizens still face barriers and administrative hurdles when they move around freely across the Union. This was highlighted by the Commission in October 2010 on the first EU Citizenship report. This report is built on the Treaty premise that the individual is at the heart of the activities of the Union as the Treaty aims at establishing a citizenship of the Union and by creating an area of freedom, security and justice. European Union citizenship rights are firmly anchored in primary EU law and substantially developed in secondary law. Those who are taking advantage of the European project by extending aspects of their life beyond national borders, through travel, study, work, marriage, retirement, buying or inheriting property, voting, or just shopping online from companies established in other Member States should fully enjoy their rights under the Treaties. However, a gap still remains between the applicable legal rules and the reality confronting citizens in their daily lives, particularly in cross-border situations. The large number of complaints and enquiries the Commission receives every year reveal the existence of those detailed persistent obstacles to the cross-border enjoyment of rights.

There are approximately 500 million citizens in the European Union's 27 Member States. This Commission's political objective is that EU citizenship progresses to become a tangible reality in their daily lives.

You, the Europe DIRECT information centres on the ground, know what these obstacles are about. You provide advice to citizens who have left their home country to work, live or study in another Member State. Doing so, you witness that legal uncertainty and too much paperwork often prevent citizens from working and living outside of their home country. These hurdles are complemented by lack of information: Eurobarometer figures reveal that two thirds of citizens say they are "not well informed" or "not informed at all"; 70% say that they would like to know more about their European Union citizens' rights. Not knowing means not making use of the opportunities the European Union offers.

For the strengthening of the single market we have to inform and we need to raise awareness about European Union citizens' rights. Obviously, "Brussels" cannot do this job alone. According to our approach to communicate with people directly on the ground, the information centres of Europe DIRECT play a key role in informing citizens about European citizenship and the rights they are entitled to. It is a way to make citizens trust that their rights are effectively upheld in the EU. This confidence and legal certainty are the prerequisites for more movement of citizens, goods, services and ultimately of ideas across the EU.

My second point: Your work is crucial to promote and strengthen democratic European integration. Particularly in times of the financial and economic turbulence we need a strong and confident Europe which is supported by all its citizens. Explaining to citizens how decisions are made and which solutions these decisions offer is key to strengthening our political and democratic union. The Lisbon Treaty has actually brought "Brussels" much closer to the citizens. The Treaty has strengthened citizen's democratic representation by increasing the powers of the European Parliament and by giving a clearer role to national Parliaments. In 2012, the European citizens' initiative will come into effect, a direct tool to influence EU law-making. We have now the instruments in place to foster a European Union built upon solid democratic foundations.

Third point: I want to look ahead with you to the years 2013 and 2014. They will be both crucial for our citizens' Europe. The European Commission proposed to make 2013 as the European Year of Citizens, celebrating the 20th anniversary of EU citizenship. The European Year of Citizens will be an opportunity to show EU citizens the concrete benefits they enjoy as a result of EU citizenship. A broad range of events, conferences and seminars will be organised at Union, national, regional and local level. It goes without saying that we in Brussels need to work with you, the Europe Direct Network in order to make these events happen. We need to outreach all across the EU!

The communication activities of the European Year in 2013 are essential to prepare the upcoming European elections in 2014. And as elections are the strongest moment of democratic expression and accountability, the European Year will be an excellent occasion to demonstrate what European citizenship means in terms of voting rights and standing for the European Parliament elections. We must focus our efforts on achieving a high electoral turnout. In 2014 over 27 million young people across our Union will be entitled to vote for the first time at EU level. Again, we very much rely on your cooperation to make EU citizens aware of their electoral rights.

As we can see there is plenty of work ahead of us. The citizens' Europe cannot be built merely through legislation and rules. We need to put citizens at the heart of the European project. We need to empower them. This is the rationale of the European project, as President José Manuel Barroso said at the beginning of his second mandate. "Europe can only strengthen and integrate further when EU citizens are aware of their rights and when they know how the EU works".

For that reason we need to reach out to citizens where they live. The Europe DIRECT Network here is essential. We decision-makers in Brussels need to work with you hand in hand.

On behalf of all 27 Members of the European Commission I thank you for your commitment, dedication and hard work. And I am confident that over the next two days, despite of the busy agenda ahead of you, you will find a bit of time to discover and feel at home in my home country, Malta, in this corner of our bigger home, the European Union.

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*Monday 7 November*

## **2. Speech by Ylva Tivéus, European Commission, DG Communication, Director “Citizens”**

Welcome to participants:

- Honourable guests! Dear colleagues! I would like to welcome you all to the 2011 annual general meeting of the Europe Direct network.
- What an impressive gathering! What an impressive view!
- SO, why are we all here today?
- We are here to make a difference!
- A difference in the way we are working.
- A difference in the way we are working together.
- A difference in the way we are talking to each other and listen to each other in order to better reach out to and serve the citizens.
- As Commissioner Dalli said yesterday evening: We can only strengthen Europe if citizens have confidence in Europe and its policies – especially in this very critical moment of financial crisis and political crisis.
- And that is our job!
- That is why we are here today.
- As a coalition of the willing!
- And everyone has a role to play in this coalition.
- I will start to particularly welcome the biggest participation ever of the EDICs from all across Europe in a general assembly. We have 320 out of 480 EDICs here today.
- I take this as a proof of your commitment to the citizens and to the work of the European Union.
- I therefore trust I can count on all of you to actively participate and engage in the discussions during these two days.
- Not just with the ones you already know, but in particular with the ones you don't know. Yet.
- This event is for you – to help you focus and explain the wider political context and priorities and to equip you with new contacts that can help you better explain the burning questions of the citizens in your immediate environment.
- For this reason we have chosen a highly participatory format based on active and dynamic sharing of knowledge and experience.
- -I wish to take this opportunity to thank the EDICs for all the work and commitment you show to the EU everyday and with small resources. Your presence on the ground is needed more than ever at a time when, as President Barroso put it during his State of the Union speech, "we face the biggest challenge in the history of our Union". Not only in terms of economic crisis – but also in terms of confidence and hope.
- Please keep up the good work!

- "Our Europe is a Europe of citizens and for citizens". But citizens can only freely exercise their rights and know their opportunities if they receive reliable and unbiased information. For this the EU needs to make it easier for citizens to get information. That's why we have also invited colleagues from other European Institutions- And I wish to thank Vice-president Rodi Kratsa Tsagaropoulou from the EP, Vice-president Anna Maria Darmanin from the European Economic and Social Committee and Christophe Rouillon member of the Committee of the Regions for having accepted to share with us the political perspectives of their institutions
- as well as colleagues from other Commission DGs running other information services and networks in the Member States.
- It is my conviction that all EU institutions need to work together on the ground to better explain what the EU is doing to improve conditions for citizens and businesses.

The one stop shop:

- The idea is that all EC networks should be able to give assistance to the citizens, to know about each others services and competences and to guide them to the right place.
- We want to make sure that there is 'no wrong doors' when citizens are looking for information. I want the Commission only to have 'open doors'. This is the one-stop-shop policy that will be put in place. And in this new architecture, the EDICs will have a centre stage at the local and regional level.
- Colleagues, your involvement will contribute to defining the right direction of communication with people on the ground. The work of EDICs involves on the one hand adapting messages to the needs of their local target groups and on the other hand sharing their inside-knowledge about the impact of EU policies and communication in the regions with us.

Now, let me conclude by recalling the purpose of this year's AGM:

- to ensure that Europe's political priorities are integrated in the EDICs work programme for 2012;
- to reflect together on the common purpose, added value and how to improve our ways of working;
- to discuss ways of mobilising young people to take active part in the European project;
- to take stock of the experience of EDICs in order to better prepare the next Europe Direct generation
- to strengthen our relationship with key EU stakeholders for better cooperation.

The ending:

- Even though the current set-up of EDICs expires end of 2012, I hope to see most of you continuing your partnership with the Commission in the years to come.
- And even though our political leaders and financial institutions predict that it will take 10 years to get Europe out of the current crisis – there is no time to loose.
- There is a lot one can achieve in a year!
- These are my wishes for this meeting:
- I wish to see this meeting as a mobilisation for co-operation at the local and regional level, the national level and the EU level.
- And I wish to see this meeting as a mobilisation for hope, trust and for re-gaining the confidence of the citizens.
- I wish the next year to be a year where the EU and what it brings to citizens in the form of rights, protection, peace and security, growth and jobs becomes more understandable, accessible and credible to the citizens.

- See it as a mobilisation – a coalition of the willing- in preparation of the European Year of citizens 2013 and the European elections 2014.
- Instead of telling people: "Indignez-vous" – why don't we tell them "Engagez-vous"!

THANK YOU.

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### **3. Speech by Hon Dr. Chris Said, Office of the Prime Minister of Malta, Parliamentary Secretary for Consumers, Fair Competition, Local Councils and Public Dialogue**

Head of the European Commission Representation,  
Colleagues, friends,  
Ladies and gentlemen,

It is a pleasure for me to be here and to close this session of Europe Direct's Annual General Meeting.

Communicating Europe in these economically challenging times for the continent is of utmost importance. We are facing a time when citizens want direct answers from the European Union as to what is being done for the coming years to be better than the ones in the very recent past. Sound and effective communication is more important than ever. I believe it is time for the European Union institutions and member states to work in tandem, in partnership to deliver the message to the biggest number of citizens possible.

We have to make sure that our citizens feel part of the European Union. The EU is not just a number of buildings in Brussels where meetings are held and decisions are taken. The EU is about us, the people in the street, in each of the 27 member states.

Over the past few years we have witnessed more initiatives taken on an EU level to put the union closer to the people. We have EU Commissioners and other EU high officials tweeting, writing blogs, answering questions on YouTube, visiting schools, opening their offices to visitors ... all in an effort to bridge the gap.

Communicating with the public has never been an easy task for the European Union. But challenges are never easy.

The EU (and when I say the EU I mean the institutions together with Member States) must listen more to what the public has to say. We should take the views and concerns of ordinary citizens into account as it's ultimately because of their future and well-being that the EU came out to be.

Then we should explain, in the simplest of terms, what the EU is up to. What it is debating and, more importantly, why. We should explain how the policies being discussed within the institutions and the regulations and directives being approved will affect our citizens' everyday life. We need to explain in simple terms and with practical examples. After seven years of accession we are literally surrounded by such examples. Have a look around. Let's give a voice to success stories around us.

Another challenge for the European Union is to connect with people locally, addressing them in their national or local settings, and through their favourite media. Sometimes it is easy to get carried away with the success of social media. However, we should remember that as the message will always prevail over the form, so does the relationship between us and the citizens.

In a small country like Malta, direct contact with the citizens is still the strongest means of communicating a message. It gives me great pleasure to attend meetings in which the EU and its policies are literally transported to the place of work of our citizens, to the fields and factories, to streets, beaches and squares.

Communication is given a great deal of importance in the Government I form part of. We firmly believe that true democracy cannot function at its optimum unless citizens benefit from a strong and effective communication process, which ensures that they have constant access to all relevant information.

Information is not, however, a one way process. It is important to send out messages that are clear and are received well and understood clearly. But it is just as important to listen and to understand what our citizens are thinking and proposing. Open systems of dialogue are important since the process of communication is a conversation between the various components of our societies. It is not a simple monologue with no room for feedback.

My portfolio as Parliamentary Secretary within the Office of the Prime Minister includes Information and Public Dialogue. I am responsible for a number of institutions that have specific roles in both the 'talking' and the 'listening' modes.

One of these is the Malta Council for Economic and Social Development (MCESD), where the social partners meet regularly and provide valuable input and feedback to government in the drafting of its policies. In a parallel exercise, every year, government also holds a consultation exercise in connection with the drafting of the annual budget. By such pro-active measures we are implementing a two-way communication process thereby keeping our citizens involved in the decision-making process, and hence owning, at least part of the process themselves.

Very often we find that European Citizens consider themselves to be far removed from what they perceive to be a centralised bureaucratic institution somewhere in Brussels. Such a misconception cannot be allowed to flourish. Malta and Gozo, being peripheral islands, are very much exposed to the risk of succumbing to this misperception. In this context we are constantly increasing our efforts to ensure that Europe becomes a reality with which people can relate on a daily basis. To that effect we have another organisation, the representatives of which are also present for this meeting here today. We call this organisation MEUSAC - the Malta EU Steering and Action Committee.

This organisation had already functioned effectively in the information and consultation process leading up to membership of the European Union, but its role has now changed. Besides its crucial work in the dissemination of information, for which we have also signed a management partnership with the European Commission, MEUSAC is also actively engaged with our 68 local councils and countless NGO's by helping them in their approach to the tapping of European resources.

Through this we find that our local councils and NGO's are being assisted with the navigation through the sometimes over-bureaucratic and convoluted maze of EU funding. What better way of communicating Europe to our citizens than by them experiencing and enjoying first hand the concrete results of the solidarity that epitomises the core of European ideals.

Allow me to congratulate MEUSAC for the sterling work it is doing in this regard. In just over three years from its re-constitution, MEUSAC has helped Local Councils and NGOs acquire in excess of 10 million euros from the various EU funding programmes. A job well-done - to say the least.

Members of every club need to feel part of what is happening around them. They feel the need to be consulted, to be informed and to be kept up to date. Through years of hard work we have

the EU institutions accessible to our citizens. Initiatives are being taken continuously to bridge the gap between Europe and its citizens. It is up to us, now, to help get the message across, engage our citizens and keep the conversation going.

To conclude, I commend the work being carried out by Europe Direct, particularly in Malta. By distributing information and advice about the European Union's policies, Europe Direct is acting as an interface between the EU and its citizens at local level.

At a time where people are looking at the European Union for answers, all of us – institutions, governments and other organisations, should serve as a bridge to make sure everyone feels part of the project. It is our European Union. Its future is ours.

Thank you very much.

