

Summary of the Work of the Central Coordination Team during the Czech Presidency of the Council of the EU

Organisation, Logistics, and Communication

1 January – 30 June 2009

Submitted by:

The Office of the Minister for European Affairs

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1. Introduction

The aim of this material is to present, at the end of the Czech Presidency of the Council of the EU, the state of the agendas managed centrally by the Office of the Government of the Czech Republic, for the purpose of organisation and related logistics and communication of the Presidency. These administrative agendas fall within the scope of competence of the Czech EU Presidency Section (hereinafter referred to as "PS"), Office of the Minister for European Affairs (until 8 May 2009 Office of the Deputy Prime Minister for European Affairs). These agendas are managed by the Logistics & Organisation Department, the Communications Department, and the Budget and Public Procurement Department.

During the two years of prior preparations and during the Presidency itself, the Czech EU Presidency Section made arrangements for activities that consisted, for the most part, of the preparation and holding of events in the Czech Republic (informal meetings of Ministers and summits of Heads of State or Government) and arrangements for the working meetings that took place at the Prague Congress Centre. In doing so, it cooperated keenly with relevant Ministries and with the Section for European Affairs subordinated to the Minister for European Affairs, which was responsible for the points on the agendas of the meetings. The responsible Ministries, municipalities, and regions were important partners in the preparation and execution of the ministerial meetings held in Prague as well as in the regions outside Prague (i.e., in Luhačovice, Hluboká nad Vltavou, Mariánské Lázně, Litoměřice, and Brno).

Many aspects of the work of the PS, however, concerned Brussels (e.g., the decoration of the building of the General Secretariat of the Council of the EU, cooperation on the organisational and financial arrangements for European Council meetings, cooperation on the opening and closing cultural events in Brussels) as well as other countries (the impact of the www.eu2009.cz website, which is the main communication tool of the Presidency, keeping track of cultural and specialised accompanying events of the Presidency on the website, etc.).

Outside of the scope of competence of the PS, various work meetings and seminars were held that were organised by the Ministries themselves, as well as hundreds of meetings in Brussels in connection with the formal programme of the Council of the EU, where the main partner of the General Secretariat of the Council of the EU, with respect to

organisational matters,, was the Permanent Representation of the Czech Republic to the EU in Brussels. Many meetings also took place beyond the scope of the competence of the PS, in cases when the Council of the EU was represented by the Czech Republic at the meetings of the European Parliament, international organisations, meetings of the Ambassadors of the Czech Republic abroad, with their partners and with the administrations of the countries in which they work, etc.

In the Czech Republic and elsewhere in the world, many specialised accompanying events were held, that followed up thematically on the priorities of the Presidency and used its logo; their main organisers, however, were entities outside the sphere of state administration – NGOs, industrial unions and chambers of commerce, higher education institutions, the Academy of Sciences, etc.

Of the broad range of specialised and cultural events, of which some 3,000 are held during each Presidency worldwide, the PS directly organised - and for the most part also financed - approximately 120 in the Czech Republic.

The organisation of informal meetings of the Council of the EU in the country holding the Presidency, and the cultural and accompanying programme of the Presidency, including activities focused on informing the public, are a necessary part of each Presidency. The organising country thus raises the awareness of the general public of the importance and functioning of the Presidency as well as the scope of the responsibilities of the Council of the EU.. It also provides an opportunity for everyone who visits the country during the Presidency, which includes not only thousands of delegates (some 15,000 foreign delegates visited the Czech Republic during its Presidency) but also hundreds of journalists from all over the world, to get to know not only the conference venues and the products and services related to the organisation of the meeting, but – as a part of the accompanying programme – also major sights, and natural and other points of interest. The experience of other countries that held the Presidency has shown that its positive impact on the development of tourism and conference tourism is unquestionable. The organisation of the Presidency events as well as the accompanying cultural and specialised events in various regions of the Czech Republic significantly contributed towards directing this effect to regions outside Prague.

The material hereby presented addresses in full detail the individual aspects of the competence of the Presidency Section and contextualises important information.

Financial Aspects of the Presidency

The Czech Presidency worked with a budget of CZK 2 billion from the so-called general treasury administration established for its preparation and execution during 2007 – 2009. This amount represented an overall increase compared to the regular expenditures of individual budget chapters. The funds were designated for the central coordination of the Presidency (in the Office of the Deputy Prime Minister and later the Minister for European Affairs), its operation (within the competence of the Ministry of the Interior of the Czech Republic), and employee training (by the Institute of State Administration within the competence of the Ministry of the Interior). In addition, these funds were used to finance the Presidency cultural events organised in cooperation with selected Embassies abroad (the responsibility of the Ministry of Foreign Affairs of the Czech Republic) and the main Presidency cultural events organised by the central coordinator. Financial resources were also devoted to the temporary personnel reinforcement of central authorities (overall, 338 employees were hired under this reinforcement), including the reinforcement of the Permanent Representation of the Czech Republic to the EU in Brussels (approx. 100 employees) and certain major Embassies. Other amounts were contributed to the Presidency from individual budget chapters, from their own resources – they paid for interpreting and catering at working meetings, the accompanying programmes for events on ministerial level, foreign business trips, renting meeting venues and conference services for working meetings in cases when the permanent conference centre provided by the central coordinator was not used, the accommodation of VIP guests, and the business trips and professional training of their employees. This amount is expected to come to a total of CZK 1.4 billion.

The European Commission also participated in the financing of the Presidency (e.g., the co-financing of selected conferences in the Czech Republic) as well as the General Secretariat of the Council of the EU (events in Brussels, interpreting for selected events in the Czech Republic).

Partners who supplied some of the required services free of charge also contributed to the Presidency (e.g., mineral water, beer, freight services, certain technical services, and supplies). The Presidency had at its disposal an automobile fleet for CZK 1. Financial sponsoring was used for cultural and other Presidency accompanying events; each time, it was negotiated by the event organiser (outside of the state administration sector). The main partners of the Presidency included: Avnet Technology Solutions, DHL, Microsoft, Mattoni, Plzeňský Prazdroj, Cukrovary a lihovary TTD, and Telefónica O2. The media partners of the Czech Presidency included: Czech Radio (Český rozhlas), Euro, MF Dnes, Czech Business Weekly, EuroActiv.cz, and Czech TV (Česká televize).

In terms of financing, cost-saving measures were introduced during the Presidency, as and funds were transferred from individual chapters to provide the payment of central coordination costs, due to the number of working events, ministerial councils, and summits – which was higher than anticipated - (for instance, the original budget had not planned for a summit on the economic crisis held in Brussels on 1 March 2009, to the cost of which the Czech Republic was obliged to contribute, or the total of 4 summits held in Prague in April and May, attended by the Heads of State or Government of the EU and other countries).

The financing of the central coordination of the Presidency at the PS was managed by the Budget and Public Procurement Department, which is also responsible for all legal issues and public procurements.

2. Logistics and Organisation

Organisational Arrangements of the Czech Presidency

The organisational arrangements of most of the meetings held in the Czech Republic, and all of the events held at the Prague Congress Centre during the Czech Presidency of the Council of the EU (hereinafter referred to as the "Presidency") were within the competence of the Logistics & Organisation Department of the Section for the Czech Presidency of the Council of the EU (hereinafter referred to as the "LOD"). Its task was to arrange the conference venues for individual Presidency events and to organise the meetings, including comprehensive logistic operations related to the stay of the delegations. In doing so, the Logistics & Organisation Department cooperated closely with the responsible Ministries.

Overall, 98 official Presidency events were thus centrally organised. 28 of these events were at a high and ministerial level: 4 summits (the EU 27 - USA Summit, the Employment Summit, the Eastern Partnership Summit, and the "Southern Corridor – New Silk Road" Summit), the Meeting of the Government of the Czech Republic with the Conference of the Chairmen of the European Parliament, and meeting of the Government of the Czech Republic with the European Commission; 14 informal meetings of the Council of the EU, and 8 ministerial conferences (e.g. a conference entitled "EU Enlargement - 5 Years After", the 14th joint meeting of the Ministers of Foreign Affairs of the EU and the RIO Group or the Holocaust Era Assets Conference).

At the working level, arrangements of varying degrees were made centrally for 70 conferences and meetings of working groups and seminars, the contents of which were directly related to the Presidency priorities. All of the working-level meetings coordinated by the Logistics & Organisation Department (with the exception of the Meeting of National Lisbon Coordinators, which was held at the Senate of the Czech Republic), were held in the Permanent Conference Premises – rented for this purpose for the term of the Presidency – the Prague Conference Centre (hereinafter referred to as the “PCC”).

For high-level and ministerial meetings, all organisational arrangements (i.e., the conference venue and the architecture of its use, furnishings and technical equipment, catering services, interpreting, accommodation, accompaniment for delegations, transport for delegations, etc.) were made centrally. In the case of the informal Councils of Ministers, the arrangements were made in cooperation with the relevant Ministries, which were also responsible for the agendas of the meetings and the accompanying programme for the spouses of the Ministers and delegates and journalists. The organisational arrangements for the Councils of Ministers were made continually, commencing several months ahead of the given meeting and culminating several weeks before it, when several extensive coordination meetings would be held in the presence of the responsible employees of the LOD and the Ministry, representatives of the Police of the Czech Republic, and representatives of the regional and municipal self-governing authorities (if the meeting was held outside of Prague). In the event of high-level meetings, representatives of the Office of the Prime Minister from the Office of the Government of the Czech Republic (hereinafter referred to as “OG CR”) and of the Ministry of Foreign Affairs of the Czech Republic (hereinafter referred to as the “MFA”) also took part in the preparations.

Several working-level events were held at the PCC every day, even simultaneously, which – given their differing nature (meetings of working groups of the Council of the EU, conferences, seminars) and the number of participants (from 30 to 450) – required daily flexible involvement of the LOD team, and adaptations of the layout of the conference premises in the PCC, so that they would correspond with the nature and extent of each event. The preparations also focused on IT and office equipment, the type and scope of catering services, interpreting, accommodation of the delegations, etc.

