

THE COMMUNICATION STRATEGY FOR ENLARGEMENT IN THE APPLICANT COUNTRIES

PROGRESS REPORT 3 [APRIL 2002]

The European Commission published in March 2002 its first report on the implementation of the communication strategy for Enlargement, covering the period since the launch of the strategy in May 2000. The report is available at http://www.europa.eu.int/comm/enlargement/communication/pdf/explaining_enlargement.pdf.

The following is a monthly update of that report, covering [...] 2002. It lists the various activities carried out as part of the communication strategy for enlargement in the candidate countries, and provides background material, such as opinion polls. For more information on the situation of public opinion, please see the section on the enlargement web site at <http://europa.eu.int/comm/enlargement/opinion/>.

For more information on the activities of the Commission Delegations in the candidate countries, see [link to the new part of the “Who does what” section listing the individual delegations]

The DG Enlargement Information Team

The COMMUNICATION STRATEGY ON ENLARGEMENT

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This is the third regular monthly update of that report, including information from the candidate countries, as well as important background material, namely opinion polls. The period covered is the month of April 2002.

THE COMMUNICATION STRATEGY IN CANDIDATE COUNTRIES - GENERAL

- The summary of April activities in the framework of the decentralised Communication Strategy shows that a wide range of activities is now run in all candidate countries. The Convention on the Future of Europe continues to remain a focal point of the debate on Europe in most countries.

What the polls say

- The regular monthly survey commissioned by the Delegation in Bulgaria (1022 people over 18, in 180 sampling points) shows a return to the levels of positive attitudes towards the EU evident in February before the start of the debate on the issue of decommissioning of Kozloduy N-units. The rate of approval now is at 69%.
- According to the agency GfK Praha, the number of Czechs who would vote in the referendum against the accession of the Czech Republic to the European Union is increasing. The public opinion poll conducted by the agency ascertained that this year in April 36 % of the people would vote against membership in the EU – an increase of 16 points. 41 % out of 1000 respondents spoke in favour of accession, one fifth of the citizens, i.e., 23 per cent, did not have an answer.
- EMOR's monthly public opinion poll showed that support for the EU among Estonia's population has remained stable. Among the total population, 55% were in favour or rather in favour of the EU, 35% rather opposed or opposed the EU and 9% had no opinion.
- The rate of positive attitude towards the EU accession in Lithuania has dropped by 2% as compared to March. About 47.9% of people would have voted in favour of accession if a referendum were held in April.
- According to the survey conducted by CBOS in Poland in the first half of April 56% of respondents think that Polish negotiators should demand full direct payments for farmers, even at the price of blocking negotiations and delaying accession. At the same time, 71% of respondents do not believe that receiving full subsidies is realistic.

The other answers indicate that the minimum level of direct payments acceptable for the respondents is 66% of subsidies received by European farmers.

- A monthly *Politbarometer*, a survey carried out by the Centre for Public Opinion Research of the Faculty of Social Sciences, showed that public support for Slovenia's EU accession slightly dropped in March. Only 48% of those polled would vote "yes" in an EU accession referendum (48.6% in February) and 33,3% would vote against the EU accession (32.5% in February), with 19,7% undecided.
- A survey undertaken by the agency AC Nielsen and Bulgu found that 70% of the Turkish population see the possible EU accession of Turkey positively. 51,1% think that Turkey cannot be integrated into the EU earlier than in ten years. 28,3% believe that Turkey will never become EU member.

Creative ideas and events

- The EUIC in Estonia organised a quiz for pupils from 22 Russian-language schools from all over Estonia. 49 schoolchildren participated in the event, the purpose of which was to test the knowledge of the EU among the pupils. The winners of the quiz received a study trip to Brussels, which includes visits to EU institutions.
- *TV Erudīts* is a youth quiz show on Latvian National TV. Starting October 2001 this quiz show is covering EU topics. LIC staff is preparing the questions for the game, with a prize provided by the delegation.
- The symbol of a bee was chosen as the emblem of EU support to Lithuania. It will be drawn on T-shirts produced for the Delegation, and for promotional items.

THE COMMUNICATION STRATEGY BY COUNTRY

Bulgaria

Public Opinion

- The regular monthly survey commissioned by the Delegation in Bulgaria (1022 people over 18, in 180 sampling points) shows a return to the levels of positive attitudes towards the EU evident in February before the start of the debate on the issue of decommissioning of Kozloduy N-units. The rate of approval now is at 69%.
- 56% of respondents believe that changes in the country due to EU integration are positive for the future. An important detail is also that the number of people who believe that EU integration process has negative effect for their future has dropped considerably by 7%.

Media

- During the month 8 interviews were given by the Head of the Delegation. A major press conference with more than 30 representatives of all central media was organised on 30 April 2002 with the participation of the Head of the Delegation. He presented the forthcoming events in Sofia and the countryside related to the Europe Day celebrations.