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#### **4. Which key experience would I like to share?**

A complete list of all the contributions from the participants:

##### **Youth**

- Youth in Movement: gather Comenius Assistants placed in different schools to talk about their country, culture, experience of mobility, of living and working in another country
- Schools
  - o Europe is something different (we learn through sport, dance and art)
  - o Different media – free press
  - o Another target group (local public administration, business environment, civil society)
  - o Online EU course
  - o Interactive session about citizens participation and volunteering
  - o Junior university – an English programme for secondary school and vocational training students who did an introduction to arrange an academic fields
  - o Event with European volunteers
  - o Cartoons on EU
  - o Calendar with pictures from every event made by students
- Education: role play in primary schools; challenge to reach secondary schools; teach the teachers. Theatre in schools; contest European initiative; use of social networks
- Bulgaria, Vraca + Yambol: Europe Direct – youth – European Parliament  
A very positive experience: Europe Direct helps young people (pupils) to participate in a trip to Strasbourg to the European Parliament, pupils sent post cards back to the Europe Direct office to thank them for the good experience.
- Work with young people
  - o the "Young European knowledge contest" for secondary school students – good example of EDICs and representation cooperation on both regional and national level – Slovakia
  - o growing interest of young people of living and working in other MSs and get more and more in contact with the EDICs – Germany
  - o youth forum – volunteers, networking, multipliers, (team: France, UK, Sweden, EL)

- Youth is important. It is the future of Europe and we need to continue working with them on topics such as environment and produce concrete outcome.
- Help young people discover the opportunities that the EU volunteering programme offers to them – Spain
- Working with kids both inside and outside the schools, organise outing for children to visit nature reserve – Malta
- Make young people feel they are part of Europe – France and Bulgaria
- Celebrate the 9<sup>th</sup> of May with little kids in parade with costumes, songs and dances. It is good experience, because it includes children, parents and grandparents – Galati, Romania
- Information sessions for high school students on key topics of EU (example digital agenda) – big success with low level approach – language festival
- 4 week-ends de mobilité pour 25 jeunes d'Amiens en Europe, en partenariat avec les CIED des villes d'accueil (Picardie). Quiz ouvert aux habitants des régions européennes, avec le soutien des CIED de ces régions (Champagne, Ardenne)
- 1st June – Children's day:
  1. Fighting against violence in schools. Participants (target group) 500 students, 9 schools, 2 high schools. Organisers: EDIC Comianest, County Police; Mayorship
  2. Bridge game – national conference, EDIC Romania Network. Place: Crisani, Danube Delta. Name of the event: project management training. Organiser: Rep EC Romania
  3. Journalism: workshop-social media versus printed media. Participants Journalists, representatives of cultural institutions, young people. Organiser: EDUC Bocov Romania, Pygmalion Theatre, Vienna Austria
  4. Building Europe. Organiser: ED Constanta. Participants: young people, young teachers
- Involve young people; restore people's faith in EU common idea.
- Empowering youth through dialogue, campaign, discussions, trainings, debates (Romania)

### **European Year of Volunteering**

- Volunteers training next volunteer generation: exchange of volunteers best practices during a volunteer Eco Camp in Sofia; Volunteers present and promote volunteering at a Rock Concert in Ruse; AGORA platform interactive discussions in Dobrich
- European Year of Volunteering (Involvement-Links with Volunteer Sector-International Students-Promoting EU opportunities)
- Growing interest of young people in EU volunteering service

- EVY Tour in Madrid
  - o International music festival
  - o Single market forum (SIMFO), (DG MARKT)
  - o Radio initiatives on climate and biological diversity
  - o 25 anniversary of Spain and Portugal in the EU
  - o 2007 Anniversary of the treaties of Rome
  - o The Prix de la Citoyenneté européenne was organised in Rome by the French federation of Houses of Europe (including 15 EDICs) with young people, journalists, and 1 representative of the Houses. The price was given by Maurice Taure (who signed the treaties for France) to young winners from Poland. It was the link between history, enlargement and Europe, and future....
  - o Communication about Euro
  - o Background from EC about crisis
- One big common project on national level:
  - o Marathon of volunteering – Lithuania
  - o Volunteering fair – Ireland
- Agenda scolaire, EYV 2011: par des jeunes bénévoles et volontaires pour donner envie et partager l'expérience bénévole et volontaire
- Imago Europe Photo Contest: about European Year of Volunteering 2011. Good opportunity to share comments and ideas; popular vote on facebook "focus on volunteering photo contest"; in the blog [www.edfirenze.eu](http://www.edfirenze.eu). Last edition: No1 out photo contest in 2010; urban creativity

### **Other specific events**

- Ballade européenne a vélos pour découvrir les réalisations des L'Europe a Dijon
  - o 80 personnes (balade)
  - o 120 personnes (balade plus débat)
- The Earth day 2011- Riga
  - o Uncommon approach (a greenhouse and Riga international airport)
  - o Large audience (4000 people in a " days – locals and foreigners)
  - o EU environmental issues
  - o Working methods used: workshops, open space, multimedia, concert
- Polish EDICs organised a contest "What is most interesting in your region?" (Drawings, paintings). The calendar for 2012 will be published with the paintings and drawings from each EDIC – Poland
- Experience(s): movie nights (European films) Võru EDIC Estonia
- EU English for Mayors
  - o Getting support from regional government
  - o Challenge: get involvement from the people, ministry
  - o Result: Graz strategy for Europe 2020
  - o Europe Direct Austria Steiermark

- Special Olympics Athens 2011 GREECE
  - o EYV
  - o Trivial board game, also available in Braille
  - o Youth in action events all over Greece
  - o [www.30athlon.gr](http://www.30athlon.gr) (web game)
- Setting up a researchers' night 2011 in Nuoro, Italy:
 

Points to consider:

  - o Nuoro does not have a university
  - o We brought more than 40 researchers to talk to people
  - o The national coordinator helped us to get in contact with the 20 cities in Italy and EDICs that had organised the same event
  - o Very good cooperation of EDICs
- EU in the daily life – road show
  - o In all counties in Finland
  - o Partners: local authorities and organisations, parliament (information office), Commission representatives, EPIO, Finnish radio broadcasting company
  - o Seminars, visits to schools, polls, meeting people in shopping centres
  - o Teams: traffic, local food, food security, consumer issues, border, environment, how to influence EU issues
- Europe Direct Alpes  
Rowing Trophy
- During the Hungarian presidency we had common activities country wide
  - o Citizens – information campaigns in shopping centres
  - o Media
  - o "splash Europe" campaign during the summer and road show at beaches
- EYV, cooperation and work with target groups, conferences, interactive workshops

## **Networking**

- Networking co-operation(s). New topics. (ESA – Space; ECB – EURO) Europeers – pechaducha
- Working groups at Italian national level! EU structural Funds; Mobility (learning by moving); Citizens' rights, networking
- National working group "Communicating structural funds". EDICs role in 2009-13 and proposals for 2014-20 (Italy)
- Working in partnership with a wide range of organisations to target local needs
- Small network between EDICs (Hesse German): one event together per year
- Develop a good networking system (youth, schools, NGOs, local authorities or other) at local level, and your ideas and EU and EC priorities find their way to the public... and do not sit at your office (always)

- Infopentlja: non formal Information Network that enables better communication and relations with media (EDIC Savinjska, Slovenia)
- How do we make the proper link between the political challenges/vision and the implementation on the ground: "to the benefits of the citizens: participation of all countries; development of public-private-partnerships; how to ensure follow-up after the EU research intervention"; creating networks of European Added Value. EC: DG RTD, DGINFSO, FCHJU
- Challenges of one-stop shop:
  - o Cooperation with our friends from EEN (SMEs week, information meetings)
  - o Personal contact works
  - o Hohe Erwartungen an EDIC, an Bereitstellung von Informationen und Broschüren, aber keine Verfügbarkeit
  - o Zwischenerwartungen, junge Menschen erreichen und Abrechnen der Module
  - o Be more visible by working together with other EU organisations
  - o Cooperation is the key (schools, citizens, organisations, new audiences, media)
- Communicate Europe – Romania
  - o Cooperation between 3 local EDICs in Northern Transylvania for organising summer camps, fairs and volunteering workshops for young people
  - o Cooperation between EU networks – EURESS/EEN and debate EUROPE strategy 2020 with EMP
  - o Volunteering award
  - o Cooperation with local public administration and school inspectorate, government, NGOs
- Daily cooperation and networking between centres – rural and urban

### **Comments/tips**

- Meet the Citizens. More MEPs going local and regional
- Stimulate dialog, debate and discussion to obtain credibility
- Po-active information! Focusing on local needs!
- Bridging gaps between EU relays on local level – Team Europe junior
  - o How to communicate and cooperate
  - o Cross-border cooperation
- Close to you
  - o Cooperation
  - o Local
  - o Regional
  - o Side by side
  - o EUROPE 2020
- Visible activities → visible results
  - o Learning by doing
  - o Cooperation between the national networks - Common programs - Common communication

- Already very young people show interest in the EU  
Difficult to promote EU in rural areas – people do not come to us – we go to the people  
Choose the right subject to attract people  
Once the "door" is open, people contact you again  
Size of the region
- Partizipation
  - o Dialog mit dem Buerger. Buerger muss sich ernst genommen fühlen
  - o Eigene Ideen entwickeln
  - o Förderungen an die Politiker stellen
- Erfahrung der EDICs – Österreich  
Gemeinsam ist besser als einsam (Europaspiel, Europa für wirklich Erwachsene, Europa Raetzelkrone)
- Difficultés pour expliquer la crise actuelle, les responsabilités et le rôle de chacun: institutions communautaires, Etats membres, système financière. Explication de la crise
- Last year has created real challenges in terms of keeping going in current economic and political climate (match funding activities, local acceptance) – EDICs Leeds, UK
- Difficult to communicate EU now
  - o Important to focus on concrete problems (local concerns)
  - o Good to link with local partners (NGOs)
- Tired of politics and administration. Plenty of good will and interest (need for new channels)
- Get to know the EU institutions in Brussels on the spot – Finland
- The positive feedback – EDICs Lithuania
  - o Feedback after activities – Europe game, good contact with the Belgian Representation and government – language barrier

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## **5. Keynote speeches by European Institutions**

### **5.1. Rodi Kratsa-Tsagaropoulou, European Parliament, Vice-President**

Monsieur le Directeur Général,  
Madame la Vice-présidente du Comité économique et social européen,  
Monsieur le représentant du Comité des Régions,  
Madame la Directrice,  
Mesdames, Messieurs, Chers collègues, Chers amis,

Je suis ravie d'être parmi vous aujourd'hui en ma qualité de Vice-présidente du Parlement européen responsable de la politique de communication et d'information.

La présence du Parlement européen à l'édition 2011 de l'assemblée générale annuelle EuroDirect revêt à mes yeux une importance considérable. A ce titre, je souhaiterais remercier la Commission européenne pour l'organisation de cette rencontre, ainsi que tous les participants pour leur présence et contribution. En effet, en cette période où les défis à relever sont nombreux et complexes, les citoyens européens attendent de nous les informations de manière plus complète, de façon à répondre à leurs problématiques sur l'Europe, à notre projet et nos politiques spécifiques dans un éventail de domaines. En parallèle, nous aussi, élus des citoyens européens, recherchons des moyens nous permettant de communiquer avec eux au niveau local, dans le but de leur fournir une information exhaustive concernant nos engagements, nos initiatives, les résultats de notre travail. Une telle communication réciproque au niveau local permettra une plus grande interaction entre les centres de décision européens et citoyens européens et encouragera la participation sociale. Ces éléments sont en effet essentiels au bon fonctionnement de la démocratie et de la transparence, et au développement politique et humain du projet européen.

De plus, je sais que les acteurs locaux, les institutions nationales, la société civile, sont demandeurs d'information européenne spécifique, d'une diffusion efficace de celle-ci, et recherchent une participation accrue à la fois à la vie européenne et au processus de prise des décisions affectant de manière immédiate aussi bien le quotidien que l'avenir des citoyens et des sociétés.

Je suis convaincue que la rencontre qui se tient aujourd'hui permettra un échange franc et fructueux en vue du renforcement de ces objectifs et aspirations communs.

A cet égard, le réseau Europe Direct constitue un outil très précieux qui mérite une étude approfondie, un engagement solide, un financement adéquat et une organisation actualisée afin d'optimiser son efficacité et de renforcer sa mission, à savoir informer les citoyens européens au sein des Etats membres et promouvoir notre objectif "Going Local". En effet, les équipes des centres d'information d'Europe Direct sont souvent le premier contact pour les citoyens en quête de réponses sur l'Europe, sur le fonctionnement des Institutions européennes et nos résultats politiques et législatifs.

Mesdames, Messieurs,

Permettez-moi de souligner l'importance de cette communication et coopération renforcée en cette période de crise où l'efficacité et l'utilité de l'Union est quelque peu mise à mal et où l'action intergouvernementale précède quelquefois l'action communautaire, alors que parallèlement un besoin pour plus d'Europe se dessine. Le Parlement européen est convaincu que nous devons aujourd'hui plus que jamais unir nos efforts en vue de renforcer la visibilité et crédibilité de nos Institutions et de nos activités auprès de nos concitoyens, ainsi que la

complémentarité du travail entre le niveau européen et le niveau local. Notre plan d'action pour la communication et l'information comprend à cet égard de nombreuses actions.

A ce titre permettez-moi de réitérer l'importance que j'accorde à la coopération interinstitutionnelle, à savoir entre le Parlement européen, la Commission européenne, le Conseil, et les organes consultatifs: Comité des régions et Comité économique et social. C'est une des priorités que je me suis fixée, notamment dans le cadre du Groupe Interinstitutionnel pour l'Information, que j'ai l'honneur et le plaisir de coprésider avec la Vice-présidente Vivianne REDING et le Conseil, qui manifeste un intérêt croissant à cette démarche.

Dans ce sens, nous adoptons des priorités de communication communes, que nous nous engageons de servir et de promouvoir à l'aide de nos moyens propres et dans le cadre de nos compétences distinctes.

Les priorités pour 2012 sont:

1. la reprise et la croissance économique
2. les droits des citoyens, avec une attention particulière accordée à l'initiative citoyenne Citizens' rights
3. Le coût de la non Europe

Bien évidemment, s'ajoute à ces priorités l'Année européenne 2012 relative à "Active ageing".

Il va en effet de soi qu'une mobilisation solide et efficace de nos moyens au niveau européen, mais aussi au niveau des Etats Membres sur le terrain, constitue un élément clé pour notre travail commun en vue d'améliorer la communication à l'attention des citoyens européens. Ainsi, je souhaiterais souligner que le réseau Europe Direct constitue à nos yeux un formidable outil que nous devons consolider et développer en collaboration avec la Team Europe, les Experts speakers et les Centres de Documentation existant au sein des différents établissements et instances. Le Parlement européen, en sa qualité de colégislateur du budget européen, a soutenu ce renforcement des Centres Europe Direct aussi bien au sein du budget 2011 mais également lors de la préparation du budget de l'UE pour 2012 où, en sus de la question de l'allocation des fonds, il a clairement souligné la nécessité de collaboration étroite entre la Commission européenne et le Parlement, à travers ses bureaux d'information. Je suis convaincue que cette perspective serait très favorable à la réalisation de nos objectifs. En tant qu'Institution, nous disposons d'une solide stratégie de communication, appuyée par un plan d'action, et de Bureaux d'Information au sein des 27 Etats membres. Cependant, je regrette de constater qu'alors que la coopération entre les Bureaux d'Information du Parlement européen et les centres d'information d'Europe Direct existe, celle-ci n'est pas clairement établie.

Nous sommes conscients du besoin de renforcement de cette synergie et à cet égard, permettez-moi de rappeler la responsabilité du Parlement européen envers les citoyens, et l'importance qu'il revêt à leurs yeux. Le Parlement est la seule Institution européenne élue directement par les citoyens. Sa fonction s'est considérablement renforcée depuis le Traité de Lisbonne, celui-ci étant désormais sur un pied d'égalité avec le Conseil dans le cadre du processus de prise de décision, affectant la vie quotidienne des 500 millions de citoyens européens de leur quotidien des citoyens tels que l'alimentation, l'environnement, la sécurité... Vous conviendrez donc, Mesdames, Messieurs, de notre intérêt et devoir d'information majeur envers nos concitoyens.

De surcroît, n'oublions pas la disponibilité des Membres du Parlement européen, hommes et femmes politiques tentant de relever les défis lancés par l'actualité politique, actifs au niveau régional, national, européen et international afin de façonner le présent, préparer un meilleur avenir pour les citoyens européens en vue d'une Europe plus solidaire, efficace et respectée.

Notre implication donc, directe à toute stratégie d'information, de communication et de mobilisation est nécessaire et bénéfique tout en révélant que le projet européen n'est ni anonyme, ni technocrate. Il constitue au contraire l'aboutissement de combats politiques quotidiens, de choix, de compromis d'engagements. Il bénéficie en outre d'une transparence permettant aux citoyens d'interagir, garantie d'un intérêt accru de leur part envers ce projet ambitieux. A cette fin, la valeur ajoutée des centres d'information d'Europe Direct, des centres de documentation et l'Equipe Europe est indéniables, ceux-ci constituant un complément indispensable à notre mission, à nos devoirs politiques.