Overview of the Main Events of the Czech Presidency Held in the Czech Republic, organised by Venue

Meeting of the Government with the Conference of the Chairmen of the European Parliament (4 – 5 December 2008)

Held at the Žofín Palace in Prague

Meeting of the Government with the European Commission in Prague (7 January 2009)

Held at the Lichtenstein Palace in Prague, at Kampa

4 summits in the Czech Republic

Held at the Prague Congress Centre:

- 4 - 5 April 2009 – EU-USA Summit
- 7 May 2009 – Employment Summit
- 7 May 2009 – Eastern Partnership Summit
- 8 May 2009 – “Southern Corridor – New Silk Road” Summit

14 informal ministerial meetings in the Czech Republic

Of which 7 were held at the Prague Congress Centre:

- 15 - 16 January 2009 – Informal Meeting of Ministers for Justice and Home Affairs (MI and MJ)
- 29 - 30 January 2009 – Informal Meeting of EU Development Ministers (MFA)
- 4 - 5 February 2009 – Meeting of EU Ministers for Family Affairs (MLSA)
- 22 - 23 March 2009 – Informal Meeting of Ministers for Education (MEYS)
- 2 - 4 April 2009 – Informal Meeting of Ministers for Economic and Financial Affairs (MF and CNB)
- 14 - 15 April 2009 – Informal Meeting of Ministers for the Environment (ME)
- 3 - 5 May 2009 – Informal Meeting of the Competitiveness Council (MIT, MEYS)

2 informal ministerial meetings held in Prague outside of the PCC:

- 8 January 2009 – General Affairs Council – the Lichtenstein Palace and Kampa Museum
- 12 - 13 March 2009 – Informal Meeting of Defence Ministers – the Crowne Plaza Hotel in Prague (MD)

5 ministerial meetings in the regions:

- 22 - 24 January 2009 - *in Luhačovice* – Informal Meeting of Ministers for Employment and Social Affairs (MLSA)

- 27 - 28 March 2009 – *at the Hluboká nad Vltavou Castle* – “Gymnich” – Informal Meeting of Ministers of Foreign Affairs (MFA)
- 22 - 24 April 2009 - *in Mariánské Lázně* – Informal Meeting of Ministers for Regional Development (MRD)
- 28 - 30 April 2009 - *in Litoměřice* – Informal Meeting of Ministers of Transport (MD)
- 31 May - 2 June 2009 - *in Brno* – Informal Meeting of Ministers of Agriculture and Fisheries (MAg)

Selected ministerial conferences held at the PCC:

- 17 February 2009 – Ministerial Conference on e-Communications: "Next Steps in EU Telecoms"
- 17 - 18 February 2009 – e-Justice Conference
- 2 March 2009 – [Conference "EU Enlargement - 5 Years After"](#)
- 11 - 14 May 2009 – 14th Joint Meeting of EU Foreign Ministers and Foreign Ministers of the RIO Group (Latin American Countries) (MFA)
- 26 - 30 June 2009 - Holocaust Era Assets Conference

2.1. Technical Equipment for Meetings

(Audio-visual and interpreting equipment, information technologies, office equipment)

The LOD made the organisational arrangements for the audio-visual, interpreting, IT, and office equipment for all high-level and ministerial meetings, as well as for all working meetings held at the PCC. Throughout the Presidency, the organisational continuity of individual meetings had to be maintained, including in terms of the manner of the provision of audio-visual equipment (hereinafter referred to as “AV equipment” services and other technological units. The OG CR chose the ProMoPro, s.r.o. (company with limited liability) to provide these services, which is the exclusive supplier and provider of these technologies at the PCC. ProMoPro also provided technological units for informal meetings of EU Ministers in the Bohemian and Moravian regions.

These included, above all, the following:

- Strong-current equipment, including back-up;
- Weak-current equipment, including back-up;
- Audio-visual equipment, including interpreting equipment;
- Active network components with an Internet connection, including end components and security;

- Voice infrastructure, including security.

The weak- and strong-current equipment ensured routing to key hubs (distributors) at selected locations in order to cover all workstations in their vicinity. Complete coverage with AV equipment was prepared for the main meeting room and for the Presidency press conference room. Voice and data infrastructure was also provided at the premises that served as facilities for the delegates and to the press centre. All conference venues used for meetings during the Presidency were covered with a wireless WLAN network.

LOD employees, in cooperation with the staff of the external supplier - ProMoPro, s.r.o., arranged for technical equipment and facilities at the individual conference premises. In practice, that meant that a responsible AV equipment coordinator for the OG CR was present throughout the entire event at the conference venue, as well as the supplier's project manager, who oversaw the assembly, servicing, and subsequent disassembly of the equipment of all simultaneously organised events and operatively addressed any problems that arose during the event. At the venue, there were also persons providing service support for hardware and office equipment (i.e., notebooks, multi-functional devices, and telephones), strong and weak-current lines, and voice and data connectivity.

During the events, the AV equipment coordinator served as the main contact person for the representatives of the Ministries and oversaw the due performance of the contractual obligations by the supplier. After the introduction of cost-saving budgetary measures, the AV equipment coordinator also made sure that the financial limit was maintained for each event, as set by the OG for payments for technical equipment. If the financial limit was exceeded, he mediated communication between the contractual supplier and the Ministries, and the subsequent provision of AV equipment in excess of the financial limit that was ordered by the relevant Ministry directly from the contractual supplier.

A very important component of the entire technological concept during the Presidency was the partnership cooperation with Avnet and Microsoft, as the main suppliers of hardware and software for the Presidency.

In terms of the technical arrangements, it can be rated positively that, in spite of the time of duration and number of the events, no major technical problems were noted that could have significantly threatened the course of the meetings. Multimedia and interpreting equipment was used as expected, although the occupancy of the 40

delegates' workstations that were ready for each ministerial meeting was a little lower than expected.

2.2. Catering Services

The LOD made organisational arrangements, up to the pre-set financial amount, for most of the catering services during high-level and ministerial meetings and also during working meetings at the PCC, both for all participants of the meeting and members of delegations, as well as for the media representatives who came to cover the event.

The contractual supplier of catering for all meetings held at the PCC was Zátíší Catering. For the most part, participants ate at the ZOOM restaurant or in the lobby adjacent to the conference halls.

For events held outside of the PCC and in the regions, a suitable local caterer had to be selected. Certain venues had their own catering supplier; for others, market research had to be done to choose a caterer.

A part of the catering services was covered by the so-called partner performance. For example, Karlovarské minerální vody, a.s. supplied mineral water for high-level and ministerial meetings, and Plzeňským prazdroj was the partner supplier of beer.

2.3. Interpreting Services

The interpreting at informal ministerial meetings of the Council of the EU and summits was arranged by the Directorate General for Interpretation at the European Commission (referred to as the SCIC). The SCIC interpreted a total of 19 ministerial meetings and summits in the Czech Republic.

The SCIC is very demanding in terms of the technical arrangements and the placement of interpreters' booths in meeting rooms. Before the start of the Presidency, several inspections of meeting rooms took place. Before each meeting, a plan of the room with the layout of interpreters' booths also had to be provided. Negotiations with the SCIC technical experts were complicated, but no serious problems arose during the Presidency.

The language choice was based on the history of each particular meeting; most frequently, the 6/6 regime was used, i.e., from and into Czech, English, German, Italian, Spanish, and French. Furthermore, the 22/6 regime was used, i.e., from all official EU languages EU (except Gaelic) into Czech, English, German, Italian, Spanish, and French.

The record interpreting arrangement, in terms of the number of languages, was the Eastern Partnership Summit held on 7 May 2009 in Prague. At this summit, interpreting

was provided in a 28/28 regime, i.e., from and to all European Union languages, plus Azeri, Russian, Ukrainian, Armenian, Georgian, and Moldovan. A total of 28 interpreters' booths and more than 80 interpreters were required to operate in this mode.

Interpreting on the working level meetings at the PCC was arranged through the external interpreting agency Artlingua. 45 of the 69 events held at the PCC were interpreted. The most frequent language combination was the 4/4 regime, i.e., from and to English, Czech, French, and German.

2.4. Liaison Officers and Hostesses

Liaison officers, who accompanied the heads of delegations during their stays in the Czech Republic, played a central role in the smooth operation of Presidency events.

In cooperation with Via Perfecta, s.r.o., the PS chose a total of 69 liaison officers in three selection rounds (between April 2008 and September 2008).

Each delegation from each European Union Member State (except for the Czech Republic), as well as from EU institutions, invited international organisations, and from Croatia, had a team of 2 liaison officers available to them throughout the term of the Presidency. The liaison officers alternated at individual events – one per delegation per event.

Furthermore, one liaison officer was designated for Turkey, FYROM, Norway, Iceland, Switzerland, and Lichtenstein, for the full six months. Liaison officers were also used during the accompanying programme for the partners of ministers during informal ministerial Councils held in Prague and in the regions.

All liaison officers were provided with mobile telephones by our partner company Telefónica O2 to ensure problem-free and operative. Liaison officers were only involved in events on government and ministerial level, particularly in informal ministerial Councils held in the Czech Republic. They attended a total of 20 high-level political events held in the Czech Republic.

They were available primarily to the head of the delegation, who could turn to them at any time with any questions or requests, and they accompanied the heads of delegations during their entire official programme in the Czech Republic. Their main task was to ensure a smooth course of the entire event, from the arrival until the departure of the head of the delegation. They also provided all relevant organisational information related to the meeting. Upon arrival, all delegation members obtained badges and accreditation pins from the liaison officer. Throughout the event, they kept the delegation informed

about the agenda and addressed any organisational issues, arranged facilities for bilateral meetings and national press conferences, and coordinated the arrivals and departures of individual delegation members. Overall, they saw to the success of the delegation's stay in the Czech Republic.

The work of liaison officers was of interest primarily to students in their last year of university studies or recent graduates.

Hostesses were provided, on the basis of a public procurement, by Via Perfecta, the company which provided a stable team of 7 hostesses and one supervisor for each meeting held at the PCC.

Events at the government and ministerial level held in Prague and in the regions of the Czech Republic were arranged by Via Perfecta through its mobile team of hostesses, whose number varied based on the layout of the building in which the informal ministerial meeting or another high-level meeting was held (the PCC, the Lichtenstein Palace in Prague, the Luhačovice Spa Community House, the Casino Community House in Mariánské Lázně, the Crown Plaza Hotel in Prague, the Rotunda + Pavilion A at the Brno Fair Grounds, the Hluboká nad Vltavou Castle, and the Litoměřice House of Culture).

Only in case of need of assistance to delegates arriving on their own, independent of the rest of the delegation, during informal ministerial Councils, the hostesses helped staff the information desk at the arrivals concourse of Terminal 2 at Prague-Ruzyně Airport. Furthermore, the hostesses regulated the movement of the participants through the conference venues, staffed information desks at the conference premises, and provided general information about the agenda of the meeting, the conference venue, and the town in which the meeting was held. They also handed out information materials, issued accreditation badges, and provided transport information. During informal ministerial Councils held in the regions, they also staffed the cloak rooms.

2.5. Accommodation Services

Designated LOD staff made organisational arrangements and, in cooperation with an external supplier, coordinated the accommodation of delegations during most Presidency meetings in hotels in Prague and in regions outside the capital. Guarant International was selected as the supplier company for the organisation of these issues.

Delegations were usually accommodated in five and four star hotels, always within a reasonable distance from the conference venue where the meeting took place.

The logistics of the accommodation of the delegations were assisted by the team operating at the Prague-Ruzyně Airport, which informed the delegates about their accommodation arrangements and provided other necessary logistical instructions concerning the meeting and getting about Prague.

Naturally, all organisational staff, including the liaison officers, had to be accommodated during events held outside of Prague.

2.6. Transport for Delegates

The LOD also arranged for the transport of the delegates attending high-level and ministerial meetings. The delegates were carried by the Presidency fleet, between airport hotels and the meeting venues, as well as by coaches to the accompanying programme.

The Presidency fleet was comprised of 70 passenger cars and 70 minivans. These cars were provided by the contractual partners Škoda Auto a.s. and Import Volkswagen Group and were operated by the members of the Police of the Czech Republic and the Army of Czech Republic, who were transferred under the command of the Police of the Czech Republic for the term of the Presidency.

