

THE COMMUNICATION STRATEGY FOR ENLARGEMENT

PROGRESS REPORT # 14 [April 200]

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 following is an update of that report. It lists the various activities carried out as part of the communication strategy for enlargement in the candidate countries and member states, 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 and Representations, see <http://www.europa.eu.int/comm/enlargement/contacts/index.htm>

The DG Enlargement Information Team

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THE COMMUNICATION STRATEGY ON ENLARGEMENT - GENERAL

What the polls say

- In Estonia, some fluctuations have occurred in public support for accession. According to the moving average, the EU support rate declined from 55% in March to 50% in April, while the number of opponents increased from 36% to 42%, an EMOR poll showed. The decline occurred in late March and early April, before the Accession Treaty was signed in Athens. This may be related to by numerous articles in the Estonian media covering possible increases in prices after EU accession. Analysts predict that the support rate will stay around 53% in the months to come. The EU support rate has declined the most among men, among people between 35 and 50 years of age and among the lowest paid. However, the same poll revealed that over 65% of respondents would definitely participate in the referendum. Out of those who would definitely vote, 60% would say "yes" and 40% "no".
- The German TV channel ARD/mdr (public television) has opened a chat forum on its website www.tagesschau.de, asking the users to give their opinion on EU-enlargement (Chances, risks, are the Germans/Germany ready for an enlarged EU, can you imagine a Europe of 30 or 40 member states, in which way do you feel affected by enlargement?).

THE COMMUNICATION STRATEGY BY COUNTRY

Czech Republic

- The general interest of the public and media in EU matters is constantly increasing. The debate about the Czech position regarding the war in Iraq led to Czech politicians publicly discussing the CFSP and the Convention. EU matters have passed from negotiating civil servants to politicians and parties and have thus gained more publicity. The participation of Czech Deputies as observers in the European Parliament has been followed closely by the media. Regarding opinion on the EU, although figures vary according to opinion polls, generally the number of undecided has decreased by 10% to roughly 20%, out of which an additional 5-8% now support EU accession and up to 2% moved to the camp of opponents.
- The Delegation's web site has reached an all-time high of over 50.000 visitors in April, an increase of 10.000. A media highlight of EU awareness raising was the performance of the European Union Youth Orchestra, directly transmitted on Czech TV and the public event on Europe Day in the centre of Prague.

Public Opinion

- CVVM: More than three quarters of eligible voters would take part in a referendum on Czech entry to the European Union if it were held in April, according to a CVVM poll carried out in the first half of April. The poll showed that 70% of respondents would vote for EU membership and 21% would vote against it. According to CVVM, the ratio of EU supporters and opponents has not

considerably changed since the beginning of the year. If all eligible voters went to the polls in April, the ratio of supporters and opponents of accession to the EU would be 58-24. The remaining 18% are undecided voters, according to the polling agency. However, if the expected turnout were to be the same as in the last parliamentary elections, about one half of voters would take part in the EU referendum.

- TNS FACTUM: As many as 83% of the Czechs who want to participate in the mid-June EU accession referendum would back accession, but the support would drop to 53% if the referendum were also attended by those who are not going to take part, according to a recent poll by the TNS Factum agency. The poll took place on April 25-30. Compared to the previous poll, the number of EU entry supporters among those who are planning to vote increased by 7%. A total of 69% of Czechs want to take part in the referendum, according to the latest poll. People's readiness to vote has been large for many months, oscillating between 67 and 72%. Analysts, however, consider this figure overestimation and say the real turnout might be 10% lower.
- EU accession is supported across all groups of population. Sociologists say the number of people who believe that they have enough information about the Czech EU integration has slightly increased. Only 46% of Czechs say they lack important information. 44% of respondents said they have met with a shortage of arguments in support of the accession. About one third of Czechs said they frequently took interest in EU developments, more than a half of them said they were interested now and then, and 14% show no interest, TNS says.
- Out of the 14 regions of the Czech Republic, the Vysocina region shows the lowest support for EU accession. While only 67% of people living in Vysocina would vote for EU entry in the referendum scheduled for June, in other regions the entry would be supported by 76 up to 94% of people. The biggest support of 94% is being shown by the Liberec region, north Bohemia. The poll reveals that about 69% of Czechs would take part in the June referendum. However, TNS Factum said this figure is rather exaggerated and thinks that only 59% of people will come. According to the poll, the EU entry would be supported by 83% of Czechs. The poll reveals that EU accession would be supported by an absolute majority of people in all the 14 regions. The lowest support for EU entry is being shown by pensioners and unemployed people (70% of them would vote for it), followed by manual workers as well as entrepreneurs and small businessmen (86%). The greatest support (over 90%) is being shown by non-manual workers, farmers, students and housewives.

Media

- A press lunch with the HoD and Václav Exner, Deputy for the Czech Communist Party of Bohemia and Moravia, was organised on 23 April. 11 journalists took part in the event.

Press Releases

- 1.4.2003 – press announcement on the performance of the European Union Youth Orchestra’s brass band playing for the public in the Myslbeck passage, Prague on 4 April 2003.
- 4.4.2003 – press release announcing the completion of a joint Czech, French, Irish and British twinning programme valued at 1,5 million EUR to help prepare for use of EU structural funds (development of the National Development Plan).
- 5.4.2003 – press release on the performance of the European Youth Orchestra in Prague directed by Vladimir Ashkenazy.
- 8.4.2003 – press release on the Lorenzo Natali Award programme for journalists reporting in the area of human rights. Announcement of the competition for Czech media and the Czech public.
- 11.4.2003 – press release on the visit of Odile Quintin, director of DG Employment and Social Affairs to Prague on 14 May (included full translation of background materials on the work of DG Employment and Social Affairs and the European Social Fund).
- 14.4.2003 – press release on the signing of the Accession Treaty in Athens (included invitation to a press conference at the EUIC in Prague).
- 23.4.2003 – press release on EU support of 930 million CzK to support the build out of the rail corridor between Zaboří nad Labem and Přelouč.

Regional press releases

- 2.4.2003 – press release on the joint Delegation – OBI events (second weekend series) in all 16 OBI store outlets across the Czech Republic.
- 8.4.2003 – press invite to an information event with HoD Ramiro Cibrián and the director of OBI Stores, Karel Slepicka, at the OBI store in Prague.
- 10.4.2003 – press release announcing the final round of Delegation – OBI joint info events across the Czech Republic.
- 22.4.2003 – press release on the finishing of the “Days of European Inspiration” Programme carried out in co-operation with OBI stores.
- 25.4.2003 – press release announcing the winner of the Euro Weekend competition, which was part of the Days of European Inspiration Programme realised in OBI stores across the Czech Republic.

Projects or co-operation with media

- Press Support for Europe Day Programme – Media partnerships with Czech Radio 1– Radiožurnál for pre-announcing and broadcast during the Europe Day programme on 9 May. DEC also agreed a media partnership with the largest network of regional media in the Czech Republic, Bohemia and Moravian Dailies, which covered the Europe Day programme and published a pre-event interview

with HoD Ramiro Cibrián. Informal media partnership with Nova TV, which has invited the HoD Ramiro Cibrián (on 9 May) to give a briefing on Europe Day during the morning programme, Breakfast with Nova.

- Media Support for DEC Events (Czech Radio) – Media partnerships with Czech Radio and its regional news programmes. Czech Radio has covered and made daylong broadcasts and pre-event announcements on Delegation regional events.

The EUIC continues to manage regular contributions to the following media:

- Týdeník školství – (newspapers for teachers and pedagogical staff). EUIC submits articles on a weekly basis.
- Focus – Magazine of the British Chamber of Commerce (on a bi-monthly basis).

Press conferences

- 8.4.2003 – DEC prepared invitations for media and made a phone follow up for HoD visit to Prague OBI store on 8 April 2003. 5 journalists attended the HoD's visit programme to the OBI store in Prague 10.
- 11.4.2003 – DEC prepared media materials and invited journalists to a press conference during the HoD's regional visit to Havířov and 6 other regional cities.
- 12.4.2003 - DEC prepared media materials for a press conference in Ostrava to announce the conclusion of the Days of European Inspiration Programme, co-organised with OBI stores. 5 regional journalists attended the event.
- 22.4.2003 – DEC prepared media materials (press releases, press invites and advisories) for regional event in Třebíč.
- 24.4.2003 – DEC prepared media materials (press releases, press invites and advisories, and event navigation systems) for HoD visit to Pelhřimov and Jindřichův Hradec. The HoD accompanied the Czech Prime Minister, Vladimír Špidla, and Danish Prime Minister, Anders Fogh Rasmussen.

Information Events in the European Union Information Centre (EUIC)

- Press conference co-organised with TV Prima, Hospodářské noviny and the Czech Foreign Ministry to mark the close of the European Family - a joint media project bringing information about family life in 4 selected member states and candidate countries. Czech Foreign Minister, Cyril Svoboda, spoke at the press conference. 50 visitors took part in the event.
- Press conference to announce the signing of the Accession Treaty in Athens. The event included a live EbS transmission. HoD Ramiro Cibrián, and Greek Ambassador, Eleftherios Karayannis, spoke at the event. 28 journalists took part.
- Seminar organised by Europeum on the Lisbon Process and the Czech Republic. Labour and Social Affairs Minister, Zdeněk Škromach made introductory remarks at the event. 112 visitors attended the programme.

- Seminar organised by Europeum on developing a European Constitution. All Czech representatives to the EU Convention (Dep. Zahradil, MFA Rep. Kohout, Sen. Zieleniec) were present. Roughly 100 visitors attended.

