

Communication strategy and actions of the European Commission

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based on a presentation by
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How do Europeans see the EU?



How do we communicate?

Our strategic framework:

- **Action Plan** – 2005: more efficient communication by the Commission
- **Plan D** – 2006: foster debate during reflection period
- **Communicating Europe in Partnership** – 2007: strengthen coherence and synergies between EU institutions and by Member States
- **Debate Europe** – 2008: specific actions to stimulate debate on European issues
- V. Reding: "Deliver the message where and when it counts!"

How do we communicate?

Our principles:

- Communication begins with listening
- "Going local" – de-centralised, differentiated communication
- Modern communication tools
- More emphasis on planning and coordination
- Communication should start from the beginning of the decision-making
- Stimulate debate – citizens' participation
- Partnership with other Institutions and Member States

Communication tools

- 'Traditional' tools:
 - Spokesperson's Service
 - Publications – in 23 languages
 - Representations
 - Europe Direct relays (more than 450 information offices across Europe)
 - AV products
- New communication tools:
 - Europe Direct Contact Centre (free number: 00800 6 7 8 9 10 11)
 - EUROPA – the largest website on Earth: www.europa.eu
 - Europe by Satellite (EbS)
 - EUtube – Video clips on the EU
 - Debate Europe – internet forum
 - EuroNews – 9 million viewers a day
 - AV networks
 - Blogs <http://blogs.ec.europa.eu>
 - Webstreaming

Communication tools: going local

- 35 Representations
- Delegations in almost all non-EU countries
- <http://europa.eu/euinyourcountry/>
- EUROPE Direct Information Points in all EU countries



Communication partnership:

- Joint responsibility Commission / Member State for communication actions
- Resources
 - Commission funding
 - Staff and infrastructure provided by Member State

- | | | |
|-------------|-------------|-------------|
| 2007 | 2008 | 2009 |
| → Germany | → Italy | → Sweden |
| → Slovenia | → France | → Latvia |
| → Hungary | → Portugal | → Poland |
| | → Belgium | → ... |
| | → Austria | |

Best practice: ROAMING

GOOD PRODUCT

MESSAGE:

- Clear, simple and straightforward
- Managed to address wide target audience

CHANNELS:

- Written material
- TV and radio interviews
- Off-the-record technical briefings
- Team of 'ambassadors'
- Consumer information website



Best practice: ROAMING

Clear message

Solid figures

What do consumers pay for using their mobile phone abroad?

- 4 times higher than national calls
- 5 times higher than costs of made calls
- 6 times higher than received calls

Belgian roaming in Spain	Summer 2006	With the regulation
Calling a restaurant in Spain	€1.50 per minute	€0.38 per minute
Calling a friend back home	€1.50 per minute	€0.59
Receiving a call	€0.75	€0.20

Conclusions

- New communication approach
- New tools
- Cultural change takes time
- Learning by doing