Coach carriage was provided by our contractual supplier Student Agency, and the entire fleet at our disposal comprised up to 20 large-capacity coaches.

2.7. Accreditation System

The accreditation system, which was developed and whose operation was supported by the corporation Magic Ware, which won the tender, was used for a colour-coded accreditation for delegates, journalists, service staff, embassy representatives, security services, etc. Overall, some 30,000 accreditations were issued during the Presidency for summits, Councils of Ministers, and working events and selected accompanying specialised events.

3. Communications

Media Logistics, Communication Tools, and Information for the Public

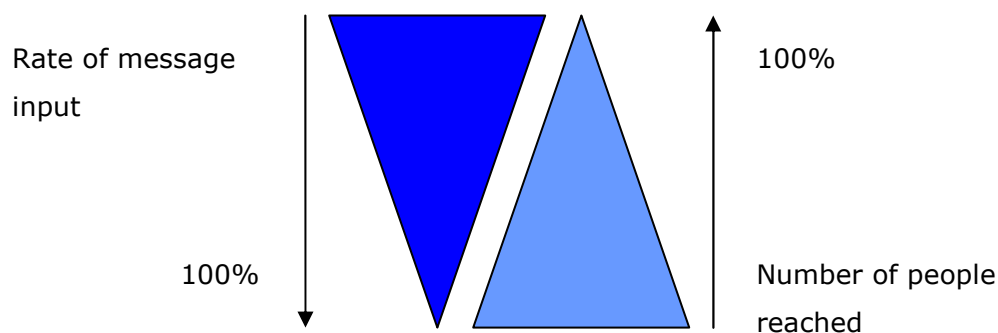
Employees of the Communications Department of the Section for the Czech Presidency of the Council of the EU (hereinafter referred to as the "CD") developed a concept and

strategy for media coverage and promotion that was implemented during the Presidency. The Communications Department cooperated with the media and coordinated the communications campaign, the preparation and application of the Presidency's logo, the official eu2009.cz website -an important tool for informing the public - translating services, media logistics during important meetings in the Czech Republic, the decorations and visualisation of the Presidency, the accreditation of journalists and their security checks, cultural events, and the preparation and distribution of promotional items and the main printed matter and brochures.

3.1. The Czech Presidency Communication and Information Campaign

The communication and information campaign during the Presidency was based on the document called "Summary of the Concept for the Communication and Presentation of the Czech Republic's Presidency of the Council of the EU", which was approved by the Committee for the European Union on 27 July 2007, and subsequently from the "Implementation of the Concept for the Communication of the Presidency", approved by the Committee for the European Union on 9 December 2008.

The campaign followed up on two previous stages (September – December 2008), whose primary goal was to generate interest in the preparations for the Presidency and its course, thereby contributing to the feeling of national pride in the fact that from 1 January to 30 June 2009, the Czech Republic will become a significant member of the Council of the EU – "Primus inter pares". Campaign coordinators aimed at effectively reaching the broadest possible target group, assuming that: "The broader and less homogenous the target group, the clearer the information must be".



Given the above specified assumptions (the target group defined and the intended contents of the campaign message), the following communication mix tools were used:

- **Visuals** in places with high visibility and a high volume of traffic (roads – motorways and major roads to the regions with the highest intensity of road traffic as well as the Prague-Ruzyně Airport, which handles over 12 million passengers per year). A total of 130 visuals were used for this form of publicity for the Presidency in January 2009. In the following period, the use of this method was no longer required, as the general public had been sufficiently informed about the start of the Czech Presidency and the media communicated its political contents. For the communication of cultural accompanying events, the so-called “Euro-festivals”, advertising in regional media was used, primarily in the form of cooperation with the media partners and the placement of a large-scale advertising board in the centre of the towns where the “Euro-festivals” were held.

- **TV spot** – A spot with “Faces”, a lump of sugar, and the Presidency logo was used in the first two stages of the campaign; and in January an animated spot, which included the logo, was screened on Czech Television (hereinafter referred to as “CT”). The co-author of the TV spot was Tomáš Pakosta, the author of the logo and an extensive logo-manual. The spot had two versions: 30’ and 15’ seconds. The exact number of airings will be supplied by CT once the airing ends.

- **Animated film entitled** “From the Forefather to the Union” – is a short animated film by Pavel Koutský and Ladislav Kopecký, which presents, in a popular and educative form, a snapshot of Czech history up to the Presidency. The film was shown on Czech Television’s Channel 1 (ČT1) after the New Year’s toast on 1 January 2009 and was also handed out at official as well as cultural and social events. The film is very popular, not only with children, but also with adult viewers, as it brings wit, distance, and a pleasant dose of irony.

3.2. Presidency Logo

The logo for the Czech Presidency was selected from proposals submitted in response to a public appeal by the expert evaluation commission comprising: Aleš Najbrt – graphic artist, Studio Najbrt; Professor Rostislav Vaněk – Head of the Graphic Design and Visual Communication Studio of the VŠUP Praha, Chairman of TypoDesignClub; Alan Záruba – Head of the Department of Graphic Arts, Assistant Professor at the Graphic Design and Visual Communication Studio of the VŠUP Praha; Ladislav Kopecký – Createam Agency, Lecturer at the Department of Marketing Communication and Public Relations at the

Faculty of Social Sciences of the Charles University. The evaluation was carried out in two rounds; 5 proposals by various authors of the original 402 entries advanced to the second round. In view of the recommendation of the selection committee, the Prime Minister made a final selection of the winning logo of the Czech Presidency on 28 January 2008 – the design by Tomáš Pakosta from Litomyšl, who then prepared a manual of a uniform visual style for the Czech Presidency. On 12 November 2008, the Uniform Visual Style of the Czech Presidency was revealed to the media and public at a gala press conference at the Veletržní Palace in Prague.

Characteristics of the Presidency Logo

The logo primarily expresses the motto of the Czech Presidency: a “Europe without Barriers” as well as the European Union motto “Unity in Diversity”. Both central ideas are represented by the colour diversity (multitude) of the logo, which is unified by the chosen colour scheme, the font, and the distinct composition. The logo uses a distinct and easily remembered basic font - Politic B – and a supplementary font Vida. Both come from the family of fonts created by a leading Czech typographer František Štorm.

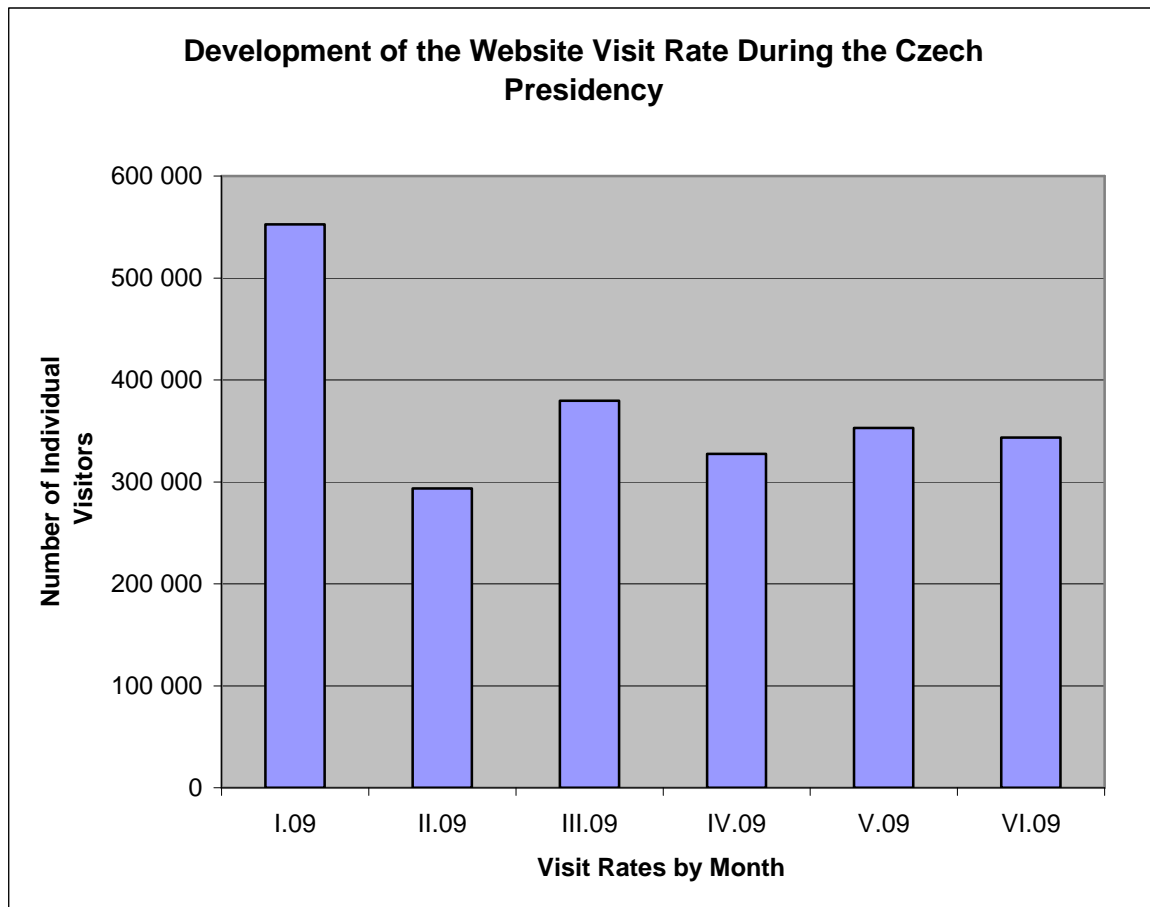
The colour scheme is derived from the colours of the flags of the EU Member States and from the EU flag. The colours featured include blue, red, yellow, light blue, green, orange, dark red, and black. The logo stands out due to the playful variability of its basic structure, which offers a broad range of applications and, at the same time, it guarantees a uniform and unmistakable look. The logo can be developed into many inventive forms – impressive grids and mosaics, or grouped into specific forms that highlight the Czech Republic one time, and the European Union the next. The use of the visual style is governed by the rules defined in the manual. This ensures a uniform style in the visual presentation of the Czech Presidency that includes, among other things, promotional items, printed materials, the www.eu2009.cz website, interior and exterior decorations for meeting rooms, and it has become a unifying feature of the presentation of the Presidency activities. The relevant information, including the uniform visual style manuals, are available for easy access on the official website www.eu2009.cz.

3.3. The Official Website of the Czech Presidency www.eu2009.cz

The official Internet website of the Czech Presidency served as one of the main communication channels during the Presidency, both in the Czech Republic and abroad (the most frequent visitors were people from the Czech Republic, the USA, France, Belgium, and Germany). **Since its launch, the website has noted record visit rates**

compared to previous Presidency websites. In the month of January 2009 alone, the site was visited by over half a million people (552,640 individual visitors), which was even reported by the Czech media. For comparison – in the same time period / first month of the Presidency/, the French Presidency website was visited by some 170,000 people, and the German Presidency website by 220,000 individual visitors. The highest visit rate per day was noted on eu2009.cz on 14 January 2009, when the website was viewed by 70,619 visitors. Each month of the Presidency, the website regularly reported a visit rate of over 300,000 individual visitors.

