



London Charter (17 March 2017, Club of Venice StratCom seminar)

Communication directors and senior communication specialists from the EU Member States, institutions and candidate countries,

convened to the seminar "StratCom-Strategic Communication Challenges for Europe" co-organised by the Club of Venice and the UK Government Communications Service,

hereby share common views on the need for reinforced cooperation to safeguard objective communication values, assure impartiality and promote transparency.

To contrast the current threat to free communication and pluralism, they agree to multiply their efforts and seek synergies to contribute to the management and the solution of crises by:

- enhancing inter-governmental cooperation in strategic communications;
- supporting public communicators and their partners/multipliers/opinion makers in regions with geo-political instability in their work to promote, spread and defend the democratic processes and values;
- ensuring support to the media and the organisations who are engaged in the defence of freedom of speech, pluralism and transparency;
- neutralizing fake news to prevent public audiences' misperception and misinformation in today's post-truth actuality;
- facilitating resilience-building in response to growing nationalism, extremism and populism;
- communicating strategically the benefits that the EU has brought and can bring to the regions concerned, elaborating objective and concrete narratives for both internal and external audiences;
- regaining citizens' trust and confidence in public authorities; engaging in communication activities aimed to improve liaison between politics and citizens and dialogue with all sectors of society;
- reinforcing collaboration among communication practitioners by cross-collaboration in training activities, visits' programmes and on line interconnections;
- using the Club of Venice network as a permanent platform for further reflection to help improve StratCom capacities, in liaison with the formal governmental and institutional agenda, and in close collaboration with the European External Action Service (EEAS) and the European Strategic Communication Network (ESCN).