From perception to reality

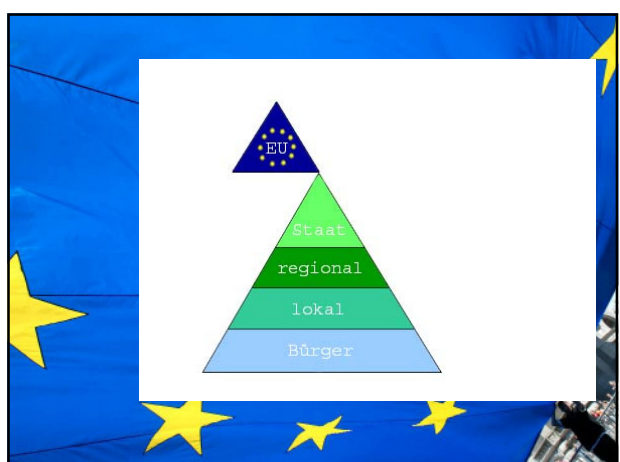
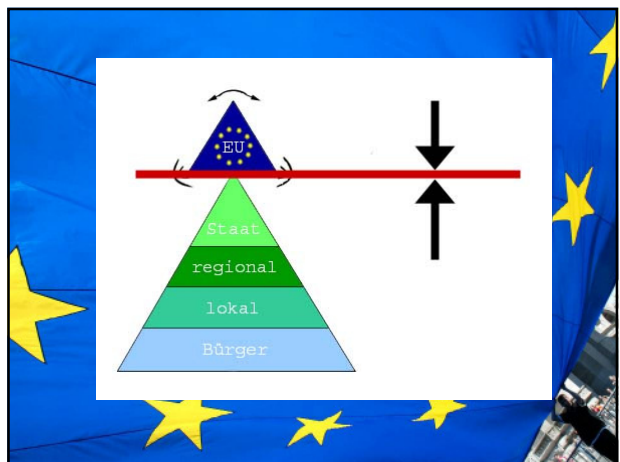
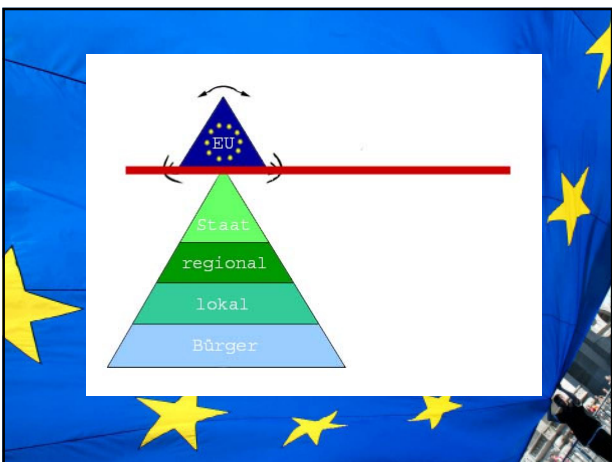
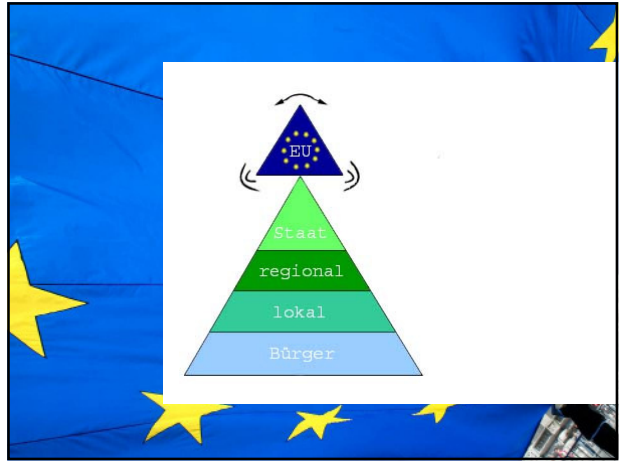
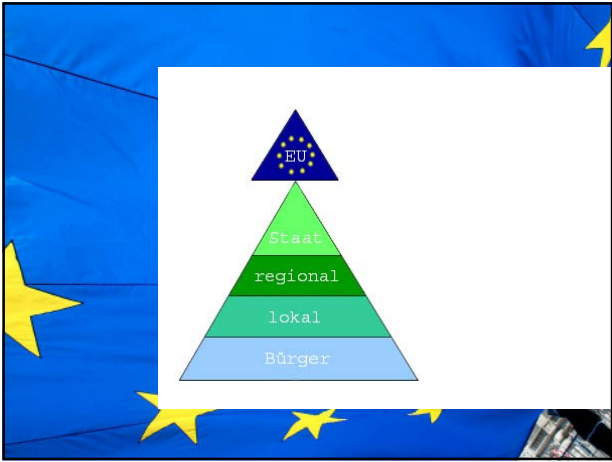
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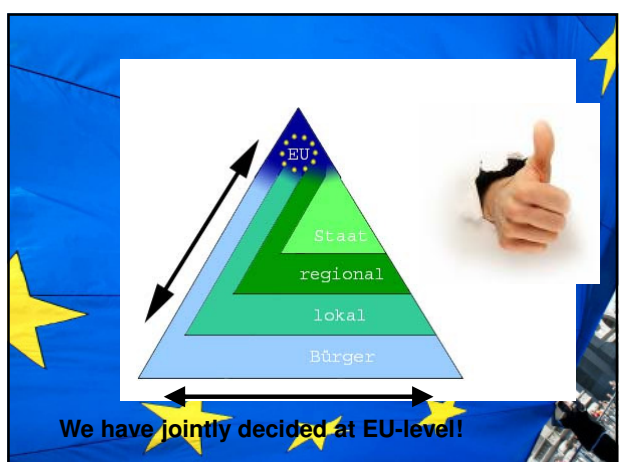