Internet

- Regular updates of the Delegation web site in April included press releases of the Delegation and EC releases, calls for proposals and promotion of events. The main highlights for most of the web site users were: the calls for proposals for the Phare Small Projects Programme and European Initiative for Democracy and Human Rights; Green Week in Brussels; and the results of the youth competitions. A total of 10 405 users visited the web site in April 2002.

Products

- *5.1. The Europanorama Newsletter:* Issue 3/2002 has been written and designed. The production started at the beginning of May.
- In April the Information Centre welcomed five groups. In addition to the available multimedia discs on visitors' workstations a new multimedia title was added – "Youth Resources in Internet." It contains directory of useful links for the young.

Cyprus

Products

- The Delegation disseminated three electronic news updates during the month which were on every occasion immediately uploaded on its website.

Information Centre

- The Delegation has received and is currently examining a proposal by the Cyprus Chamber of Commerce and Industry for the establishment of Euro-Info points in its district offices in Limassol, Larnaka, Pafos and Famagusta.

Information events

- On 4 April the one-day workshop *Innovation in Cyprus and the EU: A step towards Instigating Awareness & Understanding* organised by *Intercollege* and supported by the Delegation brought together a number of key actors from Cyprus and experts on EU Innovation Policy. Topics highlighted included the innovation policy of the EU; how the current ongoing transition process influences the potential for business innovation etc.
- The Delegation, the British High Commission and the British Council met to consider ways to co-operate on communication issues starting with the organisation of a Seminar on EU Funding Opportunities as well as the examination of other proposals to be submitted by the British Council.
- During the course of the month the Head of Delegation delivered speeches at a briefing for MEPs of the Group of the Left visiting Cyprus, at a seminar entitled *The Dialogue on the Future of Europe* at the University of Cyprus as well as on other occasions.

- The Head of Delegation opened an Energy-Environment exhibition under the Socrates-Comenius Programme, delivered the keynote
- The Chargé d’Affaires addressed the opening of an Energy Education Centre at a Limassol high school under the Comenius programme.

Convention

- The House of Representatives launched a series of events under its *Public Debate on the Future of Europe*. This series started with three workshops entitled the *Cultural Dimension of the Europe of the Future*, *The Role of the Parliaments in the Europe of the Future* and finally *The structure and operation of the institutions of the Europe of the Future*. On the 24 April it organised another workshop on the topic *The Youth and the Europe of the Future*. All workshops were co-ordinated by the Cyprus representatives to the Convention.
- UK Minister of State for European Affairs Peter Hain on 10 April addressed a bi-communal audience about the Future of Europe. This was the first exposure of Turkish Cypriots to the debate on the Future of Europe. The Minister of Foreign Affairs of Cyprus attended the event.
- On 29 April the Democratic Rally organised a lecture address by Austrian MEP Reinhardt Rack – himself an alternate member of the Convention – on the topic A constitution for Europe: What will be the place for small countries like Cyprus in the European structures.

The Czech Republic

- Events organised by the Delegation and the EUIC were well attended. The number of visitors to the DEC homepage rose to over 36.000.

Public Opinion

- According to a GfK Praha poll, the number of Czechs who would vote in the referendum against the accession of the Czech Republic to the European Union is increasing. In April 36 % of the people would vote against the membership in the EU. The number of Euro-sceptics has increased by 16 percent. 41 percent out of 1000 respondents spoke in favour of the accession to the EU, one fifth of the citizens, i.e., 23%, did not answer. Membership of the EU is preferred more often by men and younger people, and people with higher education. Among college students, there are 64 % of supporters of the EU membership; the highest number of the opponents is, on the other hand, among pensioners.
- Also the polling agencies TNS Factum and STEM examined the support of the EU membership. According to their public opinion poll from March, 46 % of citizens would vote in favour of the accession of the Czech Republic to the EU; against 19 %.

Media

- Several co-operation projects with the media were continued.

Information Events

- On 4 April a regional information event in Plzen took place. It consisted of a regional round table (some 25 opinion-makers and journalists participated) followed by a press conference. Thereafter the Head of Delegation took part in a debate with 20 representatives of trade unions, a debate with 30 senior citizens and a public debate (more than 100 people, including a few members of parliament participated). Regional Chancellor, Petr Zimmermann, as well as journalists were present at all the events.
- On 12 April Commissioner Verheugen visited Ceske Budejovice, followed by a public debate.
- Days of European Culture were organised in Ostrava, where member states presented several exhibitions between 24 and 25 April.
- A Conference on Regional Innovation and Technology Transfer in Teplice (North Bohemia) was launched on 30 April.
- The EUIC provided 8 lectures to student groups during April. One was delivered in German and one in French.
- The ICN (Informační centrum nadací – Information centre for foundations) organised a seminar on 3 April on how to prepare Phare projects. About 80 people attended.
- *Europeum*, an NGO for students focusing on European studies, supported by the Delegation's SPP Programme, organised a seminar on the European policy forum at the EUIC on 8 April. Around 35 people, mostly students, attended.
- Five regional lectures took place: On 2 April in Karlovy Vary on *Energy and environment prior to EU accession*, on 9 April in Brno on *Protection of human rights and national minorities in the EU*, on 16 April in Karlovy Vary on *Consumer protection in the EU member-states - consequences of EU accession for Czech citizens*; on 23 April Brno on the topic: *Are we able to cope to with EU environmental norms?* On 30 April Karlovy Vary on: *EU citizenship - what does it mean?*

Internet

- The number of visitors to the web page was 36 560. Preparatory works continued on the new web page.

