

# THE PROMISE OF THE EU

Rome, 12 - 13 September 2014  
**AT THE MAXXI MUSEUM**

Keynote event organised during the Italian Presidency of the Council of the European Union by the Department of the European Policies of the Presidency of the Council of Ministers of the Italian Republic and the European Commission

## Programme *Friday 12 September*

- 14:00 Registration of the participants  
**Welcome by Giovanna Melandri**, President of the Maxxi Foundation
- 14:30 **Official Opening:**  
**Sandro Gozi** - Secretary of State for European Affairs  
**Chairman:** Mr. Stefano Rolando, University Professor (IULM, International University of Languages and Media - Milan)
- 15:00 **"The Promise of the EU"**: presentation of the results of the qualitative Eurobarometer by Mrs Sixtine Bouygues, Director of Strategy and Corporate Communication, European Commission
- 16:00 **Welcome coffee**
- 16:15 **Working groups' discussions:**
- A - How much unity do citizens want and what are the areas where integration should take place?**  
A1 - Single market vs. political Union: what kind of Europe do we want?  
A2 - Innovation and digital revolution: drivers for integration
- B - What would make the EU more democratic?**  
B1 - Recovering citizens trust in times of crisis  
B2 - Editorial independence as a democratic value
- C - What is the overall expectation of citizens from the European Union?**  
C1 - Setting up a genuine European public sphere : the role of public service media  
C2 - Common values and different expectations?
- 19:15 End of the discussions
- 19:30 Transfer to Palazzo Colonna
- 20:00 Guided visit of the Galleria Colonna
- 21:00 **Official dinner** Galleria del Cardinale

## Programme *Saturday 13 September*

- 09:00 **Official Opening:**  
**Antonello Giacomelli** - Secretary of State for Telecommunications  
**Gregory Paulger** - Director-General Communication, European Commission  
**Chairman:** Mr. Stefano Rolando, University Professor (IULM, International University of Languages and Media - Milan)
- 09:45 **Coffee break**
- 10:00 Meeting for the last round of the working group interventions
- 11:00 **Anna Maria Tarantola** - President RAI  
**Jean-Paul Philippot** - President EBU  
**Chairman:** Mr. Stefano Rolando, University Professor (IULM, International University of Languages and Media - Milan)
- 11:30 Presentation of the working groups' conclusions by the Rapporteurs
- 12:45 **Closing speeches:**  
**Silvia Costa** - President of the Committee on Culture and Education of the European Parliament  
**Chairman:** Mr. Stefano Rolando, University Professor (IULM, International University of Languages and Media - Milan)

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