During April 2003, four regular Thursday public seminars took place:

- Priorities of the Greek Presidency of the EU, given by Eleftherios Karayannis, Ambassador of the Republic of Greece to the CR
- The Schengen System; Free Movement of Persons, given by Michael Merker of the EC Delegation
- 17.4.2003 Accession Treaty – Content, Impacts; European Convention, given by Ms. Čiháková from the Czech Ministry of Foreign Affairs
- Reform of EU Institutions after Enlargement, the role of the Czech Republic, given by Marketa Pitrova from Team Europe.
- EUIC took part and presented and info stand at the Book World Fair 2003.
- EUIC Regional Co-ordinator, paid a visit to Rýmařov (Northern Moravia) on 1 April to attend the official MEIS (Town EU Information Centre) opening. The event programme included a debate with students (approx. 80 people were present).
- 8-12.4.2003. The HoD made a visit to Northern Moravia – Vsetín, Valašské Meziříčí, Nový Jičín, Frýdek-Místek, Opava, Havířov, Ostrava. The regional visits included a number of meetings with regional leaders in Vsetín, including a round table with 40 regional decision-makers. Interviews and photo-op with HoD. Visit to Vsetín industrial zone and the Integra Basic School (Phare Access Project). Afterwards debate with seniors (approx. 100 people participated). The HoD travelled on to Valašské Meziříčí where he met with regional leaders and led a public debate (approx. 70 people participated, incl. local media). On 10 April the HoD's visit to Nový Jičín and Frýdek-Místek included round table discussions with regional decision-makers (approx. 60 people attended these events, followed by a debate with seniors (approx. 200) and a general public debate (approx. 50). On 11 April the HoD visited Opava and Havířov, where a round table discussion was held (approx. 50 people attended these event – incl. local media), followed by a visit to. Press conference with approx. 15 journalists followed by meeting with senior citizens (approx. 170 people attended) and a general public debate (approx. 200 people attended) . The visit concluded on Saturday, 12 April, in OBI Ostrava to concluded the common project “Days of European inspiration” with a round table discussion with company suppliers (approx. 10 people attended) and a press conference (approx. 12 journalists attended).
- 17.4.2003 The HoD visited Ostrava to attend a press conference on the occasion of the signing of the Czech Accession Treaty in Athens. Czech PM Špidla attended.

- 17.4.2003 The EUIC Director, participated at the official MEIS opening in Šumperk
- 18.4.2003 The HoD made a visit to Blansko and Vyškov. Round table discussion in Blansko with 30 politicians, representatives of local agrarian chamber, chamber of commerce, Microregions, trade unions and local businesses and 10 journalists attended the morning program. Round table discussion in Vyškov with 27 regional representatives in the presence of Senator Ivo Bárek and parliamentary deputy, Vlastimil Ostrý. Before the meeting with seniors (approx. 50 seniors attended) the HoD and Vyškov Mayor, Mr. Petr Hájek, visited the EU Info Stand on the town square where they held discussions with the general public.
- 22.4. 2003 The next regional event took place in Třebíč and Znojmo. Again round table discussions with altogether 70 regional representatives and a press meeting with regional journalists. Czech Senator, Vladimír Železný, joined the meeting. In co-operation with the Agricultural Ministry the DEC organised a debate with wine producers due to the regional importance of wine growing, followed by a discussion of HoD with seniors (approximately 75 participants) and a public debate (approx. 35 people attended).
- 24.4. 2003 The HoD made a visit to Pelhřimov and Jindřichův Hradec. The regional visit included a number of meetings with regional leaders and a round table discussion with 30 regional decision-makers (+local media). The afternoon programme was organised in Jindřichův Hradec in the presence of Anders Fogh Rasmussen, Danish PM, and Vladimír Špidla, Czech Prime Minister. Luncheon and round table discussion with local business people (50 people attended). Afterwards public debate (approx. 100 people participated) attended by Vladimír Špidla, Czech PM.
- 25.4.2003 The HoD addressed 550 staff of the Pilsner Urquell brewery at their annual conference in Brno. The HoD Delegation then had lunch with the top managers of four Czech breweries Plzensky Prazdroj, Velkopovicky kozel, Gambrinus and Radegast.
- 28.4.2003 The HoD made a half-day visit to Mělník and Nelahozeves. The HoD hosted a luncheon with regional representatives of Mělník area (approx. 20 people participated – incl. media). Afterwards debate with employees of Unilever Company in Nelahozeves (approx. 80 people participated) and public discussion (approx. 100 people participated).
- 29.4.2003 DEC participated at the official opening of the first Euro Info Point in Cheb. The festivity, incl. a debate, was attended by some 80 people and was shot by the local branch of Czech TV.

Internet

- 50.734 people visited the Delegation's web page during April, web-surfers made an additional 4.251 visits to eu.tiscali.cz, which includes content from evropska-unie.cz.

- A new banner announcing the Europe Day celebration was created and launched at both www.evropska-unie.cz and www.tiscali.cz
- The on-line publication and info materials ordering tool was enhanced and an automatic answer to all questions received through the website has been developed due to steadily increasing number of queries.
- A downloadable screensaver has been prepared and is to be launched during the Europe Day celebrations on 9 May. Also a new module form for on-line public inquiries has been posted on the DEC website.
- 80 new articles were added to both the Czech- and English-language pages, increasing the overall number of articles to 2.300.

Products

- Completed Publications: EU and Pensioners (30.000 copies), EU Information Sources leaflet (30.000 copies), Panel on Greek EU Presidency
- Publication and preparation of 2003 Issues of EU Magazine in the Právo daily – (note: as of April, EU Magazine in Právo appears bi-weekly)
- April 5th issue of EU Magazine focussed on economic issues, e.g. support of SMEs. April 19th issue's main topic was Accession Treaty and it's signature in Athens.
- DEC continues to send additional 50.000 individual copies of the EU Magazine in Právo to regional recipients. This takes place with each issue of the EU Magazine. Important distribution outlets include physicians' offices, public libraries, Regional Government Offices, Labour Offices, hospitals, etc.
- The EUIC lent all its exhibition panels to Czech regional partners during April 2003.
- E-zines: The EUIC continues with its regular weekly distribution of Week in Europe to approximately 3.900 registered users. Information about seminars and other EU relevant activities, new articles and press releases are also mailed to registered users.
- Subscribers to the direct mailing service regularly receive information about newly added articles and also invitations to all EUIC's in-door activities.
- Regional Bulletin No. 3 was prepared and sent through the EUIC regional database to all interested parties (regional and local authorities, individuals, etc. Approx. 3 200 persons receive the publication). The Regional Bulletin provides information on EU structural policy, preparation of the Czech Government's National Development Plan, etc. It also describes Delegation communication strategy activities in the regions. The eight-page Bulletin can also be downloaded from the DEC web page.

Information Centre

- Visitors: The total number of visitors for April figured at 3.200 persons. (2.077 visitors plus 1.123 participants of events organised at the EUIC.)
- Questions: EUIC information officers answered 456 complex and around 203 simple requests for information by e-mail and phone.
- European Union Youth Orchestra (EUYO), 4-5.4.2003: The EUYO conducted by Vladimir Ashkenazy visited Prague on their Spring Tour 2003. The first day of their visit a brass band concert took place in the Myslbek Shopping Centre open for the public. The concert was combined with information on EU through the EU Info stand. After a sight seeing tour the orchestra was invited to a reception in the Residence of the Mayor of the Prague. The concert itself, together with a speech by HoD and the Greek Ambassador was broadcast by the Czech TV2 and announced via different media. The concert took place in the presence of Prime Minister Špidla, other representatives of Czech government, several EU and non-EU Ambassadors and 200 seniors from Prague, Klatovy, Padubice and Brno, which had been invited by the Delegation.
- Europe Day celebration, 9.5.2003: The event took place on Prague's most frequented pedestrian zone, Na Příkopě, on 9 May and was visited by 10.000-12.000 passers-by. Imagining the future Europe, the EU-25 Embassies, the DEC and EP-office presented themselves in small, individual stands, equipped with information materials and decorated with national flags, EU balloons and small EU flags. At the stands were games for children, national food and information. Children who succeeded in the games, received chocolate Euro coins and other small prizes. The biggest success was a quiz with one question on each of the 25 countries, which was filled out by approx. 4000 visitors. Visitors could find answers to the questions on information panels displayed at each stand. EU balloons, small EU and Czech flags and ice cream provided by the sponsor Unilever were distributed to the visitors and gave a colourful picture, which attracted media. Prague citizens. Throughout the day performances from the majority of the EU-25 countries took place at a central stage.
- Official launch of the event: After a press conference the event was officially launched by Mr. Vladimír Špidla, Prime Minister of the Czech Republic, Mr. Eleftheriose Karayannis, the Greek Ambassador to the CR for the Presidency, Mr. Jiří Paroubek, Deputy Mayor of Prague and the HoD in the presence of the EU-25 Ambassadors. After an EU-25 family picture all Ambassadors raised balloons and opened the event. At 5:00 p.m. Czech Education Minister, Petra Buzková, visited the event. She spoke briefly about the impact of Czech EU entry on the Czech educational system and opportunities for Czech students. The event was extensively and positively covered by media, TV, radio and press.
- Liberec competition on Schuman Day: Daniela Červová, EUIC Director, participated in a judging panel to select two school classes for a trip to Belgium. The contest for schools was organised by the Liberecký Region.

Denmark

Media

- The predominant story was about the statement made by the Danish Minister for Foreign Affairs, Mr Per Stig Møller in a TV documentary about the views of the German Minister for Foreign Affairs, Mr Joschka Fisher on Turkey's possible EU membership.
- The outcome of the referendum in Hungary was perceived very positively and covered fairly well both by the printed and the electronic media.
- The situation in Poland is being followed closely by media and commentators. The primary concern is the possible low turnout of voters, which experts fear more than the possibility of a NO.
- From 22 to 25 April 2003 Danmarks Radio (DR) will broadcast a popular quiz on enlargement. All questions have been prepared by the Commission Representation in Denmark.
- Press releases from the Representation: One press release promoting Flash Eurobarometer 140.

Internet

- The site is updated daily, including news on enlargement and references to Eurobarometer results. Our internet quiz is still the most visited feature on the site.

Products

- We have distributed a considerable number of the three thematic folders from DG Enlargement. The Representation has issued a special enlargement edition in 200,000 copies of our monthly magazine EUROPA.

Estonia

Public opinion

- In Estonia, some fluctuations have occurred in public support for accession. According to the moving average, the EU support rate declined from 55% in March to 50% in April, while the number of opponents increased from 36% to 42%, an EMOR poll showed. The decline occurred in late March and early April, before the Accession Treaty was signed in Athens. This may be related to by numerous articles in the Estonian media covering possible increases in prices after EU accession. Analysts predict that the support rate will stay around 53% in the months to come. The EU support rate has declined the most among men, among people between 35 and 50 years of age and among the lowest paid. However, the same poll revealed that over 65% of respondents would definitely participate in

the referendum. Out of those who would definitely vote, 60% would say "yes" and 40% "no".

