

ORGANIZATIONAL STRUCTURE AND COORDINATION

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Presidency Planning Structures

- Secretariat of the Latvian Presidency of the Council of the European Union (Secretariat)
- Ministry of Foreign Affairs and line ministries
- Presidency Coordination Council
- Cabinet of Ministers
- National Parliament



Secretariat I

- Institution of direct public administration subordinated to the Minister of Foreign Affairs
- Established on 1 February 2012, till 31 December 2015
- Ensured the preparation for the Presidency and coordinated the work during the Presidency
- 86 employees during the Presidency



Secretariat II

Coordination of:

- Priorities
- Calendar
- Human resources
- Budget

Ensurance of:

- Presidency culture and public diplomacy programme
- Presidency events in Latvia
- Presidency communication



Presidency Coordination Council

- Established April 2013
- Lead by Prime Minister
- Includes Minister of Foreign Affairs, Minister of Interior, Minister of Culture, Minister of Transport, Minister of Finance
- Task supervision of the Presidency preparation process
- Extended to all ministers in September 2014



Coordination I

- In line ministries:
 - Responsible person for EU affairs
 - Coordinator of EU affairs
 - Communicators
 - Human resource managers
- Senior officials meeting in EU affairs



Coordination II

- September 2014, changed in the EU issue coordination structure
- From national positions to Presidency mandates
- List of mandates
- Mandate of each issue or working party
- High priority mandated adopted by Government, rest by responsible minister
- Involvement of European Affairs Committee (Parliament)



TRIO AND NATIONAL PROGRAMMES, PRESIDENCY CALENDAR



Presidency priorities

- 2012 public debates on possible priority directions
- Consultations with EU institutions and stake holders
- October 2014 draft of Presidency work programme examined by Government
- October 2014 draft of Presidency work programme examined by European Affairs Committee (Parliament)
- December 2012 publication of Presidency priorities



Trio cooperation

- October 2012, first trio meeting in Riga
- Consultations among line ministries and among Permanent Representations in Brussels
- June 2014, adoption of the Trio program (General Affairs Council)



Presidency calendar planning I

- December 2012 decision about summits
- End of 2012 «wish list» of events
- October 2013 decision on number of events in Latvia
- June 2014 first draft of 2-page calendar distributed through Antici network
- August 2014 calendar of presidency events in Latvia



Presidency calendar planning II

- August 19, 2014 logistics guidelines
- November 10, 2014 first presidency event in Riga
- December 23, 2014 precisions in calendar of presidency events in Latvia
- In December:
 - 2-page calendar distributed through Antici network
 - list of 15 WP submitted to GSC



Presidency events in Latvia

197 Presidency events

Eastern Partnership summit

10 informal ministerial meetings

Senior officials, experts

Conferences

Social partner, NGO events

- + High level visits
- + Associated events

25 300 participants of Presidency events in Latvia

800 journalists from more than 40 countries visited Presidency events in Riga



Calendar I

- January 8 College's visit + Opening Event at the National Opera House
- May 21-22 Eastern Partnership Summit

Informal ministerial meetings:

- January 29-30 Informal meeting of Justice and Home Affairs
- February 18-19 Informal meeting of Defence Ministers
- March 6-7 Gymnich
- March 24-25 Informal meeting of Ministers for Trade
- March 26-27 Informal meeting of Ministers for Competitiveness
- April 14-16 Informal meeting of Ministers for Environment and Energy



Calendar II

- April 20-22 Informal meeting of Ministers for Employment, Social Affairs and Health
- April 24-25 Informal meeting of Ministers for Economic and Financial Affairs (ECOFIN)
- June 1-2 Informal meeting of Ministers for Agriculture and Fisheries
- June 9-10 Informal meeting of Ministers responsible for Cohesion Policy and Territorial Development

Other high level events:

- February 6 The Energy Union Conference
- April 27-28 5th ASEM Education Minister's Meeting
- April 29-30 3rd ASEM Transport Minister's Meeting
- June 22 Meeting of Ministers for Vocational Education and Training