Products

- On-going preparation of Czech versions of the following publications took place: *Working for the regions*; *European Union – Still Enlarging*; *Day without Cars*, *EU Financial Resources*; *Phare panels for the EUIC*, diverse Fact Sheets

Information Centre

- During April 797 people visited the EUIC. Staff gave lectures to some 240 students. 360 people in total attended seminars and other public events at the EUIC. In total 1397 persons visited the EUIC.

- 4 public seminars took place at the EUIC during April, each attended by approx. 60 people on average.

Networking events

- The EUIC hosted a meeting to present representatives of EUIC, DEC, Foundation *Generation Europe Brussels*, MFA, MoEYS, *Socrates NA*, *Nadacni fond Generace Evropa*.
- The EUIC organised a meeting with the Regional European Information Centres (REIS) on 17 April. Staff from most centres attended as did representatives of the Ministry of Foreign Affairs. The aim of the meeting was to present the EC's Communication Strategy to all networking partners and to invite them to participate in DEC/EUIC activities in the regions.
- Several *Team Europe* seminars took place.

Convention

- The Team Europe meeting took place on 29 April. Discussion topics included the Debate on the Future of Europe, meetings of the Convention and preparation of the IGC 2004.

Estonia

Public Opinion

- EMOR's monthly public opinion poll showed that support for the EU among Estonia's population has remained stable. Among the total population, 55% were in favour or rather in favour of the EU, 35% rather opposed or opposed the EU and 9% had no opinion.
- Among Estonians, 55% supported EU accession, 37% opposed it and 7% did not know. Among Russian-speakers, the figures were 56% in favour, 26% opposed and 19% with no opinion, respectively. Last month's temporary drop in the support level among Russian-speakers has evened out and is today on par with the Estonian population's support level.

Media

- On 26-27 April the Estonian Association of Newspapers held a seminar on the EU entitled *How to cover the EU. The accession implications for Estonia*. More than 20 journalists covering the EU for the press and broadcasting attended the seminar.
- The largest commercial TV station TV3 continued airing all-family quiz shows on Sunday morning devoted to European topics. The show is supported financially from the Delegation's communication budget.

Products

- During the reporting period the EUIC released 5 weekly electronic newsletters called *European Union This Week*. The Newsletter is mailed weekly to over 3,500 recipients, including national and local politicians, the government sector, NGOs, entrepreneurs and the major media channels.

Information Centre

- The EUIC organised a quiz for pupils from 22 Russian-language schools from all over Estonia. 49 schoolchildren participated in the event, the purpose of which was to test the knowledge of the EU among the pupils. The winners of the quiz received a study trip to Brussels, which includes visits to EU institutions.
- Three Europe Days were organised during the reporting period: the Finnish Week in Valga County, the Finnish week in Võru County and the UK day in Järva County. The EUIC was present at all three events with its stand including EU exhibitions, interactive quiz and information materials. The events received wide media coverage, especially in the regional press.

Hungary

Public Opinion

- The Open Society Institute in co-operation with the Central European University and the Eotvos Lorant University of Sciences are planning to conduct a deliberative poll focusing on the issues stemming from the prospect of joining to the European Union.

Media Relations

- The Head of Delegation gave interviews to the French daily 'Le Figaro', to the Italian daily 'Il Sole 24 Ore', to the French newspaper 'La Tribune' and to the Hungarian Diplomatic Magazine. He paid his first regional visit and he held a press conference, which received large press coverage in the regional and national media.
- 10 Hungarian journalists participated in a 3-day seminar organised by the Press Officer of the Delegation. The seminar provided them with first-hand information and facilitated their networking activities through lectures, discussions and visits of the EU institutions.

Information Centre

- In April the Centre received 885 visitors. There is a clear tendency of lower number of personal inquiries and a rise in the number of phone calls and e-mails. First three topics of highest interest were unchanged: accession/enlargement related (20%) education/studies related inquiries (13%), general information (14%), followed by the Euro (6%).
- The IC director gave 2 interviews, to a regional radio station and a youth magazine.

- The Centre's staff started preparing the Schuman Day event on May 9th, including the production of information panels on the debate on the future of Europe and the EU convention, the up-date and reprint of publications and organisation of programmes.
- There were three student groups visiting the Centre.
- A visit from representatives of Euro-Desks from central and Eastern Europe came to the Centre for an information session on the activities and experiences of the IC.
- The Centre hosted a press conference of the Commission interpretation service. High interest, around 40 participants, less journalists than from the educational sphere.
- Members of IC team gave speeches at a conference for SMEs in Debrecen, at an EU information Day for librarians in Békéscsaba and a lecture at a Budapest secondary school.
- In addition IC staff participated in various conferences and information events, among others a meeting with trade unions, a civil forum on integration, an academic lecture on enlargement, and a meeting with the Ministry of Foreign Affairs on Communication activities.