Signature of the Accession Treaty in Athens

- The Delegation supported the visit of a correspondent of a weekly newspaper for the rural population Maaleht, Ms Marianne Mikko, to Athens. In addition to writing a special feature story for the newspaper that was published on 24 April, Ms Mikko gave live reports from Athens to commercial Radio Kuku.
- On 15 April, a media briefing and a lunch for 15 Estonian journalists were hosted by the Head of Delegation to celebrate the signing of the Treaty in Athens.
- On 16 April, a special insert was published in the national daily newspaper Eesti Päevaleht. The insert consisted of a map of the new Europe and introduced the results of the negotiations for the 35,000 readers of the daily.
- On 16 April, an article by Head of Delegation John Kjaer was published on the opinion page of Eesti Päevaleht. The article discussed the benefits of EU accession for Estonia.
- On 17 April, a special EU themed edition of a popular talk show, Tondijutud (Ghost Stories) was broadcast on commercial TV channel Kanal 2. The guests were Estonian Chief Negotiator Mr Alar Streimann, Head of the Estonian EU Secretariat Mr Henrik Hololei, euro-sceptic Mr Uno Silberg and Estonian participant in this year's Eurovision Song Contest Mr Vaiko Eplik with his band Ruffus. The talk show had about 103,000 viewers. It was repeated on 20 April with an audience rate of 16,000.
- On 18 April, Head of Delegation John Kjaer gave an interview to the main news programme of commercial channel TV3 about the implications of EU accession.

Press releases

- On 3 April, a press release was issued on the annual EU information conference, which took place in Tallinn the same day. The news was covered in national daily newspapers and in online news portals.
- On 10 April, the Delegation issued a press release about the launch of an internet portal: www.ploteus.net to introduce learning opportunities throughout Europe. The news was covered in online news portals.
- On 30 April, a joint press release was issued by the Delegation and the Estonian Bureau of the Youth Programme about the up-coming 9 May celebration. The news was covered in national dailies and in online news portals.

Annual Information Meeting

- On 3 April, the third information conference for all EU information providers in Estonia took place in Tallinn, organised by the Delegation. The 130 participants included representatives from the Estonian Government's Information Secretariat,

from the regional EU info-points, from the Euro Info Centres, from the ministries and from civil society organisations. The conference concentrated on the preparations for the EU referendum. Among the speakers was Dragan Barbutovski from the Delegation in Slovenia, who shared his referendum experience.

Preparations for the pre-referendum bus tour

- On 4 April, a briefing for EU ambassadors on the pre-referendum bus tour took place at the Delegation. The tour will be organised in co-operation with the Embassies of the current EU Member States who will provide a cultural programme during bus stops in all Estonian counties.
- On 25 April, the EUIC organised the fourth seminar for 40 volunteers of the bus tour, this time on the Structural Funds for Estonia and on EU information sources.
- The EUIC made the following preparatory visits to counties to identify the best sites for the bus stops: 16 April - Harju County, 21 April - Saare County, 23 April - Võru County, 24 April - Põlva County, 28 April - Hiiu County
- A series of 15 half-hour EU-themed programmes were aired on Estonian Public Radio's Vikerraadio channel. The series concentrate on the impact of EU accession for Estonia and will be broadcast until June.
- The first broadcasts of an EU-themed radio show on Russian language public radio channel Radio 4 were aired on the implications of EU accession for Estonia. The series will be broadcast until June.
- The second insert in a series entitled "I and the EU" was published in Elukiri magazine for senior citizens. In one of the articles, Estonian President Arnold Rüütel discussed the benefits of EU membership for Estonians.
- During the reporting period, the EUIC released 5 weekly electronic newsletters European Union This Week. The Newsletter is mailed weekly to over 3,500 recipients, including national and local politicians, government sector, NGOs, entrepreneurs and the major media channels.
- Lectures by the EUIC: On 14 April, the EUIC held a lecture on the implications of Estonia's EU accession for 27 Medical School students in the premises of the Centre. On 22 April, the EUIC held a lecture on EU history, institutions and policies for 23 unemployed people in Kuressaare Training Centre. On 24 April, the EUIC held a lecture on EU information sources for 22 Russian-speaking librarians. On 30 April, the EUIC held a lecture for 20 Spring Day essay contest winners about the EUIC and its activities. During the reporting period, the EUIC responded to 284 requests for information from the public.

Finland

- The leading Finnish EU-analysts still consider the Union's main problems to be related to its decision-making capacity, governance, economic structures,

competitiveness, security policy, and general credibility. There is genuine concern about possible disintegration of the Union. Some of the analysts are worried about the future of the Finnish welfare state: they refer to the different social security and taxation levels in the present and future Member States. However, a more positive analysis outlined the very benefits of the Finnish welfare system as a potential model for the new member states.

- More generally, some analysts have criticised the enlargement debate for being far too concentrated on national interests and negative side effects of the enlargement. Some consider that the basic membership criteria – i.e. the market economy, democracy, respect for human rights and functioning administration – have not received enough attention. The potential difficulties in administration, legislation and level of taxation in the Acceding Countries, as well as the funding of the enlargement were also major topics of discussion.
- According to the Council of Nordic Trade Unions (NFS) Finland does not need to worry about large inflows of people from Acceding Countries; instead the enlargement should be seen as a possibility for a more flexible labour force. It was also widely argued that the Finnish construction industry would have to adjust to the structural challenges posed by labour from the new member states. There is worry over the potential loss of business, as the alcohol and tobacco taxes remain significantly higher in Finland than in Estonia. According to Employers' Confederation of Service Industry (PT), travel to the Acceding Countries shall increase – especially to the Baltic states. Consequently, the pressure to lower alcohol and tobacco taxes has increased.
- Enlargement is estimated to have positive impact as it moves EU's borders towards the North and East. However, there are concerns that regional differences will increase with the enlargement.

Media

- In April the number of stories dealing with the EU and the enlargement increased. This is primarily due to central events such as the Athens Summit. European Parliament's debate over the financing of the enlargement and the accession vote also received significant attention. A number of newspaper articles dealt with the Acceding Countries, particularly the Polish economy and agriculture. The Hungarian referendum received wide attention, even though the content lacked deeper country analysis.
- There were some reports on the implications that enlargement will have on Finnish commercial and industrial life. On enlargement is seen as a threat to Finnish industry as it is believed to increase corruption and crime in Finland. On the other hand, it is seen as an excellent market opportunity with the increase of the number of consumers and flexible labour from the Acceding Countries. The fear of massive inflow of immigrants to Finland has decreased.

Representation activities

- In April, the Representation concentrated mainly on the preparatory work for future information events and activities, such as Internal market panel discussion and Europe Day activities.
- On 16th April the Representation hosted a luncheon for current and future member states' ambassadors. The luncheon event provided an excellent opportunity for the ambassadors to follow the signing of the Treaty of Accession from the Athens Summit via live satellite broadcast. The Secretary of State, the late Mr. Antti Satuli had a keynote address at the luncheon.
- An event of the regional Europe 2010 series was held on 15-16 April in Joensuu, Northern Carelia. The Regional Europe 2010 seminar, was opened by the Head of Representation, Mr. Timo Mäkelä. The seminar gathered some 95 participants. Mr. Mäkelä was also interviewed on the local radio station and in the local newspaper Karjalainen, on EU's current affairs - particularly the enlargement.
- On 16 April Mr. Mäkelä also gave an interview for Tampere-based radio 95.7, on EU enlargement.
- Another Europe 2010 discussion event was held on 25 April in Helsinki. The Slovenian Minister of European affairs, Janez Potočnik spoke on the subject "Slovenia, New Member of the European Union - after the Conclusion of the Accession Negotiations".
- The Representation and the European Parliament Office organised a seminar "Finland and the Enlarged European Union" on 28-29 April. Participants included a wide array of EU specialists from Finnish Ministries, the media and research institutes. The seminar was held in Kirkkonummi, located in the capital region and was chaired by the Head of Representation.
- In addition, enlargement has continued to be a key issue in other Representation information activities such as the Europa-magazine, web-site, weekly newsletter and contacts with the media and other stakeholders.

Germany

Opinion Polls

- The German TV channel ARD/mdr (public television) has opened a chat forum on his website www.tagesschau.de, asking the users to give their opinion on EU-enlargement (chances, risks, are the Germans/Germany ready for an enlarged EU, can you imagine a Europe of 30 or 40 member states, in which way do you feel affected by enlargement?). The discussion focused on the subjects: fear of losing jobs (especially SMEs), fear of immigration, price dumping. However, there are also very positive comments on enlargement, criticising those who hold enlargement responsible for Germany's economy instead of realising that Germany's economic development is not a consequence of enlargement.

Media

- The signing ceremony of the accession treaties in Athens attracted wide and comprehensive coverage in the German media. However, the 16th April was not exclusively seen as a day of celebrations, but gave reason to point out the defects of the EU especially in terms of institutional reform and political long-term orientation. It is feared that a Union of 25 might not function any more without fundamental changes to the institutional system. Commentators criticise that the process of deepening has been neglected. At the same time it is surmised that the acceding countries do not take a broad political but rather a narrow economic interest in the EU.
- After April 16th coverage on enlargement waned with the media concentrating on inner German affairs. Only brief reports came up on the opening of the Northern Cypriot border and the referendum in Lithuania. The news that Poland was going to be responsible for a sector in Iraq were followed by worries about a growing estrangement between Poland and the EU. The meeting of the Weimar Triangle on the 8th May also draw more attention to the question of Poland's future role in the EU.
- The "Frankfurter Rundschau" welcomed the success of the enlargement process since it results in the expansion of the zone of peace into Eastern and Central Europe. However, it criticised that the process of deepening has failed to keep step with the process of widening.
- The "Kölner Stadtanzeiger" and the "Stuttgarter Nachrichten" expressed worries that in the future the accession candidates might bind themselves only economically to the EU and politically more towards the USA. In various newspapers Poland is recognised as the country most likely to distinguish between these two areas of co-operation. The "Frankfurter Allgemeine" identifies Poland as a highly attractive partner for the USA because of its potential to gain influence in the EU and to play a leading role in the Eastern and Central European region. The problem is seen in the Polish government's failure to elaborate a vision of the future of the EU so far. The "Tagesspiegel" expresses hope, though, that Poland will contribute to an improvement of the transatlantic partnership.
- The "Financial Times Deutschland" and the "Frankfurter Allgemeine" point out Commissioner Verheugen's merits in the enlargement process. He acted as an intermediary where necessary and at the same time managed to overcome the fears and prejudices of both members and accession candidates with his persistence in important moments.
- All the papers welcomed the overwhelmingly positive outcome of the referendum in Lithuania.

Information events and own initiatives

- On April 30, the members of the "Initiative pro Enlargement" Peter Kurth and Andrea Fischer spoke to 30 multipliers from the media and youth organisations on the occasion of an "Enlargement Dinner".
- In the framework of the series 10 plus – One Europe, the Berlin Representation together with Tagesspiegel (Berlin newspaper) and Deutschlandfunk (nationwide

radio station) organised a panel discussion in the Embassy of the Czech Republic on May 7: War, flight, displacement in Europe: Different ways of commemoration and lessons for the future.” On the panel were the Czech Ambassador in Austria, the authors Pavel Kohout and Hans Christoph Buch and Prof Hans Lemberg, member of the Czech-German historian commission. Approximately 150 people attended the event, which was broadcast by Deutschlandradio.

