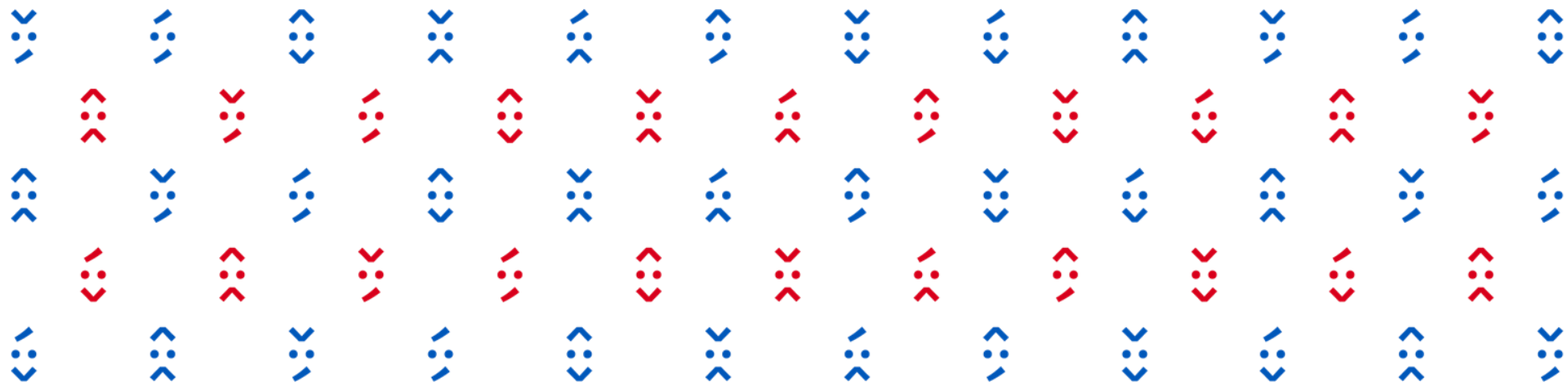


# SK EU2016

Slovak Presidency of the Council  
of the European Union



# Endorsing support for Europe EuroPCom

*Elena Višnar Malinovská  
2016 Slovak Presidency spox*



© REUTERS



# Take the street pulse!

- Freedom to travel and to study (47 %)
- Euro (43 %)
  
- Waste of money (32 %)
- Trust 35 %

## Conviction that EU

- is democratic 61 %
- is modern 64 %
- is effective 40 %

Synonymum of bureacracy – 68 %

*Eurobarometer, 2014*

# Target group

- **Media**

- *Tabloids*

- *National & Brussels*

- **Public**

# Roadmap?

**Certainly necessary but only a  
tool!**

- **Teasing**
- **Information campaign**
- **Targeted campaign**
- **Twitter, Facebook**
- **Newsletter**



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# People's strategy

- Nation of personalities
- Play with pride/emotions

**But this is still „inward-looking“ strategy**

# **Content – political priorities creation!**

## **Big themes**

- **Investment**
- **Migration**
- **Single Market**
- **EU in the world**

## **New themes – people centric**

- **Position of farmers in the food chain**
- **Young researchers**

# Bratislava summit



# Paris: success is ours

## Fico nešetril chválou: Ratifikácia Parížskej dohody Úniou je úspechom Slovenska



Predseda vlády SR Robert Fico

10.10.2016 14:21

*BRATISLAVA - Za obrovský úspech slovenskej diplomacie označil premiér Robert Fico rýchlu ratifikáciu Parížskej dohody o klimatických zmenách na európskej úrovni, na ktorej sa výrazne podieľalo slovenské predsedníctvo v Rade EÚ. "Ratifikáciu Parížskej dohody Európskou úniou považujem za veľký*

# Face-time for Ministers



# After Presidency plan

- *Keep interest open*
- **Keep themes alive**
- *Generate content*