Cet objectif de proximité s'impose d'autant plus dans le contexte de la préparation des élections européennes de 2014, où il convient de souligner la contribution essentielle que devront apporter les centres d'information Europe Direct. Notre stratégie est déjà orientée en vue des élections de 2014, échéance majeure à la fois pour nous et la démocratie européenne

Le Parlement européen devrait donc être essentiellement impliqué dans l'instauration du Réseau Europe Direct et leur développement, en particulier, en s'associant à la prochaine procédure d'appel d'offres pour la sélection des centres, à toutes les étapes de la procédure. Le Parlement doit apporter sa contribution à la nouvelle génération Europe Direct flexible, actualisée et efficace. Afin de remplir au mieux cet objectif, nous sommes prêts à coopérer avec vous, la Commission européenne, tous les organes européens et les acteurs locaux.

Ainsi, nous pourrions répondre efficacement à vos attentes concernant l'information européenne, vous offrir les moyens et les outils adéquats afin de mener à bien votre mission, en prenant en considération à la fois votre situation géographique et votre champ d'action, particulièrement vos prérogatives propres.

Pour toutes ces raisons, je suis convaincue que notre rencontre ici à Malte, qui arrive à point nommé, est cruciale et que nous relèverons avec succès les défis qui sont les nôtres par la force de nouvelles idées et engagements sincères.

Je vous remercie de votre aimable attention et je vous souhaite une excellente continuation.

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**5.2. Jean-Pierre Vandersteen , European Commission, Director-General ad interim, DG Communication**

**"Europe moving forward – beyond the crisis"**

At the first sight the European Union might be seen only as a set of institutions and a bulk of red tape. But at the same time we can't deny the added value of the EU: what we do and why we do it – the actions we take and the results we produce – for 500 million Europeans.

Let's not forget Europe is a long term project and let's not forget why we do it and most of all let's not forget what we have achieved:

- A single market for 500 million consumers, "from Stettin in the Baltic to Trieste in the Adriatic"
- A European GDP higher than that of the US (12 billion € in the EU and 10 billion € in the US)
- An external trade which represents 20% of world trade – by only 7% of the world population: Europe is the biggest exporter in the world and the second biggest importer
- The EU is the world's biggest development aid donor
- The EU has its own "bill of rights", with the European Charter of Fundamental Rights
- The EU has **the world's only directly elected transnational parliament**

If I try to summarise it in one sentence, it would be this: action and solutions based on values and the rule of law, in Europe and on the world stage – from trade to aid, we do important things.

And we must move forward rather robustly and rapidly, because we have a complicated crisis to deal with.

It is not a Euro crisis! It's a sovereign debt crisis, a financial crisis, and an economic crisis. But it's also a confidence crisis, as President Barroso described it in his State of the Union address to the European Parliament on 28 September.

Europeans and others have started asking themselves: are we really a Union – do we really have the will and the power to support our single currency?

Let me be clear: yes, we are a Union – and yes, we do have the will... .. The rest we'll have to achieve, through political leadership. Because, after all, political leadership is all about making the necessary possible.

What's necessary is to have a European Union of stability and responsibility. And that responsibility should work both ways. Let me explain. If a Member State mismanages its finances, the EU shouldn't watch in silence and then just pay up to fill the gap. There should be consequences. And if taxpayers pay € 4.6 trillion in aid and guarantees to the financial sector, then the financial sector should also give something back.

The EU – Our Union of stability and responsibility – should not only do all in its power to "overcome the crisis", but to "build stability and prosperity"..

And this is exactly what the EU has done with the Europe 2020 strategy, which the Commission proposed already in March last year.

Making a successful exit from the crisis is a challenge on its own, but we cannot stop at that. We need also to look further ahead and set priorities in a longer term perspective as well.

In other words, we need instant action and continuing campaign.

Long-term growth must be based on a sound macroeconomic foundation, just as competitiveness must be built on **innovation**, **education** and **inclusion**. But we don't want just growth, we want sustainable growth.

This is the whole "raison d'être" behind the Europe 2020 strategy: new sources of sustainable growth and social cohesion; we take the lead on climate change; we advance the people's Europe and we open a new era for global Europe.

The Europe 2020 strategy is bold and ambitious:

- In less than 10 years' time 75% of the 20-64 year-olds should be employed
- 3% of the EU's GDP should be invested in R&D and innovation
- Green house gases should be at least 20% lower than 1990; 20% of our energy should come from renewables and we should be 20% more energy efficient
- School drop-out rates should be under 10% and 40% of 30-34 year-olds should be completing third level education
- There should be at least 20 million fewer people in, or at risk of, poverty and social exclusion.

Our Union of stability and responsibility has agreed on these five ambitious objectives – on employment, innovation, education, social inclusion and climate and energy. All of them should be reached by 2020. All five objectives need to be reached.

Because employment is dependent on both innovation and education – because growth without social inclusion is hollow and counterproductive – because all of the above will be in vain if we don't have energy and a safe climate.

They are interdependent just as we in the European Union have made ourselves interdependent. This is Europe 2020: ambitious and determined – far reaching and realistic. It is an integrated approach for the immediate future. It is the backbone of EU policy.

Dear friends,

Just like we have made ourselves **interdependent** in the EU as a whole, the EU Institutions and the Europe Direct offices are **interdependent**. And just like Europe 2020 is **ambitious**, **determined**, **far reaching** and **ambitious** – so are you.

At your Annual General Meeting in October last year Vice President Reding told you this: *"People matter in the life of the European Union. No political project can advance while leaving the people behind. Our Union can only exist and prosper if citizens adhere to it and support it."*

This is the more relevant in these times of crisis. The EU – our Union of stability and responsibility – doesn't leave the people behind.

You are our frontline. You are our eyes and ears and mouth. We need to know what you get to know, how people react, what people want. And we need you to tell them all what we do to win the "crisis battle"; all what we do to prepare the "prosperity peace".

And when it comes to Europe 2020, I want you to let everyone know that this is not just a case of another set of rules and regulations from the EU bureaucracy. This is about harnessing our huge potential; this is about giving ourselves, our continent a better chance and a better future. This is about moving forward – for a reason and with an aim.

Let's not forget why we are here and why we must go on. Let's not forget how many reasons we have to be proud of all we have achieved in only a little bit more than half a century. Let's not forget all the possibilities we have to shape the next half century. Let's not forget the role you have to play in that exciting and important work.

Thank you.

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### 5.3. Anna Maria Darmanin, European Economic and Social Committee, Vice-President

- Since October 2010, when I was sworn in as vice-president of the EESC with special responsibility for communication, I have been looking for an opportunity to meet with you, the representatives of the European Union at local level, and I am glad to have the opportunity to do just that today.
- As a Maltese, I would like to extend a special welcome to the 330 information centres present today in Valletta from all over Europe. I wish you an excellent stay in my home country.
- As I said, the EESC's new term of office started in 2010, when the presidency, together with the newly appointed 341 members, adopted a set of priorities for the EESC:

The **EESC roadmap for the period 2010-2013** clearly reflects European citizens' concerns and demands. It is based on three main concepts: **dialogue and participation, sustainability and growth**, and **solidarity and development**.

And the current situation in Europe has proven us right: a sustainable Europe, social entrepreneurship and democratic participation are all values that are at the heart of discussions in the present context of economic and – increasingly – social crisis.

#### Dialogue and participation

- Concerning dialogue and participation, the role of the EESC is to lead the Union in its contacts with civil society. We are the only European institution in permanent contact with civil society organisations. We are the only institution whose members are firmly anchored in the reality of their home countries: they are workers, employers, farmers; they represent trade unions, consumer organisations and NGOs. Their input into the EU decision-making process is the voice of the European civil society as a whole, and this is what makes the EESC unique.
- The EESC is continuously evolving to adapt its structure and role to the present and to anticipate the future. Indeed, the Treaty of Lisbon provides for civil society involvement in the EU's work, albeit there are clear indications that people in Europe are far from feeling any genuine commitment to European cooperation. This must change. Among other things, the EESC is committed to facilitating and supporting the European Citizens' Initiative and promoting it among civil society as a tool to participate more directly and actively in the European decision-making process.
- From 1 April 2012, European citizens will enjoy this new right which will give them a stronger voice. By collecting one million signatures across Europe, they will be able to call upon the European Commission to propose or change existing European legislation. The European Economic and Social Committee has supported the idea of a Citizens' Initiative from the start, fighting for a simple, understandable set of rules. We have been actively informing our fellow citizens about this new initiative, including by publishing the first printed guide on the European Citizens' Initiative. Some copies will be available in our stand. Do not hesitate to order more if you find it useful in your local activities.
- In order to facilitate consultations and establish a permanent dialogue with civil society organisations and networks, the EESC has also set up a Liaison Group. We are thus well placed to inform interested citizens and civil society organisations about the European

Citizens' Initiative. But our role should go further. We want to act as a facilitator of Citizens' Initiatives that are in the pipeline, enabling those involved to network and possibly to meet; and we want to be a mentor, holding hearings and issuing opinions to assist the Commission in evaluating a successful initiative.

- Without doubt, the participation of citizens in political decision-making is the focus of a heated debate in Europe. Everywhere, the *Indignados* movement is gaining more and more supporters. Last week's decision to hold a referendum in Greece has prompted a multitude of reactions inside and outside the EU. Where is the limit between active citizenship and political responsibility in the decision-making process? Where is the limit between direct democracy and political delegation?
- On the other hand, I am convinced that Europe must **go local** to succeed and that it must reach out to citizens when passing on the message. It must go out to their hometowns and cities, be present in their daily lives. Last month I launched, together with Gianni Pittella, vice-president of the European Parliament, the **campaign *Five ideas for a younger Europe***. We are currently visiting a range of European universities to meet young political science and communication students. During the next few months we will be visiting Spain, France, Italy, Malta, to name just a few. We want to meet young people, go where they live and study, to make Europe a reality and receive valuable ideas on what young people would like to see happen, change and improve. In the future, we would be delighted to count on your support too when organising such "going local" events away from Brussels.
- The EESC is also launching a reflection on the economic crisis that is dramatically affecting our continent. From all over Europe, our members are determined to protect the European social model, and resolve the current problems without social dumping. We do not want to create economic growth by downgrading our social rights. Figures published last week by Eurostat are clear enough: unemployment has reached 10.2 % in the EU, 22.6% in Spain and 11.9% in Greece. More than 15% of people in Europe are at risk of poverty or social exclusion, and homelessness is the fourth most common reason given for poverty in the EU. We must ask ourselves how best to safeguard social rights in Europe and we are committed to help delivering solutions.

#### Sustainability and growth

- The EESC is currently very much involved in the preparation of an important conference on RIO+20, the UN conference on sustainable development to be held in June 2012. In partnership with the Commission, we are organising a preparatory meeting ahead of the new round of negotiations on climate change. It will take place in February. International leaders, experts and civil society will get together to analyse the situation and aim at finding common ground.
- During this year, the EESC has already been working very closely with the French presidency of the G-20 on food security and the rise of commodity prices in the international market. And this hot topic is again in the loop in relation to the future CAP reform. The European Commissioner for Agriculture, Dacian Cioloș, attended our last plenary session, on 27 October, to present the reform project and the EESC is currently preparing its own opinion on this topic.

#### Solidarity and development

- We want solidarity to be a reality when speaking about development and our relations with the developing world. Economic crisis has overshadowed our role outside Europe.

However, we remain in direct contact with countries that are in the throes of transition towards real democratic systems.

Just before the recent democratic elections in Tunisia, our members met representatives of Tunisian civil society and exchanged views on how to improve the participation of civil society in democracy.

But we are also very keen to pursue genuine dialogue with civil society organisations in other parts of the world.

To give you just a few examples: today the 5th EU-Brazil Civil Society Round Table is taking place in Porto, in ten days' time the Euromed Summit of Economic and Social Councils will be held in Istanbul, and before the end of the year the 10th EU-China Round Table will be held in Munich.

- Like the mythological Ulysses, all of us, all the EU institutions, are working hard to successfully reach out to our citizens and explain a changing European world that is felt to be far removed from their towns and cities. The last Eurobarometer surveys show that the EU is still little known among a large proportion of the European population. Therefore, I want to encourage you to continue communicating Europe – in the words of Tennyson - *to strive, to seek, to find and not to yield*. Let's communicate together!

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## 6. Questions to the keynote speakers

The complete list of the participants' questions to the speakers:

### Future of EDICs

- Wie geht's weiter mit der ED Förderung ?
- When will we be able to purchase online publicity (with EDIC budget)?
- Where do you see ED in 10 years?
- Don't you think it could be useful to help EDIC to hire more staff/have more tool to sensitize citizens/municipalities/stakeholders to the EU?
- What is the future of the network?
- Could we have a contact person for EDICs in each DG and other institutions?
- When will the co-financing part be redirected in favour of EDICs (50% is too much)
- What about ED future? In this crisis context will a new frame 2013 – 2016 be possible?
- How do you see the future of the EDICs? Will there be more support from other institution, or will it only depend on the EC?
- What is the future of EDICs 2013 – 2016 (financing)?
- Do we have to expect substantial changes and reorganisations in the next programme period for EDICs?
- In view of the current austerity measures at national level, the EU budget is under pressure. This will certainly affect the EU's communication budget. How will this affect the EDICs?
- I understand the EP may have a greater involvement in the next ED. How can this be managed to ensure there is no added administration/bureaucracy for the EDICs?
- How do you think that the EDICs network can develop to further show the added value of the EU?
- We would like to know the future of EDIC programme: economic support, contents, programming, etc...

### Enlargement

- How many more countries will join the EU?
- L'Europe doit-elle devenir fédérale?
- Was sind die nächsten Schritte zur Schaffung des «vereinigten Staaten von Europa»?
- With or without Romanian and Bulgarian workers in the EU labour market?

### Image of politicians-trust

- Politicians have to get more honest! How to bolster a process to regain the primacy of politics and the primacy of finance/banks?
- Les citoyens pensent qu'il y a trop d'argent pour les politiques et pas pour les citoyens. Qu'en pensez-vous?
- Citizens are tired of «old» politics. How can the EU institutions restore confidence through action?
- What is important for the EU nowadays?
  - Citizens
  - Financial institutions
- How is it possible to find the right balance between rights and duties, and how to make people understand that the EU is not only about financing?
- How can we strengthen a European civil society?
- What will be the place of citizens in the European framework?

### Regions/local/rural

- Are you planning to visit the regions more often?
- What do you think about the beginning of decentralisation (regionalisation) process in Romania?
- How to increase the role of regions in the EU?
- How to make a lobby from the rural areas to change the CAP?
- Are SMEs in rural areas targeted and if so how? How do you facilitate rural entrepreneurship?
- Could you tell us how views of regions are heard at EU level?
- How does the CoR contribute to the common European future?

### Communication channels

- How to increase relationship between DGs and EDICs?
- Do you have a strategy for social media?
- Welchen Stellenwert haben Sie als MEP in der nationalen Regierungsarbeit?
- How can the EU institutions and services better coordinate their communication actions?
- How do we inform citizens about the EU elections without being political?
- Is it possible for EDICs to receive briefings on current burning issues (especially for countries such as the UK – an euro sceptic country) so we are well prepared to answer citizens' questions?
- M. Vandersteen: Pourrions-nous – CIED – arrêter de recevoir plein de documentation inutile et chère, et continuer à avoir la documentation utile?
- I would like to know how to reach elderly people for the next EU year (what instruments)
- In what way can EDICs have influence on the general senses of local and national policy – makers/politicians, when their approach is opportunistic?