- On 7 May, two groups of secondary school students had lectures on "The Enlargement of the European Union" (Team Europe) in the Bonn Representation, 42 participants.
- Several events took place in the context of Europe Week, starting on 30 April with the Trade and Commerce Division of the General Consulate of Poland in Cologne who organised a discussion evening about enlargement, gathering about 120 participants.
- A Europe festival was organised by the city of Bonn on 3 May with: information stands of among others the new member countries in the town hall and on the market place; cultural performances of groups from the new member states; the “Information Centre Europe” from Cologne, supported by the Bonn Representation, gave information and handed out information brochures on enlargement and other EU subjects.
- Dr. Attila Király, attaché of the Embassy of Hungary, on 5 May gave a lecture on "Hungary's thoughts, expectations and wishes before joining the EU" (Gedanken, Erwartungen und Wünsche Ungarns vor dem Beitritt zur EU), within the conference "Hungary on its way to the European Union" (Ungarn auf dem Weg in die Europäische Union), organised by Frauen-Union Rhein-Sieg (Women's Union Rhein-Sieg). About 100 participants.
- Information desks of the Information Centre Europe (Cologne), the General Consulate of Poland and the Office of MEP Wilfried Kuckelkorn in the city centre of Cologne were set up, on 10 May, for the general public.
- On Friday, May 9th, 2003, the Stiftung Internationaler Karlspreis zu Aachen in co-operation with Aachener Zeitung and Rhein-Maas-Gymnasium Aachen, organised a lecture and panel discussion: « In guter Verfassung? Der Europäische Konvent auf der Zielgeraden » (pun: In a good condition (in German same word as constitution)? The European Convention...)

Grant Programme

- University Dresden, “DIPO”-Website for Enlargement, Launch of the Site in May, 28,000 Euro

Agreements

- Conventions for Europe Week, which focuses on enlargement, have been signed with nine German Laender (Baden-Wuerttemberg, Berlin, Bremen, Hessen, Saarland, Sachsen-Anhalt, Thueringen, Niedersachsen, Rheinland-Pfalz).

Internet

- www.mehr-europa.de; Page Impressions: 32.621; Visits: 11.813; Average number of guests per day: 393

Information centres and relays

Europäisches Informations-Zentrum (EIZ) in der Thüringer Staatskanzlei

- April 28th, 2003 Talk on general EU politics and on Enlargement for 22 senior citizens, members of the CDU party
- May 4th/5th 2003, "Learning Place Europe in the context of EU-Enlargement" - Project days organised by the European Information Centre Thuringia to start the "European Week" 2003, 200 participants
- May 6th, 2003, Seminar on legal questions concerning EU-Enlargement, participants: 15 trainee civil servants
- May 9th, 2003, "A new dynamic for Old Europe? France and Germany in the wider Union", Talk and Discussion with Prof. Dr. Gilbert Cassasus, joint event of the Thuringian Centre for political education and the French Embassy in Germany, 14 participants
- May 10th, 2003, International Conference organised by the EIZ in Apolda on "40 years Elysée-Treaty: 40 years of twin towns in the context of EU-Enlargement", 106 participants
- May 12th, 2003, Discussion event in the EIZ about EU-Enlargement with 24 Soldiers

Carrefour Mecklenburg-Vorpommern:

- 8th of May: Tourism Forum " The region Usedom-Wollin within the process of Poland's accession to the EU" (53 participants of which were half German and half Polish - local newspaper reported)
- 5th of May to 10th of May: Europe Week in Ducherow (school - 45 pupils), Dargezin (30 children), Schlatkow (60 children of which were 15 Polish), Benz (playschool), Gladrow (35 youngsters of which were 15 Polish). Everywhere the local press participated and reported on it.
- On 5th May the Carrefour Saxonia organised together with the district administration office Loebau Zittau an agrarian meeting in Ostritz in the monastery St. Marienthal on the topic: „The reform of the European agricultural policy - challenges and chances for the agriculture in the lower-Silesia - Saxony border region". Mr. Wallrabe of the Saxon Department of State for environment and agriculture and Leszek Grala, chairman of the agrarian chamber of Lower Silesia informed about contents of the proposals of the European Commission from January 2003 and about possible effects on the agriculture in Saxonia and Lower Silesia. More than 50 persons participated, among them 25 Polish farmers.

- Under the slogan of the European week of this year: "The European Union expands - a historical step" the Christian-Social Education Work Saxonia e.V. (CSB) together with the Carrefour Saxonia organised four information meetings (05.05. – 08.05.2003) for primary school pupils in East-Saxonia (Koenigswartha, Ralbitz, Wittichenau and Panschwitz Kuckau). In these meetings Polish and Czech guests participated. By common plays, dances and songs the east Saxon pupils became acquainted with their neighbouring countries and the European Union. Altogether approx. 240 pupils participated.
- Together with the national centre for political education the Carrefour Saxonia organised two panels on the perspectives of the European Union. As podium guests Professor Dr. Werner J. Patzelt, political scientist, Technical university Dresden and Juergen Schroeder, Member of the European Parliament participated. These meetings took place on 6 May (Panschwitz Kuckau, East-Saxonia) and on 7 May (Annaberg, South-Saxonia).

Activities of the IPE Halle during the European Week 2003

- May 3,: Information stand with publications on the enlargement policy at the opening event of the European Week in Freyburg/ Unstrut, Saxony-Anhalt. The stand had been organised in co-operation with the Carrefour " Mittlere Elbe" and the State Chancellery . 1500 visitors, among them 70 delegates from France, Italy, Spain, Austria, Portugal. TV (Mitteldeutscher Rundfunk)
- May 8, 2.00 p.m. to 6.00 p.m.: Information stand on the enlargement policy on the central Market Place in Halle. Joint activity of the IPE and the EDC in co-operation with the municipality of Halle. 3500 visitors, TV (Mitteldeutscher Rundfunk)
- May 9: Distribution of "Enlargement Post Cards" at the 24th International Children Choirs Festival : 450 participants from Germany, Austria, Hungary, Czech Republic, Russia and Latvia

Carrefour Lüneburg

- There was a big event in the town of Celle which lasted the whole Europe Week, different twin towns from all over Europe presented themselves with food, music and dancing.
- The Carrefour Lüneburg had an information stand, offering information about enlargement and general EU-topics. The stand was visited by several thousand people during the week, over 600 participated in the Europe-Quiz and tested their knowledge on Europe and the enlargement. For children there was a special "Kids-Quiz". A similar event was organised from the Carrefour Lüneburg together with a school in the town centre of Rotenburg /Wümme.
- The Carrefour Lüneburg furthermore co-organised in the town of Lüneburg, a musical journey through Europe with a focus on the new Member States. Various musicians presented a mixture of music, ranging from classical and jazz music to typical music from the new member countries. The mayor of Lüneburg, Mr. Ulrich Mädge, the honorary consul of Romania, Mr. Kornemann, and the vice-

president of the Bezirksregierung, members of the parliament from Lower Saxony and members of the regional and local parliament participated. More than 120 people came to join the musical journey, to enjoy a special evening and, during the break, to take a look at the information material and brochures concerning the enlargement presented by the Carrefour Lüneburg.

- "Gender mainstreaming - equal opportunities all over Europe" is the title of an exhibition that was opened during Europe week by Monika Scherf, Manager of the Carrefour Lüneburg. The exhibition had a special focus on the new Member States. The Carrefour organised this exhibition together with the adult training centre in Barendorf and the women's representative of the district of Lüneburg. It is shown on several places in the region during the year.
- The Carrefour also designed information boards to the following topics: structure and development of the European Union, Enlargement, the Convent and the Common Foreign and Security Policy with maps and charts. Some schools developed own information boards about European school projects, pupils exchanges or partner schools or had their own supporting programme. So the Carrefours' information campaign was implemented in the schools programmes for Europe Week. In some schools the Carrefour staff were supported by schoolmasters and regional representatives, e.g. Landräte or Oberkreisdirektoren.
- At the main event of the European House and the Info-Point Europe Leipzig during this year's European Week, a wide spectrum of the population was informed about the possibilities of the Community vocational training action programme, LEONARDO DA VINCI, and shared experiences gained in eastern and western Europe.
- At the Europe party on 7 May, around 100 interested citizens, educational institutions, students, employed and unemployed were given the opportunity to get to know actors and multinational vocational training programmes. Furthermore, conversations with visitors, co-ordinators, teachers and trainees from Poland were organised, since the European House currently looks after more than 80 pupils doing LEONARDO internships in enterprises in Leipzig in the framework of their vocational training.

Other information activities or events

- The Ministry for Foreign Affairs organised a workshop on "Enlargement and the future of the European Union" on April 16th. 25 participants mainly from the German Länder attended the workshop, during which the Ministry of Foreign Affairs' Campaign was presented and a lecture on the development of the European Union and on enlargement was held.
- On the occasion of the signing of the accession treaties in Athens, the Ministry for Foreign Affairs organised a festive act together with the new member states. Approximately 200 people attended the event. The ceremony in Athens was broadcast, so that all participants were able to follow the signing.

- On April 29, 2003, the Hungarian Embassy together with Friedrich Naumann Foundation carried out a panel discussion, “Between unity and diversity – which pillars does the European House stand on?”.

Information activities on the Convention

- A discussion organised with the Europa-Union with 4 members of the Bundestag on the role of the citizen with regard to the future constitution, the EP elections 2004 and basic and human rights; 180 participants.
- On May 12, Hans Martin Bury, Junior Minister in the FM in charge of European affairs held a lunchtime speech on the German government’s position with respect to the European Constitution, organised by the Institut für Europäische Politik and the Otto Wolf Foundation.

Italia

Séminaires et conférences

- La Conférence organisée par la Représentation en Italie de la Commission européenne en collaboration avec l’Institut Affaires Internationales (Iai) a eu lieu à Turin au Palazzo Carignano le 28 mars 2003. Il s’est agi de la dernière étape d’un cycle de conférences qui avaient comme objectif la promotion du débat public italien sur l’avenir de l’Union et de ses institutions et qui a touché Bologne et Catane. La Conférence de Turin a eu comme thème “Le rôle des pouvoirs régionaux et locaux dans l’Union: fédéralisme et subsidiarité dans une Europe élargie”. Les trois sessions du matin ont été consacrées à: “La division des compétences entre l’Union et les Etats membres”, “Le rôle des régions dans l’Ue et le principe de subsidiarité” et “Le fédéralisme fiscal”. Dans l’après-midi, s’est tenue une Table ronde sur le thème “La division des compétences entre l’Union et les Etats membres et le rôle des pouvoirs régionaux”. Ont participé, entre autres, à la rencontre: Gianni Bonvicini, Directeur du Iai, Fabrizio Grillenzoni, Directeur f.f. de la Représentation en Italie de la Commission européenne, Giorgio Napolitano, Président de la Commission Affaires constitutionnelles du Parlement européen, Cristiana Moscardini, Députée au parlement européen et Sergio Chiamparino, Maire de Turin. La Conférence a été conclue par une intervention du Ministre des Politiques Communautaires Rocco Buttiglione.