Hits on the website by month (number of individual visitors)	
JANUARY 2009	552,640
FEBRUARY 2009	293,433
MARCH 2009	379,717
APRIL 2009	327,535
MAY 2009	352,937
JUNE 2009	343,444
Total	2 249 706



In terms of the volume of the materials and documents published, the Czech Presidency was one of the most active. During the Presidency, nearly 3,000 press releases and advisories were published on the website, as well as 70 speeches, 100 Common EU Security and Foreign Policy statements on behalf of the Czech Presidency, and approximately 100 Council of the EU Conclusions.

The Presidency website had three official photographers for obtaining pictures from the events, who were selected in a tender. The photographs from events are available on the website for downloading and use, free of charge, for the media and the general public. By the end of April alone, over 3,500 original photographs were posted on the website.

The website also included a complete calendar of the Presidency, informing about meetings as well as cultural and accompanying events held under the auspices of the Presidency all over the world. Overall, more than 1,000 important events were recorded on the website.

The website was designed with a view to the highest possible user comfort, comprehensibility, and accessibility. It complies with all of the W3C recommendations for the XHTML 1.0 strict standard. In its development, maximum regard was taken to complying with all accessibility rules. The technical administration of the website is provided by the Czech corporation AutoCont CZ a.s. in association with Macron Software s.r.o., which provides the Internet publication system.

The main goal of the official website was:

- To provide fast and precise information about current events and organisational matters during the Czech Presidency of the Council of the EU;
- Provide on-line accreditation for journalists – access to an on-line accreditation system;
- Provide all services for the media during the Czech Presidency;
- Provide an information service about European policies, including the positions of the Czech Republic;
- Present the Czech Republic as the country holding the Presidency.

The target group included: the media, experts, state administration staff in all EU Member States and third countries, and the general public.

The portal was divided into **8 basic thematic sections**:

- News and documents – press releases, statements in international organisations, speeches and interviews, meeting programmes, Council Conclusions, etc.
- Calendar of events – information about all political and cultural events.
- Information about the Presidency – priorities and motto, programme, logo, partners, etc.
- Service for journalists – an information service for the media (accreditation, photographs, audio, video, press centre, brochures, logistics, contact information, etc.).
- Information about the EU and EU policies.
- A multimedia presentation of the Czech Republic.
- The Presidency through the eyes of children – electronic postcards.
- Interactive quiz and other games called a “Europe without Barriers”.

Last but not least, the website included important communication tools, some of which were Presidency innovations:

3.3.1. The European Chat – “Ask the Czech Presidency”

Tool: on-line interviews

New

This was an on-line Internet chat with the representatives of the Czech Presidency (Prime Minister, ministers, deputies, etc.) and foreign guests. Thanks to the bilingual version of the chat (English and Czech), questions could be asked by both domestic and foreign audiences. The chats had a high average readership, both on the part of the public and Czech and foreign media; quotes from the chats regularly appeared in the most prestigious Czech and international media. The Belgian newspaper "La Libre Belgique", for example, published an article at the beginning of January 2009 saying that the Czech Presidency is more interactive thanks to the "European Chat". A total of 15 on-line interviews took place between January and June 2009 with Czech Ministers and a European Commissioner, of which 5 were with the Prime Minister on current topics.

3.3.2. The Most Important Information Daily

Tools: Newsalerts

The most important information that was published on the website was also sent to registered recipients via email. Some 400 newsletters were sent out between January and June 2009 to a total of 625 recipients from the media and the general public at large.

3.3.3. Immediate Information about News on the Website

Tools: RSS Channels + Podcast

The Presidency website offered readers the possibility of setting up what news they would receive based on their interests and needs. Several types of channels were set up on the website to choose from. Consequently, any new information that appeared on the website was immediately automatically sent to keep the readers who requested it continuously informed about new events and news.

3.3.4. "What is Coming Up in the Next Few Days?"

Tools: A Regular Weekly Newsletter

It was possible to register on the website to receive regular newsletters of the Czech Presidency. The newsletters were sent out regularly, once a week, on Monday morning (around 10:00 a.m.) to the updated list of registered readers. The newsletter contained information about the programme for the upcoming week and summarised the most important points of the previous week, with direct links to more information on the web. The newsletters were published in Czech, English, and French. Every week, the newsletter was sent via email of some 3,155 regular readers.

3.3.5. A Mobile Mini-magazine – “News in my Mobile”

Tools: An SMS Service

New

The sending of the most topical information in the form of short message service (SMS) directly to mobile telephones is an established Presidency tool. The Czech Republic, however, was the first to offer the possibility of subscribing to a so-called mobile magazine in the multimedia messaging service (MMS) format. The magazine was provided in Czech, English, and French versions, depending on the subscribers' preferences. 818 subscribers were regularly interested in the mobile magazine.

In addition to the mobile magazines, the Presidency also used a traditional SMS system focused on informing journalists, primarily focusing on Brussels. Technical information rather than news (i.e. press conferences information, the times of briefings, etc.) were sent to registered numbers. In this regard, the Czech Presidency thus did not need to rely on the SMS system of the General Secretariat of the Council of the EU, as have the Presidencies of France and Sweden, for instance.

3.3.6. “What is Your Opinion of...”

Tools: Poll

In order to obtain feedback, and as a forum for the general public to express its opinions, the Czech Presidency placed a regular weekly poll on its website on current topics, with the possibility of an immediate vote.

3.4. Translating Services

An internal translating team (hereinafter referred to as “ITT”), whose external partner - chosen through a tender - was the translating agency Milan Havlín–Presto, was created in June 2008 to provide translating services.. All translations were distributed according to priority between the two entities, underwent a final proofreading at the ITT, and then were sent to the offices that assigned them, or placed on the official website of the Presidency, at www.eu2009.cz. The assigning offices included the offices of the central coordinator and the Ministries of the Czech Republic. For the Ministries, the ITT only provided translations of texts intended for the Presidency website; on the other hand, for internal offices, the ITT provided translations of other documents related to the Presidency, as well.

3.4.1. Types of Text Translated

- Translations for the www.eu2009.cz website – information about the Presidency, the Czech Republic, the EU and its policies, the current working programme of the Council of the EU, accompanying programmes, as well as translations of the calendar of the events held, news, press releases and advisories, documents, an e-mail newsletter, mobile magazine with news, etc.;
- Administrative texts – letters, statements, speeches, articles for periodicals, analyses, background materials, curricula vitae of prominent persons, work agendas, conclusions from meetings, etc.;
- Informative texts – texts with practical information for the media, minute-by-minute schedules, flyers, brochures for journalists, delegates at informal meetings of the Council of the EU and other Presidency events, information in the calendar of events, menus, etc.
- Translations of terminology – the names of specialised events, supplementation of the Presidency database of terms.

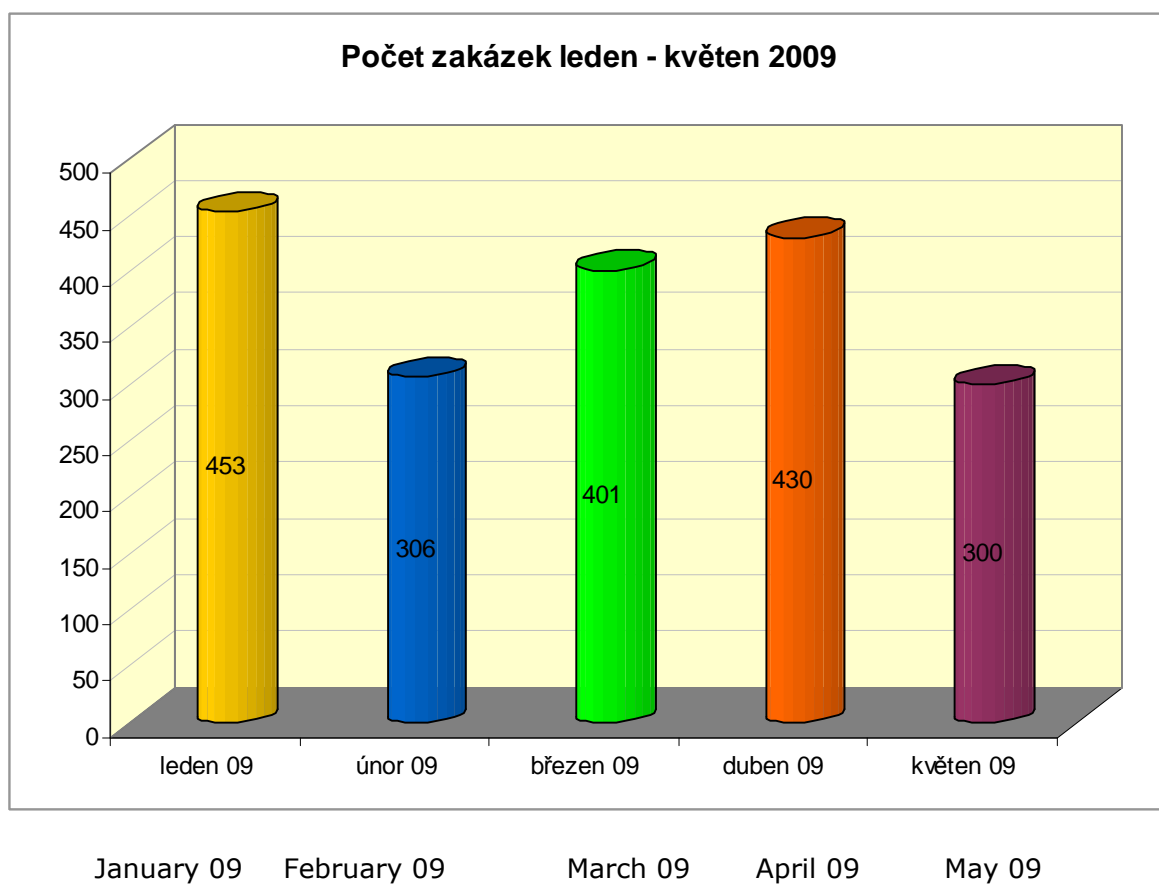
Most frequently, these were translations from Czech into English and French. The ITT carefully assessed all translations, and it provided regular feedback to the agency (electronically and through personal meetings) for the external ones, and imposed sanctions in line with the system of sanctions set in an amendment to the existing agreement. During the actual Presidency, the ITT translated and proofread 90 percent of all texts, since they were relatively short and, moreover, they were expected to comply with the high demands in terms of speed and quality. During the preparations for the Presidency, when the deadlines for the delivery of the translations were longer, the share of translations done by the external agency was higher. During the preparations and during the Presidency, it proved necessary to have a final proofreading of the translations done by a native speaker.