- Why do not you use the EYC network for next EP elections campaign – better than an expensive contract with a publicity consultancy company that does not *relate* to the citizens?
- We need better information materials, multimedia etc. for young people in own language

### Crisis

- Faut-il modifier les statuts de la BCE pour lui permettre de prêter directement aux Etats?
- Is there a crisis in treating MS equally? Are some favoured more than others?
- It is difficult to talk about Europe in the crisis context (complexity), how can EDICs do?
- Money help to attract more VIPs to local events for citizens
- Could you inform us about specific themes (besides the crisis/budget) that are coming up with Europe in the next few years?
- After the EU Year of volunteering, why was the financing on this area reduced?
- Shall the EU support all the MS with specific problems due to the current crisis and keep them in the Euro zone?
- EC communication. Des citoyens aimeront mieux comprendre ce qui s'est passé et ce que l'UE fait pour sortir de la crise. Savez-vous quand nous auront une publication simple et pédagogique?
- Wie erklären Sie die Euro-Krise ihrer Großmutter?
- What does the EP do to prevent the Greek situation in other EU countries?
- How will the Eurozone be sustained?
- Quelles réponses à la crise?
- Will there be EU funds for the local initiatives of young people after 2013?
- How is EC planning to communicate new planning period 2014 – 2020 budget cutting issues etc.?
- When EDICs will be informed how to explain these issues to general public?
- What is the role of the EP in the economic crisis (solving the problem)?
- In the context of the EU trust crisis, how do we reconstruct the people's trust in the EU mechanism and how do we encourage participatory processes?
- Il est très difficile d'expliquer aux citoyens la crise économique en Europe: le rôle des Etats, la réponse des institutions. Est-ce que la Commission pourrait nous fournir un kit de réponse simple pour expliquer aux citoyens l'action de l'UE en réponse à cette crise ?
- How can European institutions use EDICs to support citizens + reassure them in this time of economic crisis?

### Other

- Quo vadis?
- Could you tell me if/how many Citizens' initiatives have come to be discussed at the EP?
- EDIC as real «One stop shop»? (concentration of information centres possible??)
- Honnêtement, pensez-vous que les membres de votre institution (élus et administratifs) connaissent les centres Europe direct?
- Que devient le rôle des institutions européennes (en particulier le Conseil et son Président) quand la France et l'Allemagne apparemment comme les seules différent de l'Europe ?
- How to interest people for Europe without mentioning Europe?
- Wie ist aktueller Status zur europäischen Bürgerinitiative?
- Did you know the EDICs network before this meeting and how did you work with them?
- Comment valoriser la communication des institutions européennes face à un chauffeur de taxi qui demande: “Dites leur de sortir de l'euro...”
- Wie sollen wir der Vertrauenskrise in die europäischen Institutionen entgegenreten?
- ↑ Trust

- Wouldn't it be better to use only 1 logo in our communication on the European Union? Now we have a variety of logos, for example: European Consumer Centres, Enterprise Europe Network, Structural Funds, Culture Programme, Lifelong learning... Just use only this: the flag of the EU. Citizens will see and understand more quickly and clearly who's speaking to them.

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## 7. What is our shared purpose for Europe today?

The complete list of contributions from the participants, regrouped by subject:

### **Explain/inform/communicate**

- Shared purpose: communicate; explain EU policies in the global and changing world
- We should explain how the EU works, media doesn't
- Explain how Europe is useful for us
- Bring information to citizens to reduce the distance, explain the origin and use of money and collect feedback
- General: information, signpost, events, mobility → HELP YOU!
- To help Citizen
- To inform general public/to receive and give information
- Purpose for EDICs: informing, communicating, explaining EU policies to citizens.
- Information is the key to involvement & active citizenship
- Safe, well-informed and active citizens achieved by providing relevant information including working with partners
- We, EDIC's, have to explain how the institutions work
  - o What is the European Commission doing?
  - o What is the European Parliament doing?

### **Added value/benefits/values**

- Communicating the benefits of EU cooperation
- Added value: informing about opportunities, explaining the effect of EU activities on local level
- Communicating the benefits of the EU
- Our shared purpose: to show benefits of European citizenship!
- Communicate together the utility of European Union
- Adjust the communication/message, explain how Europe is useful for all of us/relevant to individuals
- To promote the idea of Europe
  - o to highlight the benefits – II-
  - o making EU relevant to people
- To show citizens the "added value" of Europe as an union of peace, freedom and stability the real picture of a Europe on the move.
- Convince citizens of Europe's concrete "Added value"
- Value: travelling, working, youth change, structural funds, learning, health security..
- Making Europe attractive for young people because they are the future.
- Keep/promote solidarity as an answer to citizens' fears.
- Speeding the EU cultural and social interaction and rising a sense of common EU destiny
- Common values: solidarity, gender equality, understanding ...not always but common basis to be reached.

- Defence of culture and languages (diversity). On remplace (parfois/souvent) les responsables politiques pour expliquer l'Europe et ses avantages
- Social Europe (can we really do that)
- Shared values : Peace, Freedom, Democracy, Common goods rights, Cohesion, environment, 27 national Social Needs, Individuals, Social needs
- Empowerment of the EU
- Sharing the feeling of citizenship ↑ thank to?
- Building an attractive and efficient European Commission
- Europe, what else?
- Today: Networking, sharing experiences bring new ideas, creating a pan-European network.
- Tomorrow: A better Europe ==> more social, sustainable growth

### **Local reality**

- To know local needs/be involved in its priorities
- Better understanding "in European policy On local level"
- Connection with local level
- Cooperation between regions

### **Dialogue/human face**

- To grow together. Exchanging experiences and learning from each other. And creating informed and educated citizens within an EU based on peace, solidarity and democracy.
- To bring Europe to people & vice versa
- Building bridges
- Make Europe more **accessible** for people and make people get more linked and aware of Europe
- ED "interface" entre les citoyens et les institutions européennes.
- Purpose for Europe: finding solutions on common problems (financial and political crisis)
- EDICs objectives: stimulate debates, listen to the needs, create EU public sphere, and enhance participation of civil society.
- Talk to hearts and heads to show the human face
- Show EU's Human face
- We stimulate people to become active citizens
- Open dialogue for citizens to improve understanding and mobility throughout Europe

### **Trust**

- Regain trust in EU citizenship
- Get back the trust in the EU; European consciousness – think European; show concrete effects of EU in the regions; change peoples' thinking in the time of crises - 1st European, than national
- We share the confidence that we TRUST in Europe and look for the future
- Lack of trust between citizen and politicians and EU institutions – trusted, neutral contact person, collect feedback.
- We trust in Europe
- Regaining trust in European citizens
- To facilitate a dialogue – creating understanding and trust and togetherness, realising the European project
- Neutrality is important to be trusted

## **EU identity**

- Empower the EU identity, knowing the local region, interaction, cooperation and communication.
- Develop a shared EU identity in addition to the national ones.
- Making EU understandable at local level, by building a "EU identity" between generations & countries

## **Slogans/tips**

- A strong united democratic federal open EU.
- Une Europe unie est toujours plus forte.
- Let's empower EU people to act
- Be united – EDICs Greece
- Wir machen Europa greif- und begreifbar!
- Wir sind an "der Front".
- Harmony among Europeans!
- Create a real European political government
- Think European, first European then national
- Building Europe is not possible without citizens..... EDICs network neither!!!
- EC should improve communication with citizens
- More people should know about Europe Direct

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## **8. Panel discussion: Mobilising young people for Europe**

- Margaritis Schinas (European Commission, Bureau of European Policy Advisers, Deputy Head)
- Thomas Houdaille (Europa Nova, Secretary-General)
- Peter Matjasic (European Youth Forum, President)
- Leendert de Voogd (TNS Political & Social, Global Head)

### **8.1. Statistics from Eurobarometer presented by Leendert de Voogd:**

- Slide one: Assessment of National Economic Situation, (base 15-24y old), showed huge differences between countries with Luxembourg at 84% good and Greece at 1% good
- Slide two: priorities for 15-24 years olds, showed the three top priorities being rising prices, unemployment and the educational system. They are not at all concerned about pensions.
- Slide three: 15-24year olds represent 12% of EU population. They are positive about the future of the EU and globalisation and less concerned about the current crisis. They like Europe but don't know much about it; they don't vote at EU elections and almost 80% use internet every day.

(the slides are available in annex 1)

## **8.2. Trends in a Globalised World (2011-2030) by M. Schinas**

- High uncertainty and unpredictability
- Towards a sense of global citizenship of a common humanity
- A world without hegemonic powers
- Towards a poly-centric world (power taken away from State)
- A world with less poverty, but in which the poverty challenge remains (new poor)
- Empowerment of the individual; pressure to meet citizen's expectations
- Greater need for (and greater obstacles in the way of) global regulation
- Greater need for (and greater resistance to) more "Europe"

## **8.3. Recommendations for communicating with youth:**

- The future is not for governance but for the people. The future is about civil society organisation.
- Break stereotypes about young people.
- Use multipliers in your area.
- Don't expect the young to come to you. Give relevant information and be proactive
- Fight against erroneous perceptions. Win the policy argument, not the propaganda war.
- Move from "principled" to "real" communication.
- Shape national/regional/local debates from a European perspective
- Use local youth organisations, they are a good channel to reach young people. Peers are the best role models.
- Liaise with the "Structured Dialogue" national working groups and inform young people about this possibility to participate actively in policy making.
- Youth is not one homogeneous group, messages have to be different for 15 year olds and for 35 year olds.
- The young go to the web for information, facebook and twitter have to be part of your communication strategies
- Use online debating platforms
- Invest in content

## 9. Market place: Better knowing EU institutions and other EU-wide networks

Market Place: topics		
Subject	DG/Institution	Person
New partnership between Europe and farmers - how to sell it?	DG AGRI	Angela Filote, Hans Ulrich Goessl
Youth on the move - how to reach out to young people	DG EAC	Dietrich Rometsch
Brand new opportunities for young Europeans to engage in - The European Voluntary Humanitarian Aid Corps	DG ECHO	Markus Held
Business support on your doorstep	DG ENTR	Antonios Fysekidis
2012 Political and Communication priorities	DG ENV	Natasza Hoffmann
Come and discover what research and innovation can do for citizens' everyday life	DG RTD	Frederique Bertrand,
Information and Service for the Research Community	DG RTD	Kitty Fehringer
Every European Digital	DG INFSO	Anna Katrami
"Justice for citizens" at a glance: tips and information	DG JUST	Martina May
Turning EU rights from theory to practice	DG MARKT	Nora Allavoine
EU Cohesion Policy 2014-2020 – The Commission's Proposal	DG REGIO	Ann-Kerstin Myleus
Healthier and Safer Products - More confident consumers = 500 Million happier people better equipped for life	DG SANCO	Anna Passera, Carol Franklin
The European parliament coming to you	EP	Jesus Gomez
Working together with civil society in the European Union	EESC	Alejandro Izquierdo
2/3 of European legislation is implemented by your Regions and Cities - Europe is closer than you think	CoR	Boris Essender

## 9.1. DG ENV

<b>1. Subject of your presentation – DG ENV - Priorities in 2012</b>
<b>2. Your contact details</b>  Information and Communication Officer, DG ENV <a href="mailto:Natasza.HOFFMANN@ec.europa.eu">Natasza.HOFFMANN@ec.europa.eu</a> +32 2 2967756
<b>3. Main message(s) of your presentation (+ PowerPoint, relevant web link)</b>  <u>DG ENV work programme in 2012:</u> <ul style="list-style-type: none"><li>• Water</li><li>• Resource Efficiency Roadmap implementation,</li><li>• EU Biodiversity Strategy implementation,</li><li>• Implementation of the EU environmental legislation.</li><li>• annual call for LIFE proposals (funding of environmental projects) should be launched in February (<a href="http://ec.europa.eu/environment/life/funding/lifepius.htm">http://ec.europa.eu/environment/life/funding/lifepius.htm</a> )</li></ul> <u>Main DG ENV communication activities planned for 2012:</u> <ul style="list-style-type: none"><li>• Resource Efficiency campaign (<a href="http://www.generationawake.eu">www.generationawake.eu</a>),</li><li>• promotion of 20<sup>th</sup> anniversary of Natura 2000,</li><li>• Green Week conference (24-27 May),</li><li>• announcement of 2014 European Green Capital title (June).</li></ul> Catalogue of publications: <a href="http://www.cc.cec/dgintranet/env/i/srd1/publications/doc/catalogue.pdf">http://www.cc.cec/dgintranet/env/i/srd1/publications/doc/catalogue.pdf</a>  Publications can be ordered at: <a href="http://bookshop.europa.eu/is-bin/INTERSHOP.enfinity/WFS/EU-Bookshop-Site/en_GB/-/EUR/ViewStandardCatalog-Browse?CatalogCategoryID=r1sKABstjgMAAAEjvIYY4e5K">http://bookshop.europa.eu/is-bin/INTERSHOP.enfinity/WFS/EU-Bookshop-Site/en_GB/-/EUR/ViewStandardCatalog-Browse?CatalogCategoryID=r1sKABstjgMAAAEjvIYY4e5K</a>  Free of charge audiovisual material can be downloaded from: <a href="http://www.tvlink.org/media.php?type=video&amp;chid=11&amp;titleleft=Environment">http://www.tvlink.org/media.php?type=video&amp;chid=11&amp;titleleft=Environment</a>  Limited amount of environmentally friendly promotional materials (notebooks, pens, colour pencils) are available for EDIC to order for local events with environmental theme.
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)</b>  Materials must be available in local language to reach local public.

## 9.2. DG Justice

<b>1. Subject of your presentation</b> - "Justice for citizens" at a glance: Tips & Information
<b>2. Your contact details</b> Martina May Press and Media Officer European Commission - DG Justice Unit 01 – Programming, evaluation and communication MO 59 07/46, B-1049 Brussels Phone +32(0)2 29 20918 <a href="mailto:Martina.May@ec.europa.eu">Martina.May@ec.europa.eu</a>
<b>3. Main message(s) of your presentation (+ PowerPoint, relevant web link)</b> <ul style="list-style-type: none"><li>• Political context (Europe 2020)</li><li>• Main messages (Justice for Growth, for consumers, for citizens)</li><li>• Where to find information (Justice website, consular protection website, e-Justice)</li><li>• What to do in case of fundamental rights complaints</li><li>• JUST plans for 2012 (data protection, women, accessibility)</li><li>• Invitation to contact JUST in case any event/initiative linked to the portfolio is considered</li></ul>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...)  The questions received revealed very basic problems: where to address questions and requests, how to complain etc., i.e. very basic questions about the EC as such.  The EDICs seemed very grateful for contacts within the EC and for the invitation to call/contact us whenever they want.

