



EU2013.LT

# Successful preparation for the Presidency of the Council of the EU: experience of Lithuania

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# Content

- Preconditions for successful preparation
- Institutional structure
- Presidency programme
- Human resources
- Presidency budget
- Meetings
- Communication
- Lessons learnt



# Context

- First Lithuanian Presidency
- Brussels-based Presidency
- Not a *business as usual* Presidency: end of political cycle before EP elections in 2014
- Unexpected issues

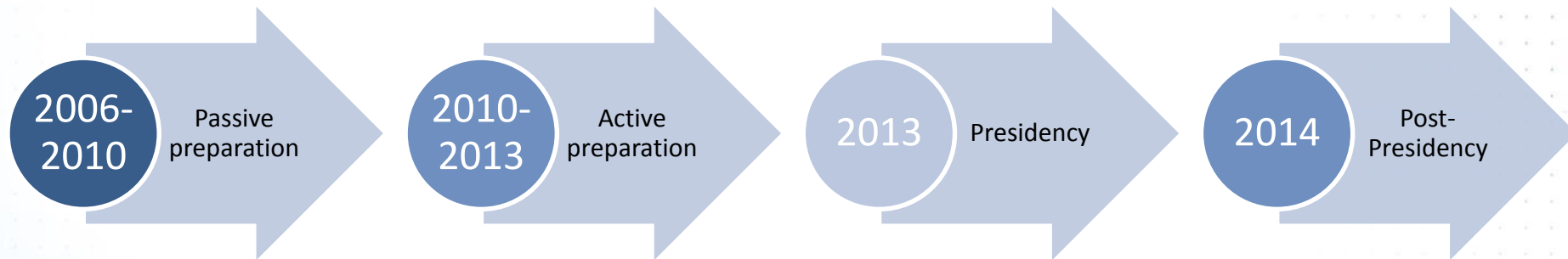


# Preconditions for successful Presidency



# Preconditions for successful Presidency (I)

Early start of preparation and expected results set



# Preconditions for successful Presidency (II)

## Political support and active involvement of the Government and the Parliament

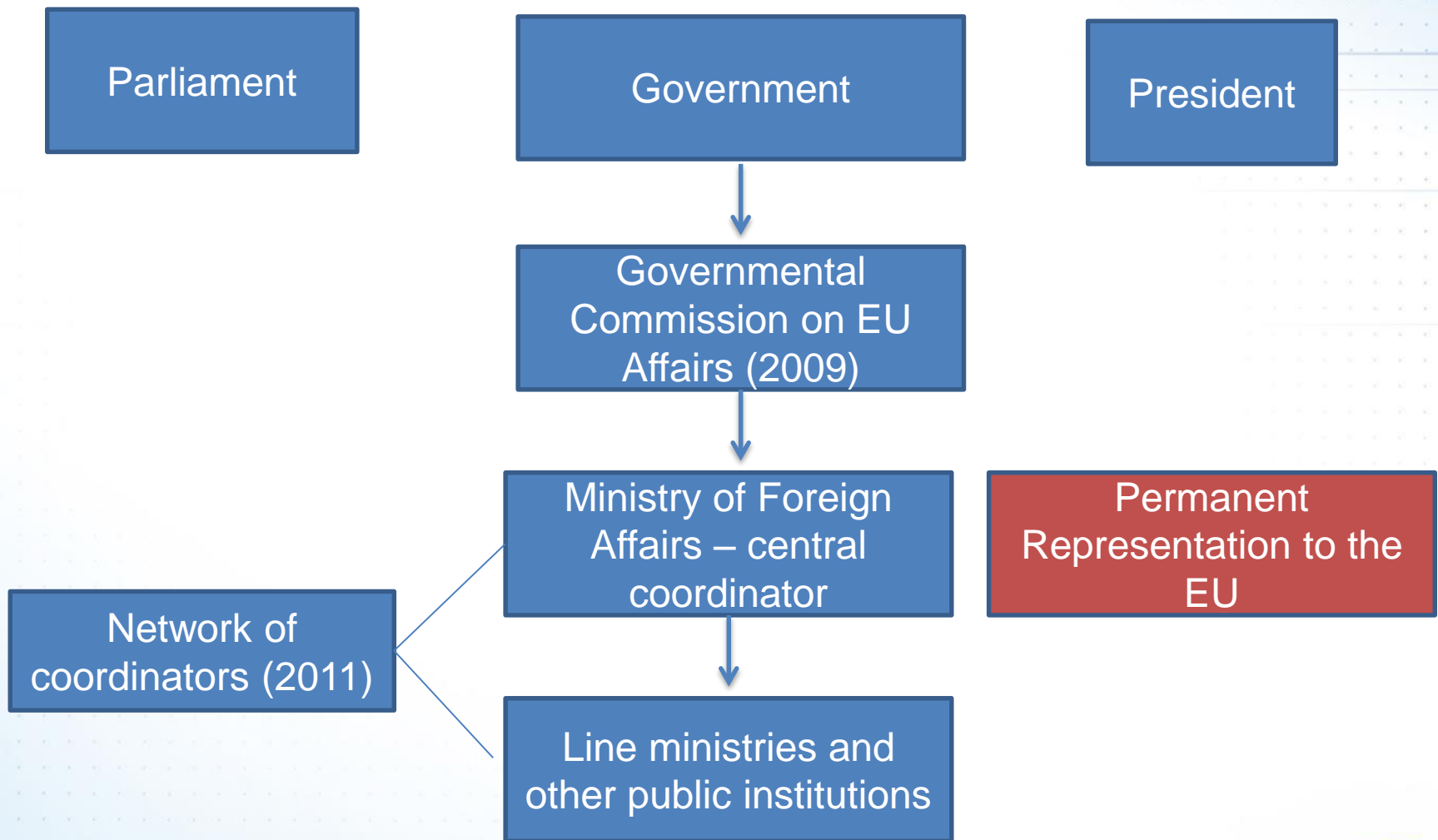
- **2010, 2011:** Seimas Resolutions on the Lithuanian Presidency of the Council
- **2011:** Accord of the political parties on the Lithuanian Presidency of the Council
- **2012:** Parliamentary elections and new Government [6 months before Presidency]



