



Presidenza del Consiglio dei Ministri  
DIPARTIMENTO PER LE POLITICHE EUROPEE



CLUB DI VENEZIA

## Club of Venice (CoV) Plenary Meeting

Milan, Italy

22-23 October 2015

### AGENDA

*(Meeting languages: Italian / English / French. Interpretation will be provided)*

#### Wednesday, October 21st 2015

18.45h Club of Venice Steering Group preliminary coordination  
Palazzo Le Stelline (meeting venue)



#### Thursday, October 22nd 2015

**08.45 – 9.20h**

***Guests' arrival, registration***

*Venue: Palazzo Le Stelline  
Corso Magenta, 61, 20123 Milano  
Tel.: +39 02 481 8431*

**09.20 – 09.45h**

**Opening Session**

Welcome statements the Italian hosting authorities:

- Diana Agosti, Presidency of the Council of Ministers (PCM) - Head of the Department for EU Policies
- Giuliano Pisapia, Mayor of Milano (TBC)
- Representatives from the European Parliament and European Commission in Milan offices

Introductory speech by Stefano Rolando, President of the Club of Venice

**09.45 – 12.30h**

**Plenary Session I: Communication in Europe and on Europe : today's challenges for governments and institutions**

This session will discuss trends in citizens' involvement/engagement in the European project and the objectives and impact of the referendum as instrument to detect public opinion, facilitate governmental orientations and decision-making in an era of social, financial and political instabilities and turbulences.

**Moderator: George Surugiu (Romania), General Secretariat of the Government, Directorate for Governmental Strategies**

**09.45.00 – 10.05h**

**Key Note speaker: Alex Aiken, PM Office, Executive Director of Government Communications, United Kingdom**

Alex will focus on the UK authorities' communication approach on their way towards the referendum on the EU

**10.05 – 10.20h**

***Coffee Break***

**10.20 – 11.00h**

First round of exchange of views on the session's theme and reactions to the key note

**11.00 – 11.45h**

Reflections on citizens' consultations and citizens' engagement

Contributions:

- Eleni Souliou, Press and Communication Office of the Greek Embassy in Italy, on behalf of Lefteris Kretsos, Secretary-General for Information and Communication of the Greek Government
- Paul Schmidt, Secretary-General of the Austrian Society for European Policy
- Poland, on the referendum as a political tool to monitor public opinion and civic engagement
- the role of ".gov" websites and analytical/monitoring tools' in detecting citizens' expectations

**11.45 – 12.30h**

exchange of views with government and institutions representatives

**12.30-13.45h**

***Buffet Lunch***

**13.45 – 17.15h**

**Plenary Session II: Today's social and political trends and Media Freedom**

**Moderator: Kevin Traverse-Healy, Member Emeritus of the Club of Venice & Traverse-Healy Consult**

**13.45 - 14.05h**

**Key Note speaker: Oliver Vujovic, Head of the South-East Europe Media Organisation (SEEMO)**

Focus on media freedom and today's crisis of confidence in media and political communication. Open exchange of views on strengths and weaknesses, opportunities and shadows ("what's at stake and for whom").

As a follow-up to Vienna's plenary, participants will also discuss the potential added value of increased strategic support to on line and traditional media (accuracy, trustworthiness, quickness of communication flows in times of crisis and impact on the audiences).

**14.05 – 17.15h**

*Reactions to the key note and follow-up round table* - will include, among others, contributions from:

- Konrad Adenauer Stiftung (KAS) (Christian Spahr) and South-East Europe Media Organisation (SEEMO) (specific surveys and reports)
- European External Action Service (Emmie Fairbairn, Strategic Communication Expert) (strengthening pro-independent media activities)
- Latvia (Evelina Melbarzde) (replies to a questionnaire on Member States' media monitoring activities launched by the former LV Presidency of the Council of the EU in the context of the Russia-Ukraine crisis)
- EESC (Peter Lindvald-Nielsen and Ionut Sibian) (on main findings of the joint EBU/EESC conference "Independence of public service media in enlargement countries" (spring 2015), and on "European media and informed citizenship")

**17.15 - 17h30**

Welcome address by Sandro Gozi, Undersecretary of State for European Affairs of the Italian Government

**(15.15 – 15.30h**

***Coffee Break***

**20.30h**

**Official Dinner** (venue: Restaurant "Orti di Leonardo", palazzo "Le Stelline", via Aristide de' Togni, 6/8), **hosted by the Italian authorities** (dress code: business suit)

- Welcome address(es) by:
  - Fiorenza Barazzoni, Director-General, Internal Market and Competitiveness – Department for EU Policies (Italy, PCM)
  - one member of the Steering Group of the Club of Venice

**Friday, October 23rd 2015**

**08.30 – 9.00h**

***Guests´ arrival, registration***

*Venue: Palazzo Le Stelline  
Corso Magenta, 61, 20123 Milano*

**09.00 – 12.00h**

**Plenary Session III: EXPO: lessons learned for sustainable growth, development and environmental care**

**Moderator: Barbara Altomonte,  
Chief of Communication Unit - Department for EU  
Policies (Italy, PCM)**

**09.00 – 09.20h**

**Key Note speaker: Roberto Arditti, Director of the  
Institutional Relations, EXPO Milano 2015**

**09.20 - 09.35h**

***Coffee Break***

**09.35 - 12.00h**

Participants will elaborate on the main concept lying behind the Milan EXPO communication campaign for the exhibition and on the whole communication plan, including crisis communication aspects.

This session will include:

- reactions to the key-note and exchanges of views on the implementation of EXPO's communication strategy
- feedback on information and communication activities promoting national stands at the EXPO (focusing on the topic "Feeding the Planet, Energy for Life")
- contributions on EXPO-related themes such as the communication strategies on climate change (Anna Johansson, Commission DG CLIMA and Anne Sophie Passet, French Ministry for Foreign Affairs and International Development) and sustainable development (Dörte Bosse, Commission DG DEVCO), given the proximity with COP-21 Conference in Paris and the interrelation with the European Year of Development 2015

**12.00 – 12.15h**

**Closing Session**

Concluding Remarks:

- Reflections on the issues emerged during the plenary meeting
- CoV Planning for 2015-2016

**Optional social programme**

**13.30h**

**Visit to the EXPO MILANO 2015**

The **Expo Site** can be reached by underground (**Linea 1, Rho Fiera Milano metro station**).

Duomo and Cadorna stations are both on Line 1, where they connect to the city's other underground lines. Travel time to the Expo Site is about 25' from Piazza Duomo, 20' from Cadorna station, 35' from Central Station and 30' from Garibaldi station.



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