## 9.3. DG MARKET

<b>1. Subject of your presentation</b> Citizens and the Single Market
<b>2. Your contact details</b> <a href="mailto:nora.allavoine@ec.europa.eu">nora.allavoine@ec.europa.eu</a> <a href="mailto:ramon.van-barneveld@ec.europa.eu">ramon.van-barneveld@ec.europa.eu</a>
<b>3. Main message(s) of your presentation (PowerPoint, relevant web link)</b> <ul style="list-style-type: none"><li>• Presentation of the "1-stop shop" and Europe Directs role in it: 3 entry points to information and help on EU rights for Europe's citizens</li><li>• The need to develop the "back office" of the 1-stop shop by further networking the networks, to eventually achieve the goal of having no wrong door for citizens to knock on for the information and help they require.</li><li>• Presentation of the Single Market Fair in Krakow in October 2011 as a kind of "1-stop shop under one roof", and a possible idea for the forthcoming Single Market Week in November 2012, for which similar local actions Europe-wide will be useful.</li><li>• - Presentation of the "Generation 1992" competition, which will kick off in 2012. It is to entail an EU-wide internet competition for testimonials on the benefits, problems, challenges in the EU Single Market from the perspective of young Europeans born in 1992.</li></ul>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...) The concept of the Single Market Fair was very popular. This should be taken up by COMM Reps and the relevant ministry in the Member States concerned in order to see if they can set up something similar with the information and assistance networks on the ground during Single Market Week, on 12-18 November 2012. (The Czech Rep has already done something similar this year – this could be a best practice to be extended to other Reps)

## 9.4. DG REGIO

<b>1. Subject of your presentation:</b> EU Cohesion Policy 2014-2020 (Monday 7 Nov)
<b>2. Your contact details:</b>  Ann-Kerstin Myleus Deputy Head of Unit Communication, Information, relations with third countries European Commission Directorate-General for Regional Policy Avenue de Tervuren 41, BE-1040 Brussels Office: CSM2 A00/226, phone: +32 (0)2 296 89 77 <a href="mailto:ann.myleus@ec.europa.eu">ann.myleus@ec.europa.eu</a>
<b>3. Main message(s) of your presentation (PowerPoint, relevant web link)</b>  The presentation provided an overview of the Commission's proposal for cohesion policy 2014-20: Investing in growth and jobs  The PowerPoint presentation I delivered "General presentation on proposals for Cohesion Policy 2014-2020 " (now available in EN, FR and DE) can be accessed via the following website where also a brochure and the full Commission's legislative proposals can be found:  <a href="http://ec.europa.eu/regional_policy/what/future/proposals_2014_2020_en.cfm">http://ec.europa.eu/regional_policy/what/future/proposals_2014_2020_en.cfm</a>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)</b>  Hopefully a few EDICs are now more informed about the Commission's proposal for Cohesion Policy 2014-2020.  No specific follow-up actions are foreseen as this session was a pure information session.

## 9.5. DG RTD

### 1. Subject of your presentation - Innovation Union. FP7 dedicated implementing bodies. Horizon 2020

The objective would be to include the RTD's messages to the EDICs WP2012, get acquainted with the needs/questions coming from citizens and to discuss the communication to be prepared for EDICs in order to promote the RTD's key messages, focusing on what Research does for a citizen.

### 2. Your contact details

Frederique BERTRAND. R4. Project Manager - EU policies  
EUROPEAN COMMISSION. Research & Innovation DG  
[www.ec.europa.eu/research](http://www.ec.europa.eu/research)  
SDME 06/075. Square de Meeûs, 8. B - 1049 Brussels  
Tel. +32 2 29 59389  
[frederique.bertrand@ec.europa.eu](mailto:frederique.bertrand@ec.europa.eu)

### 3. Main message(s) of your presentation (PowerPoint, relevant web link)

The main messages concern the Innovation Union key objectives: more jobs, better society, and improved lives.

[http://ec.europa.eu/research/innovation-union/index\\_en.cfm](http://ec.europa.eu/research/innovation-union/index_en.cfm)

We need it to take Europe out of the crisis and to shape better future. Turning ideas into jobs, green growth and social progress: longer and healthier lives, reliable, clean and efficient energy, efficient use of resources for protection of our planet, safe and secure food supply, smart and green transport, inclusive innovation and secure society.

Information on the ongoing Seventh Framework Programme for Research (FP7) 2007- 2013: Building Europe of Knowledge

[http://cordis.europa.eu/fp7/home\\_en.html](http://cordis.europa.eu/fp7/home_en.html)

- The specific programmes
- The implementation of the programmes via dedicated bodies, in particular: the Research Executive Agency (REA), the European Research Council Executive Agency, the Joint Technology Initiatives such as the "Innovative Medicines Initiative" to foster Europe as the most attractive place for pharmaceutical R&D, "Clean Sky" to bring significant improvements regarding the environmental impact of aviation and "Fuel Cells and Hydrogen" for "fit-for-use" hydrogen energy and fuel cell technologies) (See also the presentation of FCH JU)
- The new calls for proposals under the Work Programme 2012: €7 billion to boost research and innovation, to create jobs and growth, to promote research to tackle the biggest societal challenges facing Europe and the world and to make Europe more competitive on international arena.

Heading towards Horizon 2020: the next Common Strategic Framework for 2014-2020

Growth strategy for the decade. Support (finance) for research to tackle the major challenges in Europe 2020

[http://ec.europa.eu/research/horizon2020/index\\_en.cfm](http://ec.europa.eu/research/horizon2020/index_en.cfm)

Europe invests for the future, creating jobs, higher living standards and a cleaner environment. Horizon 2020 will make support for research and innovation simpler, more efficient and more effective at delivering the bigger impacts needed to sustain growth and tackle societal challenges such as climate change, health, energy and food security.

- A coherent set of funding instruments along the whole innovation chain from basic research to market uptake.
- The proposed € 80 billion investment in H2020 now ensures growth and jobs in the future

- Horizon 2020 will ultimately make a positive difference to people's everyday lives.

Jobs/ innovation: Horizon 2020 would create new jobs, will fund the best new ideas and technologies across Europe and test that these work in the real world. It will encourage the private sector to invest in research and innovation in Europe

Better lives/ societal challenges: Horizon 2020 will develop new solutions to the problems facing EU citizens, such as: new treatments and methods to overcome antibiotic resistance, cutting 25 thousand deaths and reducing healthcare costs, major investments to drive down the cost of wind and solar energy to replace fossil fuels without raising bills, deploy new technologies and standards for a safe internet, stopping the billions of euro lost to cybercrime and enabling new businesses to flourish.

Science: EU funding is already supporting world leading scientists, including Nobel Prize winners. Horizon 2020 will attract the best researchers to work together across Europe on ground-breaking projects. It will enable each country to get more out of their national funding, by avoiding duplication and allowing them to work together.

Simple access: Thousands of companies, universities, research institutes and new businesses across the whole of Europe will have equal and simple access to Horizon 2020 funding.

The Research Enquiry Service (RES), managed by the REA using services offered under the Europe Direct framework contract and offering a channel for citizens and programme participants to get information and support on participation in FP7 and future Horizon 2020.

More at: <http://ec.europa.eu/research/index.cfm?pg=enquiries>

The Research Participants Portal, as a one-stop-shop for participating in the EU-funded research projects, could be also widely communicated through EDICs.

More at: <http://ec.europa.eu/research/participants/portal/page/home#>

The Research Networks (Please see the presentation on the National Contact Points, and the Euraxess networks) could be also widely in contact with the EDICs.

#### **4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)**

It is to mention that the presentation has been done in cooperation with colleagues from FCH JU and DG INFSO, under the "Innovation Union" flagship. Feedback from EDIC colleagues is that they are facing really "on the ground" questions from citizens, mainly concerning their private life/career/interests. Young people and teachers/students are the core customers of this service. They ask questions in relation to their future, mobility, studies, careers, in relation to the current economic crisis.

- Questions from citizens about Research are mainly relating to funding and training / career / mobility of searchers. Another point is the interest on the outcome of the granted projects (who to get access to the research reports, findings) and dissemination of results.
- The Joint Technology Initiatives and in general, the Public-Private Partnerships were not familiar to the EDICs.

Basically the EDIC are interested in getting more training and briefings from the institutions. They need clear messages to circulate and more information.

- We have distributed some brochures and leaflets to elaborate the presentation. Elements for answers may be found in Cordis ([http://cordis.europa.eu/home\\_fr.html](http://cordis.europa.eu/home_fr.html)) or in the Participant Portal.
- The EDIC are quite aware of the RES, which they use as a tool to obtain information.
- Moreover we proposed another angle: to liaise with their National Contact Points for FP7 related issues, and with the network of Euraxess colleagues/searchers.

## 9.6. DG RTD NCP

### 1. Subject of your presentation

EURAXESS-Researchers in Motion + NCP network – enhancing collaboration

The objective was to provide information on the DG RTD networks to enhance collaboration between NCPs, EURAXESS and the EDIC centres.

### 2. Your contact details

Kitty FEHRINGER, B2. Coordinator of the EURAXESS Services Network  
EUROPEAN COMMISSION. Research & Innovation DG  
[www.ec.europa.eu/research](http://www.ec.europa.eu/research)  
SDME 03/031. Square de Meeûs, 8. B - 1049 Brussels  
Tel. +32 2 29 95834  
[Kitty.fehringer@ec.europa.eu](mailto:Kitty.fehringer@ec.europa.eu)

### 3. Main message(s) of your presentation (PowerPoint, relevant web link)

EURAXESS – RESEARCHERS IN MOTION

EURAXESS is a pan-European unique initiative providing access to a complete range of information and support services for European and non-European researchers wishing to pursue research careers in Europe. EURAXESS offers access to the job market; assists researchers in advancing their careers in another European country and supports scientific organisations in their search for outstanding research talent. EURAXESS is a truly pan-European initiative, supported by 38 participating countries across Europe. Through its portal it provides a single access point to information across all countries and personalised assistance by the more than 500 staff working in the 200 Services Centres.

#### Background

EURAXESS is a key initiative in supporting the European Union's commitment to removing the barriers to free movement of knowledge within Europe, to strengthening cross-border mobility of researchers, students, scientists and academic staff, and to providing researchers with better careers structures.

EURAXESS Jobs: constantly updated free of charge information on job vacancies and funding opportunities as well as CVs from researchers from around the world.

EURAXESS Services: a direct link to the over 500 staff in 200 EURAXESS Services Centres who provide free assistance to researchers and their families in the planning and organisation of their move to, or stay in, a foreign country. Questions treated mainly relate to visa applications, social security and finding accommodation, Kindergarten or school, as well as language courses, health care in a new country.

EURAXESS Rights: information regarding the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers, which aim at setting out rules and obligations of researchers and their employers, as well as transparent and fair recruitment procedures through the Human Resources Strategy.

EURAXESS Links: a networking tool for European researchers in China, Japan, USA, Singapore and India.

#### Objectives

We know that researchers are the main producers of new knowledge and are the main agents in its transfer and we know that we need more researchers. In order to compete at a global level, Europe is committed to retaining and attracting the best research talent. At the heart of EU2020 and the research and innovation strategies are: achieving the fifth freedom - the free circulation of knowledge in the European Research Area, and making Europe the most attractive

destination for researchers and innovators. To reach these goals, mobility should be an asset and not an obstacle for researchers. This is why the EU is taking concrete and action-oriented measures to make Europe the destination of choice for researchers. EURAXESS is the key-tool in achieving these objectives.

#### Results/Impact:

- Nearly 7 500 job vacancies were published on EURAXESS Jobs from 42 different countries in 2010. Since March 2011 an average of 3,000 jobs/day is available on-line.
- More than 5 000 research organisations (companies, universities and SMEs, etc.) are registered on EURAXESS Jobs. More than 18 000 researchers have made their CV available to potential employers. An additional 40 000 researchers are registered without their CV. Collaborations aimed at exchanging jobs with EURAXESS Jobs have been launched with Academic Transfer, Naturejobs, Galaxie and INRA. More are in the pipeline (e.g. ResearchGate).
- More than 500 staff in over 200 EURAXESS Services Centres located in 38 countries, ready to assist researchers and their employers free of charge.
- Around 130 000 queries were treated in 2010 by the EURAXESS Services Centres, finding solutions and providing answers mostly on funding opportunities, visa and entry conditions, accommodation, schools, legal problems, social security.
- Over 1 000 institutions from 30 countries in Europe and abroad have expressed their explicit support for the Charter & Code, the cornerstone of the EURAXESS Rights initiative, and 45 have been awarded the "HR Excellence in Research" logo.
- EURAXESS Links will soon enlarge its geographical coverage.
- In 2010 nearly 500 000 unique visitors on the EURAXESS website and nearly 5 million page views.

#### National Contact Points

The network of National Contact Points (NCPs) is the main structure to provide guidance, practical information and assistance on all aspects of participation in FP7.

- NCPs are national structures established and financed by governments of the 27 EU member states and the states associated to the framework programme. NCPs give personalised support on the spot and in proposers' own languages.
- The NCP systems in the different countries show a wide variety of architectures, from highly centralised to decentralised networks, and a number of very different actors, from ministries to universities, research centres and special agencies to private consulting companies. This reflects the different national traditions, working methodologies, research landscapes and funding schemes.

#### Thematic NCP Networks

- There are 18 thematic networks within the overall Network of Contact Points. These correspond to themes found in the Seventh Framework Programme and operate on a Europe-wide basis. The thematic networks aim to support regional stakeholders in enhancing science- and technology-based development. The networks also provide services, training and information to regional authorities, research institutions and enterprises.
- Each thematic network is independently managed and operated, but share common goals with other networks.

More at: [http://cordis.europa.eu/fp7/get-support\\_en.html](http://cordis.europa.eu/fp7/get-support_en.html)

#### **4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)**

It is of utmost importance for the EDICs to get to know other EC network to establish a fruitful cooperation for the benefit of the citizens.

Networks such as the NCPs and EURAXESS are specialised in fields related to assisting researchers in their mobility experience as well as in their career development. The NCPS are providing support for the submission of proposals for the different calls for proposal.

## 9.7. DG SANCO

### 1. Subject of your presentation

How the ECC-Net functions and what SANCO does in the other policy areas of health, food and animal welfare

### 2. Your contact details

Anna PASSERA, Tel: +32-2-2995619  
Carol FRANKLIN, Tel +32-2-2950233; [carol.franklin@ec.europa.eu](mailto:carol.franklin@ec.europa.eu)

### 3. Main message(s) of your presentation (PowerPoint, relevant web link)

To present the functioning and work of the ECC-Net in general and in more detail how ECC Malta works daily and interacts with Europe Direct centres.

To present an overview of possible communication activities foreseen for 2012 and to clear up some popular misconceptions of what SANCO doesn't do

### 4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)

Regrettably the session was less well-attended than we had hoped but the contacts made during the entire event were valuable and from these contacts it was clear that the EDICs are committed to their work of ensuring relevant information is communicated to the citizens in their regions.

In a report which has been circulated to the internal communication group, we have suggested that relevance of documentation provided is checked before dispatch and that content, where possible, is tailored to the target audience.

## 9.8. DG ECHO

### 1. Subject of your presentation

A brand-new programme to allow young Europeans to engage: The European Voluntary Humanitarian Aid Corps

### 2. Your contact details - [Markus.HELD@ec.europa.eu](mailto:Markus.HELD@ec.europa.eu)

### 3. Main message(s) of your presentation (PowerPoint, relevant web link)

- Treaty of Lisbon calls for European Voluntary Humanitarian Aid Corps to be established.
- Since 2010 ECHO works to set-up the Corps; various consultations with our stakeholders and the wider public have been organized to ensure that we create a programme that has a big added value for the volunteers; the hosting societies and the humanitarian sector at large, at the end of 2010 the Commission has published a communication with its first reflections on how the Corps could function.
- Some recurrent concerns: Humanitarian operations are distinct from other volunteer activities by the field of action: man-made / natural disasters; security of volunteers and through preparations / training are, thus, paramount.
- The demand for volunteering in Europe is huge; the European Year 2011 has shown that over 100 million Europeans are currently volunteering; with 34% 'solidarity and humanitarian aid' comes first when people are asked where volunteering can make the biggest contribution. The Voluntary Corps will be a lasting legacy after Year 2011 and provide new opportunities for Europeans to show their solidarity for those most in need.
- 2011 has seen the first three pilot projects following an open call for proposals by the Commission: these are led by Save the Children, the French Red Cross and Voluntary Service Overseas VSO and will test some of the possible features of the Corps. 85 volunteers will be deployed by these pilots.
- 2012 and 2013 tow further call for proposals shall be published for more pilot projects.
- In the first semester 2012, the Commission will put forward a legislative proposal to set-up the Corps. After the co-decision procedure it is expected that the Corps in its final shape would be up and running in 2014.
- More info: [http://ec.europa.eu/echo/policies/evhac\\_en.htm](http://ec.europa.eu/echo/policies/evhac_en.htm)
- Finally, ECHO, the European Commission's Humanitarian Aid and Civil Protection service, is celebrating its 20<sup>th</sup> anniversary. It will be a key moment to inform citizens about our work – the EU being the largest humanitarian donor worldwide. More info will be available on [http://ec.europa.eu/echo/index\\_en.htm](http://ec.europa.eu/echo/index_en.htm).

