



IT'S ABOUT
EUROPE
IT'S ABOUT
YOU
Let's talk



Citizens' Dialogues

EDC Training Seminar – 2-3 June 2016

DG Communication



*"I want you all to be politically active in the Member States and in **dialogue with citizens**, by presenting and communicating our common agenda, **listening** to ideas and **engaging** with stakeholders."*

Mission letters to College Members

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- A large crowd of people is gathered outdoors, likely at a public event or festival. In the background, a building features a prominent wall of colorful graffiti, including various symbols, faces, and the word 'KING'. People are seen walking, talking, and interacting. A woman in a red shirt and green sunglasses is in the foreground on the left. A woman in a black and white polka-dot skirt is in the foreground on the right. A blue banner is visible on the far right.
- **2 way** dialogue and listening exercise
 - **Synchronisation** with political priorities
 - Logic behind "**series**" of Dialogues

Since January 2015:

- 63 Citizens' Dialogues in 26 Member States
- About 18,500 participants
- 21 TV broadcasts
- Over 3 million Twitter impressions (times our content is displayed on people's feed)
- Potential outreach to 27 million viewers/readers and 115 million followers

20 Commissioners

together with:

- 2 Heads of State
- 4 Prime Ministers or Deputy Prime Ministers
- 21 Ministers or State secretaries
- 9 MEPs incl. the EP President
- 5 regional or local politicians
- 4 other VIPs

Citizens' Dialogues focus on:

- Refugee crisis and migration
- Investment Plan and EFSI
- Future of the EMU
- Energy Union and Digital Single Market
- TTIP and global issues



Involving the **Project Team**

Our services

- Planning, organisation and promotion
- Briefing coordination
- Follow up (reporting, photo and video, media monitoring)

Your input as EDCs:

- You know your **region**
- You know **the temperature**
- You can reach **the right public**
- You can liaise with **other bordering EDCs and EDCs**

