



COMMUNICATION POLICY OF THE JUNCKER COMMISSION



Chief Spokesperson Margaritis Schinas
Brussels, 13 February 2018



Communication in the Juncker Commission

- 10 political priorities: **a sharper focus**
- A **more strategic** and **focused approach on messages**
- Speaking **more on the big picture**
- Ranking news (**weight and relevance**)
- Delivering where the EU **can make the difference**



SPP reform

- **Our communications model**
- **Communications discipline** – across the House (College, Family of Communicators)
- Speaking with **one voice, more coherently**
- Emphasis on **core messages**
- Spreading **the news cycle throughout the week**



Less paper, more focus, more coverage

	Press releases
2014	1.293
2017	685

 **- 47%**

	Average page views
2014	10.300
2017	24.000

 **+ 133%**



Midday press briefings	
2014	21 hours used by 120 TV Channels to produce 6.500 TV Reports
2017	52 hours used by 190 TV Channels to produce 16.575 TV Reports

 **+ 155%**



President speaks, messages amplified and multiplied

- **Successful build-up to EU@60:**
 - ✓ TV interview with ZDF
 - ✓ Interviews with Financial Times, Bild am Sonntag
 - ✓ More public engagement in French
 - ✓ Op-Ed by President Juncker in 70 publications





EXAMPLES OF WHAT WORKED SO FAR

- Selling policy on the ground
- Link to citizens concerns and benefits
- Getting out of the bubble
- Aligning political with corporate communications



EU Launches Border Agency

ENFIN UN CORPS DE GARDES-FRONTIÈRES EUROPÉEN!

↳ At last, the European border guards

European body's aim is to protect bloc's borders from migration and security risks

European borders

A real border guard at last

European Commission added 4 new photos · 23 August 2016 · 0

Last days to enter the "Europe in My Region" competition. Submit your photo of an EU funded project now and you can win a photography workshop in Brussels for two! [#EUinmyRegion](http://bit.ly/1SZZ1BQ)



Jyrki Katainen
Vice-President

As a former Erasmus student, I encourage other students and in particular teachers, trainers, youth workers and vocational education and training students to also make use of the opportunities open to them under Erasmus+.

#ERASMUSPLUS
EC.EUROPA.EU/ERASMUS30



European Commission (EU Commission) · Jan 20
30th anniversary of Erasmus+: new figures show record number of participants ec.europa.eu/erasmus30

Read News: Jyrki Katainen and Erasmus+



European Commission



EXAMPLES OF WHAT WORKED SO FAR

- Keep it simple, keep repeating it
- Use common documentation and figures



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Timmermans, Merkel, Tusk und Davutoglu bei der Begrüßung in Gaziantep (von links)



Leaders lay out stark vision for future of UK after departure from the EU

Brexit: UK cannot cherry pick, EU negotiator says

Merkel: no cherry picking deal for UK

L'UE définit ses lignes rouges face à Londres

↳ The EU sets out its red lines for London

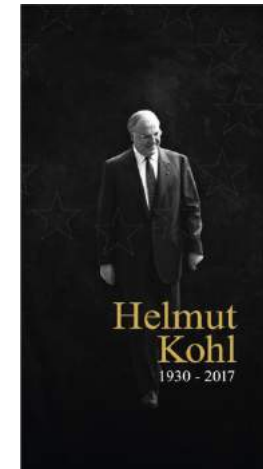
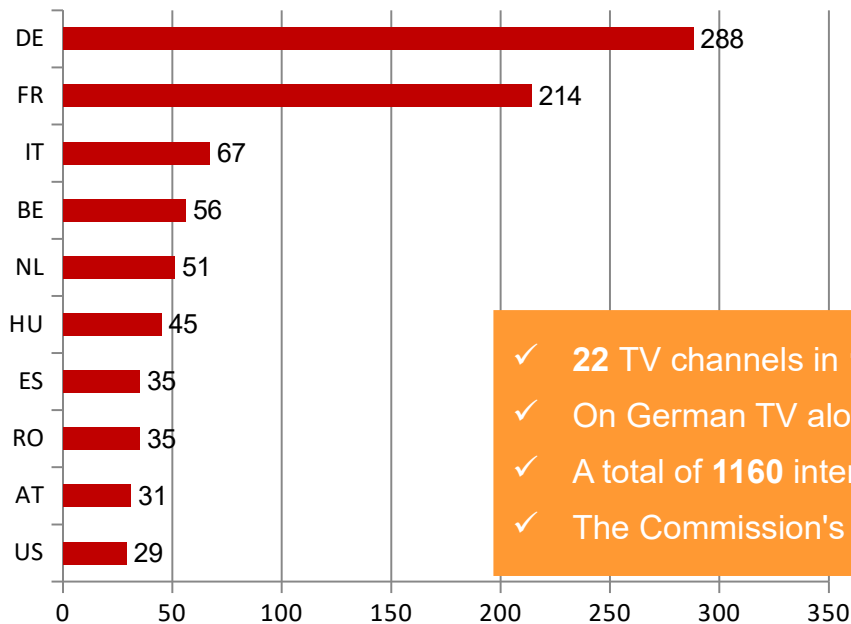
EU: Hollande Warns 'No Cherry Picking'



