

[CLOSING] PLENARY

ASK YOUR QUESTIONS!

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WHAT ARE YOUR
TAKEAWAYS
FROM 2020?

APOSTOLOS
WHEN COVID
FIRST
BROKE
OUT...

...WE HAD
NO CHOICE
BUT TO
ENFORCE
LOCKDOWNS!

SURVEY
LOCAL &
REGIONAL
GOVERNMENTS
ARE THE MOST
TRUSTED!

WORDS..
AND
DEEDS!

JAUME

WE MADE
LOADS
OF FAST
DECISIONS

WE
SENT
MONEY
TO MEMBER
STATES!

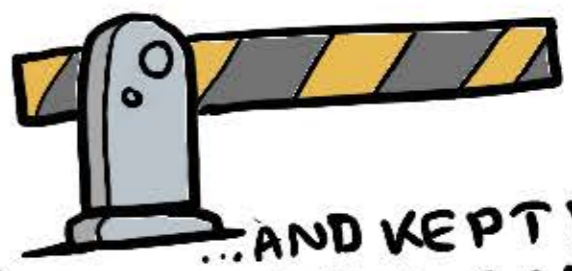
NOT ENOUGH
OF WHAT WE DO
IS KNOWN TO
CITIZENS!

... AND WE
NEED TO
BE INCLUSIVE!



WE'VE ADAPTED...
...THE
VIRUS
DID NOT STOP
DEMOCRACY!

... BUT WE
WERE IN
CRISIS
MODE



... AND KEPT BORDERS
OPEN FOR VITAL
SUPPLIES!

WE'RE TOO
SLOW TO REACT...



THIS IS
NOT A
BEAUTY
CONTEST!



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100 ON 011

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PIA

WE HAD TO BE VERY AGILE TO REACT TO THE CRISIS!

REIJO

POLITICIANS CAN NEVER MOVE AS FAST AS JOURNALISTS THINK WE SHOULD!

PETR

SHOULD WE HAVE ONE BRAND?

European Union

...LIKE COCA-COLA?

GIANLUCA

COVID CAN BE AN OPPORTUNITY!

THE RECOVERY MUST BUILD RESILIENCE!

POLICY AND COMMUNICATION ..ARE TWO SIDES OF THE SAME COIN!

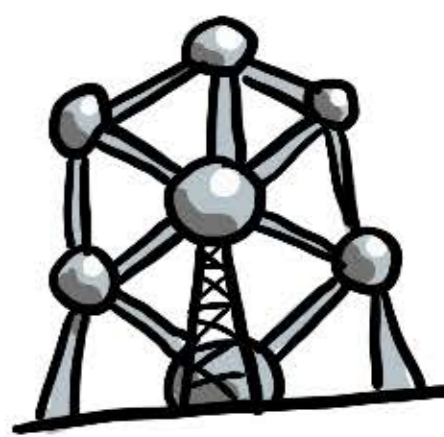
...BUT WE SHOULD REACT FASTER!

WE NEED TO BE VERY HUMBLE IN HOW WE SPEAK TO THE PUBLIC!

ALONE, WE CAN GO FAST... TOGETHER WE CAN GO FASTER!*

* OLD AFRICAN PROVERB!

WE NEED TO SHOW EXACTLY WHAT BRUSSELS IS FOR?



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WHERE ARE WE ON THE JOINT CONFERENCE ON THE FUTURE OF EUROPE?

ARE EU INSTITUTIONS COORDINATING ACTION ON MISINFORMATION?

WE NEED A 'LOW-CARBON' CULTURE - DO EU COMMUNICATORS HAVE TIME TO REFLECT ON THIS SHIFT... AND IS IT THEIR ROLE?

IT WON'T HAPPEN ANY TIME SOON...

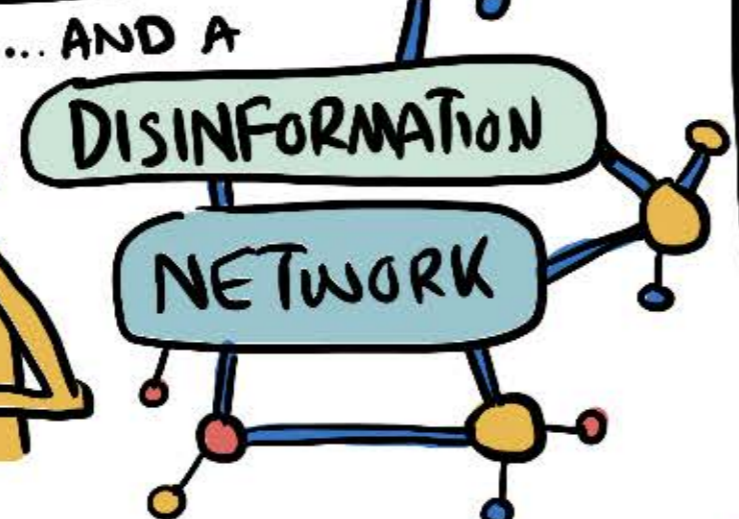
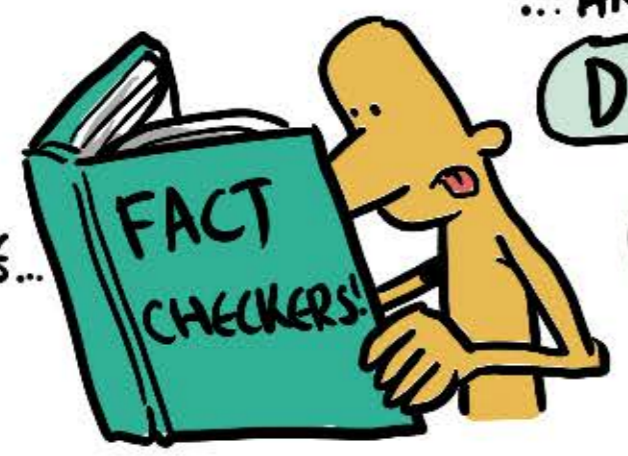
... BUT IT WILL HAPPEN WHEN WE CAN HAVE LARGE GATHERINGS!

WE NEED TO TELL STORIES ON THE GROUND!

WE NEED TO SHOW THAT EUROPE COUNTS!

WE'RE DEVELOPING...

...AND WE HAVE TO WORK WITH THE PLATFORMS!



BUT... WE'RE NOT CREATING A



... BUT WE MUST HAVE...

... A DIALOGUE WITH CITIZENS



SHOULD WE USE SOCIAL MEDIA LIKE TRUMP?