### 4. Main results/outcome from your discussions with the Europe Direct Information Centres (follow-up actions, questions, impression...)

- Large interest of delegates in the Voluntary Corps as concrete EU programme that responds to citizens needs and requests to get involved
- Some EDIC's organize regularly events amount development and humanitarian issues to raise awareness with citizens about importance of the EU's contribution her
- For ECHO's 20<sup>th</sup> anniversary, EDICs are certainly and ideal target group / channel to let European citizens know about all that the EU as biggest donor does in this area.

## 9.9. DG ENTR

<b>1. Subject of your presentation</b> - Enterprise Europe Network: business support at your doorstep
<b>2. Your contact details</b>  Antonios FYSEKIDIS European Commission Enterprise and Industry Directorate General Directorate E - Promotion of SMEs' competitiveness Unit E/2 - Business cooperation & Support Network Office: Avenue d'Auderghem 45 - BREY 05/340 1049 Brussels Tel. +32-2-299.09.01 Fax +32-2-295.55.40 Email: antonios.fysekidis@ec.europa.eu Web Site "Enterprise Europe Network": <a href="http://www.enterprise-europe-network.ec.europa.eu/index_en.htm">http://www.enterprise-europe-network.ec.europa.eu/index_en.htm</a>
<b>3. Main message(s) of your presentation (PowerPoint, relevant web link)</b>  The presentation was split in following parts: <ul style="list-style-type: none"><li>• A presentation of the overall framework of supporting SMEs and the results of the Network in its first 36 months of operation</li><li>• A presentation of the services as they were provided on the ground by the local partners in Malta, the Malta Enterprise Network host organisation</li><li>• AN overview of the synergies and the cooperation between Enterprise Europe Network with other EU Networks, most notably Europe Direct both at Malta, regional and EU level</li><li>• - Questions and answers from the Europe Direct staff</li></ul>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...) <ul style="list-style-type: none"><li>• Cooperation on the ground is already taking place, what is needed is an element of coordination and this role could be entrusted to the EU Representations at the Member States.</li><li>• The forthcoming call for the Europe Direct Information Centres is also a very good opportunity as cooperation with other EU Networks could be included in the terms of reference.</li><li>• An Action Plan on communication and cooperation among Networks could be also drafted with the contribution of the concerned Commission Services.</li></ul>

## 9.10. European Parliament

<b>1. Subject of your presentation – Cooperation between the European Parliament and the Europe Direct Information Offices</b>
<b>2. Your contact details</b>  Jesús Gómez Adviser to the Director Directorate Information Offices Directorate General for Communication MOY 04 T 054 B-1047 Tel: +32.2.2832157  Anna SCHADE Policy Team Directorate-General for Communication European Parliament Office: MOY 6T008 Brussels Tel.: + 32228 41053  <a href="mailto:jesus.gomez@europarl.europa.eu">jesus.gomez@europarl.europa.eu</a> <a href="mailto:anna.schade@europarl.europa.eu">anna.schade@europarl.europa.eu</a>
<b>3. Main message(s) of your presentation (PowerPoint, relevant web link)</b>  (presented by ED Hannover)  Presentation: How can the European Parliament cooperate better with ED The information and material should be available on time (not too late) for the European Elections The meaning and value of the European Parliament should be explained better Fitting brochures for young voters and for schools is needed Euroscola should be promoted The European Parliament Information Offices have to mention the EDs (for example, links on their pages and vice-versa)
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...) Main outcome of several lively discussions with Europe Direct Information Offices: The Europe Direct Information Offices were interested in the cooperation with the European Parliament, in particular, <ul style="list-style-type: none"><li>• organising events with Members of the EP</li><li>• in cooperating in the EP Information Offices' Regional Discussion Fora</li><li>• in reaching together young people and teachers (EP Euroscola programme)</li><li>• receiving very up-to-date information on EP's key legislative/values campaigns</li><li>• sending visitors to the Parliamentarium when organising visits to Brussels</li><li>• strongly, enthusiastically supporting the European elections awareness raising campaign - if they get involved and informed at an early stage. The Europe Direct Information Offices said that only if they are pro-active they can inform about the elections (as citizens do not used to come by their own initiative to the offices re-elections), for this pro-active campaigning they require support.</li></ul> Questions: From the EP administration's point of view it would be interesting to understand better the Europe Direct Information Offices financing and financial guidelines, the selection procedure; the cooperation between the Europe Direct Offices, the Commission and the EC representations; the Europe Direct Information Offices' main source of information.

## 9.11. European Economic and Social Committee

<b>1. Subject of your presentation</b> -Working together with the European Economic and Social Committee -The new European Citizens' Initiative, what's next?
<b>2. Your contact details</b> Alejandro Izquierdo López Press Service European Economic and Social Committee 99, rue Belliard B-1040 – Brussels Tel +32 (0) 2546 9406
<b>3. Main message(s) of your presentation (+ powerpoint, relevant web link)</b> The EESC and ED network, we share common values and actions! <ul style="list-style-type: none"><li>• We are in direct contact with European civil society organisations</li><li>• We work and communicate at local level</li></ul> The EESC is fully involved in the implementation of the European Citizens' Initiative. It has published the first official guide on the European Citizens' Initiative in all EU languages. <a href="http://www.eesc.europa.eu/?i=portal.en.publications.18960">http://www.eesc.europa.eu/?i=portal.en.publications.18960</a>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...) The EESC could be the perfect ally of ED centres when informing citizens and civil society organisations at local level. The EESC's communication tools are not sufficiently used by the network. Publications in all official languages, communication campaigns and local events could be better exploited. The EESC is ready to work closer with the ED network in the future.

## 9.12. Committee of the Regions

<b>2. Subject of your presentation</b> EU Committee of the regions – your partner to communicate Europe at local and regional level
<b>2. Your contact details</b>  Mr. Serafino Nardi Head of Unit Press, External and Internal Communication Email: <a href="mailto:serafino.nardi@cor.europa.eu">serafino.nardi@cor.europa.eu</a> Tel. +32.2.282.2508 Committee of the regions Directorate for Communication, Press and Events 101, Rue Belliard 1040 Brussels
<b>3. Main message(s) of your presentation (+ PowerPoint, relevant web link)</b>  <a href="http://www.cor.europa.eu">www.cor.europa.eu</a> <ul style="list-style-type: none"><li>• Involving regional journalists in communication of EU policies and of their impact to European territories</li><li>• Involving members of the CoR in events related to the European policies/politics</li><li>• Decentralised events during the Open Days – European week of regions and cities</li><li>• CoR web-portal for decentralised communication with 27 sub-websites for each member state</li><li>• Access to printed newsletters distributed to local and regional authorities in some EU member states (contact us for more details)</li><li>• Access to electronic newsletters customized and distributed in 10 languages to local and regional authorities</li><li>• Regular publications on involvement of LRA in European policy making distributed in member states holding the rotating EU Council presidency</li><li>• Press service (press releases, web highlights, press conferences/points in Brussels, etc.) available for regions and cities (subject to validation).</li><li>• Meeting place of Europe's regions and cities" - facilities and free of charge venue for local and regional events in the CoR headquarter in Brussels (for events related to the CoR political priorities)</li><li>• Audiovisual products (videos, interviews etc.) on local and regional authorities related European issues</li><li>• Social networks communication strategy under development ?</li><li>• Welcoming visitor's (elected representatives, students, etc;) in the CoR new visitor's centre in Brussels (spring 2012)</li></ul>
<b>4. Main results/outcome from your discussions with the Europe Direct Information Centres</b> (follow-up actions, questions, impression...)  Discussions with EDICs prove more has to be done "on the ground" and local and regional politicians must become key players in implementing EU policies and in communicating them to the citizens. The CoR with its members is well placed to facilitate access to the LRA (politicians, associations and networks) and is ready to provide its experience to networks such as the Europe Direct.

**9.13** All PowerPoint presentations available in annex 2.

*Tuesday 8 November*

## **10. State of play of the mid-term evaluation of EDICs by GHK**

The first point on the agenda on Tuesday was an examination of preliminary results from a study conducted on the work of the EDICs. The study showed that the EU clearly benefits from the EDICs network, and that the EDICs are highly committed. The overall conclusion was that EDICs constitute a key added value for the EU by reaching out at the local level.

**10.1.** PowerPoint presentation in annex 3.

## 11. Open space: What do we want to explore now to move our work forward?

The following topics were called by the participants:

Open space: topics		
Discussing current network activities	Reinforcing cooperation with EU Institutions and other EU networks	Discussing the future of the network
Promotional material	Networking of networks	Which modules do we need for 2003-2016?
Connect to passion	EU Regional Policy	From the current EDICs to the next generation of Information
EDIC cross-border co-operation	CAP communication young and urban audiences	Next EDIC Call
How to work without any problem	Election campaign 2014	
Demystifying social media	Innovative actions	
Proposals and ideas for the EY 2012	Collaboration between networks	
EDIC in Intranet		
How to improve cooperation between Reps and EDICs		
Reinventing Europe Day		
EDIC and Internet		
Best practices - indoor events		
Promotion of the e-catalogues		
EU is facing a major crisis		

## Summary and results from each workshop

<p><b>11.1. Promotional Material</b></p> <p><b>1. What is the issue, question or project?</b> What kind of promotional material do EDICs really need</p>
<p><b>2. Who has raised the topic? (contact details)</b> Lena De Visscher, DG Communication C3 (lena.devisscher@ec.europa.eu)</p>
<p><b>3. What are our key insights from our discussions?</b></p> <ol style="list-style-type: none"><li>1. Provide each individual EDIC with material tailored to their needs in quantities they need;</li><li>2. Good practices will be shared among EDICs to provide inspiration</li><li>3. Quite a few promotional items have been proposed (e.g. string of flags, cups EU and/or thematic EU Year, small notebooks, balloons, play maps, Frisbee, post-its, foldable stand, roll-ups, bags, rulers, pens, USB stick, fluorescent strips, pins, magnets, seeds bags, caps, nameplates, hanging purse, conference folders)</li><li>4. Promotional material cost-sharing to be considered (e.g. bulk order placed by EC and part of cost borne by EDICs/Rep)</li></ol>
<p><b>4. What will we do ourselves within our sphere of influence?</b> Check feasibility of above and compile a list with suggestions to send to the EDICs</p>
<p><b>5. What do we need others to do?</b> EDICs should provide input (which items, how much)</p>
<p><b>6. Who is willing to help move this forward? (contact details)</b> Lena De Visscher/Paulo Martins/Mariyana Nacheva</p>

## 11.2. Connect to Passion

### 1. *What is the issue, question or project?*

Connect to what motivates You, your vision and your (un)conscious drive.  
This makes efforts more effective.

### 2. *Who has raised the topic? (contact details)*

EDIC Maastricht, Jurn Glazenburg, [j.glazenburg@sbm.nl](mailto:j.glazenburg@sbm.nl)

### 2. *What are our key insights from our discussions?*

What motivates?

- + we want a good/better life.
- + opening and creating possibilities
- + personal belief in the European vision
- + know/experience yourself
- + professional attitude and experience / voluntary service

EU Communication

- + focus on young people: more info to inspire / discuss
- + focus on older people: information / discussion

By raising questions and initiating dialogue and inquiring what belief/conviction lies behind someones opinions, we can connect from within to a common goal/desire/wish.

### 3. *What will we do ourselves within our sphere of influence?*

- + keep up the agenda
- + motivate ourselves (self aware).
- + keep the spirit alive (in yourself and others)
- + take on nonpopular, controversial subjects : Europe is compromise. Do we need 2 governments?

### 5. *What do we need others to do?*

We first need to be\do the first step ourselves and let others take their own responsibility.

### **11.3. EDIC cross border cooperation**

#### **1. What is the issue, question or project?**

Experiences of EDIC's in building up cross-border activities / services

- Some regions have common borders
- International networking is cross-border cooperation

#### **2. Who has raised the topic? (contact details)**

Frank Fried, EDIC Saarbrücken, Germany – [frank.fried@saarbruecken.de](mailto:frank.fried@saarbruecken.de)

#### **3. What are our key insights from our discussions?**

We have two types of cooperation:

- Cooperation on a common border (similar to Interreg A)
- Cooperation in a greater scale (similar to Interreg C)

Cooperation on a common border

- Direct cross-border cooperation is determined by several facts (like languages, political and social systems)
- Cross-border-living creates a lot of specific situations, questions and needs
- There are national and European answers to the questions and actors on different levels
- How will citizens find the right communication partners

Cooperation in a greater scale

- Cross-border-cooperation do not need a direct border but common themes
- How to find the informations?
- We have to create ideas for common projects
- EDIC's can help to solve the situation by collecting informations and deliver them to the citizens
  - we do not need to have knowledge on every theme, we only have to know, who is the specialist and how to contact him
- There is a need to bring the different EDIC's together
- There is a need for best-practice

#### **4. What will we do ourselves within our sphere of influence?**

- We need to create our own (small) networks (EDIC's and other institutions)
- We have to find ways to identify the problems, the solutions and the partners
- We have to set up projects together
- We have to consider that it will not be easy and we may fail

#### **5. What do we need others to do?**

- We need to find partners, willing to collaborate with us
- Set up a collection of best practice and spread them
- We need adequate resources (personnel, infrastructure, money)

#### **6. Who is willing to help move this forward? (contact details)**

That is the question

#### **11.4. How to work without any problem**

**1. What is the issue, question or project?**

Sharing our experience how to work without any problem ☺

**2. Who has raised the topic? (contact details)**

EDIC from Lithuania: [www.europedirect.lt](http://www.europedirect.lt)

**3. What are our key insights from our discussions?**

Better understanding, closer cooperation between host organizations and local EDIC's (the problem was raised by our colleague from Greece).

**4. What will we do ourselves within our sphere of influence?**

We'll discuss our problems with the European Commission Representation and EDIC network. We'll try to find people who will support us (good team).

**5. What do we need others to do?**

European Commission and European Commission Representation can influence on host organization to trust EDIC.

**6. Who is willing to help move this forward? (contact details)**

EDIC from Lithuania will ☺ ... and others

## **11.5. Demystifying social media**

### **1. What is the issue, question or project?**

Demystifying social media

### **2. Who has raised the topic? (contact details)**

Antonia Mochan, European Commission in the UK (London), [Antonia.Mochan@ec.europa.eu](mailto:Antonia.Mochan@ec.europa.eu)

### **3. What are our key insights from our discussions?**

We started by identifying some of the “mysteries” people had relating to social media.

These included:

- What is social media?
- How do I get started?
- What content do I put on social media channels?
- How often do I do it and how does it fit in with my other work?
- What if my host structure doesn't let me?
- Copyright/data protection issues

Some of the points made:

- Get the right channel and right message for your audience.
- Do your research – fish where the fish are!
- It's not an obligation and if you don't feel comfortable don't do it
- Use your common sense
- Don't be afraid to make mistakes – it's good to have tried and you learn that way
- Interact! It's not about broadcast, it's about interaction, and it's a way to learn and listen as well as talk.
- Use open licensing such as Creative Commons for photos, don't put photos up without permission (though if event is on your premises, permission can be a part of registration).

There were different views on whether EDICs should be obliged to be on social media. One felt this would help vis-a-vis the host structure, others felt this would cause problems.