# Institutional structure



# Institutional structure (I)





# Institutional structure (II): MFA

All areas of preparation  
[except for Presidency  
programme]

Coordination of  
Presidency programme

Department of the Presidency  
of the Council of the EU

Planning and  
Coordination  
Division

Logistics  
Division

Communication  
Division

European Affairs  
Department

European  
Affairs  
Coordination  
Division

CSDP  
Division

EU  
Enlargement  
Division

Bilateral  
and  
Institutional  
Affairs  
Division

Baltic Sea  
States  
Division



# Presidency programme



# Drafting of Trio 18-months programme

Summer  
2011

- First request to line ministries for inputs on possible agenda

December  
2011

- First draft List of files (368) approved by the Government [updated during 2012 and I half of 2013]

July 2012

- Updated List of files (518) approved by the Government

July 2012

- List of files was sent to GSC as Lithuanian input into Trio programme

October  
2012

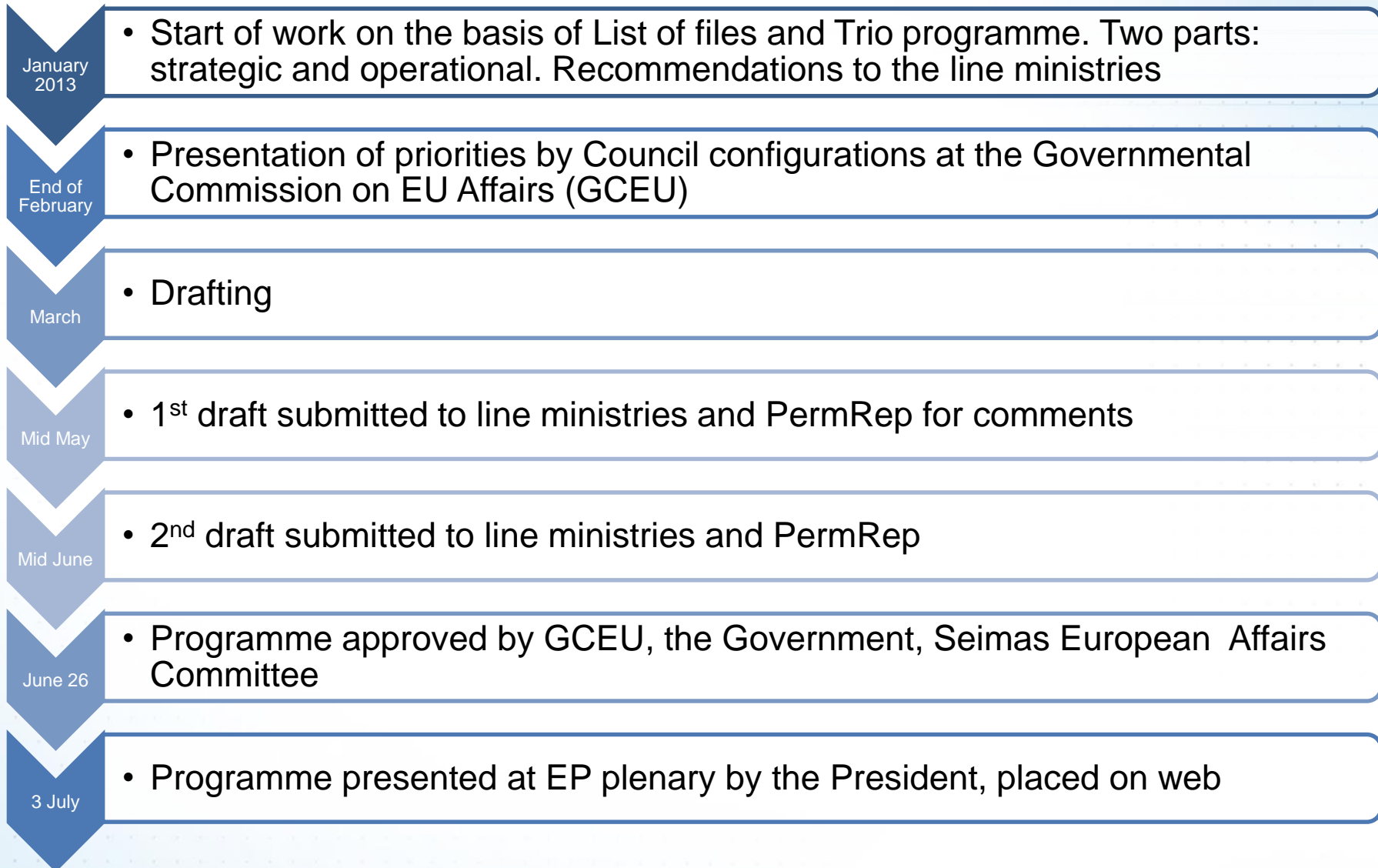
- First draft of Trio programme presented to Trio members for consultations. Three rounds of consultations among Trio, incoming Trio also consulted

11/12/2012

- GAC approved Trio programme



# National six-months programme



\* In June: Parliament set negotiating mandates in advance for each file (dossiers).



