



European Council
Cabinet of the President

Brussels, 19. 05. 2020

Dear colleagues,

The President has asked me to thank you for your letter of 29 April about communicating on Europe's role in the current crisis.

You are right to point out that the European Union is making very significant efforts to address the current crisis and its consequences. The very nature of a pandemic means that national measures on their own will never be sufficient. The EU's role is therefore indispensable if we are to weather this crisis together, and emerge stronger and wiser from it.

You are also right that the unprecedented measures being taken at European level are - for a number of different reasons - often going unrecognised. The EU is sometimes also being unfairly and unreasonably criticised.

Since the onset of this crisis we have made every effort to tackle misperceptions and draw attention to the many positive ways in which the EU is playing a key role. These efforts are very much complemented by the work of colleagues in the GSC, who have been promoting and publishing a huge amount of supporting material in a range of formats, including on social media. This information campaign covers not just the activities of the European Council and the Council, but also draws attention to what the EU as a whole is doing.

But we very much agree with you that we all have a role to play. That can involve raising the issue in our conversations with our friends and family, or relaying factual information through our own social media accounts. Reaching out in that personal way, in our own language, to people who know and trust us, is the most effective way of communicating accurately and pro-actively, and of correcting misleading information.

USF - Union Syndicale Fédérale Consilium
By e-mail: union.syndicale@consilium.europa.eu

Our colleagues in COMM recently posted an article on Domus setting out details of the various information sources and products being deployed in our communication efforts. They also encourage colleagues to play a responsible role in sharing information. Their article provides details of the content that is available, as well as how staff can access and use it.

Thank you for raising this issue. Let's work together - all of us - in upholding the values on which the European Union is founded by showing how these values are being translated into concrete action in the current crisis.

Yours sincerely,

A handwritten signature in blue ink, consisting of a large, stylized loop followed by a horizontal line and the name 'Roux' written in a cursive script.

François ROUX
Head of Cabinet

cc: Mr. Jeppe Tranholm-Mikkelsen, Secretary-General of the Council of the European Union