

European Week of Regions and Cities
07- 10 October 2024



Communicating Europe: a promising alliance between the EU and the local level

Tuesday 8 October 2024
h. 16-30-18.00
Room JDE 52 – CoR premises
(session code 08PW241887)
Interpretation provided in : FR-EN-IT-ES-DE-PT
AGENDA

Moderator: Anna Gumbau, journalist

- 16.30 – 16.40h** **Ice breaker** -WHO IS WHO questions to participants
- 16-40 – 16.50h** **Opening and welcoming speeches**
- **Richard Kuehnel**- Director for Representation and Communication in Member States at European Commission
 - **Ian Barber** – Director for communication, European Committee of the Regions
- 16.50h- 17.00h** **EU local Councillors network- what is it all about?**
- **Gwenn Straszburger**– EU Councillors team – European Commission- DG COMM
 - **Ginevra Del Vecchio** – EU Councillors team – European Committee of the Regions – Dir. for communication
 - Q&A
- 17.00- 17.45h** **Testimonials from the EU local councillors & discussion**
- EU local Councillors sharing best practices on Communicating the EU at local level, challenges and opportunities
- Exchange with**
- **Alessandro Giordani**- Head of Unit for Networks in the Member States, European Commission
 - **Michele Cercone** –Deputy Director for communication- European Committee of the Regions
- 17.45 -18 .00h** **Communicating the EU at local level- the way forward**

- **Closing remarks**