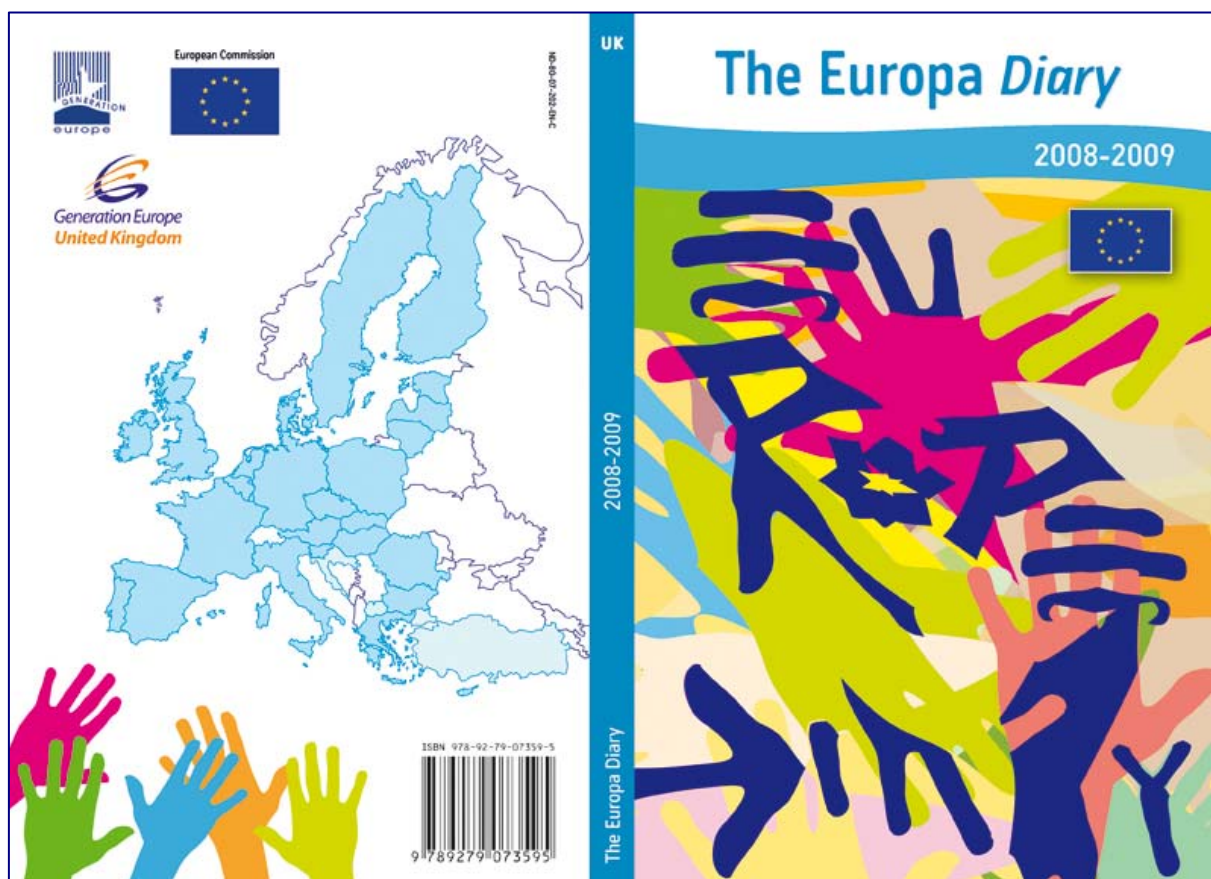


Europa Diary

Framework Contract SANCO/2005/B1/021 of 26.06.2006 Amended
by Supplement n° 1 signed on 26/06/2007

Final Report of 2008-2009 editions



July 2008

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Summary

In September 2007, Generation Europe and its national partners started work on the fifth edition of the Europa Diary and teacher manual under the terms of our Framework contract.