Products

- Preparation of the Centre's regular publications included the Centre's bimonthly newsletter (May edition), the May calendar of EU related events in Hungary, the revision and up-dating of the fact sheet series (around 10 topics in April) and finalising the publication „Internet addresses” (600 addresses) (up-dated 3-4 x year) as well as a flyer (10.000 copies, for broad distribution)

Convention

- Noteworthy civic initiatives have surfaced in the form of two road shows devoted to the Convention, one by the Pillar Club and one by the EIP in Csongrad Country, both of which involve eye-catching cars touring isolated regions. The Delegation is supporting both initiatives with products and speakers where needed.

Latvia

- The Prime Minister stated that the government would not assign financial means for the public information this year but only shortly before the referendum. Meanwhile the government is still preparing the concept for public information in the pre-referendum period.

Public Opinion

- During April none of the public opinion research companies were monitoring public attitude towards accession to the EU. Several questions were asked about the accession to NATO. Following the public opinion research 63,9% of respondents are in favour of Latvia joining NATO (Latvijas Fakti, March 2002).

Media

- A contest “European Union in the Mass media” for journalists was announced on 23 April.

Information events

- *TV Erudīts* is a youth quiz show on Latvian National TV. Starting October 2001 this quiz show is covering EU topics. The Commission delegation helps prepare questions and the prize for the game.
- Regional Information days in Misa and Adaži have taken place. The Regional Information Days in Misa included a contest for pupils and a meeting with teachers and representatives from the local library. Around 60 persons participated in the information day.
- An EU-information event has been organised in the Adažu Secondary School running a whole week.
- The tender for regional radio stations on production of radio programmes about the EU was announced and invitations were sent to 18 radio stations.
- A contest of research papers for students on the topic *Latvia as an EU member state* was launched 15 February. By 15 April sixteen research papers were received.
- The decision was taken to support the yearly contest for the secondary school students, “Ceļā uz Eiropu”.

Internet

- April saw the highest number of visitors since launching the web site (2522).

Products

- An agreement was fixed earlier with the leading business newspaper *Dienas bizness* on a monthly 4-page supplement on the European Union. In April inserts on EU impact on business were published.
- An agreement was signed to publish the book ‘Europe A –Z’ in Russian in 3000 copies.
- As the first in a series, fact sheets on Competition policy and economic and monetary policy have been prepared, to explain EU policy and Latvia’s situation.

Information Centre

- Regular European Dialogues were organised on 29 April on the topic *Poverty in Latvia and Europe...*
- An EU Information day was organised for the Riga Region Section of Latvian Pensioners Federation on 2 April.
- An EU Information day was organised for the Association of Teachers of History from Riga city, Zemgales municipality, on April 10.

- An EU Information day for the Riga Herdera School (Russian speaking) took place at EUIC on 30 April. Students were informed about everyday work of the EU Information Centre and several EU topics.
- The EUIC has established very good relations with radio *Doma laukums* – the National Radio channel broadcasting in Russian. This radio channel is broadcasting every Friday a programme devoted to EU affairs called “Virziens Eiropa” (Direction Europe). The director of EUIC is a regular guest of this programme informing about the public information programme activities and discussing EU affairs.

Convention

- Regular European Evenings were organised on 9 April on the topic *The Future of Europe*. Latvian representative to the European Convention Mr. Rihards Piks and student, Gatis Purins presented their views on the future of Europe. The event gathered many specialists from Latvian state institutions, NGO’s and many press and media representatives.

Lithuania

- The session of the Council of Europe took place in Vilnius on 2-3 May. The event was widely covered by the media. The fact that the session was held outside headquarters was evaluated as a great achievement of Lithuania. The session concluded Lithuania’s first presidency in the Council of Europe, which was estimated very positively by the Council.
- A discussion on EU support to agriculture and rural sectors and quotas for agricultural products after Lithuania’s accession has been continuing in the press as well as among companies and politicians.

Public Opinion

- The rate of positive attitude towards the EU accession has dropped by 2% as compared to March. About 47.9% of people would have voted in favour of accession if a referendum were held in April.

Media

- A joint TV project with the National TV – the weekly programme *EUROGRAZA* – is continuing.
- A TV bridge Vilnius-Brussels was established on April 23 and aired on National TV on 1 May. Commissioner Verheugen, Seimas Vice Chairman Vytenis Andriukaitis and MP Andrius Kubilius participated. The audience included representatives of youth, farmers, academic institutions and the Government.
- A joint project with the National Radio is continuing. 5-10-minute inserts into different programmes including some aimed at the Russian-speaking public are being aired on a weekly basis.

