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## **Communicating with citizens of the EU is central.**

This however often takes place through media and multipliers.

As regards to the citizens in general, the Commission wishes to:

- Inform citizens of roles and actions of the EU, and in particular of the Commission;
- Engage with citizens through an open dialogue on the EU and its policies;
- Create political understanding and support

The Commission's general communication objective is

- to raise awareness of the EU and
- build support

for its [Policies](#) and [Objectives](#) across the [Member States](#) and around the world.

In doing so, it must

- ensure the coherence
  - of its messages and
  - of its [Corporate image](#) so as to
- ensure the efficient impact of its communication.

## **Read Also**

- [Digital Agenda for Europe](#)
- [File:Communication-objectives.pdf](#) Communication objectives - from White Book on Communication by DG COMM
- [COMMUNICATION TO THE COMMISSION Communicating about Europe via the Internet Engaging the citizens](#) SEC (2007)1742 Brussels, 21 Dec. 07