Calendar III

- Eastern Partnership side events: February 10-11 Youth Forum, March 30-31 Conference on tuberculosis and its multi-drug resistance, May 20 Media Freedom Conference, May 21 Business Forum, May 20-21 2nd Civil Society Conference, etc.
- Parliamentary Dimension: February 1-2 Meeting of the Chairpersons of COSAC, March 4-6 Interparliamentary Conference for CFSP and CSDP, May 31-June 2 Plenary meeting of the Conference of Parliamentary Committees for Union Affairs of the COSAC, etc.
- June 3-4 European Standardization Summit
- June 15-16 VI Annual Forum of the EU Strategy for the Baltic Sea Region
- June 17-18 Digital Agenda Assembly
- June 28 Closing Event



HUMAN RESOURCES AND TRAINING



Human resources

- Civil servants and ministers
- Secondments from the EU Institutions
- Members of Presidency Internship Programme



General framework

- April 2012 Guidelines for human resources selection and motivation
- August 2013 regulation of extra remuneration for Presidency human resources
- Co-operation with line ministries
- Create a network of Presidency coordinators and HR managers in line-ministries
- Provide clear and basic guidelines and general plans



Establishing Presidency staff list

- Define categories of staff:
 - Working Party Chairs
 - Deputy-Chairs
 - Experts
 - Coordinators
 - Communicators
- Define selection criteria for all categories of staff
- Set nomination date
- Secretariat is the keeper of the staff list



Presidency staff list

Established in March 2013, continuously up-dated (changes in persons, changes in roles, changes in names, changes in institutions, changes in contact info, etc.).

Over-all turn-over percentage – around 9%

Category	Number of persons
Working party chairs	240
Deputy-Chairs	240
Experts	550
Coordinators	70
Communicators	40
TOTAL	1140



Presidency staff in Riga, Brussels and elsewhere

- Riga around 950 persons directly involved in PRES (line-ministries staff)
- Brussels during the PRES altogether 195 persons working at the Perm Rep; around 150 persons working with Presidency substance issues. Before the PRES ~ 60 persons
- International organizations Geneva, Rome, Hague, New York, Vienna 26 extra persons (mostly posted until 31.06.2015.)
- **Bilateral embassies** 42 extra persons (posted until 30.06.2015., i.e. 6 months before the PRES)



Support / additional staff in ministries

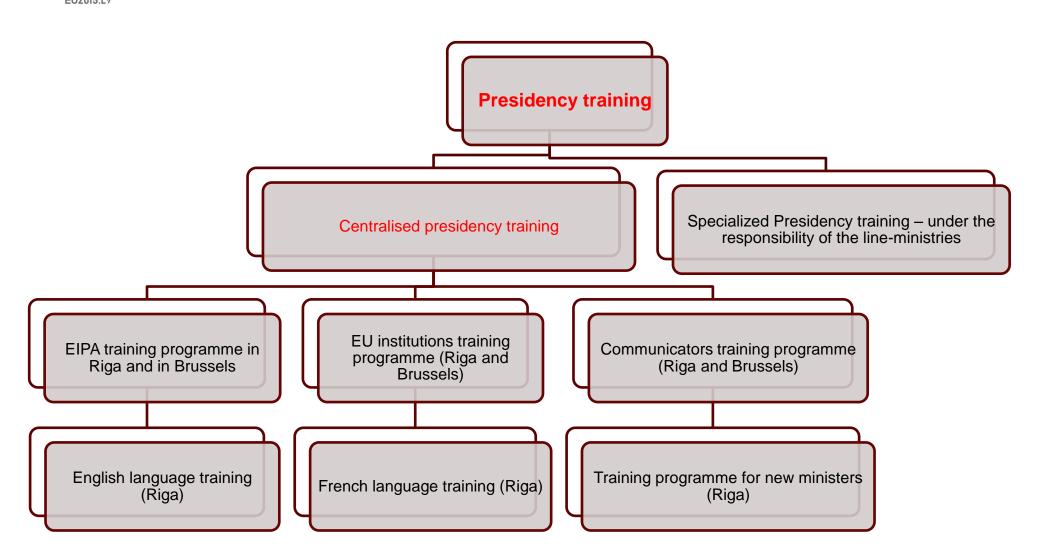
- Temporary staff 112 in Riga (contracts start and end at various times, but not beyond 31.12.2015.)
- Interns

Tasks:

- To fill in working places of those who are working in Brussels and at the Permanent Representations to the International organizations
- To do extra work due to the Presidency



Presidency training





General Presidency training programme

- European Institute for Public Administration (EIPA) (May 2013-September 2014)
- EU Institutions General Secretariat of the EU Council, European Parliament, European Commission (January 2014 – December 2014)
- English / French (May 2013 November 2014)



