

The image shows two flags flying against a clear blue sky. On the left is the flag of the European Union, featuring a circle of twelve gold stars on a blue background. On the right is the flag of Sweden, featuring a yellow Scandinavian cross on a blue background. The flags are mounted on white poles with gold finials.

# Preparing for Sweden's EU Presidency, autumn 2009

# The Government's goals for the Presidency

- **The Government will conduct an effective, open and results-oriented Presidency in the interests of all Europeans**
- **The Government will advance the EU's common issues and Sweden's priority issues (including energy and climate as well as the need for overall reforms)**
- **The Government will strengthen Sweden's role in the EU, serve the EU's interests and strengthen the EU's role as a global actor**

# Conditions in 2009

- An autumn Presidency
- A newly-elected European Parliament
- A Commission entering office
- Possibly a new Treaty



# Planning of policy issues

- **Inventory of policy issues**
- **Council agendas autumn 2009**
- **18-month cooperation**
- **Six-month programme**

# Priorities for the Ministry of the Environment

- **Climate change**
- **The marine environment**
- **Biological diversity**
- **Eco-efficient economy**

# Catchwords for communications

- **Openness** (public access, transparency, accessibility, dialogue)
- **Clarity** (easy to understand, targeted, practical)
- **Objectivity** (correct, credible)

# The Presidency logo



# Politics and social media

- <http://carlbildt.wordpress.com/>
- <http://www.kremlin.ru/eng/sdocs/vappears.shtml>
- [http://community.livejournal.com/blog\\_medvedev](http://community.livejournal.com/blog_medvedev)
- <http://www.whitehouse.gov/>

# Options for politicians?

- **Create a new platform**
  - have an idea
  - do not try to control
  - be there and be personal

# Options for politicians?

- **Be active where everybody else is**
  - are you an interesting person?
  - do not imagine that this is a place for delivering one-way messages
  - interact and be aware of all the others
  - respect the platform

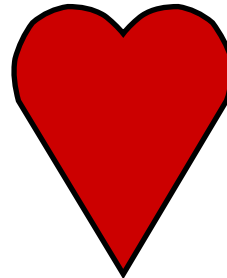
# Options for politicians?

- **Listen to the debate – and interact in conventional media**
  - action timing

# Summing up....

- [www.se2009.eu](http://www.se2009.eu)

- politics + social media =



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