Latvia

Media

- Signing of the Accession treaty in Athens was the major event presented on EU affairs in media in April.

- Media reported about the referendum in Hungary in a quite comprehensive way. Some criticism was expressed about the low participation of people at this referendum.

Press releases

- April 4, Justice website; April 4, Team Europe established in Latvia; April 4, European Parliament will open its office in Latvia; April 4, Supported NGO projects; April 8, RID in Dobele; April 10, Full report of W.Kok in available in Latvian; April 11, Audio-visual materials for media; April 11, RID in Valmiera; April 14, Signing of Accession Treaty in Athens; April 15, RID in Baldone; April 15, Eurobarometer; April 23, Seminar for teachers “Spain”; April 23, RID in Olaine; April 24, Natali Prize in journalism; April 25, EC about proposals for the European Convention; April 29, Magazine “Evropa” produced by EC Delegation in Russia; April 29, RID in Zosēni; April 29, Seminar at EUIC on tourism;

Information events and initiatives

- Travelling exhibition about the European Union has visited Saldus and Ludza.
- Regional Information days and events in Līvāni, Dobele, Saldus, Bauska, Baldone, Valmiera, Ludza, Olaine, Liepaja and Zoseni, have taken place in April.
- Three Regular Europe Day’s have taken place in Livani, Saldus and Ludza. They have been organised in co-operation with European Integration Bureau and Non Governmental Organisations. EUIC have organised exhibition “ European Union – how it works” which stayed all April in the municipality of Saldus. EUIC also participated in the Euro buss tour through the Livani, Saldus and Ludza regions. Europe days are organised since the September 2002 and are held every month. Euro buss tour and exhibition are events, which have been recognised as good and should be continued in the future. As it was decided earlier Europe Days project would end with the Europe Week 2003, so these were the last Europe Days.
- Information Day in Dobele for owners of cafeterias was organised on 09.04.2003 and was organised in co-operation with the local Adults Education Centre. Information about conditions negotiated in the accession negotiations related to the Consumer’s Protection and Food Safety and other relevant topics for owners of cafeterias were presented and discussed.
- Information Day in Schools of Bauska has taken place on 10.04.2003. Event was organised in co-operation with the library of Bauska. Basic information about history of the EU, policies and enlargement of EU. After the presentation questions about what will be the consequences if in the referendum Latvian society would vote NO. What will be the possibilities for the youth? What is the public opinion in other countries and how EU may help to fight corruption in Latvia?
- Information Day in Valmiera region has taken place on 15.04.2003 Information Day included meetings in the Elderly and Disabled Persons Houses. Main topic of the day was the Social policy and how every day life may change for pensioners

and disabled persons. As in other events with the participation of pensioners, the audience was rather critical about the Latvia's accession in the EU.

- EU Information Day in Baldone has taken place on 17.04.2003. Information Day included seminar for the librarians of the Riga Region and the Event "Christianity in Europe". Event was organised in co-operation with the Library of Baldone. In the seminar for librarians Culture and Audio-visual policies were discussed. Event about Christianity gathered more than 100 people and was held in very informal and informative atmosphere. European values were at the centre of event.
- Seminar for Pensioners for Olaine district was organised in Olaine on 25.04.2003. Seminar included lecture about social issues. Mr. I.Alliks from the Ministry of Welfare of Latvia was the lecturer at the seminar. Although there were many questions about future prospects of the pensioners in the EU and rather pessimistic views about the future were also expressed. Despite that pensioners agreed that there are more positive than negative things from the Latvia's integration in the EU.
- Information Event for Liepaja Schools has taken place on 29.04.2003. Event was organised in co-operation with the Secondary School No.8 of Liepaja and Centre for Social and National Integration. Basic information about history of the EU, policies and enlargement of EU. After the presentation questions about what will be the consequences if in the referendum Latvian society would vote "No!". What will be the possibilities for the youth? What would happen if majority of citizens of Latvia would vote "No!" in the referendum?
- Information Day in Zoseni has taken place on 30.04.2003. Information Day included lecture and Awarding ceremony for the winners of local contest on EU as well as discussion with the local public about EU. Information about CAP and EU Social policy were presented at the beginning of the event. After presentations many questions were asked and comments expressed. Many farmers and local entrepreneurs actively participated.
- Competitions for Youth and others are organised by the EUIP's. Awarding ceremony will take place on the 05.04.2003 at the EUIC in Riga.
- Radio programmes: Since the beginning of March every Thursday a live discussion "Krustpunkti" on EU issues has been broadcast. The programme includes live discussion among experts on EU issues, answers to the questions of the journalists and public. In April five discussions have been held on topics: employment, Sapard programme, culture and identity in Latvia and the EU, common defence policy, defence of Latvia's interest at EU level. Overall listenership of every programme is 95 000. Negotiation with Radio SWH+ (largest radio station broadcasting in Russian) and Radio 100 FM PIK (second largest) about broadcasting of weekly programme on-going. Broadcasting planned in period June – October.
- TV programmes: Since the beginning of March every Tuesday stories about EU, myths, policies, opinions etc in the morning LTV1 programme "TV Rīts" has been prepared and broadcast. The programme includes short background information on selected topic, brief information about current affairs as well as

information about events and new publications. In April five programmes have been broadcast on topics: movies and entertainment in Europe, health care, Team Europe, history of the EU. Overall viewership of every programme is 40.000.

- Since the beginning of March every Friday stories about EU, myths, policies, opinions etc in the LNT morning programme “LNT Brokastis” has been prepared and broadcast. The programme includes short background information on selected topic, brief information about current affairs as well as information about events and new publications. In April four programmes have been broadcast on topics: migration issues, agriculture after accession, signing of accession treaty, big and small countries in the EU. Overall viewership of every programme is 39 000.
- Information project contest: 245 project proposals have been received, 26 supported. The projects include various kinds of activities (theatre, lectures, contests, velo tour, informative stands, exhibitions) and target audiences (students, pensioners, people with disabilities, rural communities, business). The projects will be implemented in the time period April – October.
- Travelling Europe InfoHouse: A set of street activities will be organised in regions during summer season (starting from May). Europe House will consist of inflatable walls and roof with European Union and Latvian symbols on them. In Travelling Europe House info stands and wide information about different EU topics will be available.
- A “Team Europe” was established on April 2. Following that set of training was provided. The training will continue till June. The training up to June 2003 is been provided by the Danish assistance programme to Latvia.

Products

- Since September 2001 a regular monthly 4-page supplement on European Union has been published in co-operation with leading business newspaper “Dienas bizness”, the business daily in Latvian with circulation more than 18 000 and readership more than 50 000. Every supplement is devoted to different topic and includes column: Should Latvia join the EU? “Pros and contra” where influential businessmen are defining their position on above mentioned question. Since September 2001, 19 supplements have been published, total media contacts ~ 850.000 have been reached. Supplement published in April 1 on topics: telecommunications and herbs market, April 29 – foreign trade, furniture producers.
- Draft of the fact sheets on 30 negotiation chapters prepared explaining the EU policy in respective sector and showing Latvia’s situation. 15 fact sheets have been printed: Free movement of services, Free movement of capital, Agriculture, Fisheries, Transport, Tax policy, Statistics, Industry policy, SME, Education and training, IT and telecommunications, Culture and audio-visual policy, Environment protection, Protection of consumers rights and health, Finances and budget. Editing of the draft versions in co-operation with experts from respective ministries.

Publications

- “10 wrong statements about the EU”, “Useful to know!” - Distribution of the brochures has been started. Both brochures placed on the EUIC website.
- “Hello Europe” – The final version of the publication has been agreed. Printing of the brochure in progress.
- Planning of texts for the new publication “10 opinions about the EU”. This publication will include 10 quotations from opinion leaders. Negotiations with opinion leaders on-going.
- European Dialogues 3. This book consists of discussions held at the regular monthly events at EUIC – European Dialogues. The writing and editing of the texts for the book has been started.
- Additional copies of the book “Europe from A – Z” in Russian have been printed.
- Presentations “EU in General”, “Information sources about the EU”, “10 wrong statements about the EU” prepared. The PowerPoint presentation prepared by EC Enlargement Information Unit about enlargement was translated to Latvian. A new PPP about EUIC has been prepared.
- The Power Point Presentations are available on website as well.

Lectures, discussions, seminars

- Information Event for Pedagogical University “Attistiba” was organised on 15.04.2003 at EUIC. Event mainly was focussed on the Social policy of the EU and how Social sphere will be affected in Latvia after accession. How to find information about EU was the second topic. Participants expressed their satisfaction about the event because it was rather specific and did not include general information.
- Lecture for Farmers Union was prepared about EUIC and other topics related to Latvia’s accession to the EU and delivered on 04.04.2003 in the Ministry of Agriculture in Riga. After the presentation many remarks and questions were expressed, mostly related to the situation in the Latvia, rather than on the EU.
- Seminar for Association of Teachers of Visual Arts was held at EUIC on 24.04.2003. Series of the seminars, which are organised in co-operation with Association of Teachers of Visual Arts, have proved to be good way to present the EU not only as the union of organisations and structures but also union of the states. Topic of the seminar was “Spain – Member State of EU”. Seminar was held in the very informal manner.

Information Events for the youth

- 3 information events for Riga Culinary School, Kuldigas Gymnasium and Agenskalna Gymnasium were organised for schools both in the EUIC and in the schools during the April. Presentations on the EUIC, history, institutions and

policies of the EU and Latvia and EU relations were presented in all events for the pupils. After the presentations many questions were asked not only about the topics relevant to the education and youth perspectives in EU but also on the topics like agriculture, free movement of labour and social issues. Events were very positively marked from the pupils as well as teachers and future possibilities for such visits were discussed. All visits to the EUIC are initiated by the schools themselves and in such manner should be continued.

Lithuania

Public opinion

- According to the opinion poll conducted by Vilnius in April, 67% of people would vote in favour of accession if a referendum were held next Sunday.