### **4. What will we do ourselves within our sphere of influence?**

The Commission will prepare a manual to help guide EDICs looking to get started, with pointers (NOT prescriptive “how to”). Once sent out, there will be an interactive tutorial (webinar) to help with any questions.

EDICs (Leeds, Firenze) will make short YouTube tutorials about the mechanics of eg Twitter, Facebook (how to create an account, how to promote an event)

The Commission will investigate ways in which an internal tool could help EDICs get more familiar with social media before heading out into the public. The pan-European web group might be resurrected.

### **5. What do we need others to do?**

Some people not present, within the Commission, will be needed to help with delivering some of the points above.

### **6. Who is willing to help move this forward? (contact details)**

Leeds, Firenze, Ulm EDICs, London Rep, Commission Directorate C.

## **11.6. Proposals and ideas for the EY 2012**

### ***1. What is the issue, question or project?***

Proposals and ideas for the EY 2012

### ***3. What are our key insights from our discussions?***

- highlight the grundtvig program
- a walk with elderly people
- a photo or film competition on this topic
- an European meeting
- exchange between young and elder people on ICT
- crossed history telling between young and elder people
- conference on intergenerational issues in companies
- create an European common internet site to share activities on the EY 2012
- an intergenerational game
- an intergenerational visit of the EU institutions in Brussels
- an information forum on active ageing and volunteering
- cookery classes and/or a book on “grand mothers recipes through Europe”
- Contact the University of third age at local level
- EY 2012 is about relations between young and elder people, but also between each generations (third age and fourth age for example

## 11.7. EDIC in Intranet

### 1. What is the issue, question or project?

To have a best knowledge about EDIC in Intranet

### 2. Who has raised the topic? (contact details)

EUROPE DIRECT BOURGOGNE NEVERS- Conseil regional de Bourgogne- Europe  
[dindract@cr-bourgogne.fr](mailto:dindract@cr-bourgogne.fr)

### 3. What are our key insights from our discussions?

DESCRIPTION OF OFFICE LOCALIZATION

Area : Rural / Semi-rural / Urban (ODCE definition)

Type : ONG / Local collectivity / University / Library / ...

LANGUAGE SPOKEN

MAIN ACTIVITIES

Primary School / Children (12 / 15 years old) / Young people / Municipality / ONG  
(env/cult/educ/others)

Conference

Funds raising

...

THEMES OF INTEREST

Belonging to other EU Networks

### 5. What do we need others to do?

Update informations in Intranet

### 6. Who is willing to help move this forward? (contact details)

EUROPE DIRECT INTRANET Webmaster / D.G Communication

The screenshot displays the website for the Conseil Regional de Bourgogne Relais Europe Direct. The main content area features a table with the following information:

Name	CONSEIL REGIONAL DE BOURGOGNE RELAIS EUROPE DIRECT	
Type	EDIC	
Description	IN THE ANTENNA OF REGIONAL COUNCIL OF BURGUNDY	
Opening Hours	08H15 12H15 13H30 17H30	
Telephone	(33-3) 86 93 90 05	
Fax	(33-3) 86 93 90 09	
E-mail	<a href="mailto:pdubois@cr-bourgogne.fr">pdubois@cr-bourgogne.fr</a>	
Website url		
Country	France	City Nevers
Postal Code	58007 NEVERS CEDEX	Address 22 AVENUE PIERRE BEREGOVY, BP 60742, F- 58007 NEVERS

Below the table is an interactive map showing the location of the office in Nevers, France. A pop-up window on the map provides the following details:

**CONSEIL REGIONAL DE BOURGOGNE RELAIS EUROPE DIRECT**  
EDIC  
Address: 22 AVENUE PIERRE BEREGOVY, BP 60742, F- 58007 NEVERS  
E-mail: [pdubois@cr-bourgogne.fr](mailto:pdubois@cr-bourgogne.fr)  
Telephone: (33-3) 86 93 90 05  
Opening Hours: 08H15 12H15 13H30 17H30

The right sidebar contains a navigation menu with sections: Personal (My Profile, My Connections, My Favourites, My Subscriptions, Messages 82), I want to (View Users, Edit My Organisation Profile, Manage My Library Items, Manage My Events, Manage EDIC Reports, Submit a Question), and Tag Cloud (9 May (EUROPE DAY), Agriculture and Rural Development, Audiolvisual, Back to Schools, Best practice, Citizenship, Consumers, Culture, EU 2020, EU Budget, EU grants, Education, Employment, Energy, Entreprise, Environment, Euro, European, Week of Regions and Cities, European Year of volunteering, Exhibitions, General EU affairs, Go Local, Institutional Affairs, Internal Market, Internet, Justice, Life of the network, Media reviews).

## **11.8. How to improve cooperation between reps and EDICs**

### ***1. What is the issue, question or project?***

How to improve cooperation between reps and EDICs

### ***3. What are our key insights from our discussions?***

The Representation can improve its role on the following topics:

- Better welcome newcomers:
  - Create and distribute to each newcomer a toolkit / welcome pack containing reverse planning of activities, important information (guidelines, vademecum)
  - Organize a meeting of newcomers.
- Better promote the network:
  - Ensure better knowledge and promotion of EU networks including those that are not animated by local representatives of Commission networks. Closer cooperation with EU institutions (EP information office, Committee of the Regions, EESC...) and any local structure active in European affairs / activities (national / cross border youth organizations etc).
  - Provide more help on European Years: No budget available for anyone this year but the Representation could put EDICs in contact with the national coordinating and steering structure.
  - Improve public visibility of EDICs:
    - greater visibility of EDICs on the Representations' website + Europa
    - need to increase citizens' knowledge of the EDICs through appropriate financial means
    - nation-wide or regional promotion campaigns of the EDICs
    - increase visibility through promotion of the EDICs network in national or local TV programmes about Europe (e.g. ARTE) or in connection with Commissioners' visits in the Member State to which EDICs should be invited / associated e.g. with a stand
- EDICs' action plan preparation should be sequenced as follows:
  - Plenary meeting at the Representation on Country Strategy to inform EDICs in September of year n
  - AGM: beginning of October in year n
  - Preparation of AMP n+1 by the REPs: end October year n
  - Submission by EDICs of their action plan for year n+1
- Provide better information material in accessible language on various topics:
  - Provide better informative tools / material / assistance more training on topical issues: the eurozone debt crisis, economic governance etc
  - Create and/or share material (education material, exhibitions etc)
  - Make material available in one Member State / Rep available for the others, especially where there is a language in common
  - EU bookshop is regularly out of the most used publications... Maps of Europe have been out of print for months! This goes counter to the module 1 requirement.
  - press section of the Representation should provide rebuttal material
- Difficulties faced by / Questions from EDICs
  - difficulties to deal with the local press which is not particularly interested / aware of European issues
  - is feedback from the EDICs on what comes out in the regional press useful?
  - Reporting: EDICs are unconvinced about the use and benefits of reporting: who reads the reports?

## **11.9. Re-inventing Europe Day**

### **1. What is the issue, question or project?**

Re-inventing the Europe Day 9 May

How to work in an efficient way with outdoor/indoor events in local communities? Interesting tools, good practice, share the experience.

### **2. Who has raised the topic? (contact details)**

Iwona Preis, EDIC Intercult, Stockholm, Sweden iwona.preis@intercult.se

Participants:

Andrea Hahm, EDI Aalen (Germany)  
Isabel Sanchs, EDIC Valencia, Spain  
Miguel Angel Murido, EDIC Madrid, Spain  
Horst Söundmann, EDIC Köln, Germany  
Hubert Mech Edic Merseburg, Germany  
Carole Oth, EDIC Schengen , Luxemburg  
Adeline Rigalage, Edic Cergy, France  
Nidi Pyzenez, Edic Toulouse, France  
Lorena Prist, West Wales, UK  
Davide Crimi, ED Catania, Italy  
Carmela Belfiore, Catania, Italy

### **3. What are our key insights from our discussions?**

- Cooperation with other networks and organisations is essential (cost sharing !!!): schools, local museum, local church, local theatre, volunteer networks, Silver Age Networks; Immigrant Centres; Embassies; Foreign Culture Institutes
- Cooperation with regional government
- Choose good method of working; eg PECHA KUCHA PPT method from Japan, debate on current EU topic; debate on political issues; EU seminar at local school; children contest; photo contest
- Choose subject of the day; eg. Volunteering, Active Aging, Enterprise...
- Direct communication with selected target groups, special invitation to tailored activities
- Children activities are popular, can be arranged in cooperation with schools/ teachers
- European Market (Wales- Carmarthenshire, Spain- Madrid)- cooperation with local tourist department, restaurants. Central place is essential!
- With indoor activities TRY TO KEEP IT INTERESTING:ENGAGING FOR INVITED TARGET GROUP
- With outdoor activities TRY TO KEPP IT FUN

### **4. What will we do ourselves within our sphere of influence?**

Keep trying

### **5. What do we need others to do?**

Coalition of willingness

Share good practices

Pay and cooperate, do their part of work

### **6. Who is willing to help move this forward? (contact details)**

Iwona Preis [iwona.preis@intecult.se](mailto:iwona.preis@intecult.se)

Lorena Prist [rprist@carmarthenshire.gov.uk](mailto:rprist@carmarthenshire.gov.uk)

## **11.10. EDIC and Internet**

### ***1. What is the issue, question or project?***

How to polish up the EDIC-Internet presentation

### ***2. Who has raised the topic?***

Horst Grundmann, EDIC Koeln, [horst.grundmann@stadt-koeln.de](mailto:horst.grundmann@stadt-koeln.de)

### ***3. What are our key insights from our discussions?***

- Lots of different tools to use: homepage, newsletter, facebook, twitter social networks
- After homepage and newsletter next step: facebook
- Posting in facebook needs less time
- Being part of discussion in networks takes much time
- twitter = liveticker

### ***4. What will we do ourselves within our sphere of influence?***

Install a fanpage at facebook

## **11.11. Best practices - Indoor events**

### ***1. What is the issue, question or project?***

To share best practice examples of successful indoor events for general public and young people

### ***2. Who has raised the topic? (contact details)***

EDICs Gloucestershire and Durham UK

### ***3. What are our key insights from our discussions?***

Representations accept different types of activities. Some accept events with primary aged children and others don't.

EDICs have brilliant ideas and face to face exchange is invaluable and inspiring

Useful to look at local, national and global calendars and add a European dimension e.g. World Book Day, World Poverty Day.

### ***4. What will we do ourselves within our sphere of influence?***

Take other people's ideas and use them or adapt for next year.

Consider running a Europe wide EDIC event to increase media awareness. Idea suggested was a walking activity which fits into Active Ageing

### ***5. What do we need others to do?***

Make it possible to search for and identify topics covered by EDICs

Can the Representations address incongruities in what they accept

### ***6. Who is willing to help move this forward? (contact details)***

The place for this sharing is the intranet, made easier.

<p><b>11.12. Promotion of the e-catalogues</b></p> <p><b>1. What is the issue, question or project?</b> Promotion of the e-catalogues on media relations and on social media</p>
<p><b>2. Who has raised the topic? (contact details)</b> Yannis Poulionalis, ESN coordinator of the Pan-European Working Groups</p>
<p><b>3. What are our key insights from our discussions?</b></p> <p>Opportunities and constraints:</p> <ul style="list-style-type: none"> <li>• Useful tools/instruments for daily activities, amazing products</li> <li>• Technical constraints in a few organizations</li> <li>• Time</li> </ul>
<p><b>4. What will we do ourselves within our sphere of influence?</b></p> <p>Promotion activities of the e-catalogues</p> <ul style="list-style-type: none"> <li>• PEWG members</li> <li>• PEWG coordinator</li> <li>• EC Repr NCs</li> <li>• Intranet</li> <li>• Future developments</li> </ul>
<p><b>5. What do we need others to do?</b> Exploring and updating content of the e-catalogues</p> <ul style="list-style-type: none"> <li>• Learn more about the content of the e-catalogues (ED Intranet / Library)</li> <li>• Submit new good practices</li> <li>• Tutorials with contributions from EDICs?</li> </ul>
<p><b>6. Who is willing to help move this forward? (contact details)</b> DG COMM, PEWG members</p>

## **11.13. EU is facing a major crisis**

### **1. What is the issue, question or project?**

Situation:

The EU is facing a major crisis. To cope with crisis politicians make decisions. However, in the end they will fail, if the people will not follow them.

- How to raise solidarity between the people / nations of the EU?
- What would be the role of the twin-cities programme?
- What can NGO's / the society contribute?

### **2. Who has raised the topic? (contact details)**

Europe Direct Information centre Duisburg

Joachim Fischer [jfischer@stadt-duisburg.de](mailto:jfischer@stadt-duisburg.de)

### **3. What are our key insights from our discussions?**

Der europäische Gedanke vorhanden, wenn es uns gut geht.

Die Völkerverständigung steht derzeit auf der Probe.

Vorurteile werden derzeit eher geschürt

Städtepartnerschaften müssen eine Rolle in diesem Prozess spielen. Über sie erreicht man die Zivilgesellschaft, z.B. Jugendliche.

Simulation, was wäre es, wenn es die EU nicht gäbe? (z.B. keinen Euro, Jugendaustausch, geschlossene Grenzen)

Bewusstsein unter Jugendlichen schaffen, dass europäische Integration ihre Aufgabe ist. Wichtig dabei: Jugendliche müssen dies selbst gestalten.

Problemgruppe: Menschen (Skeptiker), die nicht durch Argumente überzeugt werden können

### **4. What will we do ourselves within our sphere of influence?**

Aktives Interesse an Europa wecken durch

Grenzüberschreitenden Dialog

Politiker müssen miteinbezogen werden (Dialog mit der Politik)

Creative Massnahmen (z.B. Rollenspiele, Theaterstücke), grenzübergreifend, gefordert durch EU-Förderprogramme (Coemeius, Jugend in Aktion)

### **5. What do we need others to do?**

Bereitschaft der Bürger

Bereitschaft der Städtepartnerschaften

Bereitschaft der Verwaltungsebenen

Bereitschaft nicht nur durch die nationale, sondern auch durch die europäische Brille zu denken.

Finanzielle Ressourcen

## **11.14. Networking of networks**

### **1. What is the issue, question or project?**

Networking of networks

### **2. Who has raised the topic? (contact details)**

Kitty FEHRINGER< DG RTD, Coordinator of the EURAXESS Services Network for mobile researchers

### **3. What are our key insights from our discussions?**

Networking is time consuming

Networking helps saving time!

No one can know everything / better invest in contact with other specialists than trying to catch up with all the programmes, etc

It is a great investment in the service provision for the citizens

### **4. What will we do ourselves within our sphere of influence?**

Set-up meetings

Attend workshop of other EC networks

Closer cooperation with the representation (top down)

Call networks – inform them about your activities .. (bottom up)

Meet network representatives

### **5. What do we need others to do?**

Send basic information and contact details

Provide information – keep the information updated

Establish collaboration and friendship

### **6. Who is willing to help move this forward? (contact details)**

[Kitty.fehring@ec.europa.eu](mailto:Kitty.fehring@ec.europa.eu)

## **11.15. EU Regional Policy**

### ***1. What is the issue, question or project?***

Discussion and Q&A on EU Regional Policy

### ***2. Who has raised the topic?***

Ann-Kerstin Myleus, DG Regional Policy ([ann.myleus@ec.europa.eu](mailto:ann.myleus@ec.europa.eu))

### ***3. What are our key insights from our discussions?***

Discussions focussed on various issues related to EU Regional Policy. A-K Myleus responded to questions and commented on issues raised by the participants. The discussion resulted in a fruitful exchange between the participants.