3.4.2. Translator Services Database

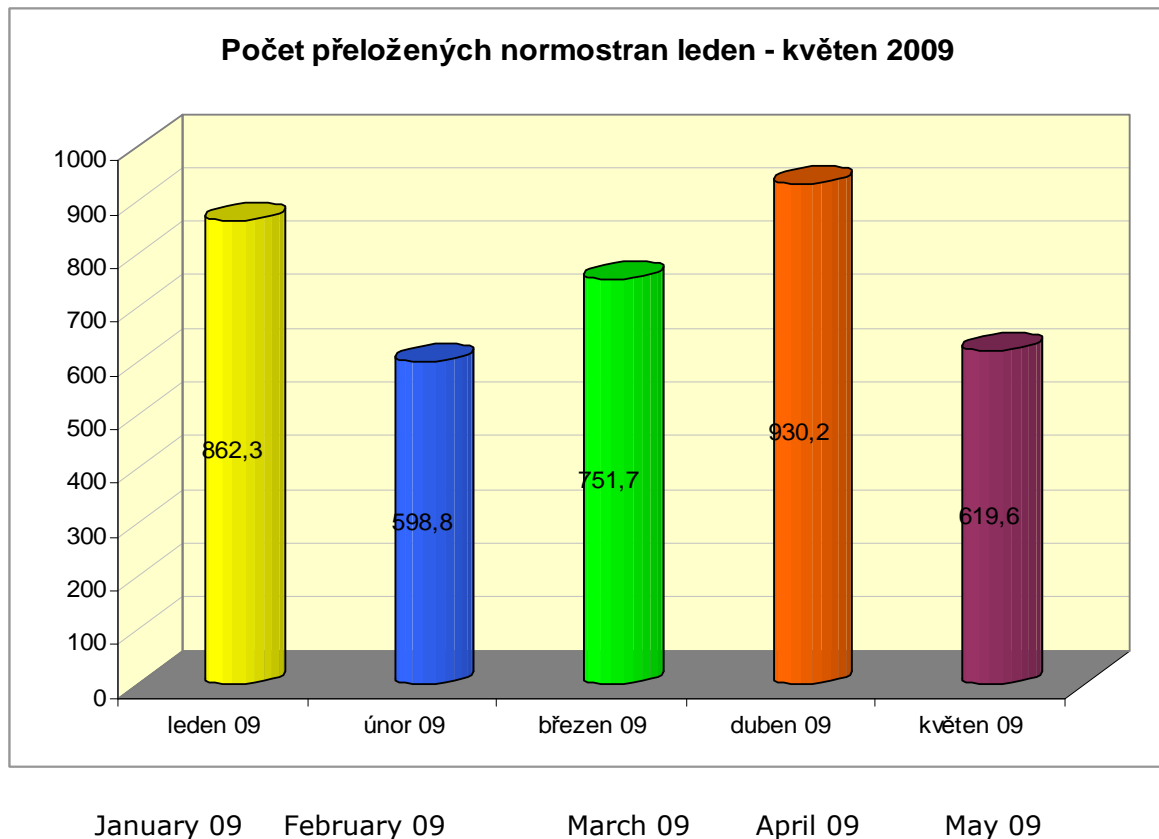
For the purpose of translating services, the ITT created two electronic databases: a terminology database and a translation database. The internal translating team cooperated on both with the Compatibility Department of the Office of the Government of the Czech Republic, which provided the technical interface. The terminology database of

state administration vocabulary (in Czech, English, French, and German) is designed for state administration authorities as well as the public. It is available on the Internet at: <http://isap.vlada.cz/852566AC0072089E/terminologie>. In addition to the ITT and individual state administration authorities, external linguists cooperated on its contents, and its final form was approved by the Ministries through the Committee for the European Union. The translation database was structured as an internal ITT system for keeping track of individual orders (including a document archive), workflow control, and subsequent generation of statistics.

Number of Assignments from January to May 2009



Number of Standard Pages Translated from January to May 2009



The data provided is as at the end of May. Data for June is not yet available as of this date.

3.5. Printed Matter

As concerns printed matter, the following brochures were published between October 2008 and May 2009: "Who is Who" (including members of the Government of the Czech Republic and the Permanent Representation in Brussels), "Culture" (information about cultural events accompanying the Presidency), "Media Guide" (summary information for journalists), and the "Entropa" brochure (presenting the work sculpture Entropa).

In addition to these main brochures, brochures entitled "Guide for Delegates" were prepared for each informal meeting and summit that took place in the Czech Republic, as well as event programmes, a "Who is Who" flyer, menus, and invitations. Printed matter was also created for cultural events (programmes for the opening ceremony of the Presidency at the National Theatre, tickets to the Czech Ball in Brussels, brochures for the Holocaust event at the end of June), and Czech Presidency daily planners were also printed.

In addition to the printed matter, this agenda also included the distribution of multi-lingual materials and flyers about the Czech Republic, in cooperation with CzechTourism, CzechInvest, the Czech Statistical Office, and individual regions.

The external services of a graphic studio and a printing house were used in the preparation of printed matter.

The Number of Copies of Individual Publications

Brochure	Number of copies
Czech Republic in a Nutshell	20,000
Media Guide	6,000
Daily Planners	10,000
Who is Who	10,000
Culture	25,000
Entropa	3,000
European Parliament	120
European Commission	220
GAC	140
JAI	700
EPSCO	320
Development	300
Family	110
Defence	300
EYC	140
Gymnich	270
ECOFIN	400
ENVI	250
REGIO	250
Transport	230
COCOM	350
Eastern Partnership	400
RIO	1,000
AGRI	450
Holocaust	600

3.6. Promotional Items

Beginning in January 2009, promotional items were distributed at a total of 16 informal ministerial meetings, some 310 Ministry events and smaller events held as a part of the programme accompanying the Presidency (i.e., Euro-festivals, Days of Europe, etc.). Requests for the provision of promotional items for these accompanying events would arrive throughout the term of the Presidency, and all were granted, subject to the possibilities and capacity of the gift store.

Promotional items were also used in the presentation of the Presidency at the Open Doors Day in Brussels in May 2009. Smaller gifts (coloured pencils, puzzles, pins, etc.), were also continuously distributed to Eurocentres throughout the country.

Official Presidency gifts were used primarily for informal meetings of Ministers in the Czech Republic. For the EU-USA summit, bowls created by designer Maxim Velčovský, called "Republic", were additionally ordered and used as official gifts; for the Eastern Partnership and the Southern Corridor summits, small and medium-size cubist vases from the company Kubista were obtained additionally. For the troika summits EU-Japan, EU-Canada, and EU-China, commemorative stamps, Herbert Slavík's book "Palaces", ties, and scarves were used as official gifts.

The gifts were stored at three different locations – in an external storage in Prague 7, in a gift storage at the PCC, and in a small storage at the seat of the PS in Prague 7 (Janovského 2). The most frequently used storage was the one at the PCC, in which the Ministries picked up promotional items for their events over the course of the Presidency.

The gifts for informal ministerial meetings were distributed through the liaison officers for each delegation.

Gifts Dispatched from Storage, as of 31 May 2009

	December	January	February	March	April	May	Total
Tie	598	1,673	1,584	3,198	3,294	4,543	14,890
Scarf	341	902	964	1,580	1,642	2,055	7,484

VIP Tie	8	0	100	247	205	105	665
VIP Scarf	2	30	60	103	77	36	308
Cufflinks	0	100	3	82	208	92	485
Brooch	0	66	3	25	71	36	201
Commemorative stamp	0	80	175	17	12	85	369
TOP commemorative coin	0	0	225	10	50	4	289
Commemorative coin	0	0	60	0	210	0	270
Faces book	0	0	1500	0	0	0	1,500
Paper bag	461	792	134	218	1,153	1,245	4,003
Cloth bag	150	2,256	2,907	5,311	4,761	7,065	22,450
Set of glasses	11	26	0	0	0	2	39
Multifunctional lanyard	461	370	519	1,982	2,176	3,057	8,565
USB	51	556	375	1,188	2,058	2,906	7,134
Mug	0	0	0	3,097	2,471	2,834	8,402
Pen	808	3,012	3,776	9,320	9,046	10,779	36,741
Post-it	0	2,847	3,812	8,756	8,775	11,154	35,344

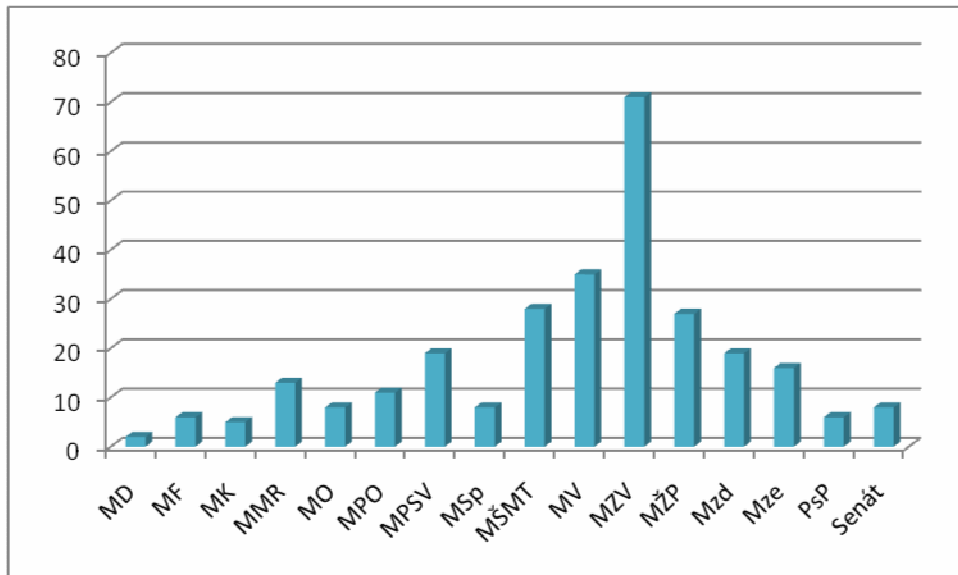
Of the small promotional items, pens and post-it notes were handed out in the largest numbers, as they were a part of the conference set used for nearly every meeting.

Of other promotional items, cloth bags and ties were handed out the most. There was also great interest in scarves, which were ordered at a 70:30 ratio to ties, based on the experience of previous Presidencies. However, the ratio of 65:35 would have better suited the final ratio of the ties and scarves handed out.

Of individual ministries, the Ministry of Foreign Affairs of the Czech Republic used the highest number of promotional items (for approximately 71 events), followed by the Ministry of the Interior of Czech Republic (approx. 35 events) and Ministry of Education, Youth, and Sports of the Czech Republic (28 events). On the other hand, the fewest

promotional items were used by the Ministry of Transport of the Czech Republic (2 events) and the Ministry of Culture of the Czech Republic (5 events).

