



Outreach and Engagement (COMM 2 A)

The **Outreach and Engagement Unit** is responsible for relations with the public and identified target audiences, as well as relations with other institutions and member states in the field of communication and information policy. It coordinates the agenda of the Working Party on Information, which is chaired by the GSC.



Information session in the meeting room
of the Visitors' Centre

Visits and Information sessions

We organise general or tailor-made information sessions in the 24 official EU languages for groups of visitors. Visitor groups can consist of students, teachers, representatives of academic institutions or private businesses, public authorities or even military staff. With the help of committed speakers, Council officials, visitors can broaden their perspective on the European Union and find out how the Council is shaping Europe's future.

Contact us! We would be honoured if other colleagues accepted our invitation to give presentations to visitors to the Council. For more information about the types of visits we organise and what the role of speaker involves, you can contact us by [email](#) or phone at 9670.



Visitors' Centre

We are responsible for the running and management of the Visitors' Centre of the Council, where we welcome groups and individual visitors. The Visitors' Centre offers an enhanced and dynamic experience, explaining the roles of the European Council and the Council as the 'House of the member states'.

Do you know of any visitors' groups who would be interested in visiting the Council? Please contact us by [email](#) or phone at 9670.

Events

Our unit regularly organises public online and physical events/conferences in cooperation with the Presidency and its partners (EU agencies, NGOs, etc.). The objectives are to offer a forum for discussion, to raise awareness about the role of the Council and the Presidency, and to reach out to civil society, NGOs, policy makers in the member states, opinion formers etc. More and more varied outreach activities (such as exhibitions or cultural events) are envisaged for the future.

If you need our help organising an event or you would like to participate in an event we organise, you may contact us by [email](#).



2017 - Event organised together with the Fundamental Rights Agency - JL press room



2018 - Romanian 'Sound' choir concert Europa
building press room



2019 - Event organised together with the
Finnish Presidency of the Council of the EU -
Europa building press room



Europe Day

The interinstitutional Open Day or Europe Day, always organized on the occasion of Europe Day, represents the most important outreach event hosted by the GSC with an average of 8,000 visitors. During Europe Day, the GSC opens its premises to all visitors, offering guided tours of the Council and organizing an exhibition featuring member states, GSC services and EU agencies. All member states, through their Permanent Representations, are invited to be part of the exhibition. On top of their stands, member states may also organize singing or dancing performances, as well as interactive games.

The Outreach Unit is responsible for the online and in situ activities of the day and supports Permanent Representations in organizing the activities they wish.

For further information on how to be involved, please contact: openday@consilium.europa.eu.

Working Party on Information

The Council's Working Party on Information (WPI) discusses all matters related to the information policy and communication strategies of the EU institutions and helps promote interinstitutional cooperation and cooperation with the member states in order to enhance relations with EU citizens.

For more information, [contact us!](#)



Working Party on Information meeting



EU Back to University poster

EU Back to School / EU Back to University

The EU Back to School and Back to University initiatives offer the staff of the EU institutions the opportunity to become 'EU ambassadors' for a day by visiting the schools or universities of their choice and share with the young audiences their professional experience and passion for the European project.

For more information about these rewarding initiatives and the administrative support from the GSC, please consult the [dedicated page](#).



The Pulse Newsletter

Since May 2020, our unit has been publishing 'The Pulse' newsletter in collaboration with the Graphics and Publications unit. The newsletter aims to provide a more regular form of communication with young adults (mainly 20 to 30 years old). In The Pulse, we share the latest news from the European Council and the Council of the EU, and we provide facts, figures and explanations about its key priorities. We also take a look behind the scenes and share useful information (e.g. internship opportunities, together with interesting events and initiatives) to help our readers engage more closely, as well as reading tips for those who want to dive deeper into EU-related issues.

You want to participate? [Sign up](#) now and don't miss our next edition!

Do you have any great stories on what goes on behind the political headlines of the EU Council? [Tell us](#) your ideas!



Multipliers

We aim at communicating with all EU citizens. To achieve maximum impact, we choose to reach out through multipliers, who will help us connect with a much larger audience. We identify the following core multiplier audiences:

- Opinion formers (academics, think tanks, lobbyists, influential bloggers, NGOs, teachers/educators etc.)
- Government officials (delegates, diplomats, civil servants, advisers) as well as leaders, ministers, and MEPs
- Young EU citizens

In addition to the extension of its geographic reach, outreach activities will also broaden their scope – always guided by insights about user needs and expectations. In this context, the partnership with influencers will help connect with new target audiences, such as young people, outside of traditional channels, while genuinely engaging them to become committed ambassadors.



Digital products and innovative ways of communicating

Mainstreaming communication and optimizing for impact are crucial steps in reaching our communication objectives. We aim at informing and teaching about the Council of the European Union and the European Council via participation and long-term engagement.

Leveraging to the maximum the digital capabilities available, the outreach activities have taken a larger reach beyond the EU capital via virtual information sessions, a virtual guided tour, a recorded presentation and digital and physical Council simulation games. These elements are complemented by a special educational package for teachers and lecturers.



Mobile expo

With the objective to bring the Council closer to citizens, a mobile exhibition is travelling on a roadshow through the EU capitals of countries holding the Council Presidency. Our first stop was Strasbourg, where on January 2022, the mobile exhibition was located there on the occasion of the French Presidency.



Backstage Briefings

The Outreach Unit pays special attention to fostering engagement with members of academia and think tanks, a key multiplier audience whose expert research contributes to shaping EU policy and its perception worldwide. This is done, among others, by organizing events bringing together selected participants from universities, research institutes and think-tanks in GSC premises. Furthermore, in cooperation with colleagues from other units we also interact with this audience via digital channels such as social media, web, publications (such as the [Think Tank review](#)).

 Presentations for speakers

 Contact us

 Organisation Chart

Events

[See all](#)

+ Add event



No upcoming events

No upcoming events are scheduled. Check back again later.