



RIIGIKANTSELEI



**CLUB OF VENICE  
PLENARY MEETING, 6-7 June 2013  
Tallinn, Estonia**

Venue: Riigikogu (Estonian National Parliament), Lossi plats 1a



**DRAFT AGENDA (as of 3.06.2013)**

MEETING LANGUAGES: EN, FR

**WEDNESDAY, 5 JUNE 2013 - 20:00 - Welcome drink at Meriton Hotel's Grand Panorama hall**

**THURSDAY 6 JUNE**

|                                |   |
|--------------------------------|---|
| <b>9.00 - 9.30</b>             | <b>GUESTS' ARRIVALS AND REGISTRATION</b>  |
| <b>9.30 - 10.00</b>            | <b>OPENING STATEMENTS</b> <ul style="list-style-type: none"> <li>• Welcome by the Estonian hosting authorities (<b>Inga Bowden, Director of Government Communication</b>)</li> <li>• <b>Stefano Rolando, President of the Club of Venice</b></li> </ul>   |
| <b>10.00 - 12.45</b>           | <b>PLENARY SESSION</b> <ul style="list-style-type: none"> <li>• <b>THE ROLE OF PARTICIPATORY DEMOCRACY IN PUBLIC COMMUNICATION</b><br/> <i>2013 is the European Year of Citizens. One of the key questions is how to get the citizens involved; how to engage them in the European project. Estonia is well known for its efforts to promote e-solutions, thus making it easier and more attractive for citizens to engage in current affairs. What are the government communicators and EU institutions' experiences with direct consultations with the public?</i><br/> <i>The plenary is expected to facilitate the exchange of experiences and lessons learnt and trigger discussion about effectiveness of outreach.</i> </li> </ul> |
| 11.00 - 11.15:<br>coffee break | <b>CO-MODERATORS:</b><br><b>Pierre-Emmanuel De Bauw (B) and Eleonora Gavrielides (CY), Members of the Club of Venice Steering Group</b><br><br><b>Key-note by Anthony Zacharzewski, Head of Democratic Society: "Ten participatory democracy questions, and some inadequate answers"</b><br><a href="http://personaldemocracy.com/anthony-zacharzewski">http://personaldemocracy.com/anthony-zacharzewski</a><br><br><a href="http://www.opendemocracy.net/ourkingdom/anthony-zacharzewski/big-society-needs-big-democracy">http://www.opendemocracy.net/ourkingdom/anthony-zacharzewski/big-society-needs-big-democracy</a>                           |

- feedback on successful e-government and external communication campaigns (concrete examples of citizens' engagement in policy development and cooperation with civil society; citizen's consultation and citizen's dialogue, e-voting, etc.)
- = **EE (Siim Sikkut, National ICT Policy Adviser at the Government Office)**
- = **(poss.) interventions by D, FR, IT, LV, PL, SI, SK, others (ongoing consultations)**

- **Rainer Nõlvak, Estonian entrepreneur and nature protector, Chairman of the board of Estonian Nature Fund.**



([http://en.wikipedia.org/wiki/Rainer\\_N%C3%B5lvak](http://en.wikipedia.org/wiki/Rainer_N%C3%B5lvak)),

a concrete example of successful mobilisation (environment cleaning campaign "Let's Do It!" in Estonia), civic action with 50 000 volunteers participating in cleaning up the countryside in one day (project exported to other countries)

- intervention by **Raymond van Ermen, Executive Director, European Partners for Environment (EPE)** - presentation of an action plan of the Association for Communication and Information for the Sustainable Development (**ACIDD**)
- **Mr Juhan Lepasaar, Director for EU Affairs**, on composing EU policy for government action: **Estonia** ([http://valitsus.ee/UserFiles/valitsus/en/government-office/europeanunion/eu-policy-of-the-government/Eesti%20EL%20poliitika\\_ENG.pdf](http://valitsus.ee/UserFiles/valitsus/en/government-office/europeanunion/eu-policy-of-the-government/Eesti%20EL%20poliitika_ENG.pdf)), composed by the Government Office and ministries, but based on a thorough consultation process with different interests groups
- **EESC** feedback on civil society's support to government and institutional communication: **Mall Hellam, Estonian Member of the European Economic and Social Committee and Executive Director of the Open Estonia Foundation** (<http://memberspage.eesc.europa.eu/Detail.aspx?id=2016192&f=1&s=0&o1=0&o2=0&o3=0&ln=Hellam>) (<http://www.oef.org.ee>)