Statistics of Gifts Handed Out to Ministries



- Ministry of Transport
- Ministry of Finance
- Ministry of Culture
- Ministry for Regional Development
- Ministry of Defence
- Ministry of Industry and Trade
- Ministry of Labour and Social Affairs
- Ministry of Justice
- Ministry of Education, Youth and Sports
- Ministry of the Interior
- Ministry of Foreign Affairs
- Ministry of the Environment
- Ministry of Health
- Ministry of Agriculture

Chamber of Deputies

Senate

3.7. Press Centres and Media Logistics

A team staffing the press centres managed the preparation of materials for journalists during the Presidency in the Czech Republic, as well as of logistical and organisational tasks before and during the events, technical facilities for press centres, communication with official host broadcasters of the Czech Presidency (i.e., Czech Television and Czech Radio), and the European Broadcasting Union in Geneva (EBU - Eurovision). Furthermore, it created the conditions for the execution of the function of a host broadcaster, took care of media accreditation, coordinated the accommodation and transport of journalists and the placement of broadcasting vehicles, coordinated an information desk for journalists at the press centre, and took care of answering the organisational and technical inquiries of journalists.

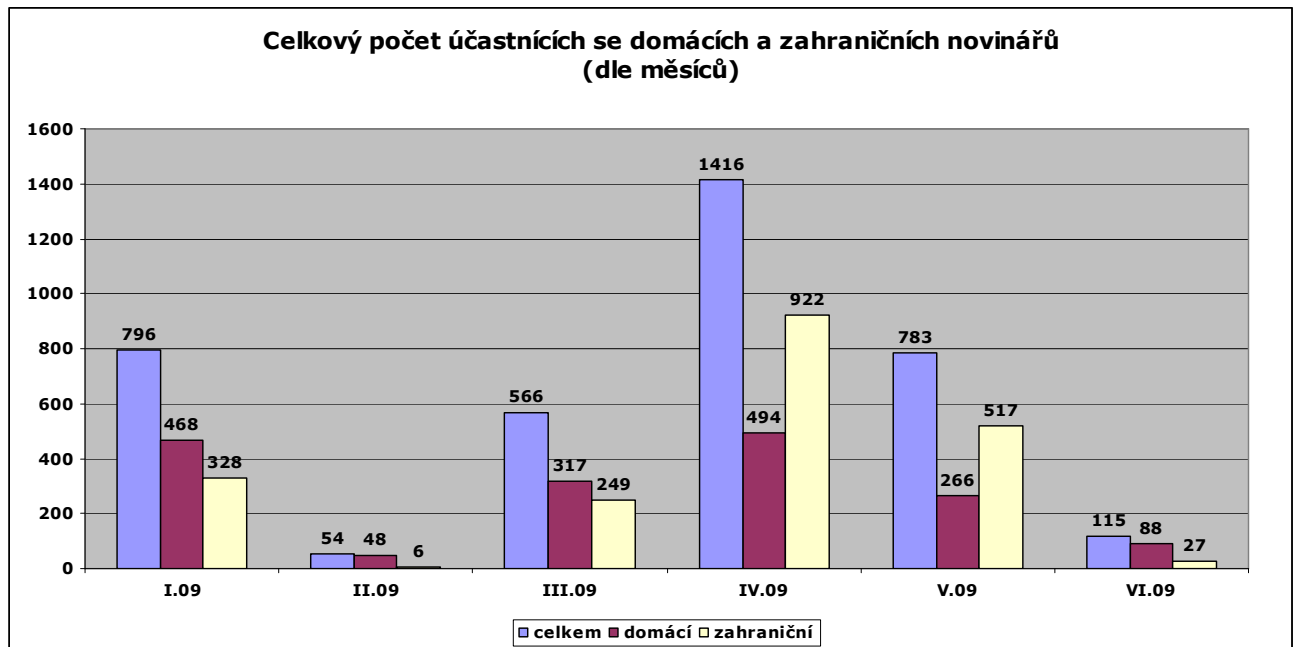
The press centre team participated in a total of 23 events, of which 2 were meetings of the Government - with the European Commission and the European Parliament - 14 informal ministerial meetings (of those, 5 were in the regions), 3 ministerial conferences (all in Prague), and summits.

Detailed statistics of journalist participation show that the most important events, which drew greatest attention of the media and were also the most demanding in terms of logistics and organisation, included:

1. The EU-USA Summit: 903 journalists, of whom 191 were domestic and 712 foreign;
2. The Employment Summit, the Eastern Partnership Summit, the "Southern Corridor – New Silk Road" Summit: 634 journalists, of whom 157 were domestic and 477 foreign;
3. Informal ECOFIN meeting (Ministers of Finance and Governors of national banks): 312 journalists, of whom 125 were domestic and 187 foreign;
4. GYMNICH (Foreign Ministers): 292 journalists, of whom 136 were domestic and 156 foreign;
5. Informal GAC meeting (Ministers for European Affairs): 260 journalists, of whom 111 were domestic and 149 foreign;
6. Meeting of the Government with the Commission: 239 journalists, of whom 117 were domestic and 123 foreign;

7. Informal JAI meeting (Ministers of Justice and Home Affairs): 145 journalists, of whom 103 were domestic and 42 foreign;
8. Informal meeting of Defence Ministers: 119 journalists, of whom 83 were domestic and 36 foreign;
9. Informal AGRIFISH meeting (Ministers of Agriculture and Fisheries): 115 journalists, of whom 88 were domestic and 27 foreign;
10. The "EU Enlargement -5 Years After" conference: 107 journalists, of whom 60 were domestic and 47 foreign;
11. The EU – Rio Group (Latin American Countries) meeting: 105 journalists, of whom 69 were domestic and 36 foreign;
12. Informal EPSCO meeting (Ministers of Labour and Social Affairs): 93 journalists, of whom 85 were domestic and 8 foreign;
13. Informal meeting of Ministers for Regional Development: 71 journalists, of whom 66 were domestic and 5 foreign;
14. Informal ENVI (Ministers of the Environment): 70 journalists, of whom 54 were domestic and 16 foreign;
15. Informal meetings of Transport Ministers: 60 journalists, of whom 58 were domestic and 2 foreign;
16. Informal meeting on the level of Ministers for Development Cooperation: 59 journalists, of whom 52 were domestic and 7 foreign;
17. e-Justice and e-Communication (justice / interior): 54 journalists, of whom 48 were domestic and 6 foreign;
- 18.-19. Meeting of the Government with the EP: 48 journalists, of whom 48 were domestic and 0 foreign;
- 18.-19. Informal EYC (Ministers for Education and Youth): 48 journalists, of whom 38 were domestic and 10 foreign;
20. Informal COCOM meeting (competitiveness – Ministers of Industry and Education): 44 journalists, of whom 40 were domestic and 4 foreign.

**Total Number of Domestic and Foreign Journalists in Attendance
(by month)**



- Total – Domestic – Foreign

3.7.1. Press Centres

The placement of press centres (especially at events in the regions) was always chosen with a view to a short walking distance to the main meeting venues, to provide journalists with sufficient flexibility for potential one-on-one interviews with the Ministers and also to enable (if technically feasible) the broadcasting of image and sound from the meeting room to the press centre and to the workplaces of the TV and radio crews. Furthermore, in those cases, it was not necessary to provide transport between the press centre and the main meeting venue; journalists were able to quickly process information at the press centre immediately upon the conclusion of all media activities (photo-opportunities, press conferences).

Placement of Press Centres outside the PCC

Event	Main meeting venue	Press centre
Meeting with the European Commission and informal meeting of	Prague (the Lichtenstein Palace, the Straka Academy,	the Tyrš House (Michna Palace), approx. 100 m

Ministers for European Affairs	Kampa Museum)	
Informal meeting of Ministers for Employment and Social Affairs	Luhačovice (Community House)	Spa Sweetshop (Lázeňská cukrárna), approx. 100 m
Informal meeting of Ministers of Foreign Affairs (Gymnich)	Hluboká nad Vltavou (the castle and the Aleš Gallery)	Tents in the castle garden, approx. 50 m
Informal Meeting of Ministers for Regional Development	Casino Community House, Mariánské Lázně	Central Spa Hotel, approx. 100 m
Informal meeting of Transport Ministers	Litoměřice (Community House)	Litoměřice Primary School, approx. 20m
Informal meeting of Ministers of Agriculture and Fisheries	Brno Fair Ground (Rotunda and Pavilion A)	Brno Fair Ground (Pavilion E), approx. 150 m

3.7.2. The Main Tasks of the Press Centre Teams

Technical preparation of a press centre – equipment with furniture, Internet connections, Wi-Fi, faxes, copiers, printers, telephones, and the building of facilities for TV and radio crews (so-called booths). In order to optimise the costs, and given that events were held in various locations throughout the country, press centres were always “custom-built”, i.e., fit to the expected number of journalists, which required making arrangements as to the use of buildings with the people responsible for the buildings, and with the suppliers of the technical solution, and close coordination with the Logistics & Organisation Department and the Ministries. This coordination worked excellently and for most of the events the number of work places for journalists was optimal, relative to the number of attending journalists.

Coordination with the Ministries – three weeks before a planned event, coordination meetings took place, primarily with the representatives of the press departments of the relevant Ministries, to define the requirements and ideas about the programme for journalists. On the basis of the input of the Ministries, all other logistical activities were planned (transport of journalists, access for journalists to the meeting venue, coverage of the event by host broadcasters, accompanying programme for journalists, and other specific requirements). Any changes in organisation were processed flexibly.

Coordination with host broadcasters – three or two weeks before the planned event, coordination meetings took place with both official host broadcasters – Czech TV and

Czech Radio, where the basic logistical and technical solution of the coverage of the event was proposed on the basis of the preliminary programme for journalists. Two weeks to a week before the event, a control inspection of the meeting venue took place, at which the final solution was agreed upon by the representatives of the host broadcasters, administration of the relevant building, representatives of the Security Service of the Police of the Czech Republic, and the suppliers of technical equipment. During the installation before the event, and during the event itself, host broadcasters in cooperation with the entities named above were provided with logistical, technical, and organisational support.

Organisational preparation of the press centre – includes the preparation of various materials for journalists, which were always posted on the official website in three language versions with sufficient advance notice – the preliminary programme for journalists, practical information for journalists, important contact information, maps of towns and the meeting venues, time schedule of the buses for journalists, etc. This information answered, for the most part, the basic questions of journalists, which reduced the overall number of their telephone calls. The information was also sent to the spokesperson of the Permanent Representation of the Czech Republic to the EU in Brussels and also, for large events, to the Press Department of the General Secretariat of the Council, which was in permanent contact primarily with correspondents in Brussels.

Coordination at the meeting venue – overall fine-tuning of the technical arrangements for journalists on the spot, in cooperation with the LOD and suppliers; coordination of access zones for journalists, in cooperation with the Security Service of the Police of the Czech Republic and other security forces; coordination of the recording of the course of the meeting with Czech TV and Czech Radio (and possibly also EBU); coordination of transport for journalists, their refreshments, purchase of foreign newspapers for the press centre and for the meeting venue, preparation of an information desk for journalists, and administration of the CC TV (main information channel for journalists); coordination of national briefings of the delegations with their journalists and one-on-one interviews; coordination of all media activities, in cooperation with the ministry (photo-ops and statements upon arrival, “tour de table” photo-opportunities, “family photos”, press conferences, etc.)