In addition to the Commission's lead Directorate General (DG Consumer Affairs), eight other DGs participated in the funding and in the editorial content of the Diary; DG Communication, DG JLS, DG Relex, DG Research, DG Trade, DG Enlargement, DG Development, and DG Environment. This added a wide range of topics hitherto not included in the project but the learning curve of the new participants created some initial deadline challenges. The additional funding enabled, however, a print-run of 2,814,250 copies.

After inviting 48.000 schools in the 27 member states to order online, Generation Europe together with its national partners produced and delivered

**a total of 2,814,250 educational diaries,
together with 94,428 teachers' kits, in 29 editions
to over 18,000 destinations
in 27 countries.**

What follows is an outline of the work we accomplished, the lessons learned and plans for the 2009-2010 edition. Although many new DGs supported this project, we were still unable to provide sufficient copies to satisfy the demand from schools. It should also be noted that we did NOT hold any major press or media activities – for fear of attracting negative coverage since there were no extra quantities available.



National Partners

National partners have an important role to play in promotion, localisation and direct contacts with schools. For the 2008-2009 editions, we kept most of our national partners except for Poland, Hungary, the Netherlands, Spain and the UK. Our national partners have the skills necessary for the implementation of this project, i.e.:

- Their experience in consumer and current European affairs and in working with young people;
- Their experience in editorial work leading to publishing;
- Their experience in working on European projects;
- Their experience in dealing with national authorities as well as the media;
- The extent of their resources.

The following organisations were instrumental in editing, promoting and distributing the 2008-2009 editions in all EU Member-States:

Austria

Verein für Konsumenteninformation



Belgium

Fondation Génération Europe
CRIOC/OIVO



Bulgaria

Българска Национална Асоциация на Потребителите
(Bulgarian National Consumer Association)



Cyprus

Generation Europe Hellenic Foundation



Czech Republic

Generation Europe - Česká Republika



Denmark

Allinfact



Estonia

HeadEst



Finland

Kuluttajavirasto



France

Institut National de la Consommation



Germany

Stiftung Warentest and VZBV



Greece

Generation Europe Hellenic Foundation



Hungary

Association of Conscious Consumers*



Ireland

Léargas



Italy

Unione Nazionale Consumatori



Latvia

Eurodesk



Lithuania

Lietuvos vartotojų institutas



Luxembourg

Fondation Génération Europe
Ministère de l'Economie, Direction de la Concurrence et de la
Protection des Consommateurs

Malta

Office of Fair Trading



Netherlands

Bertelsmann – Arvato*



Poland

Centrum Edukacji Obywatelskiej*



Portugal

DECO (lead partner)
Centro de Informação Europeia Jacques Delors



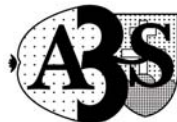
Romania

Fundația Generation Europe - România



Slovakia

Association of Consumer Organizations in Slovakia



Slovenia

Zveza potrošnikov Slovenije



Spain

Generation Europe Spain and Summa Campus*



Sweden

Badgeboard/Generation Europe Sweden



United Kingdom

Generation Europe UK



**Indicates new partners. We would like to acknowledge the help received from the EC Representations in several countries and in particular for advice on new partners in Poland, Hungary and Sweden.*

The level of co-operation we received from each of these partners varied but was on the whole outstanding, as can be seen from the minutes of our de-briefing meeting of June 26/27. Our national partners have made this project their own and have, in most cases, incorporated it into their own development strategies.

This has begun to bear fruit in that many of them have managed to grow awareness of the project at national level, and are increasingly in a position to seek national funding.

In addition, efforts are now being made to communicate with the regional authorities (directly and through the Committee of Regions) who could potentially customise editions and thereby help increase the quantities available to schools.

We will, as in previous years, evaluate the performance of our national partners and look for alternatives in countries where results have disappointed.