European Institute for Public Administration

- Public procurement procedure
- Tender announced in January 2013
- Training started in May 2013 (in Riga and Brussels) and was concluded in November 2014



EIPA training (cont.) - Training target groups

Function of the person in PRES

FIDA training modula					
EIPA training module	Working Party Chair	Deputy Chair	Expert	Coordinator	
The Institutional Framework and Legislative System of the European Union (8 academic hours)	X	X	X	X	
The Decision-making Process of the European Union (16 academic hours)	X	X		X	
Chairing of Meetings, Negotiations and Public Speaking (48 academic hours)	X	X			
The Development of the Documents of the European Union; the Flow and Management of Information (16 academic hours)	X	X	X	X	



Training provided by the EU Institutions I

EU Council General Secretariat (GSC)

training starts 12 months before the PRES and ends 6 months before the PRES:

- two day programme for Chairs and Deputy Chairs
- one day programme for experts and coordinators
- special consultation sessions available upon request

Main topics: Role of the Presidency, Cooperation between the Presidency and the GSC, Rules of procedure of the Council, Relations with the EP, co-decision, translation and production of documents, lawyer-linguists.

Training in Riga and Brussels



Training provided by the EU Institutions II

European Parliament

 One day seminar in Riga 4 months before the Presidency; more frequent and early training events in Brussels (for PermRep staff)

Main topics:

- Overview on the functioning of the EP
- EP legislative cycle
- Role of the Presidency in the legislative and non legislative procedures
- Information regarding the new EU Parliament, its composition, tendencies and trends



Training provided by the EU Institutions III

European Commission

Offers a wide range of training / consultation activities:

- SCIC (DG Interpretation) seminars
- EC internal training programmes
- Consultations upon request for the line-ministries



Communicators training

- 45 communicators in total (2-3 per ministry, 2 from Parilament, 2 from State Chancellery, 3 from Permanent Representation, 10+ communication staff from the Presidency Secretariat)
- Training programme (Nov 2013 Dec 2014) in co-operation with EU institutional framework and procedures
- Public written communication
- Public communication over the Internet
- Media training
- Working with international media
- Monitoring the press
- Crisis communication



Secondment from the EU Institutions

- Setting the time-frame, needs, number of requests, conditions for secondment
- Requests from the European Commission
- Requests from the European Parliament



Presidency Internship Programme November 2014 - June 2015

107 students:

- Liaison Officers
- Assistants at the Media Centre
- Other duties



Photos: Plakse.



4 step selection process

- Application check
- Phone interview
- Face-to-face interview
- Security clearance



COMMUNICATION AND PUBLIC DIPLOMACY ISSUES



Main elements of communication

- Web and digital communication
- Visual identity and branding
- Information and public participation
 - + Internal communication
- Media relations



Involved actors

- Permanent Representation
- Presidency Press secretary
- Ministries
- Secretariat

- + embassies
- + other state institutions



Permanent Representation

- In charge for communication from Brussels
- Communication from Council meetings (in cooperation with CGS and ministries)
- COREPER (if necessary)
- Trialogues
- Strasbourg/European Parliament
- Cooperation with EU institutions
- Media monitoring for Brussels media
- Other media activities
- Cooperation with think tanks
- Support to PR un public diplomacy activities (e.g. 9 May, design Justus Lipsius, exhibition in Schuman square)
- Twitter @EU2015LV



Presidency Press Secretary

- Support to the Parliamentary state secretary for European Affairs
- All communication for events by the MFA
- High level meetings in Riga (press conferences)
- Communication with national media on the contents of the PRES
- Media activities



Line ministries

- Contents of the PRES issues
- Media requests
- Support in media centre
- Press releases
- Media monitoring



Secretariat I

- Coordination
- Communication on all non-contents related topics
- PRES website, SECR website and electronic newsletter
- Twitter @ES2015LV and Draugiem.lv
- Approving the press releases in Latvia (exception MFA) in Latvian and English
- Host Broadcaster and Host Photo
- Media centre
- Coordination of a media monitoring
- Visual identity of the PRES
- Publications



Secretariat II

- PR activities in Latvia on PRES
- Internal communication in the state institutions
- Coordination of Crises communication
- Coordination of the external communication of Latvia related to PRES
- Communication of the cultural and public diplomacy programme
- Cooperation with NGOs, academia, schools, etc.
- Relations with national and regional media
- Public opinion research



