

## **Communicating Europe in the capitals: EurActiv Special Coverage and Conference**

EurActiv holds its annual conference “EU Actors: how to interact with European capitals?” in Brussels in the premises of the European Parliament on 8 November from 9.00 onwards. It will feature Members of the European Parliament and representatives from high-ranking media. The Conference will be opened by keynote speeches by Commissioners Meglena Kuneva and Leonard Orban, followed by two panel discussions, including 5 MEPs and 7 media representatives.

Meanwhile, in the light of the unveiling of the Commission’s recent (3 October) ‘Communicate Europe in partnership’ initiative, EurActiv is running a series of articles in its **special coverage of EU communications** (7-9 November), which will provide background on the past, present and future development of EU communications policy.

“I cannot agree more with the statement in the Citizens’ agenda that *Effective institutions are essential for the functioning of the EU, but they themselves cannot reinvigorate Europe on their own. Common ownership is essential.* A continued dialogue with the capitals is a crucial element for achieving this common ownership and moving forwards our plans for institutional stability and people’s prosperity”, said **Meglena Kuneva**, Commissioner for Consumers Protection.

“EU institutions have an important role in building a dialogue with European capitals, with all EU citizens. On the one hand, they ensure that decisions taken at the EU level address the needs of European citizens and, on the other hand, they help communicate, explain and implement these decisions. But, in this process, they need the contributions of the other stakeholders”, commented **Leonard Orban**, Commissioner for Multilingualism.

Two panel discussions with MEPs and media representatives will follow:

- Involving stakeholders in communicating Europe to the capitals will be discussed on the first panel. The gap between political information from the EU and the real information, which European citizens need in order to enable their participation as voters is a key concern. The gap between MEPs and public opinion will be assessed by five MEPs from the following political groups: EPP-ED, ALDE, PES, GREENS-EFA and ID.
- Reaching journalists beyond Brussels will be tackled in the second panel discussion. The panel will analyse concrete results from the EurActiv Media Survey 2007, which constitute a good indicator of information trends for ‘EU actors’ in ‘core’ EU circles and in the Member States. A discussion on concrete examples from major media representatives will follow.

The event will be covered notably by EuroNews, and by EurActiv’s network, in 9 languages. It is the first organised by EurActiv to launch the debate on the 2009 EP elections.

EurActiv looks forward to welcoming 350 participants from different sectors.

Further information on the conference:

## [Agenda of the conference](#)

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