# Co-operation with other institutions

- General Secretariat of the Council
- European Commission
- European External Action Service
- Office of the Presidency of the European Council
- European Parliament
- Committee of the Regions, European Economic and Social Committee
- Think-tanks



# Focus on the European Parliament

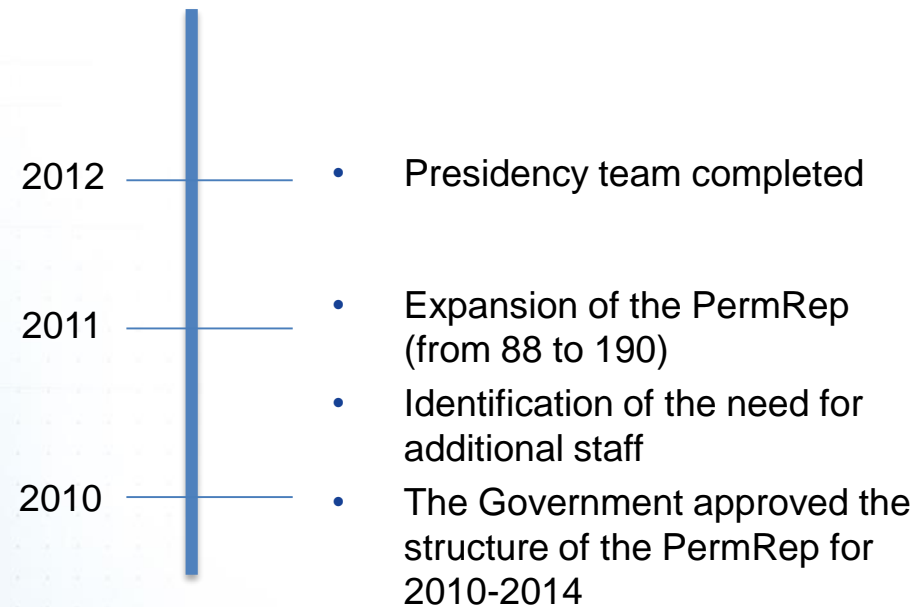
- **Good functional relations with the EP is precondition for successful Presidency**
- **The atmosphere and reputation of the Presidency in the EP is key to general impression of the Presidency in the public and the press.**
- **The role of EP as a co-legislator is more and more important:**
  - EP uses to the maximum its powers as co-legislator (Lisbon Treaty)
  - The key role of trilogues
  - 81 debates in the European Parliament, with participation of Lithuanian ministers/vice-ministers.
- **Some principles for successful work with the EP:**
  - Political nature of the EP is different from the Council
  - Establish contacts [with key persons] as early as possible and know the procedures
  - Designate one person for relations with EP.
  - Calendar (planning) is crucial



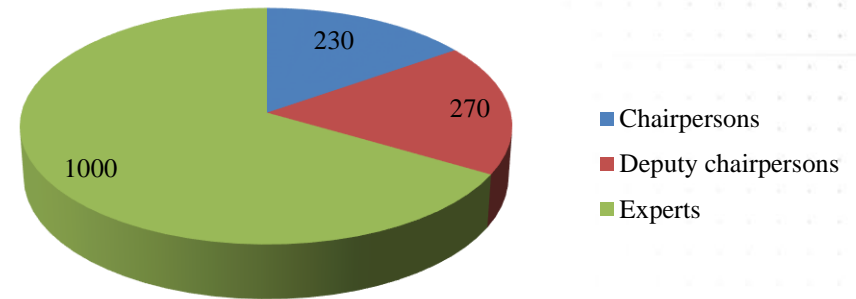
# Resources



# Presidency team (I)



**1500 persons**





# Presidency team (II)

## Reinforcement of:

- PermRep of LT to the Council of Europe;
- Embassy of LT to the Republic of Austria;
- Embassy of LT to Ireland;
- Embassy of LT to the Kingdom of the Netherlands and to the Organization for the Prohibition of Chemical Weapons;
- Permanent Mission of LT to the UN;
- Permanent Mission of LT to the UN Office and other international organizations in Geneva;
- PermRep of LT to the UNESCO

## Seconded experts

- From European Commission – 6
- From GSC – 1
- From the EP – 1
- From UK – 8
- From LV, NO, FR, DE, RO, SK, SE – 1 from each
- From IT - 2