As regards issues related to information and communication the complementary role of EDICs and the information officers of the national/regional programmes was highlighted. It is thus important to ensure contacts and cooperation. In MS where the hosting body is the same this is much easier. There are positive experiences from close cooperation, e.g. in Belgium and Denmark.

Important to communicate how the policy is implemented on the ground, showcasing projects and their results and impacts, incl. their direct or indirect benefits for citizens.

### ***4. What will we do ourselves within our sphere of influence?***

DG REGIO will keep its INFORM network of information officers at programme level informed about the importance of establishing/keeping links with EDICs based in their programme areas. The issue will be on the agenda of the meeting scheduled in December between DG REGIO and the INFORM members.

Efforts to seek/maintain contacts are needed from both programmes and their information officers and the EDICs operating in the same geographical area.

### ***5. What do we need others to do?***

See point 4 above

### ***6. Who is willing to help move this forward?***

See point 4 above

## **11.16. CAP communication young and urban audiences**

### **1. What is the issue, question or project?**

How can you help us to target in our CAP communication young and urban audiences, who also benefit from the policy without always being aware of it?

### **2. Who has raised the topic? (contact details)**

Angela FILOTE (DG AGRI) - [angela.filote@ec.europa.eu](mailto:angela.filote@ec.europa.eu)

### **3. What are our key insights from our discussions?**

- EDICs have access to young and urban audiences and can organise visits to demonstration farms to showcase key aspects of the CAP.
- Local / farmers' markets can be used as communication platforms to highlight the policy behind the products (CAP post 2013 proposals for short circuits for the benefit of both producers and consumers).

### **4. What will we do ourselves within our sphere of influence?**

Ad a) DG AGRI can provide the relevant background material (info brochures, briefings, etc.) for such visits.

Through the European Rural Development Network (ENRD) DG AGRI can furthermore select suitable demonstration farms for EDICs.

Ad b) DG AGRI can provide the relevant background material (info brochures, briefings, etc.). EDICs could organise awareness raising activities in the markets with DG AGRI's documentation support. DG AGRI can train EDICS on CAP and provide them with speakers for CAP seminars.

### **5. What do we need others to do?**

EDICs to let DG AGRI know if / when they need support for organising possible farm visits, famers' markets and CAP training / seminars.

### **6. Who is willing to help move this forward? (contact details)**

Hans Ulrich Goessl (DG AGRI) – [hans-ulrich.goessl@ec.europa.eu](mailto:hans-ulrich.goessl@ec.europa.eu)

## **11.17. Election campaign 2014**

### **1. What is the issue, question or project?**

Election campaign 2014 - Cooperation between European Parliament and ED's

### **2. Who has raised the topic?**

ED Hannover, Germany

### **3. What are our key insights from our discussions?**

- The information and material should be available on time (not too late) for the European Elections
- The meaning and value of the European Parliament should be explained better
- Fitting brochures for young voters and for schools is needed
- Euroscola should be promoted
- The European Parliament Information Offices have to mention the EDs (links on their pages).

### **4. What will we do ourselves within our sphere of influence?**

We will improve contacts between EP and EDs

### **5. What do we need others to do?**

Political backing for cooperation between European Parliament and EDs

## **11.18. Innovative actions**

### **1. What is the issue, question or project?**

From: Meetings that are all about powerpoint presentations to sometimes unwilling or already converted audiences

To: Initiatives that are interesting, result in involvement, are interactive, prove successful

Example: Tour of the European Year of Volunteering in Portugal

### **2. Who has raised the topic? (contact details)**

Artur Furtado [artur.furtado@ec.europa.eu](mailto:artur.furtado@ec.europa.eu)

### **3. What are our key insights from our discussions?**

- Develop goodwill by ensuring that actions leave a positive trace (celebrate the EYV with volunteering actions)
- Build on existing experiments

Resort to (peer) testimonials

Consider:

- “EYV model – institutional + testimonials + do-what-you-preach”
- “Loan a European”
- “Debate competitions”
- “Institutions role-playing”
- “Art for Europe”
- “Entrepreneurship speed-dating”

Choose the right tone to celebrate 9 May: focus on jobs, not fireworks

Build on experience, networks and effort

(keep the link developed with the NGOs during 2011)

### **4. What will we do ourselves within our sphere of influence?**

Share the existing concepts and results

Test and promote innovative ideas

### **5. What do we need others to do?**

Summary of existing experiments (role-playing)

### **6. Who is willing to help move this forward? (contact details)**

DG Comm

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## **11.19. Collaboration between networks**

### **1. What is the issue, question or project?**

Collaboration Between Networks: How to Reinforce Joint Actions/Challenges

### **2. Who has raised the topic? (contact details)**

Ana Río Quintana, EC Representation in Spain

### **3. What are our key insights from our discussions?**

Participants: EDICs France, EDICs Spain, EDICS Lithuania, Rep. Belgium, EDIC Sweden, Rep. Spain.

1. State of play: Do we have enough information about EU networks operating in our countries?
2. Share good practices
- 3 Representation initiatives: what is done, what could be done?
4. Challenges

Findings:

1. Certain knowledge about the different networks but not enough joint actions.
2. Success initiative:
  - a) joint meetings in several countries organised by EDICS, EC Representations or other EU networks,
  - b) Representations website with contact details + EDIC in Lithuania has a website with information of events organised by different networks,...
3. Benefits of joint actions: share the financial burdens for organising activities (fees for speakers), shared expertise, better answer to citizens needs,...
4. Need of Actions Strategy: who and how ? To be defined.
5. Promotion of the one-stop-shop: websites, leaflets,...
6. Need of joint promotion of the networks to the general public (advertising, public event,...).  
Good practice in Cracow /Poland): Networks Fair organised by DG MARKT.

### **4. What will we do ourselves within our sphere of influence?**

Contact networks in our area, promotional material of the one-stop-shop, joint meetings, contact details of networks in our website, media contacts...

### **5. What do we need others to do?**

Coordination, cooperation and involvement of every partner (DGs, EDICS, Representations, EU networks). Needs of coordination meetings at regional and national levels > “real networking”

**11.20. Which modules do we need for 2003-2016?**

**1. What is the issue, question or project?**

Which modules do we need for 2003-2016?

**3. What are our key insights from our discussions?**

**Module 1**

More qualifies personnel

Balance qualifications and experience

How to be a good communicator? Training is needed

Proactive versus funds (it equipments is needed)

Physical presence is needed (e.g. how to rent a van to go to meetings?)

**Module 2 website**

Very few indicators are there for the use of the module

Important to go paperless

Funding for national websites instead of individual ones?

Statistics should be there for websites

Partnerships should happen for hosting websites in other structures

**Module 3**

12 newsletters are too much

broader decrypted module versus ways of evaluating

quality is the most important factor, no copy paste

**Module 4 and 5**

DVD and CD are very old fashioned

Videos are more useful but are not mentioned in the module

Targeted publications count more

**Module 6 Media**

Not enough funding as contributions cost a lot

Wide variety of use of this module from country to country

Do invitations to events count as contributions?

CREATE 1 MODULE THAT WILL BE CALLED VISIBILITY AND MERGE 4 5 6 MODULES

THERE for facebook, social media, youtube, AV material and newsletter

**Modules 789**

1 for all please

lets keep just 9 as events in general

careful with verifcators

how to define financing when:

organizing 100%

co-funding

or just participating

**Module 10**

Better to let go

If it continues very clear specifications on how to use it are needed

Survey monkey, google abnd facebook stat could do the same job

**Module 11**

Simple to maintain it

Why cant we get financing for being creative?

No annex to analyse this in the Action Plan

## 11.21. Next EDIC Call

### **1. What is the issue, question or project?**

Needs, Requests and Suggestions for the Next EDIC Call

### **2. Who has raised the topic? (contact details)**

The EDICs Pesaro&Urbino, Florence, Nuoro and Potenza, in collaboration with the Italian EDIC network

### **3. What are our key insights from our discussions?**

During our discussion we heard several points of view and suggestions that can be summarised as follows:

- More collaboration with other networks and institutions at local and national level
- No obligation regarding the co-financing (50%)
- EU funding (€25.000) is too little (and should change according to country although we are aware this is debatable)
- It's a good practice that the EDIC call is open to any type of institution, be it a private and/or local authority, NGO, etc
- Dedicated calls offered by other DGs to EDICs
- The EU should stress the involvement of EDICS in the Communication Plan of regional structural funds managing authorities (hot topic which has been extensively discussed during EDIC National Meetings in Italy)
- Set up an easier reporting process on spending for events (cf. Group 14 session 2 on Modules proposed and moderated by the Greek EDIC network)
- More flexibility regarding modules
- Set up a local survey to evaluate EDIC's services and popularity. This can be done every 2 years or at the end of each call
- The EU should certify and recognise the role of EDIC staff as Professional Communicators on EU Matters (or any other qualification they will consider suitable)
- Create an extra module for EDICS organising exhibitions, in connections with other DGs.
- More flexibility and clarity in the ordering process for EU-related material and gadgets
- Having more EU officials to go locally and setting up a well defined contact process

## **11.22. From the current EDICs to the next generation of Informations**

### **1. What is the issue, question or project?**

What can we transfer from the current EDICs to the next generation of Informations

### **3. What are our key insights from our discussions?**

Modules: 7 (Indoor event): Number of participants unrealistically high, better quality (i.e. multipliers) instead of quantity. Events more customized to target group

The module if focussing too much in high numbers, there should be a

A module i.e. for multipliers would be good

Let's get more flexibility!

Suggestion: let's amalgamate the 3 event modules!

Give us more clear Guidelines, they should be concise, clear and comparable in all member languages!

New Media have to have their own

Copying articles for the websites should be o.k.

Feedback to the commission: would be wishful to structure the feedback process. Should it go via the national representation?

Management Plan of the representations

Hosting organizations need to have a direct benefit!

Support to reach new target groups. Perhaps taking the suggestions of the working group "Good practices"

Training and network meetings are essential for a good future work. Would be desirable to facilitate this for all colleagues!

Cross-border cooperation of EDICs should be encouraged! Exchange between member states is extremely important!

## **12. Closing session**

### **12.1. A story to make us think:**

A Violinist in the Metro

« A man sat at a metro station in Washington DC and started to play the violin; it was a cold January morning. He played six Bach pieces for about 45 minutes. During that time, since it was rush hour, it was calculated that thousand of people went through the station, most of them on their way to work.

Three minutes went by and a middle aged man noticed there was musician playing. He slowed his pace and stopped for a few seconds and then hurried up to meet his schedule.

A minute later, the violinist received his first dollar tip: a woman threw the money in the till and without stopping continued to walk.

A few minutes later, someone leaned against the wall to listen to him, but the man looked at his watch and started to walk again. Clearly he was late for work.

The one who paid the most attention was a 3 year old boy. His mother tagged him along, hurried but the kid stopped to look at the violinist. Finally the mother pushed hard and the child continued to walk turning his head all the time. This action was repeated by several other children. All the parents, without exception, forced them to move on.

In the 45 minutes the musician played, only 6 people stopped and stayed for a while. About 20 gave him money but continued to walk their normal pace. He collected \$32. When he finished playing and silence took over, no one noticed it. No one applauded, nor was there any recognition.

No one knew this but the violinist was Joshua Bell, one of the best musicians in the world. He played one of the most intricate pieces ever written with a violin worth 3.5 million dollars.

Two days before his playing in the subway, Joshua Bell sold out at a theater in Boston and the seats average \$100.

This is a real story. Joshua Bell playing incognito in the metro station was organized by the Washington Post as part of a social experiment about perception, taste and priorities of people. The outlines were: in a commonplace environment at an inappropriate hour: Do we perceive beauty? Do we stop to appreciate it? Do we recognize the talent in an unexpected context?

One of the possible conclusions from this experience could be:

If we do not have a moment to stop and listen to one of the best musicians in the world playing the best music ever written, how many other things are we missing? »

## **12.2. Closing words by Ylva Tivéus, Director, DG Communication**

Ylva Tivéus closed the 2011 AGM by thanking participants and organisers alike. She said that the conference had been an excellent opportunity to meet and work together, and that DG COMM would continue to work in an interactive way with EDICs. She added that she hoped the EDICs felt that DG COMM supported them, and that DG COMM would continue to do so after the AGM.

She also said that "the AGM was the occasion to bring together a large number of EU networks and therefore boost cooperation between EDICs and the different networks", she said. "Co-operation between EU networks should lead to 'no wrong doors' for citizens interested in EU information. This is the "one-stop-shop" policy that will be put in lace and in this new architecture, the EDICs will have a centre stage at the local and regional level."

## 13. Useful links

### 13.1. Promotional video clips on EDICS

**The Quest - Europe Direct Information Centres** (short video in all languages):

<http://ec.europa.eu/avservices/video/videoplayer.cfm?sitelang=en&ref=I071515>

A promotional clip of about 1 minute. To be spread via the web.

**Best place to go for answers about Europe** (long video in EN, all other linguistic versions to follow):

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071152&videolang=en&sitelang=en>

A documentary video clip of about 4 minutes, presenting the different activities and added value of the EDICs. To be used mainly during conferences and presentations.

### 13.2. Material published on AGM 2011

#### 13.2.1. Audiovisual material

##### **Extracts of all keynote speeches**

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=80944>

**John Dalli**, Commissioner for Health and Consumer Policy

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=80943>

**Rodi Kratsa-Tsagaropoulou**, Vice-President of the European Parliament (full speech)

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071463&sitelang=en><http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071463&sitelang=en>

**Jean-Pierre Vandersteen**, acting Director-General of DG Communication of the European Commission (full speech)

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071464&sitelang=en>

**Anna Maria Darmanin**, Vice-President of the European Economic and Social Committee (full speech)

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071465&sitelang=en><http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071465&sitelang=en>

**Christophe Rouillon**, member of the Committee of the Regions (full speech)

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071466&sitelang=en><http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071466&sitelang=en>

**Ylva Tivéus**, Director of "Citizens" (full speech)

<http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=I071467&sitelang=en>

### 13.2.2. Blogs/Forums

#### **Europe Direct Leeds**

<http://europedirectleeds.org.uk/?p=4266>

#### **European Youth Forum**

[http://www.youthforum.org/index.php?option=com\\_content&view=article&id=1136%3Acommunicating-europe-importance-of-youth-organisations&catid=80%3Apresidents-comment&Itemid=53&lang=en](http://www.youthforum.org/index.php?option=com_content&view=article&id=1136%3Acommunicating-europe-importance-of-youth-organisations&catid=80%3Apresidents-comment&Itemid=53&lang=en)

### 13.3.3. Photos

#### **European Commission- Audiovisual Services**

<http://ec.europa.eu/avservices/photo/photoByReportageNews.cfm?rid=6766&sitelang=en>

### 13.4.3. Articles / press releases

#### **Times of Malta**

Over 500 delegates for Europe Direct meeting, 8/11/2011

<http://www.timesofmalta.com/articles/view/20111108/local/Direct-to-Malta-500-EU-delegates-hold-AGM.392805>

#### **The Malta Independent Online**

"Europe Direct Information Network", 14/11/2011

<http://www.independent.com.mt/news.asp?newsitemid=135359>

#### **Gozo News**

"European Parliament Vice-President Kratsa on Malta Visit", 5/11/2011

<http://gozonews.com/20287/european-parliament-vice-president-kratsa-on-malta-visit/>

#### **Europe Direct Botoşani (ED Botosani website)**

"Europe Direct Botoşani la Adunarea generală Anuală a Reţelei Europe Direct", 4/11/2011

<http://www.europedirectbotosani.ro/?art=801>

#### **Department for Local Government, Malta**

Press release on closing speech by Hon Dr Said (also published by Department of Information)

<https://secure2.gov.mt/localgovernment/news-details?id=1246&l=1>