

CONFERENCE ON THE FUTURE OF EUROPE

A roadmap for communication

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The Conference on the Future of Europe will be a major democratic exercise. Previously, the European Convention of 2002-2003 led to a deep reform of the European Union, in the form of the Lisbon Treaty.

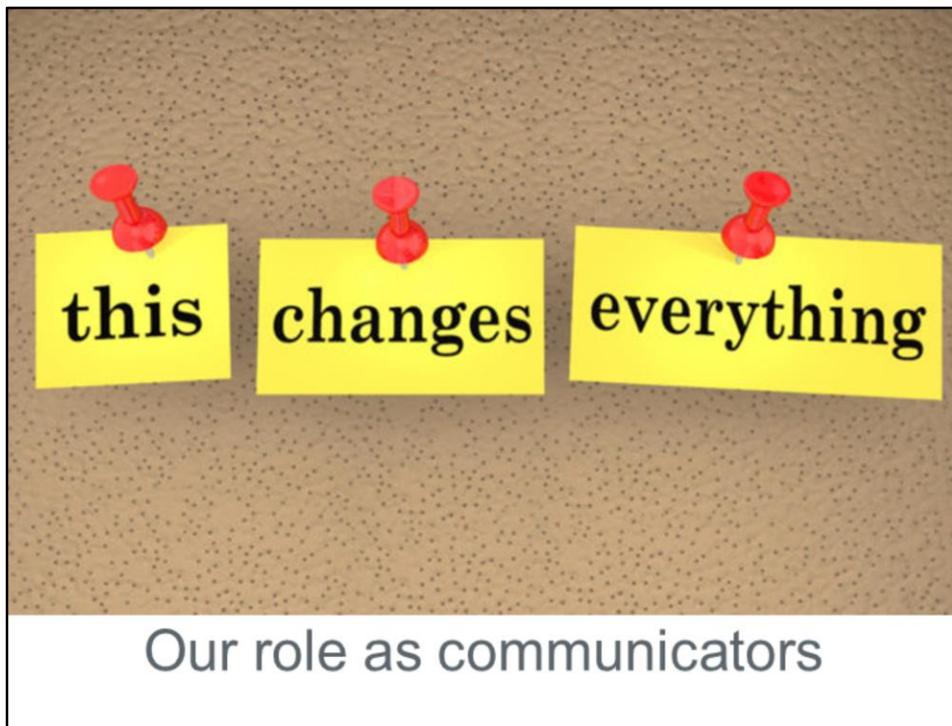
Objectives:

- The aim of the Conference is to create a European Union that is fit for the 21st century, after decades of crisis.
- From a communication point of view, the objective is to ensure a wide participation and buy-in to this exercise from European citizens



The Conference will be deemed a success from a communications perspective if we manage to create a virtuous circle:

- we raise awareness to ensure a maximum number of debates
- many debates mean many contributions
- many contributions increases media interest
- high media interest confers legitimacy
- high legitimacy increases the chances of the outcome being implemented
- high stakes of the outcome being implemented increases media interest and public awareness



The Conference will only be meaningful if it is widely communicated on. Our role is to create communication that is effective and accessible.

Everything will be based on thorough public opinion monitoring to understand the concerns and areas of interest of citizens.

We will use all our available tools and channels to communicate on the conference: media relations, events, social media, etc.

And all this will need to happen in the difficult context of covid and post-covid.



The European Parliament will:

- communicate about the Conference and the positions taken by the various Members participating from the EP
- encourage a wide range of citizens to participate in the Conference through a variety of events and through the Conference platform

To do this, we will create – in collaboration with the other institutions – a communication campaign that underlines how important citizens' input is in forming the Europe of the Future and calling citizens to take action and give their opinion.

The full-fledged campaign, including visuals, key messages, a dedicated hashtag and declinations for all types of formats, will be prepared in the coming weeks so it can be approved once the Conference's bodies are set up.



We won't just tell citizens about the Conference, we will invite them to play an active role in it.

Maximising the organisation of and participation in debates will reinforce the legitimacy of the process.

On one hand, we will organise a number of randomly composed citizens' panels with the aim of being the most representative possible.

On the other hand, we will organise and stimulate others to organise numerous debates all over Europe.

As in the 2019 European elections, we will encourage our various networks of multipliers (public authorities, civil society, influencers, schools, volunteer citizens) to play a vital role in conveying our messages and activating their own networks

- For this, we will build on our together.eu community, consisting of volunteer citizens and civil society organisations, offering them tools and trainings which will allow them to amplify our work
- They will be encouraged to create a multitude of events and debates and feed citizens' concerns into the Conference

For Youth Organisations, we have already kick started the process:

- a call for grant applications aimed at the organisation of youth consultations in the framework of COFOE
- this will be followed by a call for youth organisations of all sizes to organise as many consultations as possible at local, regional or national level
- a number of those youth organisations will be invited to the EYE2021 in May in Strasbourg where they will present the outcome of their debates – hopefully directly to Members of the Conference
- Feedback to them on their proposals will be integrated into the Youth week of 2022.