Work Plan

Promotion to schools & ordering system

Our first action was to inform schools across the European Union of the upcoming publication of the Diary, and to invite them to order copies. We requested each of our partners to update their national mailing lists to schools, as well as to translate a brochure, letter & order form for each edition. Depending on the country, we used a completely new list, used the same list as the previous year, or used a shortened list from the previous year. Whichever option was chosen, schools who ordered the previous year were put on the mailing list for the 2008-2009 editions.

Final numbers for the mailing in each country were as follows:

<u>Edition</u>	<u># Schools in mailing</u>
Austria	866
Belgium (FR)	836
Belgium (NL)	847
Bulgaria	1,082
Czech Republic	1,521
Denmark	716
Estonia	431
Finland (FIN)	589
Finland (SW)	80
France	2,698
Germany	5,872
Greece	1,681
Hungary	1,241
Ireland	848
Italy	2,483
Latvia	452
Lithuania	1,354
Luxembourg	42
Malta	71
Netherlands	1,772
Poland	2725
Portugal	426
Romania	1,563
Slovakia	703
Slovenia	185
Spain	4,489
Sweden	985
<u>United Kingdom</u>	<u>4,649</u>
TOTAL	41,207

Although it was possible for schools to order diaries by completing and returning their order form to our national partners, we once again encouraged schools to order on-line using their specific “school code” (printed on the promotion letter) and the great majority of them did so. This year, very few orders were received on paper and some of our national partners are considering removing this option altogether for the 2009/2010 edition.

This limited mistakes, both in order quantities and delivery addresses, allowed schools to modify their order at any time until the end of the ordering process, centralised all the order information (allowing us to have a real-time view on the progress of orders). Above all it limited the demands on our national partners, who only had to verify orders that did not come in with a school code, orders which requested more than a reasonable number of copies (each national partner was able to decide what it considered to be a “reasonable” order size for an average school in its country), and in some countries, orders for purchased diaries.

- A total of 17,610 ‘valid’ orders were received. Of these, very few generated difficulties with delivery due to incorrectly entered addresses and were easily resolved;
- Schools ordering on-line were able to subscribe to a mailing list, and are thereby included in a cost-effective communication process about this initiative;
- As we were able to track the progress of orders in real-time, we were able to reallocate copies between the various editions as a function of actual demand;
- We are now in a position to send to each of our national partners a full list of schools: (1) who ordered; (2) who received the mailing but did not order. Our national partners will work off of this list to prepare their mailing lists for the 2009-2010 editions.

Orders

We had initially estimated the number of copies to allocate to each edition as a function of quantities ordered the previous year. We then adapted this quantity as a function of actual supply and demand and of additional funding received, both centrally (copies proportionally allocated to countries where demand outstripped supply), and nationally (copies allocated to the country where additional funding was received):

Edition	Qty. foreseen	Qty. Ordered	# Schools
Austria	50,000	48,075	416
Belgium FR	65,000	59,475	348
Belgium NL	45,000	46,950	278
Bulgaria	60,000	57,625	637
Cyprus	30,000	29,225	*
Czech Republic	115,000	112,275	772
Denmark	40,000	28,675	327
Estonia	30,000	26,225	360
Finland FIN	40,000	33,300	339
Finland FS	10,000	3,775	51
France	250,000	287,250	1,081
Germany	400,000	486,375	3,657
Greece	110,000	141,100	956
Hungary	60,000	63,200	491
Ireland	25,000	23,100	318
Italy	140,000	168,550	539
Latvia	25,000	23,550	296
Lithuania	60,000	63,375	741
Luxembourg	5,000	6,275	19
Malta	10,000	8,925	48
Netherlands	50,000	42,350	281

Poland	250,000	229,575	1,012
Portugal	60,000	68,125	301
Romania	225,000	251,500	1,318
Slovakia	50,000	50,775	382
Slovenia	30,000	25,825	144
Spain	200,000	180,550	1,291
Sweden	25,000	22,475	126
United Kingdom	300,000	225,775	1,081
Total	2,760,000	2,814,250	17,610

* The Cyprus edition was delivered to schools by the Ministry of Education in Cyprus, who also purchased 10,000 additional copies.

