



**Club of Venice (CoV) Plenary Meeting
June 11th - 12th 2015
Vienna, Austria**

AGENDA

Thursday, June 11th 2015

09.00 – 9.30h

Guests´ arrival, registration

Venue:

*Weltmuseum Wien (World Museum) – Säulenhalle
Neue Burg, Heldenplatz - 1010 Vienna*



09.30 – 10.00h

Opening Session

Statements by:

- Claus Hörr, Director, Press and Media Service,
Austrian Bundeskanzleramt
- Stefano Rolando, President of the Club of Venice

10.00 – 13.00h

**Plenary Session I: Communication aspects of
Counter-Terrorism**

Moderator: Claus Hörr (AT)

10.00 – 10.20h

Key Note speaker: Edit Schlaffer

Edith Schlaffer is a social scientist, founder of the Vienna-based NGO "[Women without Borders](#)" (SAVE) and

founder of the "Mothers' Schools" model (weekly training meetings, run by female community leaders, empowering mothers to safeguard the young from the threat of violent extremism and the lure of radicalization). She was also participant at the "White House Summit on Countering Violent Extremism" (February 2015).

Edit Schlaffer will outline the challenges the international community is facing due to radicalization from a scientific point of view. She will outline how the phenomenon endangers local societies as well as those abroad and how it harms entire families. She will also present field research results on countering radicalization.

10.20 – 10.35h

Coffee Break

10.35 – 12.00h

European efforts in Counter-Terrorism:

This part of Session I intends to collect information on communication strategies of the EU Member States on Counter-Terrorism. Due to the convenience, affordability and broad reach of platforms such as YouTube, Facebook and Twitter, terrorist groups have increasingly used social media to further their goals and spread their message.

The session will discuss best practices on how to counter radicalization and violent extremism by strategic communication, taking examples such as the French initiative "#stopdihadisme" (Link: <http://www.stop-dihadisme.gouv.fr/>) or the EU Radicalisation Awareness Network (RAN; Link: http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/radicalisation_awareness_network/about-ran/index_en.htm).

We will also learn about the attempts that have recently been made by the Council and the Commission to thwart the use of Social Media by terrorist organizations and to develop counter-narratives to terrorist propaganda.

Interventions by:

- Christiane Höhn,
Principal Adviser to the EU Counter-Terrorism
Coordinator
- EU networks
[Syria Strategic Communications Advisory Team
(SSCAT), Radicalisation Awareness Network
(RAN), ...]

First round of discussions (governments and institutions)

12.00h

Buffet Lunch

13.30 – 15.00h

Round table:

Discussion with the Key Note speaker and the European experts; brief interventions of best practice examples by the EU Member States

- EU Member States' initiatives (France, Germany, Belgium, Netherlands, Spain)

15.00 – 15.15h

Coffee Break

15.15 – 17.15h

Plenary Session II: Crisis Communication – Sharing Social Media best practices

Moderator: Erik den Hoedt (NL)

Key Note speaker: Ellis D. Hazendonk

Senior Communication Advisor, Ministry of Security and Justice, National Coordinator for Counterterrorism and Security (NCTV), National Crisis Center, Communication Unit, Netherlands

Session II will focus on governmental crisis communication and on the specific challenges that interaction through online platforms poses to deciders (accuracy, trustworthiness and quickness of communication flows in times of crisis).

- The first aim is to gather information and to discuss the EU Member States' experiences in using Social Media for crisis communication: Is Social Media part of an integrated governmental crisis strategy? And if yes, how is it incorporated into the crisis communication strategy?
- The second aim of the session is to learn about the internal organizational structures in the EU Member States: Who is in charge of crisis communication? How is staff being trained to "be prepared for the unpreparable"? etc. This aim will be mainly achieved by a questionnaire
- This session will also include:
 - a contribution from Lefteris Kretsos, Secretary-General for Information and Communication of Greece
 - a contribution from François Théron (General Secretariat of the Council of the

EU, Directorate-General Foreign Affairs, Enlargement and Civil Protection, Civil Protection Unit) on the crisis communication plans and perspectives in the context of the Integrated Political Crisis Response (IPCR)

Questionnaire:

To prepare the Session's discussions, a questionnaire was attached to the draft agenda.

19.00h

Official Dinner at the Ringturm, hosted by the Austrian authorities

- Welcome addresses by:
- Wolfgang Trimmel, Director-General, Department VII, Federal Press Service, Federal Chancellery, Republic of Austria
 - Hans Brunmayr, Vice President of the Club of Venice

Venue:
*Ringturm – top floor
Schottenring 30 - 1010 Vienna*

Friday, June 12th 2015

09.00 – 9.30h

Guests' arrival, registration

Venue:
*Weltmuseum Wien (World Museum)
Säulenhalle
Neue Burg, Heldenplatz - 1010 Vienna*

09.30 – 12.45h

Plenary Session III: Challenges in communicating TTIP

Verena Nowotny - Moderator
Judith Erfelder - Trainer
Sandra Luge - Trainer

09.30 – 10.00h

Key Note speaker: Lutz Güllner

European Commission, DG Trade, Head of Unit
Communication, Information and Civil Society

Session III will concentrate on the communication facet of
TTIP (Transatlantic Trade and Investment Partnership).

Following input from an expert on the status quo of TTIP
negotiations, a structured workshop [using the design
thinking method](#) will lead to approaches on how
communicating TTIP and enhancing transparency might
work out, with due regard to the divergent public opinion
results on TTIP in different EU Member States.

10.00 – 11.00h **Workshop on Challenges in communicating TTIP
(method: design thinking)**

11.00 – 11.15h ***Coffee Break***

11.15 – 12.30h **Workshop on Challenges in communicating TTIP
(method: design thinking)**

12.30 – 13.00h **Closing Session**

Concluding Remarks:

- Reflections on the issues emerged during the
Plenary Meeting
- CoV Planning for 2015-2016

13.00h ***Buffet Lunch***