- Joint projects with the regional radio stations in Alytus and Mazeikiai produce weekly programmes on EU matters. Both radio stations organised special programmes and public events (together with local partners) devoted to the Europe Day.
- The President of the European Parliament, Mr. Patrick Cox, visited Lithuania on 2-3 May. He addressed the members of the Seimas, met with Seimas Chairman A. Paulauskas, Prime Minister A. Brazauskas and other high officials. Mr. Cox gave several interviews to newspapers and TV stations. His visit was covered in all TV news programmes.

Information Events

- The EC Delegation's Information Centre together with the Social Services Centre at Siauliai City Municipality organised the event *The road to Europe through Siauliai*. The event was dedicated to disabled members of the city community. During the event an introductory exhibition about the EU and the ethnographical exhibition *Way of Hanza* took place.
- In co-operation with partners from different regions of Lithuania, three seminars on the business development, support to SMEs and prospects of agriculture on Lithuania's accession to the EU were organised in the regions.
- The seminar *Information about EU in Lithuanian Public Libraries* combined with training was held in Jonava secondary school for librarians, teachers and pupils. The event consisted of two parts – a seminar on the EU to the librarians, teachers and pupils and professional training for librarians.

Internet

- Regular updates of the website are taking place (press releases, electronic newsletter, etc.). Announcements of Europe Day events, including the special banner, were included on the site. Europe Day events were also covered in a special Europe Day site.

Products

- A special flyer for the Europe Day was prepared and printed.
- 39 libraries will be provided with computers and necessary equipment for Internet connection as part of the EU information network, upgrading the regional libraries' information shelves.
- The Delegation's Infocentre produces its weekly electronic newsletter *e-Zinios*. Information from various sources is included into it. The target audience is the Government, media, academic circles, etc.
- The symbol of a bee, symbolising EU support to Lithuania was chosen, to be drawn on T-shirts produced for the Delegation in Lithuania. Promotion items also bear the address of the Delegation's homepage. The items are meant to create and promote a uniform line of EU and Delegation's visibility.

Information Centre

- The Information Centre was involved in many activities mentioned above. As usual, it hosted groups of visitors, replied to queries, etc.

Other information activities

- The annual exhibition of agricultural products and machinery *AgroBalt 2002* took place in Vilnius Litexpo Exhibition Hall. During the opening of the exhibition a recorded welcoming address by Commissioner Fischler was shown.

Convention

- A mini-convention organised by public organisations is continuing with the aim to strengthen debate on the future of Europe. The President of the European Parliament participated in one of the discussions and gave a speech.

Malta

Public Opinion

- According to the latest Eurobarometer survey results Malta's EU bid enjoys the highest support among EU citizens at 51%. 28% are against, the lowest level of opposition.

Convention

- Addressing an annual academic conference on EU enlargement and the Future of Europe, organised in Malta by the European Documentation and Research Centre and the Jean Monnet Chair, Maltese MP Michael Frendo suggested the setting up of a minimum representation threshold for each Member State in the European Parliament.
- Dr. Frendo who represents the Nationalist Parliamentary Group at the Convention made the suggestion in the interests of effective parliamentary representation, adding that the long-stand proven experience of Luxembourg should be taken as a yardstick. Although minimal, the six-member Luxembourg representation in the EP, he remarked, had worked in practice. Any representation below the Luxembourg threshold could hamper truly and effective parliamentary representation, Dr. Frendo concluded.

Poland

- *Gazeta Wyborcza* launched the major EU-information/promotion campaign "Konskie goes to Europe". (Konskie is a typical Polish small town in south-eastern Poland). The campaign began with the public opinion survey, which showed that almost two thirds of the population is for the EU accession. "Gazeta" plans to follow for a couple of months a process of the town's preparations for the accession, fears and hopes of its inhabitants, information available.

- PM Miller opened on 11 April the first meeting of the National Integration Council held during his government's term in office. The Council is an advisory body composed of 70 personalities (intellectuals, scholars, business community, politicians *et al.*) Miller stressed that the key issue is to do anything possible to convince Poles to participate in the referendum and to say "yes".
- Europe-related issues were very high on the agenda of a visit of PM Miller and several of his ministers to Kielce region. Cabinet members held 'European lessons' at schools and participated in seminars and panels devoted to Poland's European integration.

Public opinion

- According to the survey conducted by CBOS in Poland in the first half of April 56% of respondents think that Polish negotiators should demand full direct payments for farmers, even at the price of blocking negotiations and delaying accession. At the same time, 71% of respondents do not believe that receiving full subsidies is realistic. The other answers indicate that the minimum level of direct payments acceptable for the respondents is 66% of subsidies received by European farmers.
- The CBOS survey indicates a trend of a growing interest in EU-related issues: 64% declare their interest (21% - strong, 43% - some). At the same time, only 32% of Poles believe that Poland should join the EU as early as possible, while 52% think that the economy should be "modernised" before the accession.
- The last Eurobarometer results indicate that 47% of Europeans back Poland's EU membership (44% a year ago) and 34 are against (36% in 2001). Poland enjoys the biggest support in Sweden, Denmark and Greece and the lowest in Austria, France and Germany.