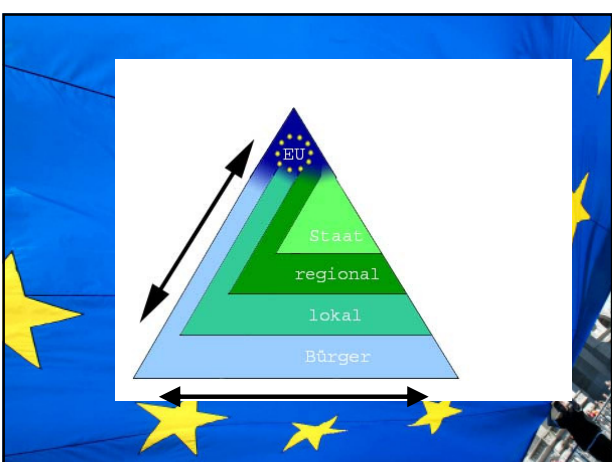
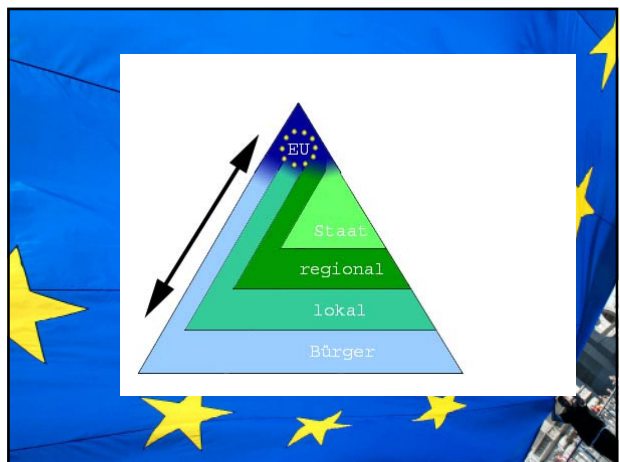
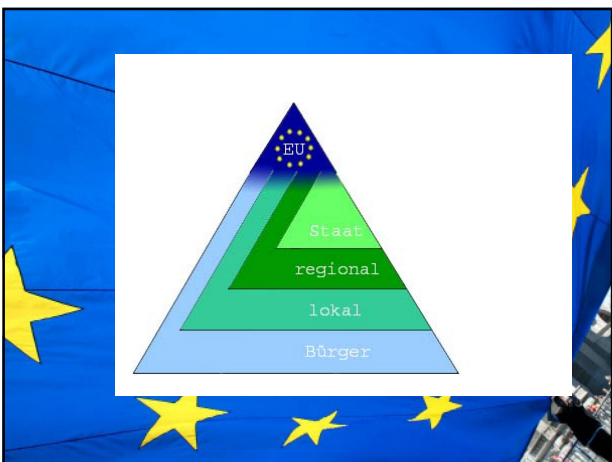
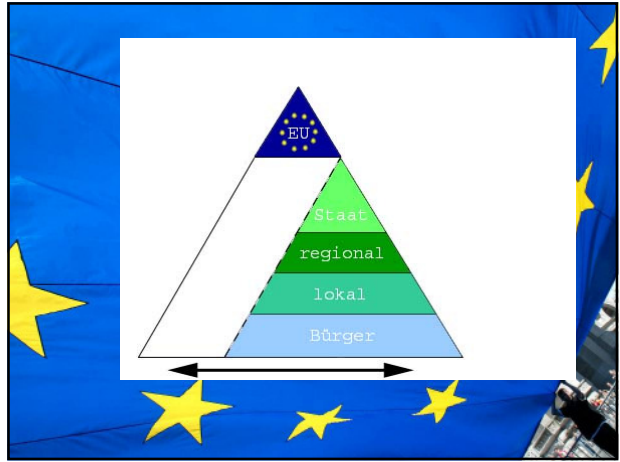
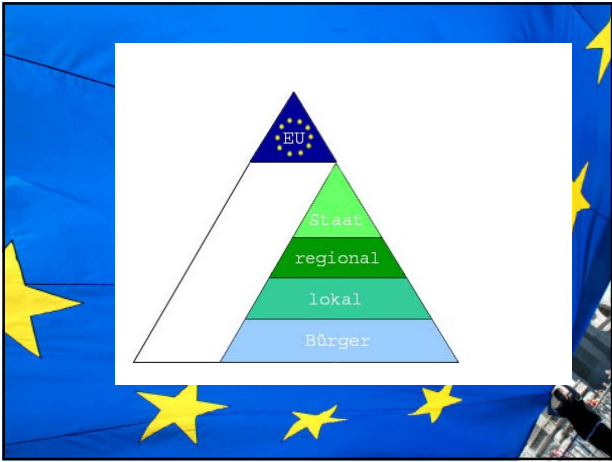
- ☹ The EU has decided
- ☹ Dictate by Brussels
- ☹ „Fremdbestimmung“