Coordination

- Monday and Thursday 8:30 MFA/PermRep/SECR (video)
 Ambassador/Undersecretary of state/press secretaries + web editor
- Monday (all) SECR staff meeting
- Wednesday 8:30 webteam
- Thursdays SECR communications team
- Friday MFA/PermRep/SECR + (when necessary) ministries (video) press teams
- Bi-weekly coordination with CGS (teleconference)
- (Almost) Monthly coordination with ministries



GUIDLINES

- Latvia is developing fast and dynamic, keeping strong attachment to the nature and traditions
- Main target groups:
 - officials and EU experts,
 - business,
 - society (including media)
- 4 thematic lines nature, innovation, cooperation, culture



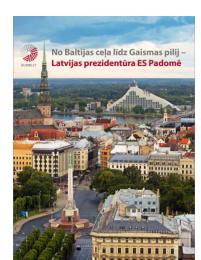


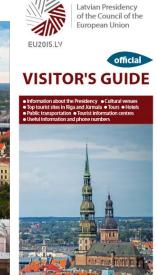














BUSINESS



Official souvenirs



Latvian design



Latvian products



Export of Latvian excellency



SOUVENIRS



















INVOLVING THE PUBLIC









- NGOs
- Debates and discussions
- Kilometre of Culture of Latvian Presidency
- Back-to-school and Job shadowing









LIAISON OFFICERS





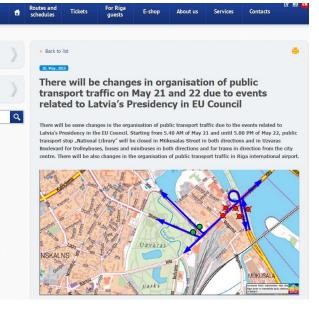


COORDINATION OF INVOLVED PARTIES

- «Traffic contact group»
- Press conferences by opinion leaders

Exchange of material







- Gājēju kustība nepieciešamības gadījumā tiks ierobežota minimāli.
- Velobraucēji ar savu transportlīdzekli ierobežojumu vietās varēs pārvietoties pa ietvi.

Minētajos laika posmos nepieciešamības gadījumā uz dažām minūtēm, tiks slēgta vai ierobežota transportlīdzekļu un gājēju satiksme:

Datums	Laika posms	Vieta
24.marts līdz 27.marts		Kuģu ielā, posmā no Trijādības ielas līdz ēkai Kuģu ielā 15.
24.marts	18.30- 22.30	Amatu ielā. Meistaru ielā, posmā no Amatu ielas līdz Valnu ielai.
	22.00	Šķūņu ielā, posmā no Doma laukuma līdz Amatu ielai.
25.marts	19.30-	Mazajā Smilšu ielā, posmā no Smilšu ielas līdz Meistaru ielai.
	23.00	Zirgu ielā, posmā no Meistaru ielas līdz Šķūņu ielai.







Journalists attended the Presidency events



Presidency website EU2015.LV has

356,016

864,520

Spending approx. 3 min 8 sec

at the site

Presidency's audiovisual database includes



767 videos

11,600 photos

Since the beginning of the Presidency



5,411 articles and stories

most of them in January -1,851

have been published in Latvian media

Videos prepared and broadcast (EbS) by the Latvian Presidency were used by

142 TV channels

making 5,710 TV stories

in total length of 21 h and 46 min

The most widely covered event was the Eastern Partnership Summit The most videos have been used by TV channels in Greece, Spain, Italy, Germany and Portugal

You

The Latvian Presidency Youtube channel has

245,938



Twitter account in Latvian @es2015lv has

1,957,300

(on average 12,400 views a day)



4,165 followers

Twitter account in English @es2015lv has

4,863,000

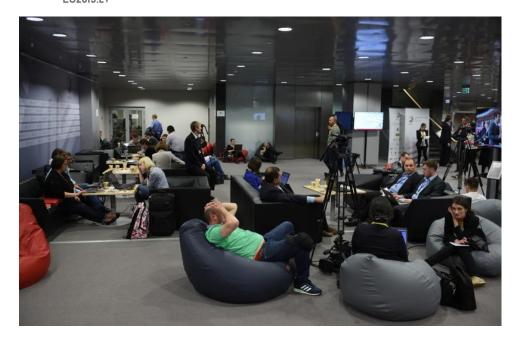
(on average 27,000 views a day)