## Others

- 80 liaison officers
- 60 volunteers



# Presidency team (III)

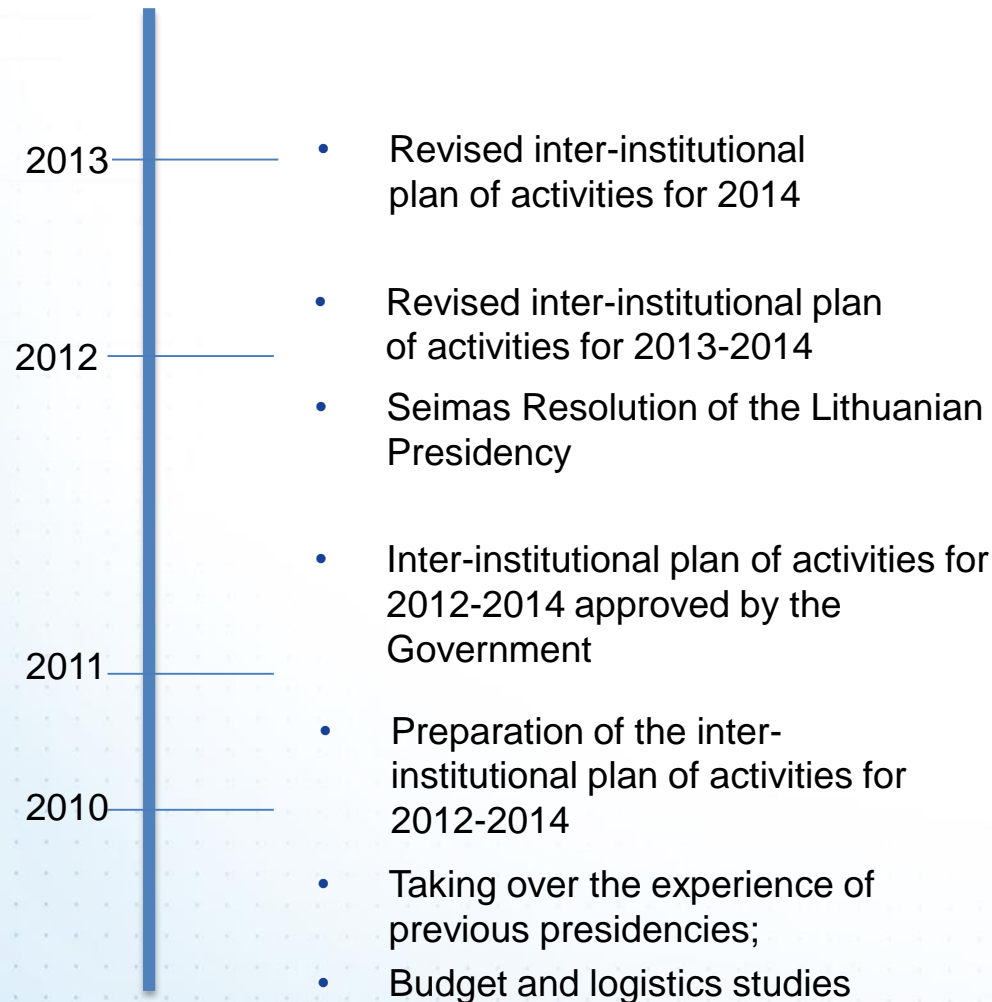
## Improvement of professional qualification

- Presidency-related trainings as part of broad training programme for representatives of Lithuania in the EU
- Target groups:
  - TG1 – high-ranking officials, politicians
  - TG2 – civil servants representing the interests of LT from the Capital
  - TG3 – civil servants representing the interests of LT from the PermRep
- **Training programme:** EU decision making, EU institutional structure, public speaking, negotiation skills, inter-cultural communication, impact assessment, co-operation with the EP, stress management, etc.
- More than 1500 persons participated in trainings both in Vilnius and Brussels.
- More than 230 internships organized in the PermRep and the EU institutions.
- Trainings financed by EU structural assistance.

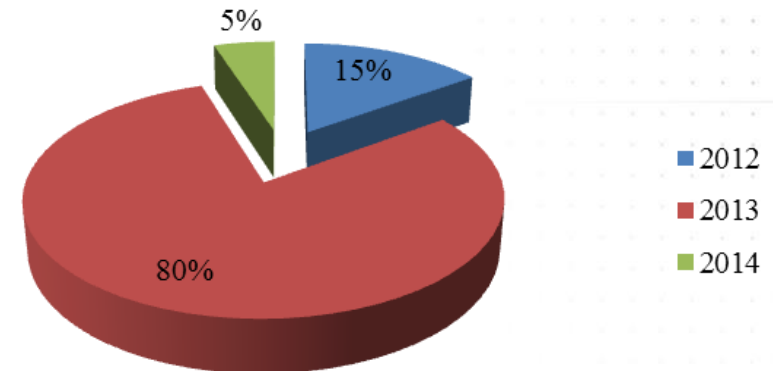


# Presidency budget (I)

Planned budget: 62,1 mln. EUR for 2012-2014



Presidency budget as per year



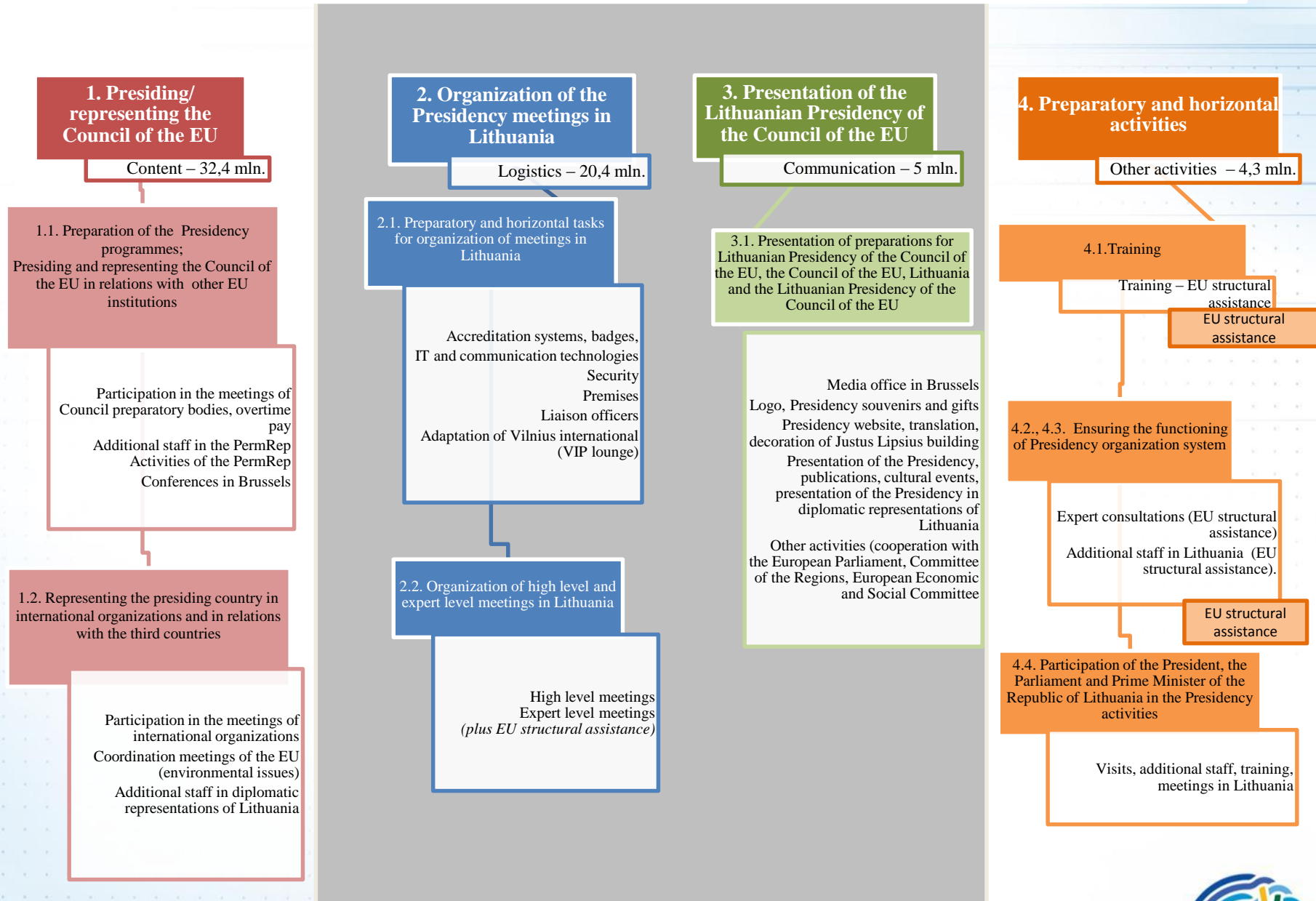
# Presidency budget (II)