12.45 – 14.15

Buffet lunch

14.15 - 17.00

**SPECIAL PLENARY SESSION**

- **THE ROLE OF CIVIL ADMINISTRATION IN GOVERNMENT COMMUNICATION**

*There is no lack of information; however, what is missing are sources of information that cut through the clutter and provide reliable and fact-driven information. Nearly every poll reveals that people do not feel well informed about EU issues, but the question raises whether they are simply suspicious that the information provided may be biased, tainted by self-interest and thus perceive it as propaganda. And, as a matter of fact, this may be the case regardless of whether the issue at stake is a EU or a national topic.*

*Communicators from Government and EU institutions have a unique position to offer impartial and trustworthy information: as civil servants they are not seen as political actors and, at the same time, they are respected as experts on the various issues. By increasingly offering impartial and trustworthy information, providing concrete and objective background, explaining policies' content simply and clearly, they can certainly help citizens follow the debate(s) and form their personal opinion.*

15.30 -15.45 : coffee break

**MODERATOR/INTERVIEWER: Rasmus Kleis Nielsen, post doctoral research fellow doing cross-national comparative research on the business of journalism and its role in democracy;** specialised, among others, in media participation, civic engagement and political campaigning



After delivering an initial **key-note**, Rasmus Kleis Nielsen will:

- welcome two **case studies**:
  - = "*Government communication in France: objectives, expectations and perceptions*" (contribution from **Nicole Civatte, Deputy Director of the French Government Communication Service - SIG**)
  - = "*Perspectives on UK Government communication strategy*" (contribution from **Kevin Traverse-Healy, Strategic Communication Consultant, former International Lead for the UK Central Office of Information (COI)**)
- carry out an interview with a number of communication directors and external specialists
- moderate the debate throughout the whole afternoon session

**19.30** **Official dinner**  
**Venue: Restaurant "Gloria", Mürivähe 2 (dress code: dark suit)**

## **FRIDAY 7 JUNE**

**9.15 – 12.45**

**MODERATOR: Mike Granatt, Club Coordinator**

**(9.15-9.30)**

**a. Follow-up to Thursday's session on participatory democracy**

**Urmo Kübar, Executive Director of the Network of Estonian Nonprofit Organizations (NENO)** on the new initiative "The People's Assembly Rahvakogu ([www.rahvakogu.ee](http://www.rahvakogu.ee)), that, combining modern communication tools with traditional face-to-face discussions, collects ideas to amend Estonia's electoral laws, political party law, and other issues related to the future of democracy in Estonia

**(9.30-11.45)**

**b. Reputation management and Branding**



- **Key-Note** by **Simon Anholt**, Independent Policy Advisor - <http://www.simonanholt.com/>: "**Managing the Nation's Image: Good Governance or Futile Propaganda?**"
- The Danish model: "*From burning rage to Nordic cool*" - **Ole Egberg Mikkelsen (DK, Under-Secretary for Consular Services and Public Diplomacy)**

*coffee available since 11am  
outside the conference room*

- **Helena Onn (Senior Adviser, EU Coordination Secretariat, Sweden PM Office)** on the Arctic Council and its communication strategy
- **Tom de Smedt**, Committee of the Regions, Directorate for Communication, Press and Events

(11.45-12.45)

**c. communication and interaction as an instrument of trust and accountability; how to [re-]gain EU citizens' confidence**

- **Italy** : presentation of the portal "Open Coesione" (national website on EU funding)
- **Stephen Clark (EP DG COMM Director for Relations with Citizens)** - EP communication strategy in view of the European elections 2014: "*This time it's different*"
- **Ylva Tivéus, Director, Commission DG COMM (Citizens)**, on optimising citizens' dialogues
- **Adam Nyman, Director, Debating Europe**, on the upcoming initiative "VOTE" in view of the 2014 European elections

**12.45 – 13.00 CONCLUSIVE SESSION**

- Issues emerged and three topics on the horizon: **evaluation of public communication, capacity building, branding**
- Club planning **2013-2015** (plenaries, joint seminars, thematic meetings and workshops)

**13.00 - 14.00** *Buffet lunch*

**14.00** **OPTIONAL PROGRAMME:**

- **(POSS.) "E-CABINET REVIEW" BY PM ANDRUS ANSIP (AT THE STENBOCK HOUSE)**



- **GUIDED TOUR OF THE OLD TOWN OF TALLINN**