Media

- An article was issued on *Access* and minorities, responding to an article by the newspaper "Zycie", in which it was suggested that the Access programme has been set up mainly to support organisations of homosexuals.
- The Representation of Austria organised in co-operation with the Delegation and the Polish Ministry of Foreign Affairs a four day study tour for 16 journalists from well-known Austrian newspapers.
- A press release was prepared and press conference organised (and very well attended) at the premises of the EC Delegation for Commissioner Schreyer, who arrived on 5 April for a one-day visit to Poland.
- On the occasion of the visit of Commissioner Bolkestein a press conference and press release was organised on 19 April.
- For the visit to Warsaw of Director General Schaub, DG Competition, on 8 April a press conference was organised and a press release prepared. The press widely covered the controversial issue of the special economic zones, and the pragmatic attitude on both sides towards solving the problem.
- The Head of Delegation and other Delegation staff granted nine interviews.

Networking

- The date, place and programme for this year's Information Provider Conference has been set. 200 participants from information centres all over Poland are expected on 3 and 4 June.
- The Delegation is co-financing the school competition *razem czy osobno – mlodzie w Unii Europejskiej* (together or alone, young people in the European Union).

Information events

- The first of a series of meetings with students from the Warsaw University and the Warsaw School of Economics were held in the Info Point on 9 April.
- The cycling rally for young farmers, a project co-organised together with the Presidential Chancellery, has officially been opened in Ostrow Mazowiecki on Sunday 21 April 2002. The event received extensive media coverage in the regional press and national TV, which broadcast a 2-hour live programme. The selection of the winners was based on a test of knowledge on the EU, and a one-hour cycling race.
- "Sygnaly Dnia", a daily news programme on the Polish Radio1 Antenna, has started interviews with staff from the Delegation. The segments of 5-6 minutes will be broadcast from 9 May to 12 July. Segments inform about Phare programmes specialised for the different regions. Opinions from specialists working in and outside the Delegation will be heard.
- Inserts on the European Union appeared for the first time on 26 April in the newspaper Tygodnik Solidarnosc, a nation-wide newspaper. Articles will be inserted once a month from April to November.

Internet

- Apart from the regular updating of the web-site and the weekly calendar on European events in Poland, new information on NGOs in Poland and the Access and SPF programmes have been added to the Delegation's website (15 documents). On the home page the programme for the Europe Day has been published, and a direct link to the web pages related to the project "Rally of Young Farmers" has been established.

Products

- Fact sheets on Transport and the European Social Fund have been finalised. Five additional fact sheets (on Women's rights in the EU, e-Europe, the Committee of Regions, Energy and EU Co-operation of Judiciary and Police) are under preparation.
- The text for the movable exhibition on Phare assistance in Poland has been finalised.
- The text for the brochure "Questions and Answers" has been drafted.
- The author for the "Guide to EU Assistance" has been chosen.

Info Point

- In April the Information Point had 964 visitors, and 1353 requests via phone, e-mail and mail. Most of the requests came from school and university and students. The

Info Point staff organised 36 presentations in and outside Warsaw, attended by teachers, school groups, students, an Agriculture Advisory Centre and an organisation of priests.

Convention

- For more than two hours the representatives of the Episcopate, with Primate Glemp, discussed with President Kwasniewski and the Polish delegates to the Convention 'ethic, moral and Christian values'-related aspects of the construction of new Europe.

Romania

Information events

- In April the Information Centre served 1299 clients. Staff answered 270 phone queries and replied to 74 e-mail queries, of 482 general e-mails.
- Various organisations and institutions across Romania asked for support by the Delegation to provide promotional materials for events dedicated to 9 May Europe Day. They all received t-shirts, caps, and bags with institutional identity graphics.
- Mihaela Provia and Camelia Fulgescu were the Romanian prize winners of the Green Week young people's competitions organised by DG Environment, which included speech writing, painting, photography and poetry. Both young students competed in the speech writing section and won a trip to Brussels (17-21 April) in order to participate in a broad range of activities organised by the European institutions and to attend the award gala.
- The EC Delegation took part in an event organised by *LEADERS* Romania, which is the national agency in charge with the Global Youth Service Days (GYSD) in Romania. In the event participated many student organisations (*AIESEC*, *AEGEE*, *ELSA*, *ASER*, *CERP*) which expressed their interest and their (possible) involvement in the youth campaign organised by the EC Delegation.

Networking

- At the beginning of April the Head of Delegation visited a series of three counties in the region of Moldova. Apart from regular meetings with the local authorities the visit focused on academic-educational matters by organising a public debate at the University Al. Ioan Cuza.
- In Neamt, the Head of Delegation visited a Roma neighbourhood being rehabilitated by the City Hall of Piatra Neamt.

Internet

- Delegation website reached the maximum number of visits so far: 19,311. This was twice as much as last December visits and 75% more than at the launch of the website in last July 2001. Most frequently downloaded files were *Financing opportunities*, *Selected projects for Civil Society Development Fund*, and the newly launched *Europa Fund* (small projects), with 2,310 downloads.