Planned budget: 62,1 mln. EUR for 2012-2014

- Formed as an inter-institutional plan of activities
- Implemented by more than 30 governmental institutions
- The largest part of the budget (60 %) was administered by the MFA
- The Plan covered all new Presidency-related activities of all governmental institutions and finance needed to execute them
- The amount for each activity was calculated on the basis of agreed principles



# INTER-INSTITUTIONAL PLAN OF ACTIVITIES OF THE LITHUANIAN PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION (Presidency budget), 2012-2014 (62,1 mln. EUR)



# Presidency budget (II)

Actual budget: ~50 mln. EUR

## Decentralized part of the budget (administered by all institutions):

- Business trips to the meetings of the EU institutions and international organizations
- Presidency team in diplomatic representations
- EU coordination meetings (environmental issues)
- Specific activities (e.g. public security)
- Activities of the President, the Parliament and the Prime Minister

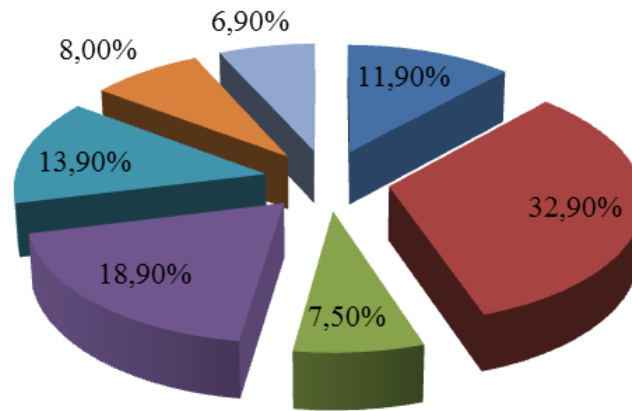
## Centralized part of the budget (administered by the MFA):

- Activities of the PermRep
- All Presidency meetings in Lithuania
- Presidency communication activities (except for promotion of Lithuania in Brussels)



# Presidency budget (III)

Actual budget: ~50 mln. EUR



- Participation in the meetings of EU institutions and international organizations
- Additional staff in PermRep and other diplomatic representations, their PRES-related activities
- EU coordination meetings and meetings of international organizations (environmental issues)
- Preparatory tasks for organization of meetings in Lithuania
- Organization of the meetings in Lithuania
- Presidency communication
- PRES-related activities of the President, the Parliament and the Prime Minister

## Savings:

- Less expense than expected: EU coordination meetings (environmental issues) and expert level meetings in Lithuania
- Sponsors
- Partners
- Strict control of expense





## Implementation of the projects financed from EU structural funds

- Improvement of Professional Qualifications of the Lithuanian Civil Servants Representing the Interests of Lithuania in the EU
- The promotion of Lithuania's networking in the EU
- Improving Efficiency of Lithuania's participation in EU initiatives
- Evaluation of Lithuania's participation in EU initiatives
- Improvement of Professional Qualifications of the officers of the MFA

## Main activities financed from EU structural funds:

- Trainings for Presidency team
- Additional staff in governmental institutions
- Consultations, conferences, discussions, other meetings
- Researches, recommendations on formation and implementation of EU policies
- Cooperation with NGOs
- Presidency website