Media

- Lithuania's accession and the EU and related subjects remain the main theme in the media. Besides reporting the news, the media gives much attention to discussions and various opinions about the EU enlargement. In general, the attitudes of the national media towards the EU enlargement could be seen as positive. The attention of the media towards the referendum is mostly focused on the possible low turnout.
- The joint project with the National Radio, the most popular radio station Lithuania is on-going, EU-related inserts are introduced into 5 already existing programmes: for rural population, an early morning programme "The Native Land"; A special morning programme "Morning Sounds"; A programme for minorities in Russian; A cultural programme; A midday programme "Day of Lithuania"; The main issues discussed in the programmes are Lithuania's accession and the referendum.
- The joint project with the commercial LNK television continues. From Monday to Thursday, an insert "The Europeans" covering EU issues is included into the evening news release of the channel. The programme is trying to find interesting angles of EU issues that are usually not covered in the routine news programmes. The LNK TV has also started broadcasting TV vignettes, in which known persons (a professor, a singer and a mountain climber) speak about the common European values and how important it is to join the efforts for the future.

Press conferences

- A study visit of 8 national media representatives to the European Journalism Centre in Maastricht and EU institutions – Commission, Council and Parliament – took place at the end of March. The programme of the visit included meetings with EU officials, including Commissioners Verheugen and Fischer, local business community in Maastricht, employees of a farm, development agencies, etc. The study visit has shown that professional reporting on EU matters and understanding of them by journalists has much space for improvement.

- County Information Centres continue their activities (discussions, lectures, seminars, public events, etc.) for local communities and various target groups, as information before the referendum.
- Public libraries were implementing various activities according to the plans submitted. In total, support has been given for the events in more than 40 regions. Lectures, discussions, seminars, contests, public actions and other events are taking place in all over the country.
- A monthly supplement on EU matters is issued in Braille. The project was presented in the international conference organised by Open Society Lithuania Foundation. The participants of the Conference evaluated the project as a good practice to be applied in other countries. There were also ideas raised at the conference about language learning by visually impaired and blind people, their specific issues, both technical and learning process.
- The local television station “Vilnius TV” has prepared and broadcast a reportage about the Information centre. It was broadcast in Lithuanian and Russian. “Vilnius TV” has also broadcast “Europokeris”, the film on the EU support to Lithuania.

Visits

- President of the European Parliament Patrick Cox had meetings in Vilnius and in the Utena County on 22-23 April. Here, he had a meeting with mayors of the county municipalities as well as with the Utena community representatives. The President not only gave a speech, but also answered questions about accession, Ireland’s practice in the EU, etc. After the meeting, President Cox, together with the Chairman of Lithuanian Parliament, welcomed the Youth information campaign event. He gave an interview to the National TV, participated at the National Radio programme, visited the newspaper “Kurjer Wilenski” and an interview. A press conference in Utena county was also organised.
- Commissioner for Enlargement Gunter Verheugen paid a two-day visit on 24-25 April. He had an extensive programme in Vilnius, Siauliai and Kaunas. Five interviews and three press conferences were organised. He attended two international conferences, met Siauliai and Kaunas Counties’ Governors and mayors of municipalities, visited cultural and historical places, had a discussion with the school children, met state officials and high church hierarchy representatives and, together with the Prime Minister, attended the Youth information campaign event.

Information and other events

- The Delegation, together with the Martynas Mazvydas National Library, has organised an exhibition of cartoons on environmental issues NATURE 100%. The exhibition was launched by the Delegation to Romania. Deputy Chairman of the Parliament and many artists and cartoon designers took part at the opening.
- The Delegation, together with the Technical Library, Community Programmes and the Finance Ministry, has organised an exhibition of publications about the sources of information on EU available in Lithuania.

Referendum activities and products

- The Delegation staff attended many information and communication events: lectures, discussions, meetings and seminars throughout the country.
- The Youth Information Campaign has been launched by the Delegation. Youth NGOs' activities will take place in 18 cities and towns. The main beneficiary NGO is an umbrella youth organisation with over 20 members across the country; the NGOs decided on the slogan, promotional articles, type of action to be undertaken. They have obtained support from a Danish Embassy grant scheme and from Vilnius municipality as well from some other private sources. The Youth campaign was kicked off in Vilnius with a press conference, in which the youth organisations have taken the initiative to involve former President Adamkus, who was also involved in some other events of the campaign..
- The Delegation has produced a flyer with main information about the referendum, elaborated by the youth NGOs, Electoral Commission of Lithuania and the Delegation. It has been published in the Lithuanian (state language), Polish and Russian (minorities) languages. Part of copies was allocated for the Government campaign needs.
- The brochure "Lithuania and the EU" was published for the Youth information campaign needs. The brochure informs about the conditions of the EU membership of Lithuania and the possibilities and rights of Lithuanian citizens after the accession. The messages are classified into several chapters, like Enlargement, Environment, Environment and Water Quality, Agriculture, Finances, Currency and Euro, Students, Community Programmes, Travelling, Transport, Free Trade, EU Financial Support, Rights of Workers, Acquisition of Property in Lithuania, etc. The text of the brochure is also available on the Delegation's website www.eudel.lt.
- The Delegation has produced 200 EU flags. Some of them were given to Vilnius Municipality and local communities and they were raised in Vilnius on April 16, when the Treaty in Athens was signed. Others were given to schools and various event organisers, or offered as gifts to the mayors of the towns visited by President Cox and Commissioner Verheugen.
- A joint project with the local media, which is planned to continue for 6 weeks before the referendum, aims at promoting EU visibility in smaller towns. 35 local newspapers have been selected in which crosswords and quizzes on EU-related topics were published once per week, usually in the weekend issue, as they enjoy the largest circulation. The slogan of the referendum ("Let's be Europeans") was also published in each newspaper. The winners were selected and awarded with EU promotion items (t-shirts, stickers, books, etc.), their names were published in the newspaper.
- TV vignettes promoting general EU values are being broadcast on the LNK television

Products

- In order to provide the Russian minority with EU information, “Europe from A to Z” in Russian was acquired, based on a model published by the Latvian Delegation. The books are being distributed to schools, libraries, NGOs, etc.
- The weekly electronic newsletter e-Zinios – in Lithuanian and Russian - is being issued.
- The Information Centre is functioning and providing usual walk-in services and answering phone, fax and e-mail inquiries. The Centre is mainly involved in maintaining relations with the EU information network. The number of visitors and telephone, fax, e-mail request has significantly increased during the recent weeks. Having in mind the fact that the number of referendum related events has reached its peak, the Information Centre received numerous requests to supply various information and promotional materials. The Information Centre is also very actively involved into co-ordination of events and activities of NGOs (see above).

Other information activities

- The Government’ pre-referendum information campaign continues. A large variety of actions have been taking place and are still continuing: “Eurobus” is travelling throughout the country; show stars are giving concerts and presentations, a special website “Uz Europa” (For Europe) (www.uzeuropa.lt) has been created, state leaders are travelling and meeting with people, discussions are taking place on various occasions. The Government has produced and is broadcasting 6 different TV spots. The advertisements in the newspapers are being published. In the framework of the outdoor campaign billboards and bus stops are decorated with various slogans, encouraging people to make “the most important decision” in the referendum. A number of brochures, leaflets and slogans have been produced informing about the negotiations results in agriculture, financial sector, etc. A special brochure and a poster have been produced for distribution via the church (300.000 copies of the brochure). The statement of the Cardinal and other high hierarchy of the Catholic Church, encouraging people to make a very important decision in the referendum by choosing the European values and the values promoted by the Christianity, are included.
- Several media (TV stations and radio stations, newspapers and magazines) continue public actions aiming at increasing the turnout in the referendum. They have recorded and are broadcasting TV spots of know TV and personalities, putting advertisements in newspapers, in which they clearly express their positive attitude towards accession and positive result of the referendum.
- On 9 May, the commercial LNK TV channel will broadcast programmes on EU matters all day and encourage people to take part in the referendum.
- The EU accession referendum of school children took place on 29 April. 12-18 year-old children participated. More than 80% were in favour of Lithuania’s membership.
- The municipality of Vilnius is organising a congress of the generation, born after the independence of Lithuania was restored on 11 March 1990. Young people

cannot vote at the referendum, but are supposed to invite their parents to think about the future of children and their country and vote in favour in the referendum. The Head of Delegation will read the letter of Commissioner Verheugen to the participants of the Congress.

- According to the law on referendum, the broadcast time on the National TV and radio has been allocated for EU supporters and opponent on equal term (7 hours for each side). Most programmes are held in the form on discussion with opponents often presenting very clear and well-shaped arguments and EU supporters giving detailed and long, although factual, arguments. The general opinion is that the EU supporters did not enjoy success in those talk shows. Opponents to accession have not appeared before the referendum as an organised force. Nevertheless, members of a group of 10 or 12 people appear in all TV and radio talk shows and give interviews to newspapers on various occasions. Some of them are saying that Lithuania and Lithuanians will lose their identity and traditional values, national food and national style of life. Others argue that prices will increase and many factories and farmers will bankrupt.

Research

- The second research was carried out in agreement and after consultations (in terms of choosing the questions and problems to be identified) with the Government. 5 questions have been asked, including: “How would you vote in the referendum?”; “Would you attend the referendum?”; “What are doubts about the EU?”; “Who are the most trusted providers of information?” 10.000 respondents were polled by telephone. The results, as agreed, were supplied to the Government.
- In order to test some proposals and ideas of the youth NGOs, a focus group research was carried out. After the research, the slogan of the Youth information campaign has been chosen, and it is “Enough doubting, come and vote”

Luxembourg

Evénements

- Le vote du Parlement européen sur les accords d’adhésion a été accueilli avec grande satisfaction, tant dans les milieux politiques que dans les médias. Il a souvent été qualifié de «décision historique», même si certaines critiques se sont fait entendre sur la mise en oeuvre. Cinq députés luxembourgeois sur six ont voté pour l’élargissement. Le député socialiste Robert Goebbels s’est toutefois abstenu. Dans un point de vue publié au Tageblatt (10 avril 2003) et intitulé «Pas d’élargissement dans la confusion», il a justifié son abstention par le «brouillard institutionnel», l’élargissement se faisant avant la conclusion des travaux de la Convention.

