Directorate-General for Communication

Directorate for Media

Media Services Unit and Audio-visual Unit

**European Parliament Seminar**

**State of the Union - EU Elections 2019:**

**Act in the present to shape the future**

**Strasbourg, Tuesday 11 September 2018**

### **#SOTEU2018 #EUElections2019**

In case of late arrivals or last minute issues, you can reach us at +32 498 98 14 33.

However, this number will only be available on seminar days.

**PROGRAMME**

**Tuesday 11 September 2018**

**Venue: Room LOW R5.1 ♦ Interpretation in ...**

14:30 - 14:45 **Opening and introduction to the Lead Candidate process**

**Jaume DUCH GUILLOT**, Director-General for Communication and EP Spokesperson

**Raffaella DE MARTE, MSU,** Presentation of the Media Toolkit for EE19

14:45 - 15:45 **EuroLab presentation: rebranding Europe**

Architects [**Rem KOOLHAAS**](https://cultureforum.eu/person/rem-koolhaas-2/)and [**Stephan PETERMANN**](https://cultureforum.eu/person/stephan-petermann/)

15:45 - 16:00 **COFFEE BREAK**

16:00 - 16:30 **Expectations and perceptions of EU action: Eurobarometer September 2019.  
Data available on the elections**

**Philipp SCHULMEISTER,** Head of Public Opinion Monitoring Unit

16:30 - 17:00 **EE19: Why do these European elections matter? Main achievements of the last 4 years - - Q&A session**

**Cecilia WIKSTRÖM,** (ALDE, Sweden) Chair of the Conference of Committee Chairs (CPCO) and of the Committee on Petitions, Rapporteur of the Dublin Regulation on Asylum and migration

17:00 - 17:30 **Closing - Q&A session**

**Antonio TAJANI,** European Parliament President

**BACKGROUND**

The European Parliament Directorate for Media is holding a high level roundtable in Brussels for editors-in-chief and columnists of the main European media outlets on Tuesday 11 September, one day ahead of the State of the Union debate with EC President Jean Claude Juncker in the plenary.

The roundtable entitled “*State of the Union - EU Elections 2019: Act in the present to shape the future*” will be divided into two parts. The first part will be looking at the achievements of this mandate and why it is important to vote in the next elections. The second part will imagine how to rebrand a new Europe in order to get people to feel more involved in the European project. This last part will be driven by the creators of the EuroLab project who will present results obtained in a series of workshops and interviews.

The press tool-kit for the European Elections 2019 will be presented to all participants, who will also visit Parliament’s facilities. This will help them to understand all the tools the European Parliament puts at their disposal in case they want to use them in future to produce their programmes.

During the second day of the seminar, participants will also be able to follow the State of the Union debate.

**Lead candidates in the European elections**

First implemented in 2014, the *SpitzenKandidaten* process, also called the Lead Candidate process, was used to elect current Commission President Jean-Claude Juncker. It allows European political parties to nominate candidates for the EU Commission Presidency leading up to the elections, before linking this choice to the election outcomes and reinforcing the democratic dimension of the European Union.

**A look at 4 years of legislative advances**

MEP Cecilia Wikström, (ALDE, Sweden) is Chair of the Conference of Committee Chairs (CPCO) and of the Committee on Petitions. She is also the Rapporteur of the Dublin Legislation on asylum and migration. In her role of coordinator of the Committees, she will present the main files of interest for citizens of this European Parliament’s legislative term, some of which still need to be completed before May 2019.

**Eurobarometer: Expectations and Perception of EU Action in 15 different domains**

The latest Eurobarometer on how citizens perceived the EU Action in 15 policy areas is published.   
Philipp Schulmeister, Head of the Public Opinion monitoring Unit, will present the results and will provide also some insights of the pan European data that will be available before and after the elections, including during the election days.

**EuroLab: rebranding Europe**

How can we present the European Union in an attractive way to its citizens in these unstable times? How can Europe’s story of peace, cooperation and solidarity be communicated in a new and attractive way to large audiences?

Photographer Wolfgang Tillmans and architects Rem Koolhaas & Stephan Petermann, together with a group of artists from all over Europe, have gone on a fact-finding mission to understand what has gone wrong in the last 25 years of communicating Europe, and how to make a new start. They will share the result of workshops and interview sessions, exploring new ideas to communicate the EU in the run-up to the European elections in May 2019. These workshops brought more than 400 proposals from 43 countries. For example: a dance troupe with members from Albania, France and Italy who proposed filming folk dances at European historical sites that could then be broadcast or viewed with virtual reality goggles; and dozens of artists sent sketches of designs for new euro bills and coins. The project leaders will present a comprehensive toolbox of ideas, visuals and strategies that can be used to communicate with EU citizens and encouraging them to vote, thereby strengthening the European process.

Find more information about the Eurolab[**here**](https://cultureforum.eu/?post_type=program&p=5606&preview=true)**.**