# Public procurement

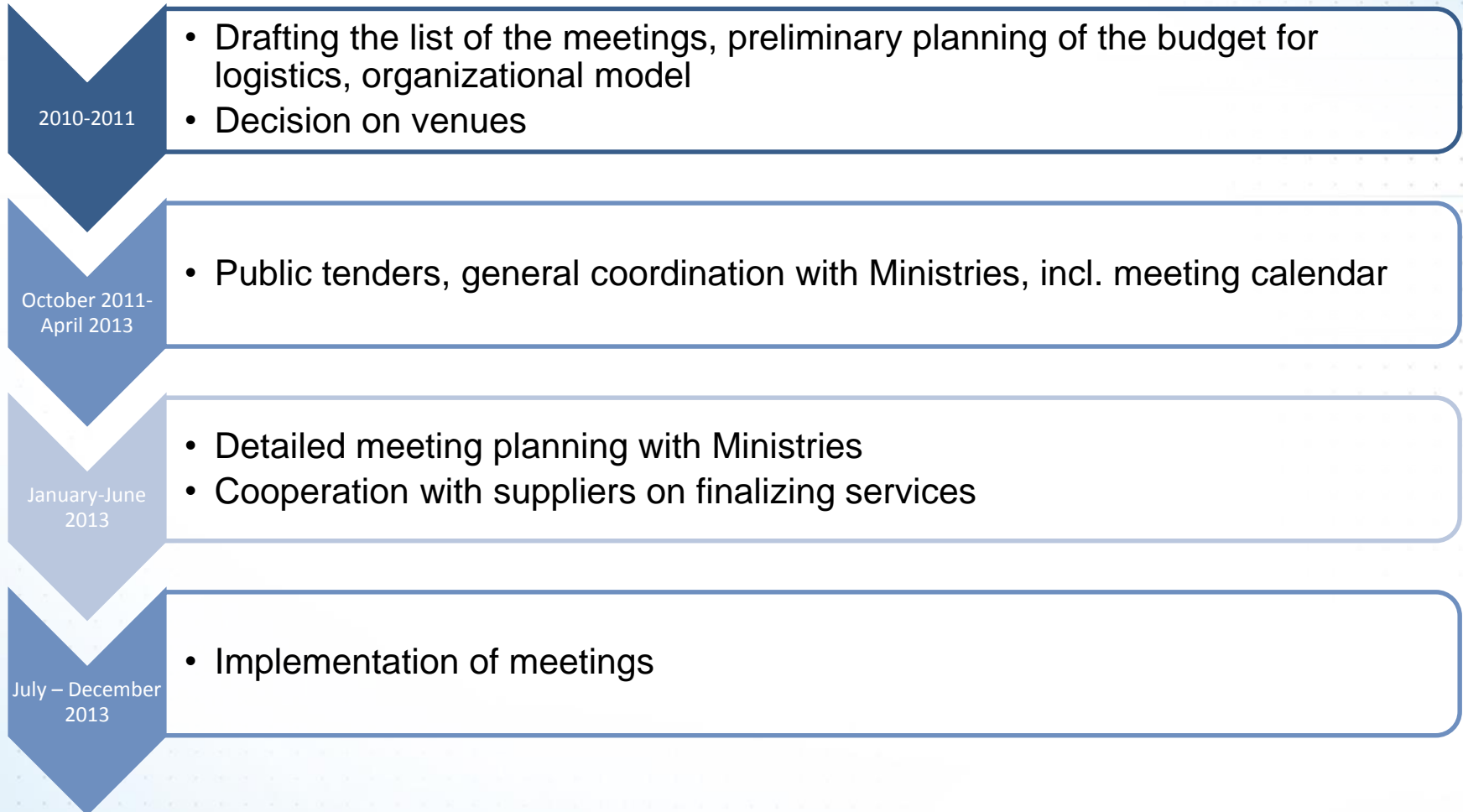
- 2011: intensive planning of public procurements of the Presidency
- 2012-2013: conducting of public procurements
- Almost half of the Presidency budget used
- Cooperation with the Central Project Management Agency and other institutions
- 30 large-scale public procurements planned
- Strict compliance with the Law on Public Procurement (no exceptions for the Presidency)
- High requirements for qualification of the tenders and quality of goods and services provided



# Meetings in Lithuania



# Timeline



# Classification of meetings in Lithuania

- **High level meetings:** meetings of the heads of states/ governments, informal ministerial meetings, etc. (22)
- **Expert level meetings:** conferences, working parties/groups, meetings of high level officials (189)
- **Parliament meetings:** high level meetings and conferences organized by Seimas (12)
- **NGO meetings:** meetings organized by NGOs, business, scientific, cultural entities, etc. (80)



# Main Principles

- Clear division of responsibilities
- Cost-effective
- Centralized budget and public tenders
- Centralized logistics for high level meetings
- High level events in Vilnius
- Expert level events – around the country



# High level meetings: division of tasks

## Department of the Presidency of the Council of the EU:

- overall meeting planning and the provision of the logistical framework:
  - Venues
  - Catering
  - Transport, coordination with VIP Protection department/police, airport
  - Liaison officers
  - Accreditation system
  - Accommodation
  - Interpretation
  - Gifts and profile material
  - Sponsorship agreements
  - Cultural programme, etc.

## Line ministries

- Agenda and general host role
- Provision of information for every relevant meeting to MFA
- Sending out meeting invitations and agendas



# Sponsors

## 5 main contracts signed:

- Krasta Auto (BMW limousines)
- Baltic Data Center
- DHL
- Orlen Lithuania
- Birštonas mineral water

14 partners providing Lithuanian products



**Krasta Auto**





# Venues for high level meetings

- 3 conference venues: National Gallery of Art, Palace of the Grand Dukes of Lithuania and Lithuanian Exhibition and Congress Centre „LITEXPO“.
- ”Back-to-back” approach allows to reduce expenses
- Improved service levels as a result of uniform standard and continuity





# Expert level meetings

- Preference for traditional meetings and the ones related to Presidency priorities
- Central budget at the MFA (with small exceptions)
- Public procurement carried out by MFA (5 Framework agreements, 24 Contracts for 17 institutions)
- Line ministries responsible for providing detailed information for public procurement
- Trilateral cooperation on implementing the meetings: line ministry, service providers and the MFA.
- 189 meetings organized, 20 000 participants.