3.7.3. Evaluation by Media Representatives

During the events, media representatives rated the following especially positively – the problem-free high-speed Internet connection, the reliability of the Wi-Fi network, and

technical equipment of the press centres in general (photo copiers, faxes, printers, telephones with an international call option, etc.); the helpfulness, openness and language skills of the press centre staff; the sufficiency of information before the event available on the website (especially the preliminary programme for journalists, information about the meeting agenda, practical information for journalists, including accommodation, transport, etc.); and last but not least, free refreshments and beverages (including a hot buffet).

3.8. Cultural Events Accompanying the Presidency

Accompanying cultural events were organised in line with the document "Implementation of the Concept for the Communication of the Presidency", approved by the Committee for the European Union on 9 December 2008. These events were communicated (promotion, media coverage, etc.) as official events of the Czech Presidency of the Council of the EU, in line with media partnership agreements between the Czech Presidency and its media partners. In addition, some 500 cultural events took place in the Czech Republic and elsewhere; many of the events held abroad were organised in cooperation with Czech centres and the embassies of the Czech Republic, which proclaimed their connection with the Czech Presidency and used its logo.

- The opening events included: the opening evening of the Czech Presidency – "Europe in Sweet Harmony" and the launch of the Czech Presidency in Brussels – the Czech Ball.
- Important events held in the Czech Republic included: European Identity – Europe without Barriers; Eurofestivals; Europe Day; 2009 Book World: 27 from 27 / Europe in Literature – Literature in Europe.
- Important events held in the Czech Republic and Brussels included: One World – Programme Section; Europe without Barriers / Europe in (One) World.
- Important events held in Brussels included: an exhibition on the Presidency premises of the Council of the EU Justus Lipsius Building in Brussels – on the so-called 50th floor of the EU Council building; exhibition in the atrium of the Council of the EU Justus Lipsius Building in Brussels; the Decadence exhibition - Art and the Idea of Decadence in the Bohemian Lands, 1880-1914; Via Lucis 1989-2009; Fragile by Designblock Prague.

3.8.1. Opening Evening of the Czech Presidency – Europe in Sweet Harmony; National Theatre, 7 January 2009

The gala evening launched the Czech Presidency of the Council of the European Union. It featured a music and dance programme directed by the Forman brothers, with an introduction by the President of the European Commission, broadcast live on ČT1. The performers included: actor and composer Jiří Suchý, the Bubeníček Brothers ballet duo, the Forman brothers, and others. The gala was attended by 1,200 guests, including all Euro-Commissioners, the Government of the Czech Republic, Members of the Chamber of Deputies and Senate of the Parliament of the Czech Republic, foreign Ambassadors to the Czech Republic, Presidents of Regions, Mayors of statutory cities of the Czech Republic, and other figures from Czech society (public administration, the church, private sphere, etc.).

3.8.2. Launch of the Czech Presidency in Brussels – Czech Ball; Autoworld Brussels, 30 January 2009

On 30 January 2009, the Czech Presidency was symbolically launched in Brussels with a ball held in the museum of historical cars, Autoworld Brussels. The programme was composed by the civic association Tanec Praha, and the Czech, English, and French-speaking MCs were Marek Vašut and Chantal Poullain. The ball was launched by the Prime Minister of the Czech Republic, Deputy Prime Minister of the Czech Republic for European Affairs, and Ambassador of the Czech Republic to the EU. The South Bohemian Region participated by supplying wine, and several regions presented their information materials. The main performers included: Yellow Sisters, the Czech National Symphonic Orchestra conducted by Libor Pešek, the band Melody Makers of Ondřej Havelka and Emil Viklický, the prima ballerina of the English National Ballet, Daria Klimentová, and the band TOW. The Czech Ball in Brussels was attended by around 600 figures from the European and Czech scene, including Czech Ministers, European Commissioners, members of the Council of the EU and the European Parliament, Ambassadors to NATO, Ambassadors of EU Member States and third countries, Presidents of Regions and Mayors of statutory cities of the Czech Republic, and major figures from the business and cultural spheres.

3.8.3. European Identity – a Europe without Barriers; Czech Republic, Brussels

On the occasion of the Czech Presidency, the Council for International Relations organised a poster competition for students of Czech higher educational institutions for

the arts, on the topic of a “Europe without Barriers”. 186 students from ten schools and fourteen faculties participated in the competition. On 5 January 2009, the expert jury met to award prizes to the winners. First place went to Jaroslava Homolová from University of Tomáš Baťa in Zlín. The project was organised as a cooperative venture of the Office of the Government of the Czech Republic and the Delegation of the European Commission to the Czech Republic. The exhibition constituted a part of several Presidency events, namely all Euro-festivals.

3.8.4. Eurofestivals; Zlín, České Budějovice, Mariánské Lázně, Litoměřice, Brno

Eurofestivals were all-day, open-air events organised on the occasion of the informal meetings of EU Ministers in the regions. Euro-festivals were jointly organised by the Office of the Government of the Czech Republic and the Representation of the European Commission to the Czech Republic, in cooperation with the individual regions and towns. The Euro-festivals made the Czech Presidency more visible, both at the place where they were held, as well as in the media, and heightened public awareness, not only of the Presidency itself, but of the functions and activities of the EU as such. Given the presence of a large number of journalists from the Czech Republic and abroad, the festivals helped highlight the places where the events were held, the regions, and other partners of the events.

Structure of the programme: morning programme for schools, programme for children, information component (presentation of Eurocentres and Europe Direct, lectures, discussions with major figures from the Czech Government and/or European Commission), musical programme on the main stage. The relevant regions and towns and selected Embassies of EU Member States were presented at all festivals in the visual identity of the Presidency.

Event	Euro-festival venue	Date	Number of visitors
Informal meeting of Ministers for Employment and Social Affairs	Zlín Náměstí Míru	23 January 2009	2,000
Informal meeting of Ministers of Foreign Affairs (Gymnich)	České Budějovice náměstí Přemysla	27 March 2009	6,000

	Otakara II.		
Informal meeting of Ministers for Regional Development	Mariánské Lázně , the Arnika site	24 April 2009	8,000
Informal meeting of Transport Ministers	Litoměřice Mírové náměstí	29 April 2009	4,000
Informal meeting of Ministers of Agriculture and Fisheries	Brno ul. Za divadlem	1 June 2009	25,000

3.8.5. Europe Day; Prague Mozarteum, 9 May 2009

A reception held in cooperation with the Representation of the European Commission to the Czech Republic, featuring a performance by Pavel Šporcl on the occasion of the "Europe Day" on 9 May, was opened by Minister for European Affairs Štefan Füle, Commissioner Vladimír Špidla, and Swedish Ambassador Catherine van Heidenstam, and attended by the Ambassadors of the EU 27 and 150 distinguished guests from state administration.

3.8.6. Book World 2009: 27 from 27 / Europe in Literature – Literature in Europe; Prague 14 - 17 May 2009

The 15th annual international book fair and literary festival Book World was held in the Industrial Palace at the Prague Exhibition Grounds. It was held under the auspices of the Minister of Culture of the Czech Republic and the Mayor of the City of Prague. The opening ceremony was attended by Alexandr Vondra, at that time already the former Deputy Prime Minister for European Affairs, along with other major figures. The main topic of the festival in connection to the Czech Presidency was "EU 27 from 27 / Europe in Literature – Literature in Europe". In this programme, authors from the twenty-seven EU Member States as well as from candidate countries (Croatia and Turkey), and European countries from outside of the EU (Switzerland and Norway) were presented. The presentations of European authors included debates and round table discussions concerned with the issue of the promotion of European literature in Europe and in the world, reader awareness about literary works in other EU countries, new trends in the work of European authors, and the identity of literary Europe.

The accompanying programme included the World of the Book in Film (film adaptations of literary works) and the World of the Book on the Stage (theatrical adaptations of literary works). 455 performers participated in the festival part, of whom 60 were foreign; there were a total of 319 exhibitors at the fair. The total number of visitors was around 34,500. Organiser: Svět knihy s.r.o.

3.8.7. One World – The Programme Section a “Europe without Barriers” / Europe in (One) World; Prague, regions of the Czech Republic, Brussels, Washington D.C.

The 11th annual International Human Rights Documentary Film Festival opened in Prague on 11 March and ended on 19 March 2009. The festival also took place in additional 29 towns across the country, in the form of film screenings and subsequent debates. The number of visitors to the Prague part of the festival matched the record of the previous, 10th year; overall, the festival films were viewed by over 45,000 visitors. Nearly 100 foreign guests came to the festival.

A total of 181 profile debates and discussions took place during the festival, attended by over 200 guests – directors, experts, and journalists – and 31 large panel discussions were held.

The Echoes of One World took place in Washington, D.C., between 25 and 28 March 2009. One World presented seven documentaries, viewed by a total of 940 visitors. The Echoes of One World in Brussels took place between 27 April and 4 May 2009, and featured a total of fourteen films. The overall number of visitors was 3,000. The launch of the Echoes of One World in Brussels was attended by Alexandr Vondra. Organiser: Člověk v tísni o.p.s.

3.8.8. Exhibition in the Presidency Premises of the Justus Lipsius Building of the Council of the EU in Brussels – the so-called 50th floor of the Council of the EU building; permanent exhibition during the term of the Presidency

The decoration of the Presidency lounge, lobby, and hallway with designer furniture and accessories representing the major movements in Czech art design – Czech modern art (Presidency Lounge), Czech cubism (lobby), and contemporary Czech design (the guarantor of this decoration was the Museum of Decorative Arts in Prague), and photographs – the “Faces” exhibition by Herbert Slavík.

3.8.9. Exposition in the Atrium of the EU Council Justus Lipsius Building in Brussels

The sculpture "Entropa" by David Černý and a panel exhibition commemorating the 20th anniversary of the fall of the Iron Curtain, underscoring the motto of the Presidency: a "Europe without Barriers", depicting life behind the Iron Curtain and the ways it was overcome, including an original "Vírník" flying mechanism suspended in space, as one of the illegal means of crossing the border. Organiser: Institute of Military History. *Note: In mid May 2009, Entropa was removed at the author's request and moved back to Prague.*

3.8.10. Art and the Idea of Decadence in the Bohemian Lands, 1880-1914; Brussels, Namur; 29 January -10 May 2009

The exhibition called "Decadence. Bohemian Lands, 1880 – 1914" took place under the auspices of the Deputy Prime Minister for European Affairs, Alexandr Vondra, and Mayor of the City of Prague, Pavel Bém. This was the most extensive and comprehensive exhibition of Czech art from the turn of the 19th and 20th century to be presented to foreign viewers in many years. The works of the most famous Czech painters, graphic artists, and sculptors, whose works were directly inspired by the ideas and attitudes of the decadent movement in art and philosophy – Karel Hlaváček, František Kupka, František Drtikol, Max Švabinský, and others, were presented from 30 January through 10 May 2009 in Belgium, at the exhibition "Dekadence. České země 1880 – 1914 / Decadence. Bohemian Lands 1880 – 1914" at two prestigious galleries: Hôtel de Ville in Brussels, and Musée provincial Félicien Rops in Namur. The exhibition was visited by over 10,000 people. The exhibition also generated great interest among the Czech and Belgian media.