Products

- The *Sector fiches* series covered themes like: audio-visual, civil society, Roma community, culture, education, regional development, telecommunications, employment and social policy, and children protection.
- In the *European Issues* series the IC launched *Enlargement towards East on the agenda of the European Council*, a selection of excerpts from the EU Presidency conclusions.
- Promotional materials were produced, in order to be sent to network, for 9 May events, and for distribution in the Centre and during the European Film Festival

Information Centre

- The IC recorded a high demand for group visits and presentation of the Information Centre and its information services activities.
- From 1-11 April 2002 the Information Centre offered support for a research project related to European identity, performed by a student who administered a set of questions, agreed upon with the IC, to 100 respondents. The research was finalised with a focus group.

Convention

- The European Integration Ministry organised another open debate regarding Romania's contribution to the Convention on the Future of Europe on the topic of *Definition and repartition of competencies between EU Member States and EU institutions*, in preparation of the second session of the Convention from 15 till 16 April. The purpose of the meeting was to reach consensus over the point of view to be presented before other participants in the Convention.
- The European Integration Ministry also launched the selection for the Romanian youth delegation to participate in the works of the Youth Convention on the Future of Europe, to take place between 9 and 14 July.

Slovakia

Media

- Following a discussion with researchers and PR experts, the Delegation approved detailed scenarios for 3 short TV spots, to be produced and aired in July/August.
- The monthly TV programme *Ciel Europa*, co-produced with the Slovak State Television, was broadcast on 3 April 2002 in prime time. The 13-minute programme introduced the new Head of Delegation Mr Eric van der Linden, presented the ISPA implementing agency for environment and a successful Phare CBC project.
- The weekly business newspapers *Trend* published two supplements with analytical and impact studies of EU instruments, policies and negotiating chapters.

- The Delegation's bi-monthly 16 pages newsletter EUROMAGAZINE No 2/2002 has been printed and distributed. 10 000 copies are distributed by direct mail to a target audience of 6000 as well as to our network of regional European Information Centres and other partners. This issue featured, among other things, an article on the European Convention and 3 Phare success stories.

Information events

- The Europe Information Day (EID) in Bardejov (17 April) included a lecture for secondary school students and teachers from the region (80 participants), a presentation of Phare programmes for NGOs (20 participants) and a meeting with the Mayor.
- The EID in Kosice (18 April) included a lecture for secondary school students and teachers (150), a presentation of Phare programmes for NGOs (50 participants) and the inauguration of an EU Info point in the Regional Library. The major event was a public discussion of Head of Delegation with Deputy Prime Minister for European Integration Mrs Maria Kadlecikova
- 25 journalists attended a 2-day media workshop for regional and local media in the Kosice and Presov region. The first day included presentations; the second day consisted of field visits of successful Phare project on the eastern border of Slovakia.
- The first training seminar for 26 *Team Europe* participants was organised by European Information Centre in co-operation with the local NGO "My Europe" (SPP beneficiary) on 19-20 April. Speakers included a Slovak MFA representative, and 3 members of *Team Europe* in Sweden and Germany.

Information Centre

- The IC attracted 400 visitors in April. Out of which 45% were students, 5% worked in the public sector, 20% were from NGOs, 3% journalists and 15% teachers

Slovenia

- The visits of Commissioners Diamantopoulou and Busquin, as well as the visit of the President of the European Parliament Cox to Slovenia dominated the discussion on the EU in month of April. EU topics, especially the enlargement issues, received considerable media coverage.

Public opinion

- A monthly *Politbarometer*, a survey carried out by the Centre for Public Opinion Research of the Faculty of Social Sciences, showed that public support for Slovenia's EU accession slightly dropped in March (results published on 5 April). Only 48% of those polled would vote 'yes' in an EU accession referendum (48.6% in February) and 33,3% would vote against the EU accession (32.5% in February), with 19,7% undecided.
- The reason for a decreasing public support is a negative reaction to the Commission's proposal for enlargement by the Farmers Associations and the Slovene Agricultural Chamber extensively reported by all the Slovene media. A second reason could be the linkage of the EU accession with the NATO accession by Slovene politicians. Given

the low support for the NATO accession, this might also affect the support for entering the EU.

Media

- The Delegation issued two Press Releases in March relating to various activities of the Delegation; separate invitations to the media were sent for four European Wednesday lectures in *Center Evropa*.
- As part of the on-going media relations the HoD conducted his first interview for Radio Koper Capodistria (broadcasting in Slovene and Italian and having significant impact in the coastal areas of Slovenia) and an interview with Slovenia Weekly, a weekly magazine in English, published by the Public Relations and Media Office of the Slovene Government.
- Several individual interviews were organised during the high-level visits from Brussels, giving the visits even greater media attention.
- The Communication Team members continued with the regular co-operation with Ljubljana-based *TV Pika*, including presenting various on-going and new activities each Thursday at *TV Pika*'s news and current affairs show. The new HoD also gave his first interview for the *Financial Times*' annual Survey on Slovenia.
- The HoD invited to his introductory dinner eight Editors-in-Chief from all key Slovene media (24 April). Moreover, a special dinner was organised with the Deputy Director General of RTV Slovenia.
- *Center Evropa* continued with the publishing of a weekly EU Q&A column in *Nedeljski dnevnik*, Slovenia's largest weekly newspaper.