7,600 followers

Numbers updated on 26 June 2015



MEDIA CENTRE









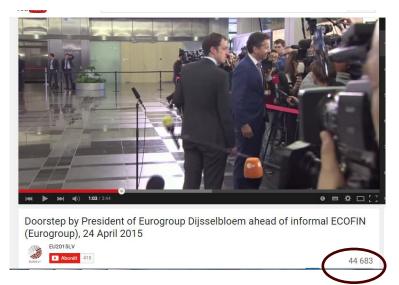




JHA, GYMNICH & ECOFIN











Presidency public diplomacy progame

- Unique, contemporary and diverse programme
- The idea of a united Europe
- The end of World War II
- The road to contemporaneity in professional art
- The synthesis of artistic genres and addressing topical societal issues in art
- Song and dance celebrations on the Amber Road



Geography

- Culture programme in Latvia
- Brussels and EU, international organisations
- 11 foreign countries:
 - Trio countries
 - EU and other countries
- Projects for all Latvian embassies



Events

436 events - 107 abroad and 329 in Latvia, including:

- 45 concerts
- 29 exhibitions
- Performances theatre, ballet, opera, contemporary dance
- Literature readings/exchange programme of writers and translators
- Cinema days
- Events of traditional culture, et al.



Opening events











Presidency gifts and souvenirs









LOGISTICS



Logistics of Presidency events

Event categories:

- A level (highest level events, informal ministerial meetings)
- B level (senior officials meetings)
- C level (standard official meetings, expert level meetings)
- **D level** (conferences)



Services

- Security
- Protocol
- Airport
- Transport
- Accreditation
- Accommodation
- Catering
- Technical provision

- Translation
- Culture programme
- Excursions
- Souvenirs
- Communication
- Liaison officers
- Spouses program



Framework

Logistics guidelines – describe, what kind of services are available for particular level events

Timeline for organisation of events – sets out the time before the event for different elements of preparation

Logistics file for each event – agreement between the Secretariat and the line ministry about the services package for each particular event

NB! If co-funding is available, flexibility may be applied.



Venues for the Presidency events



- <u>National Library of Latvia</u> the main venue
- Conference centres at various hotels in cases when National Library is not available
- Railway History Museum of Latvia conferences in case National Library is not available, B level dinners
- Venues for Gala Dinners (A level events) - buildings of cultural heritage of Latvia



Accreditation system



- Single accreditation and logistics information system for all events (NOVENTO)
- Service providers, Secretariat and line ministries have access to separate modules of the system
- Every participant of the event receives the delegate's identification card (badge)
- Heads of Delegation in A level meetings receive pins



Accommodation

- 23 hotels available for presidency guests
- Hotel reservation for all level events is organized through special link to the hotel reservation system integrated in the accreditation system and hotel services are provided by the travel agency
- A level events hotel rooms for the Heads of delegations for up to two nights are booked and paid by the Presidency (according to traditions), other members of delegations book rooms and pay themselves
- B, C, D level events delegates are given the opportunity to make reservation online and pay for the rooms themselves
- For each event there is a list of recommended hotels.



Security

- Physical security in the National Library is provided by State police
- VIP protection is provided by Security police or Military police
- Separate entrances and flows for the HoDs, accompanying delegations, media, staff depending on each event and level
- In the National Library identification cards (badges) with photos have to be worn and visible at all times
- Security at the B,C, D level events, that take place outside the National Library, is provided by the conference organizer or the venue



Transportation



- A level events VIP limos, minivans un buses, provided by the Secretariat in cooperation with the sponsor (BMW)
- HoD's have a limousine during the visit, within the limits of the official program.
 Delegation is transported with minivans.
 Buses are used whenever possible.
- B, C, D level events with separate exceptions, delegates arrive by themselves (public transportation, taxi, embassy cars, etc.)



Interpretation

Interpretation

- A level events provided by DG SCIC
- B, C, D level events provided by local service provider
- Meetings without interpretation
- Language regimes depend upon traditions of the specific formation. The most common languages package 6/6 includes – Latvian, English, French, German, Italian and Spanish.
- Special language regime for JHA and AgriFish 23/6



Presidency gifts and souvenirs

- A level events special gifts for Heads of Delegation
- A, B level events presidency scarfs and ties
- A, B, C, D level events presidency souvenirs *svilpaunieks*
- A, B, C, D level events presidency pens and notepads

The Design of Latvia: Official Souvenirs









A traditional part of Presidency's cultural and public diplomacy programme are the souvenirs: not only the official scarfs and ties, but also a special gift, representing the presiding nation's culture, traditions and design. In Latvia, this special gift is *svilpaunieks* (ceramic whistle).