Europeanising national occasions

The Ceremony of Honour for Helmut Kohl

Top 10 volumes of media coverage



- ✓ 22 TV channels in 12 countries broadcast the Ceremony live
- ✓ On German TV alone the Ceremony was viewed more than 4 million times
- ✓ A total of 1160 international print and online items were reported
- ✓ The Commission's live-stream on Facebook reached 1.5 million users



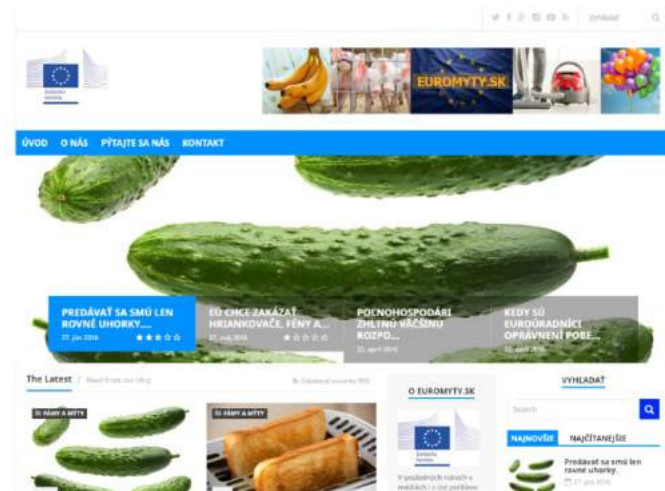
CHALLENGES AND OPPORTUNITIES



- **More emotional**
- **More communication on results than on intentions**
- **More emphasis on EU's positive agenda**

MORE EXAMPLES

- More and quicker rebuttals



ENGAGING WITH CITIZENS

Social Media channels



Example: Future of Europe debate:

European Commission
Monday, Jul 17, 2017 19:19 UTC +02:00

What is your favourite scenario for the #FutureofEurope? Vote with emojis below! The scenarios explained: LIKE "Those Who Want More Do More", the EU27 proceeds as today but willing Member States could work closer together in specific areas HEART "Doing Less More Efficiently", focus on delivering more and faster in selected policy areas, while doing less in others HOPE "On" the EU27 focuses delivering on its positive reform agenda WID "Much More Together", Member States decide to share more power, and decision-making across the board SAD "Nothing but the Single EU27 is gradually re-centred on the single market"

What do you want for the future of the EU?

Those who want more do more | Doing less more efficiently | Carrying on | Doing much more together | No but it is

Facebook Live with Frans Timmermans
Posted by European Commission
327,522 Views

Repost ahead of a Facebook Live session on Social Europe.

13 456 Interactions	11 854 Reactions	807 Comments	797 Shares
847k Reach	41.7k Post	805k Organic	
42.6k Engaged Users	5.03 % Unique Reach ER	32.1k Post Clicks	

Citizen's Dialogues



Internal communication



- **More engagement on social media**

	Social Media Outreach (people who saw our information on Facebook, Twitter, Instagram and LinkedIn)
2014	8 million people/month
2017	20 million people/month

 **+ 150%**



Still to deliver

- **Reform of the EMU**
- **Secure our borders**
- **And overhaul our asylum system**
- **Complete the Unions as promised in 2014**
- **Our proposal for the Union's future multiannual budget**
- **Reignite democratic debate**



- **Working with accredited press**
- **Biggest community of accredited journalists on Earth**
- **The most knowledgeable community of journalists on EU matters**
- **Politics or Technicity: the eternal dilemma**
- **Midday: Anchor or a sideshow**
- **Building mutual trust**