L’évolution dans les nouveaux États membres

- Durant la semaine du 7 au 13 avril, les médias luxembourgeois ont consacré de multiples articles et émissions à la Hongrie, résultat d’un voyage de presse

organisé par la Représentation de la Commission européenne et le ministère des Affaires étrangères dans le cadre de la campagne d'information sur l'élargissement. La date du voyage ayant été choisie judicieusement en fonction du référendum, les articles et émissions ont porté sur la campagne de sensibilisation pour l'intégration, les diverses manifestations, mais surtout sur les positions des décideurs politiques, l'impact politique de l'élargissement, les répercussions sur l'économie, l'agriculture, la politique des minorités. La Hongrie est le troisième partenaire commercial parmi les pays candidats à l'adhésion, les exportations luxembourgeoises vers la Hongrie ayant augmenté de 30% entre 1999 et 2000.

- Le 17 mars, la presse a évoqué la remarquable course de la Slovaquie pour rattraper son retard. Bien que le pays se trouve toujours dans une phase de transition économique et doive faire face aux problèmes d'adaptation typiques pour les pays candidats, l'Europe reste au centre de la politique slovaque. L'espoir que l'adhésion contribuera à éliminer les problèmes du pays est manifeste, grâce aux fonds structurels et de cohésion communautaires.
- La presse a publié la proposition de la Commission européenne de doubler l'aide pré-adhésion de la Turquie pendant les trois prochaines années, non sans reprendre également l'avertissement du commissaire Verheugen à l'adresse de la Turquie, soulignant les conséquences négatives pour l'ouverture des négociations d'adhésion avec l'UE (27 mars 2003) en cas d'invasion dans l'Irak du Nord.
- Dans un entretien publié au Luxemburger Wort (27 mars 2003), le commissaire Verheugen a abordé e.a. les thèmes du calendrier pour l'élargissement, les changements que l'adhésion apportera à l'Union européenne (le renforcement de la méthode communautaire et de la sécurité intérieure), de l'adhésion de la Turquie (le développement récent constituerait une «success story»), les développements dans la question chypriote, les limites géographiques de l'UE et le développement de la PESC et de l'identité européenne de la défense.
- Les problèmes linguistiques soulevés par l'élargissement et ses coûts ont été évoqués dans le cadre du 50e anniversaire de la première publication du «Journal officiel». Dans l'ensemble, ces contraintes sont acceptées comme faisant partie de l'acquis communautaire, pour assurer la sécurité juridique de la législation communautaire.

Campagne d'information

- Le Service Information et Presse du gouvernement, le ministère des Affaires étrangères, la Représentation de la Commission européenne et le Bureau d'information du Parlement européen ont poursuivi leurs efforts pour mettre en oeuvre la campagne d'information qui, sauf événements imprévus, devrait débiter le 9 mai dans les médias écrits, à la radio et à la TV et sur les écrans de cinéma.
- Vu son impact dans les médias, le voyage des journalistes en Hongrie s'est avéré fructueux à court terme, tout en constituant un bon investissement à moyen terme pour sensibiliser les journalistes aux réalités des nouveaux États membres. Les prochains voyages vont mener les journalistes en Pologne et en Estonie. Des

journalistes accompagnent actuellement le Premier Ministre Jean-Claude Juncker dans son voyage officiel en Bulgarie et en Roumanie.

Portugal

Media

- The signature of the Accession Treaty on the 16th has reopened the debate and the interest of the media on enlargement in Portugal. Enlargement and the 'new Europe' were the front page of most Portuguese newspapers on the 17th. On TV those issues were also largely covered. The European Parliament agreement to the accession of candidate countries and the debate on the consequences of enlargement to Portugal have also been addressed by press and audio-visual media.

Projects/co-operation with media

- About 45 programmes about enlargement were broadcast on local radios. The participation of local authorities and representatives of the acceding countries is a very positive aspect of the project as well as the balance between local and national perspectives.

Information events and initiatives

- The Representation has organised the distribution of a map of the European Union with the future member States with national newspapers and with most important newspapers of Madeira and Azores. About 340.000 maps were distributed after the 16th April.
- Also after the signature of the Accession Treaty, the Representation has promoted the distribution of a map and a chronology of enlargement to schools. About 20.000 maps and brochures were delivered.

Products

- Electronic newsletter on enlargement, in Portuguese, updated every two weeks and distributed to local radios, regional press and information relays. It is also available in the Representation's internet site.

Information Centre and relays

- As a result from the activities of information relays on enlargement supported by the Representation, the following events took place in April: Training and information session on enlargement directed to local key players (Mértola/Alentejo - south of Portugal); Programmes on future member States broadcast by a local radio, prepared and produced by the local 'Carrefour' and with the participation of the ambassadors (Mértola/Alentejo - south of Portugal); Information sessions for schools in Azores and in the districts of Elvas and Portalegre (Alentejo) ; Conference on the 'Social and Economic Impacts of

Enlargement of the EU to Central and Eastern Europe'. This conference was directed to the academic world and had the participation of experts from current and future member States and of about 200 university students and teachers (University of Évora-Alentejo, on the 11th) ; The itinerant theatre play on the candidate countries (project of the 'Carrefour' relay) has continued to be presented in rural areas of the country ; Dinner debate for businessmen on the 'Bulgarian market and the opportunities for businesses of Aveiro region'. This event was attended by the Portuguese Secretary of State for European Affairs.

- The outcome of the activities organised by the information relays on enlargement has been considerable. Therefore, in order to give continuity to the information activities, the Representation has launched, in April, two new calls for proposals directed to EIC/BIC and the generalist relays.

Romania

- Although the beginning of the month was still under the sign of Iraq, the month was more EU-related than the previous ones. First, because of the series of visits in EU member states initiated by the Romanian PM, to obtain support for Romania's accession in 2007 – first to Brussels and then to Berlin. In Brussels, besides having meetings with EU officials to discuss accession-related matters, the Romanian PM also inaugurated the new premises of the Romanian Mission to the EU. Second, because of the approval by the European Parliament of the Accession Treaties and their signature, on April 16th, in Athens, with the 10 countries that are to become EU Member States starting 2004. And third, because of the increased interest for the next steps to be taken in the accession process, in order to meet the 2007 deadline, manifested by the ruling party, the opposition, the civil society and the public opinion.

Opinion Poll

- On April 14th, State Secretaries Maria Crivineanu and Andrei Popescu with the Ministry of European Integration attended a debate under the programme "We act together for reform and European integration", organised by the National Institute for Administration. The debate was attended by 41 mayors, Presidents of County branches of the Communes Association from Romania.
- Minister-Delegate, Romania's Chief-Negotiator with the EU, Vasile Pușcaș, as well as the Head of EC Delegation in Romania, Jonathan Scheele, attended the opening ceremony (April 15th) of the Scientific Forum for a United Europe, organised by the Association of Students from Economic Studies.
- State Secretary Andrei Popescu with the Ministry of European Integration participated, on April 18th, in a scientific workshop, organised by the Police Academy "Alexandru Ioan Cuza", where he presented his paper on "The mirroring of EU norms in the new Labour Code". He also, attended, on April 23rd, the public debate on the draft laws included in the child protection legislative package.

Media

- Total articles and broadcasts: 5283 (national newspapers, local press and broadcasts on A/V media) : 2693 articles were published in the national newspapers: 1750 news, 569 stories, 99 commentaries, 84 analyses, 125 editorials, 20 feature stories/investigations and 46 interviews; 1996 articles were published in the local press: 1508 news, 264 stories, 48 commentaries, 14 analyses, 124 editorials, 4 feature stories/investigations and 34 interviews ; 594 broadcasts on A/V media: 594 news.
- The main topics covered by articles and A/V broadcasts*:

Topic	No.items
EU Institutions / reactions	921
EU assistance programs	1154
Romania's accession process	3040
EU enlargement process	598
Corruption (Romania's actions in tackling this issue)	713
The Delegation of the European Commission	368
Total	6794

Press releases

Topic	Date
JRC Information Day in Romania	2.04.03
Launch of 2 Calls for proposals – Civil Society	3.04.03
Eurobarometer on science and research in the CCs	4.04.03
New financing opportunities for SMEs	8.04.03
European Label Award Ceremony	9.04.03
Head of Delegation's visit to Olt and Arges Counties	10.04.03
ISPA funds for the Southern branch of Corridor IV	14.04.03
Launch of Europe Day events	17.04.03
Launch of SAMTID (rehabilitation of infrastructure in	18.04.03

* An article or broadcast may cover one or several topics

Topic	Date
small and medium towns)	
Clarifications on regional organisation of Romania	23.04.03

Press conferences

Topic	Date
JRC Information Day	2.04.03
Setting up new Citizens Advice Bureaux (CABs) and strengthening existing CABs	3.04.03
Launch of Eurobarometer on science and research in the CCs	4.04.03
European Label Awards Ceremony	9.04.03
Local visit of HoD in Arges	10.04.03
Local visit of HoD in Olt	11.04.03
Contract endorsement for upgrading works on National Road 6, Craiova – Filiași section (Southern branch of Corridor IV)	14.04.03
Launch of Europe Day, in co-operation with the Government	17.04.03
Launch of SAMTID (rehabilitation of infrastructure in small and medium towns)	18.04.03

Press interviews / articles / meetings

Topic	Date
Commissioner Barnier article in Adevarul daily on Europe divisions	7.04.03
HoD interview with Oxford Press on reforms and accession	14.04.03
HoD in TV talk show / Public TV station “TVR2” on reforms	16.04.03
HoD declaration for Business Review on corruption	17.04.03
HoD in radio debate / Radio Romania on Summit in Athens	17.04.03

HoD declaration for BBC Romania on international adoptions 18.04.03

HoD declaration for Radio Romania / Tg Mures – 9th of May and accession process 24.04.03

- This month, the visits of the HoD to different newspapers were launched. The aim was to show the Delegation's appreciation and thank for the increased media interest as regards EU and EC Delegation-related topics (as shown by the increased number of articles on these topics, currently standing at 1500-2000 articles / month). The main reasons behind these visits were referring to the need to have a direct dialogue on specific topics with the relevant journalists (and not only with those dealing with foreign policy and/or European integration matters), as well as constant one, with mutual inputs, more or less formal, on topics of mutual interest. The HoD took this opportunity to make public the Annual Report 2003, showing the inside view of the Delegation. Each visit was around one hour long, involving both meetings with Chief-Editors and board and visits of the news room. 4 national dailies, with wide coverage, were visited in April: 23 – Adevarul (main Romanian newspaper as regards both coverage and number of issues) and Independent; 24 – Jurnalul National; 25 – Evenimentul Zilei. More meetings are scheduled for May and June.

Information events

- At the Information Centre, three press conferences were held, and two educational programmes performed. An estimated total of 136 persons were hosted, as participants to the events. The topics for the press conferences were: "European Label Awards Ceremony for innovative language teaching and learning projects", "The results of the Eurobarometer on research in the Candidate Countries" and "Steps towards tolerance" - launching of a video clip from the EU-funded public awareness campaign on fundraising to support Roma education.