Information events

- The HoD participated in the finals of the European *Pro et Contra* tournament for secondary school students in Trbovlje.
- With the *Model European Parliament* a close co-operation was organised.
- A Town Hall Meeting took place in Murska Sobota (eastern Slovenia) including a public debate on the EU with the Head of Information Section and Slovene Deputy EU negotiator (on 22 April) on the accession process and agriculture.
- Meetings with NGOs in the field of women rights and equal opportunities were organised as part of the visit of Commissioner Diamantopoulou (15 April).
- A Lecture by Delegation's Press and Publications Officers was given to a group of PR professionals – as part of the co-operation activities with the PR Society of Slovenia (25 April).
- Lectures by *Center Evropa*'s Regional Information Officer were given in Žiri (in the library and to the Association of the Retired), kindergartens in Ljutomer, Hrastnik, Brežice, Metlika, Ptuj, Postojna, Ravne, Sežana, Škofja Loka, Ilirska Bistrica and Ljubljana, primary schools (students and parents) in Dornberk.

Internet

- The Delegation and *Center Evropa*'s home page continues to attract more and more readers, due to the daily-updated news section.
- The sub-section *Aktualno* continues to provide up-to-date information on various activities of the Commission, e.g. Internet chats, as well as links to various reports and publications, published by the Commission.

Products

- The bi-weekly electronic newsletters *e@Evropa* (editions of 8 and 22 April) was sent to around 500 recipients and was made available on www.evropska-unija.si
- The *EU Novice/EU News* monthly newsletter No. 53 (6500 Slovene copies and 500 English copies) was produced.

Information Centre

- Four *European Wednesdays* were organised.
- Center Evropa information officers gave several lectures information officers for different audiences.
- Preparatory work for the refurbishment of the basement of *Center Evropa* into a multimedia presentation room has begun.

Other information activities

- *Center Evropa*, was appointed by the Delegation to participate in the national *Europe at school initiative*, and has taken an active part in the implementation of this year's project.
- Several co-ordination meetings have taken place with the representative of the Government Public Relations and Media Office to plan a joint EU Week.

Convention

- Several meetings have taken place with the Slovene representatives in the Convention on the future of Europe and the Task Force to plan joint public events.
- The Slovene *Forum on the Future of Europe* was also established in April, bringing to the attention of the public and the media topics related to the future of Europe. The Delegation played an important role in the Task Force on the future of Europe as one of the key players.

Turkey

- The Europe HORIZONS Programme, representing the first phase in the implementation of the Communication Strategy for Enlargement in Turkey, has attracted a great interest of various associations and foundations in Turkey.
- Following the launching of Government's Communication Strategy on "Preparing Turkish Public Opinion for Full EU Membership" in March, the Secretariat General

for EU Affairs organised a meeting to introduce the Strategy to all involved (EU-related movements, NGOs, universities, government bodies, ministries, private organisations, youth representatives...) at the beginning of April. The Government was represented by the Deputy Prime Minister Mesut Yılmaz.

Public opinion

- A survey undertaken by the agency AC Nielsen and Bulgu found that 70% of the Turkish population see the possible EU accession of Turkey positively. 51,1% think that Turkey cannot be integrated into the EU before earlier than in ten years time. 26,1% thinks not. 28,3% belief that Turkey will never become EU member.

Media

- Several press releases were published and press conferences held.

Information activities

- On 9 May, the Delegation organised a Europe Day concert and reception under the auspices of the President in co-operation with the Secretariat General for EU Affairs at the Presidential Symphony Orchestra in Ankara. In co-operation with Ankara University EC Studies Research Centre (ATAUM), a seminar on the “Europe Day - Future of Europe” was held in Ankara with the participation of distinguished speakers.

Internet

- Some new features were introduced on the Website: The Q&A on Europe Horizons and Europa Bridges of Knowledge programmes, information on Jean Monnet Projects for Candidate Countries and on the Development Programme for Turkey.

Information Centre

- The Antalya relay made a presentation on *History of the EU and EU-Turkey Relations* to the members of the Association of Professional Tourist Guides of Antalya. The Relay set up an information stand and distributed EU brochures during a conference on ‘EU-Turkey Relations’ organised by ANSIAD (Antalya Businessmen Association).
- The Bursa relay organised a seminar on “the developments in the EU and EU-Turkey relation” which was attended by 100 participants.
- The total number of visitors of the EU information relays in April: 90 (average 8 visitors). Some relays (i.e. Gaziantep/27, Adana/15, Denizli/11) were above the average whereas others (Mersin/6, Diyarbakır/4, Samsun/3, Trabzon/0) had less visitors than the average.