To

- ☺☺☺ We jointly decide at EU-level

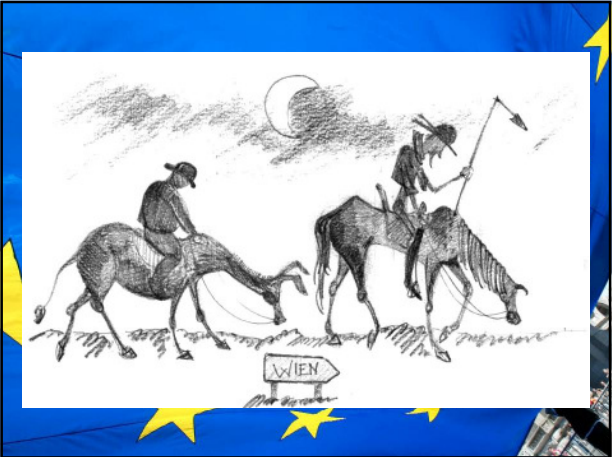
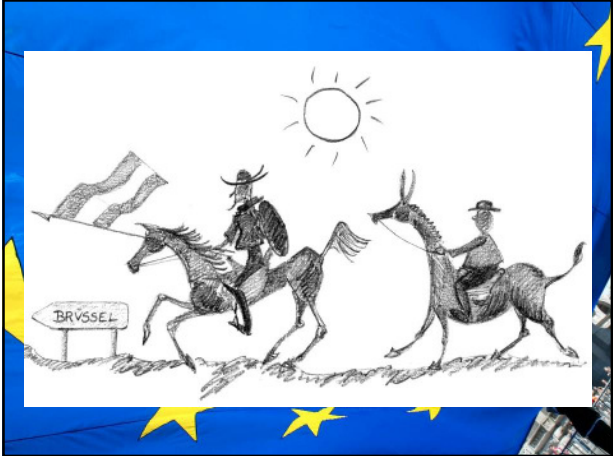
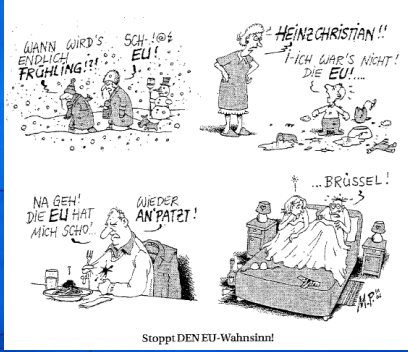






Die EU war's!

PAMMESBERGER



Thank you!

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