Additional Funding obtained

Printing of additional copies has been secured from the following sources:

Cyprus – Ministry of Education	10,000 copies
Greece – Ministry of the Environment, Ministry of Health and Social Solidarity	15,000 copies
HELP anti-smoking campaign (DG Health)	25,000 copies
CEPI - European Paper Industry	17,775 copies
Region of Lazio	10,000 copies
European Parliament – 2 Bulgarian MEPs	10,000 copies

As usual, although we did not advertise the Diary very much in the mass media, the demand for the diaries was huge, exceeded supply, and requests for diaries continue to arrive (in June 2008). We believe that if we were going to promote the existence of the Diary further, at least an additional million copies would be required to satisfy demand.

Development

Graphics

A new cover was selected as a result of a competition which was advertised in the 2007-2008 edition. Over 600 submissions were received, and evaluated by a Panel consisting of representatives from the European Commission, from Generation Europe, as well as two graphics and communication experts. The winning entry was that of a young Italian designer, Mattia Bergamini. This competition will be repeated for the 2009-2010 edition.

As for the previous editions, the editorial pages were grouped together at the front of the diary as opposed to being dispersed throughout the diary in between the calendar pages.

Feedback on this design has been very positive, texts are much clearer and more legible, and the balance between texts and graphics is also said to be very good. We are considering, however, revamping the entire look of the 2009-2010 edition so as to bring it more up to date with current graphical trends.

Editorial

The editorial followed the same objectives as for previous editions, namely:

1. Ensure that the messages which the Commission wishes to communicate are included in the content;
2. Ensure that the content presented in the Diary provides a close enough fit with the national school curricula so that teachers can actually use it in the classroom.

We continued our research and consultations with DG SANCO, DG ENVT, DG COM, DG RTD, DG RELEX, DG TRADE, DG DEV, DG JLS, DG ENLAR, organisations concerned with consumer affairs and young people (not the least of which our national partners). We also analysed reactions to the editorial content for the 2006-2007 edition, in order to arrive at an editorial content that would be even more informative, fun and useful for young people as well as their teachers.

Some of the texts from the 2006-2007 editions were touched up, many of them were completely re-written and new texts were also developed for the newly participating Directorates General. The end result was a “menu” of texts from which partners could select to fill 96 pages.

The editorial content was re-organised so that it was divided according to topic as opposed to participating DG. This we found have found to be a good approach given the increasing number of participating DGs and the inter-relatedness of many of their concerns: trade, external relations and development aid for example cannot be discussed entirely in isolation from one another. We intend to continue this approach for the 2009-2010 edition.

We also developed a Teachers’ Guide that referred to the texts contained in the editorial and suggested classroom activities – worksheets, discussions, role-playing etc. Some of these activities were adapted from last year whereas others were written to fit in with the new texts.

For the 2008-2009 editions and following demand from teachers, we will also publish the individual worksheets – as well as all those we have published in the past – as stand-alone exercises, available in Word and PDF, to be downloaded from our Intranet. We also intend, in some countries, to assemble panels of teachers to review the Teachers’ Guide; a request for volunteers which we sent out in April 2008 generated expressions of interest from over 60 teachers.

Diary Specifications

In summary, we developed 30 different versions¹ of the following:

Diary:

- Format: 13.5 cm wide x 20.3 cm high
- 128 week-to-view calendar pages in two colours with a “page strip” (quote/fact/question) at the bottom of each page (256 page/day pages for Belgium and 144 2 days/page pages for France). Calendar pages cover August 2009 – August 2009.
- 96 full colour editorial pages (some countries had extra pages following on national funding)

¹ One for each country, except Belgium (French + Dutch) and Finland (Finnish + Swedish); in Ireland, one edition contained two language versions (English/Irish).

