



**CLUB OF VENICE**  
**PLENARY MEETING, 13-14 November 2014**

**Roma, Italia**

**Meeting facility:**

**premises of the Ministry of Cultural Heritage and Activities and Tourism,  
Sala del Consiglio, via del Collegio Romano, 27**



**AGENDA (as of 12.11.2014)**

**MEETING LANGUAGES: IT, EN, FR**

**THURSDAY 13 NOVEMBER**

**9.00 - 9.30 GUESTS' ARRIVALS AND REGISTRATION**

**9.30 - 10.00 OPENING STATEMENTS**

- **Anna Maria VILLA, Coordinator, Office for European Citizenship, Internal Market and General Affairs, PM Office Department for European Policies**
- **Diana AGOSTI, Head of the Italian PM Office Department for European policies**
- **Stefano ROLANDO, President of the Club of Venice**

**10.00 - 13.00 PLENARY SESSION**

*11.00 - 11.15:  
coffee break*

**RE-SHAPING PUBLIC COMMUNICATION AND COOPERATION**

**Debate on the state of play and future cooperation at interinstitutional and inter-governmental level (on the basis of Members' reactions to the attached short reflection paper)**

**MODERATOR: Erik DEN HOEDT, Director, Public Information and Communication Office, Ministry of General Affairs, The Netherlands**

- **Introductory intervention by Federico GARIMBERTI, Spokesperson of the Italian Presidency of the Council of the EU**
- **Round table:**
  - **EU Member States (including feedback on recent capacity-building related progress)**
  - **EU Institutions: Katrin RUHRMANN (EP), Peter FISCHER (DG REGIO), Alessandro BUTTICÉ (DG ENTR)**
  - **External specialists: Mirela REBRONJA (MFA Montenegro), Jon WORTH (TechPolitics), Christian SPAHR (Konrad Adenauer Foundation), Verena RINGLER (Mercator)**
- **Reflections on the Club of Venice added value in this field**

13.00 - 14.15

Buffet lunch

**14.15 - 17.00 PLENARY SESSION**

**GOVERNMENTS AND CIVIL SOCIETY**

**Cooperation in progress**

**MODERATOR: Claus HÖRR, Director, Federal Press Service, Media Service and EU Communication, Austria's Federal Chancellery**

- **KEY-NOTE: Lars KLÜVER, Director of the Danish Board of Technology: "The new course: interaction with citizens in an evolving communication society and their involvement in the decision-making process"**
- **The Transatlantic Trade and Investment Partnership (TTIP): How to communicate as a honest broker: the role of the Commission and governments in explaining the mechanisms of international negotiations (dispelling fears and wrong perceptions through reliable and timely factual information)**
  - presentation by Verena NOWOTNY (Gaisberg Consulting)
  - Member States' and Institutions' interventions
  - contributions by Andrea RENDA (CEPS) and Anthony ZACHARZEWSKI (The Democratic Society)
- **Citizens' engagement/involvement - national best practice and new trends: feedback from Rita SASSU (I) on "Europe for Citizens"; Igor BLAHUSIAK (CZ) on the "National Convention on the EU"; Peter Lindvald-Nielsen (EESC) on civil society media-related aspects; Simone LANDINI (I) and Vesna LONČARIĆ (HR) on the EYD 2015); Ismail DIA (GovDelivery) on citizen engagement models**

15.45 - 16.00:  
coffee break

**FRIDAY 14 NOVEMBER**

**PLENARY SESSION**

**9.15 – 9.30 CRISIS IN UKRAINE - INFORMATION AND COMMUNICATION TRENDS**

- **Intervention by Elina LANGE-IONATAMISHVILI, Senior Expert (LATVIA), NATO Strategic Communications Centre of Excellence**

**9.30 - 12.45 CHALLENGES FOR GOVERNMENT COMMUNICATION**

**Seeking coherence between communication and politics and synergies among the communication players**

**MODERATOR: ELEONORA GAVRIELIDES, Director, Press and Information Office of the Republic of Cyprus**

- **Communicating on immigration and integration**
- **"Communicating immigration, strategic leverage to understand the phenomenon" - joint contribution by:**
  - **Maurizio FALCO, Deputy Prefect, Italian Ministry of Internal Affairs**
  - **Serenella RAVIOLI, Head of Institutional Communication, Italian Ministry of Internal Affairs**
- **The European Union's role and cooperation with Member States: intervention by Ewa MONCURE, Head of Information and Transparency, FRONTEX**

11.00 - 11.15:  
coffee break

- **Round table: Member States' views on communication and information provision**

**EBOLA: CRISIS COMMUNICATION AND CRISIS PREVENTION**

**12.30-12.45**

- **Intervention by Nicole CIVATTE, France, Deputy Director, Government Information Service (SIG)**

**12.45 – 13.00**

**CONCLUSIVE SESSION**

- **Issues emerged and future development of the informal (Club) and formal debate (governments and institutions)**
- **Club planning 2015-2016 (plenaries, joint seminars, thematic meetings and workshops)**