The clear sound of the *svilpaunieks* tells the story of Latvian ceramic tradition – a craft perfected over hundreds of years that is still thriving today. There can be many forms of *svilpaunieks*, originating and derived from the Latvian flora and fauna. For the Presidency, we chose the form to be a bird.

These *svilpaunieki* have been **handmade** by almost **40 ceramic artists** from various parts of Latvia. It means that every single one of the little birds is unique, and, before opening the box, you can never know if you will find a pigeon, duck, owl, rooster or even a hoopoe there. The artisans have used very different techniques and stylistics. The oldest artisan is 83 years old, and the youngest one – 26.

See more on www.eu2015.lv/svilpaunieks



raditionally the Presidency scarfs and ties are made of silk. Using the pattern of the Presidency logo – the motive of grinding-stone – this silk tie has been designed by **Arvids Priedite**, a well-known textile artist, interior designer and author of the design of several award-winning Latvian coins.

However, the scarf we chose to make from linen – a more traditional material for the Baltic region. Using the colours of the Presidency logo – cool grey and red – this linen scarf has been designed by Latvian textile artist **Kristine Ramane**.





ith special care we have selected extraordinary gifts for the heads of delegations in some of the events. **Bug** is a Latvian brand that specializes in wooden accessories and was born as a contemporary take on the dassic gentlemen's bow tie. Using a **unique technology** and only natura materials, this twenty first century bow tie is hand cut in Riga from the finest wood veneers, polished to perfection with natural oils, wax or shellac.

See more on www.bugbowtie.com



unique technology is used also by **Ginta Sičeva** – Latvian designer who creates magnificent jewellery as well as other accessories like bags, scarves, gloves, hair and makeup accessories, carnival masks, stationary and Christmas decorations. The accessories are laser cut and then hand-stitched from artificial leathers. For the Presidency, she has made three types of **amazing brooches**.

See more on www.ginta.co.uk

special gift is prepared also for the heads of delegations in Eastern Partnership Summit – silver brooches for the ladies and set of cufflinks for gentlemen, designed by the well-known Latvian metal design artist Juris Gagainis and handmade in Latvia. The inspiration for this artwork he has drawn from the Latvian ethnographic brooch sakta and the grindingstone of the Presidency logo, both in form and facture. In the centre of the brooch – a gilded circle of sun with a golden dewdrop, symbolically elevating Latvia in the light of European Union.









BUDGETARY PLANNING



HOW THE PRESIDENCY BUDGET IS MADE?

Centralized approach



Unlike many other States Latvia has a separate budget line where all Presidency expenses are summarized

Centralized procurement



In order to save the financial and human resources all public procurement for the Presidency needs (IT equipment, printing, translations, etc.) is done collectively

Efficiency



When planning the Presidency, resources are spent in the most efficient way, e.g. one venue is chosen for most of the Presidency events that take place in Latvia







Framework

- April 2012 Presidency budget planning guidelines
- August 2013 regulation of extra remuneration for Presidency human resources
- Presidency budget part of State annual budget



Presidency budget 2013 (main elements)

- Training of human resources
- Additional personnel in the Permanent Representation of Latvia in Brussels
- Strengthening line ministries
- Representation in international organizations
- Preparation of Presidency programme, increase of work in Council working parties, etc.
- Presidency culture and public diplomacy programme



Presidency budget 2014 (main elements)

- Training of presidency human resources
- Additional personnel
- Preparation of Presidency programme, increase of work in Council working parties, etc.
- Services and goods public procurements
- Security issues
- Preparation of presidency culture and public diplomacy programme events
- Communication



Presidency budget 2015 (main elements)

- Carry out Presidency duties
- Goods and services for the Presidency events
- Communication
- Human resources
- Presidency culture and public diplomacy programme



Public procurement

- Market studies
- Needs and amounts of products and services
- Legal procedures



Presidency partners





Co - funding

- European Comission
- European Social Fund
- European Parliament
- CEPOL
- World Health Organization
- etc



THANK YOU!

Publicity photos of the Latvian Presidency are used in the presentation.

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