- Messages from the Commissioners of the participating DGs in their countries, otherwise from President Barroso.
- Back inside cover in some cases included logos of organisations that had been particularly helpful at national level.

Teachers' Guide:

- Format: 19.5 cm wide x 26 cm high.
- 32 perforated pages in two colours containing 12 Activities, in addition to the teachers' questionnaire.

Overall Process

The process of getting the diaries together was in fact a relatively simple one, however approval of the texts did this year cause more significant delays than has ever been the case. This is due to the greater number of participating DGs, as well as to the fact that for many of these DGs, this was their "first time" working with us, and working on this particular type of youth communication exercise.

- Write the texts (July-November 2007)
- Have the texts validated by the participating DGs (October – December 2007)
- Create the graphics for the texts (October – December 2007)
- Translate the texts (October 2007 – February 2008)
- Localise the texts (November 2007 – February 2008)
- Pre-press (with modification of the graphics in each edition so as to accommodate differing text lengths) (December 2007 - March 2008)
- Creation of graphics for national pages & pre-press of national pages (January – March 2008)
- Proof-reading (February – March 2008)
 1. By Generation Europe
 2. By the national partner (+ Signature of a "Bon à tirer")
 3. By the European Commission (all participating DGs) (+ Signature of a "Bon à tirer")
 4. And one last time by Generation Europe
- Create the final CDs ready for print (March – April 2008)
- Sign the final "Bon à Tirer" (March – April 2008)



Printing

This year and due to the increased number of copies, we worked with two different printers – our usual printer (Lannoo) in Belgium, and Nasmania Printers in Greece. We began printing the calendar pages for the large editions in January, and printed all the covers and teachers' guides in February so that printing of all of the editorial pages could begin in March and the first editions could leave and be delivered to schools starting from late April.



Deliveries

The various print runs were scheduled as a function of school holidays, i.e. had to be scheduled around the Easter holidays, the May holidays, and the Summer holidays which in some countries begin end of May. Also it was necessary to deliver the diaries to schools well before the Summer holidays started so that our delivery would not be lost in the end-of-year rush. The planning also needed to give the printers as well as the transport company some margin for delays, and we asked UPS to increase their capacity to 25 palettes/day (from 12/day last year).



We had hoped to ship all the diaries printed in Greece via UPS Greece however the price offer was such that we ended up transiting the German, French and Polish editions through UPS Belgium. The Romanian edition was distributed, like last year, to the regional educational inspectorates who took care of redistributing the diaries to schools that had ordered them; the Cyprus edition was shipped directly by boat and the Greek edition was distributed via a local

courier company.

Working backwards from all this, the print runs were delivered as follows:

Edition	Delivered to schools in week
Estonia	17
Finland (FIN)	17
Finland (SW)	17
Ireland	17
Latvia	17
Cyprus	19
Romania	19
United Kingdom	19
Hungary	20
Lithuania	20
Portugal	20
Poland	20
Sweden	20
Slovenia	20
Denmark	21
Spain	21
France	21
Austria	22
Czech Republic	22
Germany	22
Malta	22
Netherlands	22
Belgium (FR)	23
Bulgaria	23
Belgium (NL)	23
Greece	23
Italy	23
Luxembourg	23
Slovakia	23

The same delivery mechanism was used as last year, i.e.:

- All diaries were packaged in boxes of 25 copies and schools had to order quantities in multiples of 25;
- In order to minimise handling, UPS strapped together boxes that were part of the same order (e.g. a school ordering 1 box received 1 box; a school ordering 3 boxes had 3 boxes strapped together into one package; a school ordering 8 boxes received 2 packages of 4+4 boxes).
- The transport company labelled the boxes with machine-readable labels. The addresses for the labels were exported from the on-line order database (the addresses were first checked and validated) thereby minimising errors.
- The delivery status could be tracked on-line, so that we and our national partners were both able to inform schools that contacted us on the status of their order.
- In addition, live data on the status of each package was downloaded and analysed daily, which allowed us to pre-emptively address most problems (e.g. we were able to see that a first delivery attempt failed because the transport company could not find an address, we were able to contact the school, ask for directions & supply this to the transport company for the second delivery attempt on the next day).
- Except for Cyprus, where the Ministry of Education undertook delivery of diaries to schools, and Romania, where this was done by the Regional education inspectorates, all packages were delivered to the schools and signed for, so that we have proofs of delivery for each order (See Annex).*

