**CLUB OF VENICE**

**Plenary meeting**

**Session on the future of the media landscape in Europe**

**Venice, 6 December 2019**

**Action Plan**

**on**

**synergies between public communication and the media sector**

**Guiding principles**

* Vilnius Charter of 8 June 2018 on societal resilience to disinformation and propaganda in a challenging digital landscape
* London Charter of 17 March 2017 on the Strategic Communication Challenges for Europe

**Strategic routes**

* Following the guiding principles, we promote, facilitate and strengthen cooperation between EU Member States and Institutions in disseminating objective communication values, assuring impartiality and enhancing transparency
* We advocate independent media as an important pillar of any democratic system by facilitating its sustainability, contributing to the development of a culture of respect of press freedom and to providing a safe environment to produce quality journalism
* We welcome investigative journalism and strategies to safeguard freedom of expression and media pluralism and foster citizens' participation in the public debate through both digital and analogical platforms
* We encourage the exchange of feedback on the current challenges and on citizens' exposure to hybrid threats. We maintain focus on countering disinformation, propaganda and fake news as a common endeavour (cooperation with EEAS, IPCR and NATO)

**Actions**

* The Club will endeavour to facilitate synergies and cross-cooperation in:
	+ the strategic approach in promoting media literacy, exploring cross-training opportunities and deepening thematic research through joint initiatives (such as projects carried out by schools of journalism and public communication)
	+ mapping media trends and digital media regulatory and self-regulatory frameworks
	+ fostering exchanges on and analysis of media monitoring trends and techniques
	+ exploring ground for cooperation with universities and media observatories, media organizations and international agencies and platforms (EURACTIV Foundation, ICMPD, OECD, DEMSOC, SEECOM, ESCN, KAS and SEEMO)
	+ pursuing the organization of thematic seminars focused on cooperation between public communication and media and pro-actively involving the Club ad hoc experts' working group on capacity/capability building