# Presidency communication



# Focus Europe

## Credible Europe

- Restore confidence in EU economy

## Growing Europe

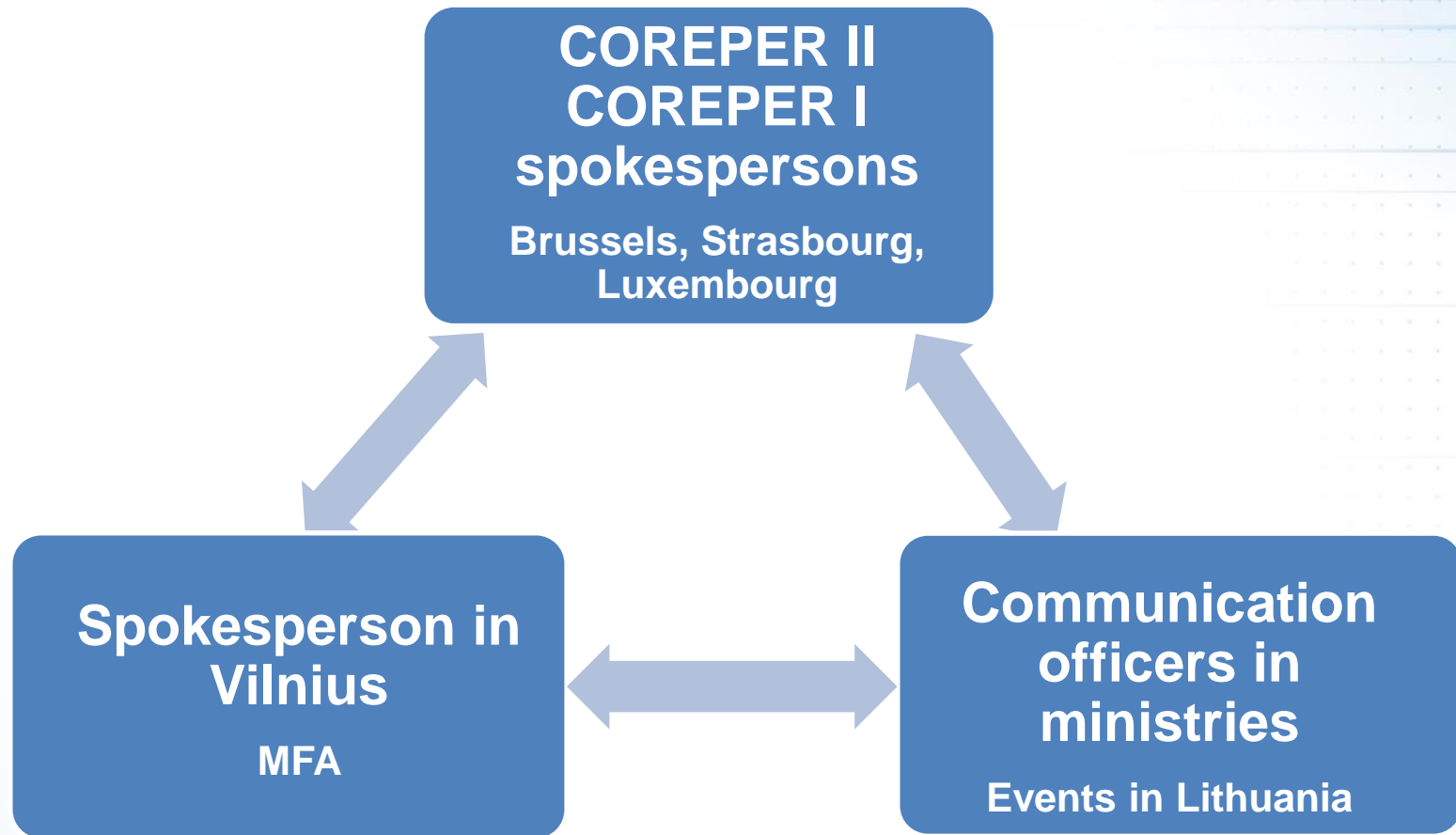
- Boost employment and competitiveness

## Open Europe

- Strengthen openness and security



# Who did what



# Website

- Main communications tool
- User-friendly, clear-structured design
- Audience-centred content
- Accessibility & visibility
- Integrated social networks

The screenshot shows the website's header with the logo, 'Lithuanian Presidency of the Council of the European Union 2013', and navigation links for 'News subscription', 'RSS', and 'For disabled people'. The main content area features a news article titled 'Lithuanian Presidency: Priorities Accomplished' dated 02 January 2014. The article includes a photo of a white daisy in a field of wheat and a caption identifying Ambassador Raimundas Karoblis. A sidebar on the right offers a 'Search by policy areas' menu with categories like General Affairs (GAC), Foreign Affairs (FAC), Economic & Financial Affairs (ECOFIN), and others. Below the article is an 'Events calendar' for December 2013.

This screenshot displays a news article titled 'EU should continue the work started by Lithuania' dated 14.01.2014. The article features a photo of two men, one in a Lithuanian coat of arms and the other in a European Union flag, with a caption identifying Dalia Grybauskaitė. The website layout includes a search bar, a 'Press Releases' section with a 'More news' link, and an 'Events calendar' for December 2013. A 'News subscription' form is visible at the bottom right, with a 'Subscribe' button and a link to 'About subscription'.



# Audience & Content

## Media, state & EU officials

Events calendar

Download PDF Print

Search Show all Advanced

28  
November

From 28.11.2013 to 29.11.2013

The 3rd Eastern Partnership Summit in Vilnius  
Lithuanian Exhibition and Congress Centre "Litexpo", Laisvės av. 5, Vilnius  
European Council Meetings

27  
November

From 27.11.2013 to 29.11.2013

Civil Society Conference "Eastern Partnership Reality Check: Political Challenges and Future Agenda for Civil Society"  
Business Centre "Merchants' Club", Gedimino pr. 35, Vilnius  
Conferences and seminars



18.12.2013, 21:47 (EET)

Lithuanian Presidency reaches agreement on Single Resolution Mechanism



18.12.2013, 17:13 (EET)

Lithuanian Foreign Minister Linkevičius: approved EU budgetary package and stronger Eastern Partnership – key achievements of the Lithuanian Presidency



18.12.2013, 16:54 (EET)

Lithuanian Presidency marks breakthrough in Montenegro's EU accession negotiations

## Wider public

### Explore Lithuania

Lithuania in 1 day

Lithuania in 3 days

Gediminas Castle was built and to date is one of the most beautiful Old Town embellishments. It is clearly visible from every place.