Note: In Greece, we have paper proofs of delivery. These can be supplied upon request.

Questionnaire

Like last year, a questionnaire was developed in order to elicit feedback from teachers using the diary. This questionnaire was printed in the Teachers' Kit however an on-line version was also developed and available on-line starting from September.

A Summary of the responses to the 2007/2008 edition was delivered with the third Interim Report.

The same timing is planned for the questionnaire linked to the 2008-2009 editions.

Promotion & Visibility

Media

In light of the “limited” number of Diaries available, and in order to minimise any “negative” publicity we would have garnered by having to turn down orders, we have as usual kept a low profile among the mass media. *During the online ordering process (December/January) however we encouraged our national partners to promote to schools via their websites and by follow-up contacts to schools.*

The consequences of “too much” publicity were clearly seen after a presentation by Commissioner Kuneva at the European Parliament in February 2008: we and our German, French and Belgian national partner in particular, were flooded by requests for Diaries from schools as well as private individuals, MEPs, regional authorities – all of which were requesting hundreds of free copies.

The film broadcast in February 2008 on EURONEWS about the Europa Diary initiative showing, inter-alia, Commissioner Kuneva discussing consumer issues in schools in Romania and in Belgium, created immediate demand from the public. Many organisations and parents were prepared to buy the diaries and requests came (and are still coming several months later!) not only from EU member states but from countries as far as China and Brazil. Unfortunately it was not possible to increase the print-run

As a direct result of this initiative, several European Commission Delegations requested copies and we delivered boxes to Bern, Geneva, Columbia, Washington, Kazakhstan via DG Relex. We also sent PDF files to the Commission Delegation in Ukraine who is planning to publish a Russian edition.

Any promotional work we do in the future will have to be particularly mindful of the following points:

- Ensure that sufficient quantities are available to meet demand; otherwise the negative publicity will be greater than the positive; this means that the timing of any media activities must be sufficiently early for us to order extra paper and reschedule printing i.e. from November – December.
- Ensure that the target audience of the Diary (teachers, who order for entire year groups in their school) is clearly communicated;
- Ensure that the ordering deadline is also made very visible in all communications.

Public Authorities

We have encouraged our national partner to keep close contacts with their national authorities, including Ministries of education, consumer affairs, environment... as well as regional authorities.

The Region of Lazio has funded the printing of a ‘customised’ edition for distribution to students in its Region; this customisation involves the inclusion of the region’s logo on the back cover of the relevant copies as well as the inclusion of 8 editorial pages at the front of the Diary on the Region’s on-line initiatives concerning consumer affairs for young people.

We have also initiated contacts with the Committee of the Regions and will pursue this in September.

Finally we spent considerable time lobbying the French authorities in order to produce a “French Presidency” edition however this bore no fruit.

Newsletter

We produced a first of 3 annual newsletters in 28 versions. This newsletter is addressed to teachers, and sent by e-mail as well as being available in PDF. The newsletter serves to underpin our links to schools in order to keep the ‘Europa Diary’ in teachers’ minds between the various stages of the project. The April 2008 issue covered the following topics:

- Distribution figures;
- Presentation of participating DGs and their themes;
- Request for volunteer reviewers for the Teachers’ Guide;
- Upcoming Diary Cover competition;
- Miscellaneous initiatives of interest to schools, undertaken by Generation Europe and/or its national partners.