3.8.11. Via Lucis 1989-2009; Brussels 5 - 31 March 2009

The Via Lucis: Czech Society in Photographs exhibition reflects on the social and political changes in Czech society in the last twenty years, on its difficult way to a democratic system. This photo exhibition was inspired by the book "The Way of Light", by Jan Amos Komenský. The exhibition took place at the building of the Permanent Representation of the Czech Republic to the EU. The launch of the exhibition was attended by 142 people, and over 720 visitors viewed the exhibition in less than a month. Organiser: National Museum of Photography.

3.8.12. Fragile by Designblok Prague; Brussels 27 March - 26 April 2009

The exhibition Fragile (Křehký) by Designblok Prague, at the Design Flanders Gallery, presented contemporary Czech design, primarily glass and porcelain. It included the works of leading Czech designers, such as Bořek Šípek, the Olgoj Chorchoj Studio, Jiří Pelcl, Daniel Pirš, Maxim Velčovský, and many others. The exhibition is the flagship of design days in Prague, Designblok, and the most significant event concerning design in the Czech Republic, held annually in the first week of October. On its next stop, at the Milan design fair, the exhibition was viewed by over 60,000 people. At the ICFF (International Contemporary Furniture Fair) in New York, the project won the prestigious 2008 "ICFF Editors Award" in the category "Best Collection of Accessories". The exhibition was also presented at the Maison et Objet international fair in Paris. Organiser: Profil Media s.r.o.

3.8.13. Closing Events of the Czech Presidency**United Islands of Prague; Prague, 19 - 20 June 2009**

This music festival on Prague's islands and embankments was visited by more than 40,000 people. During the festival, Minister for European Affairs Štefan Füle, accompanied by former Deputy Prime Minister for European Affairs Alexandr Vondra, symbolically passed a barrel of Czech beer to Swedish Ambassador in Prague Catherine von Heidenstam, during their meeting on the Vltava river on pontoons.

Street Party; Brussels, 26 June 2009

It used the well-tested form of a folk party, with a cultural programme and offer of culinary and other products and the promotion of Czech Regions, on the street of the Permanent Representation of the Czech Republic in the EU in Brussels. The introduction was made by the Ambassador of the Czech Republic to the EU, Milena Vicenová.

Smetana's Litomyšl; 28 June 2009

The form of a traditional music festival was used, during which a special concert was held on the occasion of the informal passing of the baton of the accompanying events of the Czech Presidency of the European Union to Sweden. It was attended by the Prime Minister of the Czech Republic, Jan Fischer.

3.9 Decorations in the Uniform Visual Style of the Presidency

The decorations are inspired by the logo of the Czech Presidency and its various applications. They are therefore based on the basic EU2009.CZ brand, the brand module with additional text (the name of the Czech Presidency in Czech, English, and French), the motif of the "map of Europe", and the motif of the "mosaic". Decoration was provided for all major Presidency events held in the Czech Republic and in Brussels. In particular, decorations were prepared for **27 high-level events**.

Decorations in individual venues were placed both in the exterior and in the interiors, and were concentrated around the VIP entrance, the facilities for "family photos", main meeting room, premises for delegations, hall for press conferences and briefing rooms, press centre, accreditation premises, and leisure space. It comprised 15 - 20 different indoor and outdoor decorative elements, which were placed in each venue in several versions, based on the needs of the venue and type of meeting.

3.9.1. Development of the Decorations

Decorative features in the uniform visual style were designed through the cooperation of: Tomáš Pakosta (author of the logo and the logo graphic manual) and Eva Macholánová – author of the architectural arrangements of Presidency meeting venues. Eva Macholánová designed the form of individual outdoor and indoor decorative features, with the exception of the standard mobile presentation systems. The decorative elements were made and installed (and subsequently uninstalled) at the events by Authentica, s.r.o.

The carpet with the logo (mosaic motif) was designed by Tomáš Pakosta and produced and installed and uninstalled at the events by Habitat. A total of 602 sq m of indoor carpeting and 642 sq m of outdoor carpeting was laid at all Presidency events. The logo carpet was laid in the Czech Republic as well as in Brussels in the main meeting rooms of the Council of the EU and at the Permanent Representation of the Czech Republic to the EU.

Decorative lumps of sugar in three sizes were designed, produced, and supplied by the TTD sugar refinery. One lump measuring 1x1x1 m was permanently installed at the Straka Academy, another one permanently at the PCC, and one was always installed in the main meeting room at the venue of informal ministerial Councils in the regions. Lumps measuring 10x10x10 cm and 5x5x5 cm were placed on the dining and catering tables at ministerial and delegate premises during the meeting of the European Council in Brussels, and during summits and informal Councils of Ministers in the Czech Republic.

3.9.2. Permanent Decorations Installed in the Czech Republic and in Brussels

Brussels – The Building of the Council of the EU:

- Decoration of the Presidency premises on the so-called 50th floor of the building of the Council of the EU – decoration of the Presidency lounge, lobby, and hallway with design furniture and accessories representing major movements in Czech artistic design – modern Czech art (Presidency lounge), Czech cubism (lobby), contemporary Czech design and photography (hallway). The guarantor of these decorations was the Museum of Decorative Arts in Prague. The photographs were by Herbert Slavík. The tapestries were supplied by the Moravian Tapestry Manufacture.
- Decoration of the entrance atrium – Entropa – David Černý and an exhibition on the “20th Anniversary of the Fall of the Iron Curtain” – the guarantor of the exhibition was the Institute of Military History. The carpet with the logo of the Presidency was supplied and laid by Habitat.
- Decorations of the entrance premises, the so-called mezzanine – the motif was a lump of sugar, the collapsing barrier corresponding to the Presidency’s motto a “Europe without Barriers”, and the EU2009.CZ logo-shaped seats; the logo was also reflected in the multi-coloured carpet with the motif of the colourful mosaic with the abbreviations of EU countries.
- Decorations in the uniform visual style were also featured at the VIP entrance for delegations (outdoors and indoors), on the premises where the meetings of the European Council took place, and on premises intended for press conferences and in briefing rooms.

Czech Republic – Prague Congress Centre

- Decoration of Entrance No. 10, which served as the main entrance and also the VIP entrance – a carpet with the logo (mosaic) was laid there, a back-up for group photos was there, in front of which welcome ceremonies were held, and other decorations featuring the logo were used.
- Furthermore, there was an information desk, accreditation area, leisure area, etc.
- Decoration of the South Wing – decorations were placed throughout the lobbies of the meeting halls on all levels (1st to 4th) where meetings were held.

Czech Republic – The Building of the Straka Academy – Office of the Government of the Czech Republic, and the Czernin Palace – Ministry of Foreign Affairs of the Czech Republic:

- Decorations featuring the logo were placed in the exterior and in the interior of these buildings, as required by each of the institutions during the Czech Presidency.
- They included, for example, a flag with the logo, and mobile decoration systems with the logo (roll-ups, flag stands, partition – so-called back-up, etc.), placed throughout the buildings, in the press centre, main meeting room, etc.

Czech Republic – Buildings of the Ministries and Other Major Institutions

Each Ministry was loaned one mobile set of decorations featuring the logo, for the entire term of the Presidency, comprising: 5 roll-ups, 1 flag stand, 10 table flag stands, and 20 A1 posters.

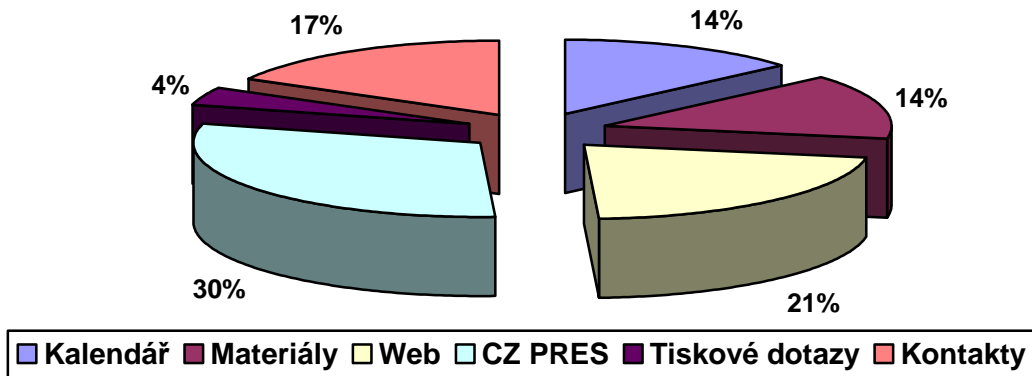
3.9.3. Decorations during Working-level Presidency Events

The decorations for the premises for the working events of the Ministries and other institutions were supplied in the form of mobile sets of decorations, which were loaned to the Ministries free of charge, as required. 11 mobile sets were loaned out for events held outside the PCC, which were available for pick-up at the seat of the PS. 1-2 sets were loaned per event, comprising: 5 roll-ups with logo and graphics, 1 roll-up with the logos of sponsors, 1 flag stand, 10 table flag stands and, upon request, 1 back-up – a mobile partition. Overall, 42 governmental and non-governmental institutions borrowed the decorations, some of them repeatedly, which accounts for 97 loans. The average duration of one loan was 14.75 days. An average of 9.37 sets were out on loan each day of the Presidency for Ministry events held outside of the PCC.

3.10. Answering Public Inquiries during the Czech Presidency – Ask the Presidency

Inquiries made by the public concerning the Czech Presidency were answered through the e-mail addresses public@eu2009.cz, media@eu2009.cz, and web@eu2009.cz; over the phone, via the “Eurofon” +420 800 200 200 line; at the info-desk of the Prague Eurocentre and other regional Eurocentres; and by regular mail. The inquiries were answered in Czech, English, and French; inquiries in other languages (i.e., German, Spanish, Italian, and Romanian) were answered in English.

Overall statistics of inquiries concerning the Presidency (summary of inquiries from the e-mail addresses public@eu2009.cz, media@2009.cz, and web@eu2009.cz)



-Calendar /Materials/ Website/ CZ Press/ Press links/ Contact information

3.10.1. Public Inquiries: public@eu2009.cz

A total of 871 inquiries, which arrived between 1 December 2008 and 19 June 2009, were processed; 157 of them were passed on, and 512 answered directly. The remaining inquiries were of the nature of comments or replies. After the increased wave of public interest in December/January 2009, the number of inquiries levelled off in February and March and has been gradually declining since April.

3.10.2. Media Inquiries: media@eu2009.cz

A total of 103 inquiries were processed; 54 were answered directly, and 47 passed on. The contents of the inquiries that were passed on were in most cases intended directly for the Spokesperson of the Minister for European Affairs.

3.10.3. Telephone Inquiries

A total of 79 telephone inquiries were answered between 9 February and 19 June 2009 (34 domestic and 45 foreign), concerning the Calendar of Events (accreditation, programme), requests for contact information (Spokesperson), materials (logo and

promotional items), the Czech Presidency (the gas crisis, Entropa, evaluation, changes in the Government of the Czech Republic), etc.