

**DG COMMUNICATION
(DG COMM)**

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Initiative	Keyword(s)
<p>DG COMM is responsible for the external communication of the political priority Migration.</p> <p>The Spokesperson service (SPP) manages the related media communication – announcing important policy developments, responding to media questions, providing relevant Commission's services with lines to take on the topic.</p> <p>Dir. A of DG COMM ("Strategy and corporate communication") coordinates communication activities related to migration across the Commission and provides advice and guidance to DGs in the preparation of their communication campaigns and activities related to migration. In 2017 DG COMM is launching a corporate communication line EU Protects that broadly covers the measures taken to secure borders and deal with the migratory pressure.</p> <p>In the same line of providing horizontal services to DGs, COMM has launched a Mythbusting project which will provide DGs with arguments to fight false news and misunderstandings, including on topics such as immigration and border management; EU aid to migrants and refugees, etc. Once ready, they will be published on a sharepoint platform and put at DGs' disposal.</p> <p>DG COMM's Eurobarometer measures the pulse of the European society and monitors the development of citizens' concerns, including immigration. In 2017: publishing a special Eurobarometer on Integration of refugees and people in need of protection</p> <p>DG COMM's social media team supports Commission's communication on its central social media accounts.</p> <p>DG COMM manages Commission's priority pages on migration on the corporate Europa website.</p> <p>DG COMM also monitors European media on all priority topics, including migration. The media monitoring and analyses service of DG COMM can set up media alerts or create a pre-defined monitoring models on specific topics.</p> <p>DG COMM's audio-visual service supports Commission's corporate communication on migration by</p>	<p>Communication activities, strategic guidance, media relations, media monitoring, Eurobarometer, social media, web</p>

producing videos, photos and various a/v materials.

Directorate B of DG COMM coordinates the activities of Commission's representations in Member States and their participation in communication activities, including migration.

Directorate C of DG COMM organises Citizens dialogues, prepares publications and manages the Europe Direct Information Centres (EDICs) in each Member State.

Through a formal cooperation agreement between a policy DG (ex. HOME) and the EDICs, DG COMM can respond to citizens' questions, related to the policy concerned. The DGs can also participate in network events of the EDICs in order to raise their awareness on certain policy and their efficiency in providing information to citizens.

Dir. C of DG COMM has also started a Permanent Project Team "Outreach to Citizens: Refugee Crisis" which takes form of regular meetings of DGs communicating on migration;