# Organization & Planning

## Team

- Web editors, social media experts, translators

## Creators of content

- Ministries, communication team in Brussels, web team

## Flow of information 24/7

- 920 press releases, speeches and articles published





# Social media



**Twitter accounts** @EU2013LT @EU2013LTpress



**Facebook**



**YouTube**





# Division of responsibilities

## MFA

- Spokesperson in Lithuania
- Coordinators of Media Centre
- Content editors
- Volunteers



## Ministries

- Communication officers in ministries
- Presenting ministers to the press
- Moderating press conferences, briefings
- Preparing press releases
- Coordinating Media Pools



# For Press

## 3-6 July

- Press trip

## 3-6 November

- Press trip (EaP countries)

## 11-14 December

- Bloggers trip
- Visits
- Interviews arrangements
- Media breakfast
- Specialized briefings



**Peter Spiegel** @SpiegelPeter

4 Jul

American guards #NATO border between #Lithuania & #Belarus with a very fine Bordeaux. #EU2013LT pic.twitter.com/JKdVQ9UgoY

Reply Retweet Favorite

Flag media



**LT EU Presidency** @EU2013LT

11 Dec

#EU bloggers visit Year of Citizens closing conf @jacqueszammit @NinaDSchick @justinetoms @EuropeanCitizen @AlesChmelar@IvetaKazoka & others

Retweeted by Christos Mouzeviris

Expand

Reply Retweet Favorite More



**Christos Mouzeviris** @phobitor

11 Dec

@EU2013LT @ #Vilnius #Lithuania 4 the closing #Conference of #EuropeanYearofCitizens2013. Beautiful city excelently organized. Thank you

Expand

Reply Retweet Favorite More

# Presidency logo



EU2013LT



- United European Union, common values, relations with the Baltic and the Nordic regions
- Brand book
- Launched on kites by President



# Visual style

## Traditional hanging decoration of straws “Garden”

- Justus Lipsius decoration
- National gallery of Art (Presidency venue)
- European Commission research centers in Italy and the Netherlands
- Ties and scarfs ornaments

## Justus Lipsius decoration project

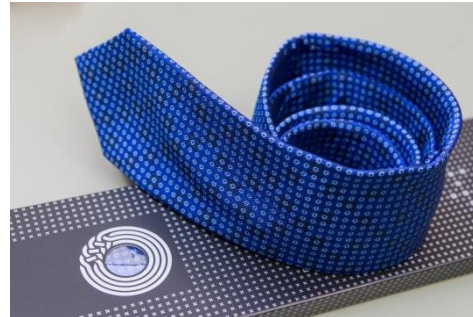
- Tribute to Lithuanian national culture
- Atrium decorated by installation “European gardens”
- 50th floor decorated by Lithuanian design and art works





# Presenting Lithuania. Gifts

## Ties and scarfs



## Gifts for high level officials



# Presenting Lithuania. Gifts

## Gifts for delegations



## Sets of stationery



# Presenting Lithuania. Opening ceremony

## Special event

- Grand Courtyard of Vilnius University on July 5, 2013

## Musical composition Sašauka

- Link-up of EU countries
- Performed by musicians from 28 EU countries

## Some 1000 guests

- Including President of Lithuania Dalia Grybauskaitė, President of the European Council, President of the European Commission, College of Commissioners, diplomats





# Presenting Lithuania abroad

## Concerts and exhibitions

- In more than 50 diplomatic missions around the world
- In prestigious art centres and concert halls

## Business and economy

- Interactive installation for target audiences
- Focused presentation on various fairs by partners “Enterprise Lithuania”, Tourism department

## VIALITHUANIA application

- Historic and cultural relations of Lithuania to the 27 countries of the EU
- Designed for Androids and iOS



Exhibition M. K. Čiurlionis. Dreams of Lithuania in Ghent



Interactive installation





# Special cultural projects

## Poetic documents



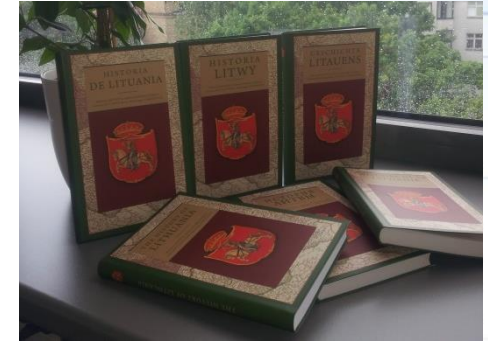
More than 100 photos and  
30 poems

## Documents of cinema



7 documentaries

## History of Lithuania



In 6 languages

## Lithuania in a mail parcel



10 Lithuanian objects inscribed  
into UNESCO heritage list

## Fragment of larger. Lithuanian contemporary art



20 contemporary Lithuanian  
artists in one exhibition



# Lessons Learned

1. Defining overall objective
2. Political consensus on Presidency goals
3. Early preparation
4. Focus on ongoing EU agenda
5. Clear coordination framework
6. Active collaboration with other EU institutions
7. Small budget, more mobilization
8. Engagement with partners: business, NGOs
9. High standards for meetings
10. Coherent programme representing Lithuania and Presidency abroad



**Good luck!**