Internet – www.infoeuropa.ro

- General statistics include 24,537 site visits, a drop of 5.4% as compared to the previous month, but an increase with 27.1% as compared with April 2002. The most active day was April 16th (1,360 visits/day), the most downloaded file was the 'PHARE Programme' brochure (Phare_ed 2001_ro.pdf) and the most accessed page was SPP Macroprojects (B7-030) with 1,364 visits.
- Other publications of interest, most downloaded, were 'Infoeuropa Bulletin' (the Information Centre newsletter) with 3,429 copies. This adds to the 2,500 copies of the printed version, bringing the circulation of the publication to a total of 5,929 copies. The 'Visual Identity Manual' also was heavily downloaded, with 3,220 copies, that sums up to a total of 9,149 copies, when adding the previous month's downloads.
- The press statement , issued by the EC Delegation, on the hot topic referring to the political debate on regionalisation of Romania, was downloaded 1,328 times.

- Besides specific subjects, like financing for SMEs, SPP Europa Fund and SPP B7-030, the three top pages visited were “News”, “Programmes” and “Financing opportunities”. Ranking high, in the visits list, was also the page with the contacts for the EC Delegation in Romania.

Publications

- The list of publications continued to grow, to include the following titles:
 - “How to get European Union financing”, English edition 2003;
 - “An Inside view of the European Commission Delegation in Romania - Annual Report”, English edition 2003;
 - “Ten questions and answers on the benefits and costs of Romania’s accession to EU”, Romanian edition;
 - Launching fiches: “SAMTID”, “Assistance to small and medium sized enterprises - Grant Support Scheme (RO 0108.03.01)”, “Civil Society Programme RO 0104.03/1.1” (2 fiches).
- For Europe Day, a reprint of the “Europe Day’ leaflet was realised, in 8,000 copies. Two banners promoting Europe Day were produced and displayed at the Info Centre
- Information and promotional materials for the European Film Festival were produced: posters (2,000), catalogues (1,500), Gala invitations for Bucharest (3,000), programme cards (20,000), special issues of cultural city guides (De Vest – Timisoara, 7,000 copies; Totodata – Iasi, 2,000 copies; B 24 FAN – Bucharest, 30,000 copies), banner for the Gala night.

Information Centre

- In April 2003, a number of 807 persons visited the Information Centre for orientation and information services, 467 phone queries were answered, as well as 15 e-mail questions. 41 postal expeditions were mailed and delivered, of which: 14 reply letters that included requests for publications; 23 parcels totalling 173 kgs of publications; plus other deliveries.
- For Europe Day, the mailing for the multipliers network was directed to 102 addresses, plus towards another 72 requests from organisations and institutions, looking to organise events dedicated to Europe Day. The total quantity of information and promotional materials mailed and distributed was 899 kgs. The aforementioned organisers expected around 24,000 people to take part in the Europe Day events.
- The mailing activity included also the distribution, towards the 102 multipliers, of the newly released brochure “Ten questions and answers on the benefits and costs of Romania’s accession EU”.

Other information activities

- Training for the European Information Centres
 - The training session, that took place in Turnu Severin, was the fourth session dedicated to the future public information officers from the centres and information points, funded under the Europa Fund, located in Brasov, Turnu Severin, Arad, Craiova and Resita.
 - The aim of the training session was to familiarise the beneficiaries both with EU general information and with practical information, referring to how to set up and run an information centre / point, and also to give them the feeling to be part of a network. Basic training was provided, through an interactive session, on EU institutions and European information sources, and also on how to manage a European Information Centre .
- Opening of new Centres: The calendar included: Sighet - 11 April; Network of 5 Info centres in Arges County - 10-11 April; Network in Buzau County - during April (14 info points from the expected 16); Network in Adjud - 10 April (including two info points); Network in Arad County - throughout April (all 6 info points)

Youth Campaign

- Meetings of the Head of Delegation with young people continued in Bucharest and Slatina. Both meetings had the already used format of warm-up session followed by debate of posters “Europa 2025”. In Bucharest, the Sava High School hosted teams from other 4 high schools from Bucharest and in Slatina the Head of Delegation met the pupils from five high schools in Olt County. Staff from EC Delegation joined, during both meetings, the warm-up session (animated by the 15-25 team). Some of the hot topics raised by the students during the debates: Why does the EU wish to integrate Romania? Advantages / disadvantages of integration for Romania. Loss of national identity upon integration in the EU. Constitution of UE vs. national Constitutions. Which will prevail? Where should EU stop? Where should be the border of the EU?
- The Head of the EC Delegation made a visit to Arges (10 April) and Olt (11 April) counties.
- In Arges County, besides the meetings with the local authorities, the HoD visited two SMEs projects (tourism and furniture manufacturing) and a HRD project. He also participated in a round table with students from the University of Pitesti. 5 journalists from the national media joined the delegation. The interest manifested by the media was important, with several requests for press statements both from local and national media. Local media was well represented, with 6 newspapers and a number of radio and TV stations.
- In Olt County, the HoD paid an unannounced visit to a RICOP – Public Works project (construction of a bridge over a river) and it was a success, as one could notice progress in works, as compared with the previous monitoring visit. Other visited projects involved an aluminium-paste processing unit and a firm weaving traditional Oltenian carpets. The round table with high school students was one of

the most successful debates held. Discussions on EU issues, including enlargement, were intense, with pros and cons being put forward.

- The March issue of the Information Centre Newsletter was distributed to about 1,000 addressees.
- The “100% Natural” cartoons exhibition was delivered to EC Delegation in Vilnius and the Representations in Madrid and Helsinki, to be displayed during Europe Day events. Subsequent displays are scheduled in Lisbon and Brussels.
- The High Schools Workshop format has been finalised and implemented in Bucharest and Slatina (during local visits), with HoD participation.
- In advance of Europe Day, packages were prepared and mailed to 174 addresses. The standard package contained: 50 small EU flags, 10 pens, 30 copies of Europe Day leaflet, 10 key chains, 50 balloons, 1 office clock, 100 Europe Day posters, 2 large EU maps, 1 office supply set (pencil holders, 4 post-it cubes, 10 carbon folders).
- A special focus was put and active support was granted to the Europa Information Centres, following launch of their projects and the training session that took place in early Spring. It was decided to co-ordinate their multiple orders for publications, to the printing house, in order to secure lowest prices for information materials produced by these centres.

Slovakia

The communication environment and priorities

- The Slovak referendum on accession to the EU took place on May 16th and 17th. 52,15% of the electorate participated, of which 92,46% voted in favour, 6,20% 'no'. Paradoxically, the referendum was decided by the participation of older people, who appeared less convinced by the advantages of membership before the referendum. The EU referendum was the fifth (advisory) referendum in Slovakia.
- As in Hungary, the predictions of some polling agencies in the run-up to the referendum of around 70% participation were proven wrong; only the CEORG poll commissioned by the EC in March got close, with a prediction of 53-58% participation. The number of 'yes' voters in the referendum broke the record thus far of the EU membership referenda in the 10 accession countries. There was above-average participation in districts with a high number of ethnic Hungarian inhabitants.

Media

- From 2nd April till 13th May, 6 short (30 seconds) TV spots produced by the Delegation were presented by 4 Slovak public and private television channels. The Slovak State Television Channels 1 and 2, private TVs Markiza and JOJ TV aired spots several times a day and provided in total 6 hours of airing time free of

charge as they considered Delegation TV campaign to be professional and politically relevant. Three matching radio spots were aired by the most popular Slovak radio station – SR Channel several times a day thorough April and May 2003.

- In April and May, Slovak State Television, Channel 1 in prime times, aired two editions of the Delegation TV programme *Ciel Europa*. In addition to standard contents (EU-SK relations, Phare, ISPA, SAPARD success stories etc), some elements were added to these 13 minutes TV programmes to encourage participation in the referendum. The programme has on average 180 000 viewers.
- In the course of April and May, the Delegation supported and participated to three TV roundtables of local TVs in regional capitals, which featured also others MS ambassadors and focused on pros and cons of EU membership. All programmes were live and interactive, i.e. people were able to call questions in the course of the programme.

Main information events

- On 7th April 2003, the Delegation launched an EU tour of 22 district and regional capitals. Drawing on success of the EU tour before September 2002 parliamentary elections, the route of the EU van with the pre-referendum campaign logo and slogan was set according to expected turnout in referendum.
- The EU tour consisted of day-long activities in district capitals and bigger towns and were organised in co-operation with the town Council. The events were publicised in a town/local paper, town radio or another channel available (provided by the town council). The basic programme is: a lecture for secondary school pupils and teachers; a speech by a representative of the EC Delegation in the Slovak Republic on the EU history, institutions, politics, enlargement, discussion; information on the European Information Centre and information sources; a lecture on the integration process of Slovakia; the Youth Programme – a representative of the National Agency for Youth Mobility ; providing information materials (pre-referendum information materials, maps, factsheets, quiz, questionnaire); a lecture for university students (where applicable) ; a speech by a representative of the EC Delegation on the EU history, institutions, politics, enlargement, discussion; information on the European Information Centre and information sources; a lecture on the integration process of Slovakia, some legislation aspects of integration of Slovakia providing information materials (pre-referendum information materials, maps, factsheets); a working lunch with local and regional media (where a representative of the EC Delegation was present); a discussion meeting with self-government - general information, pre-accession assistance and structural funds; a lecture for NGO – general information, information sources; EU information stand on the square - providing information materials (pre-referendum information materials, maps, factsheets, quiz, questionnaire) and discussions with the EIC staff and Team Europe members

Information and interviews for local media

- Regional EICs acted as a regional partner and support, lectures were organised with the support of Team Europe members (10 members).

- The whole tour was presented via the Delegation web site www.europa.sk online, with a daily updates of pictures and FAQs from visited cities. An estimated number of directly addressed people is 8-10 000. A more detailed report will follow shortly.
- In order to raise EU awareness in a more informal, yet effective way, the Delegation established a good working relationship with the Slovak Football Association, with more than 400 000 members. An EU stand was installed at two most important football matches before the referendum – UEFA match between Greece and Slovakia in Zilina on 30 March and Slovak Cup Final in Topolcany on 8 May. It also included distribution of leaflets by hostesses dressed in EU shirts at the match, 2 pages FAQs insert in programme bulleting of both matches (circulation 6000 copies), promotion of referendum at the opening of match by HoD. Both events were live broadcast by Slovak TV.
- There were 3 Europe Days organised before the referendum – in Bratislava and Nitra on 9th of May and in Kosice on 13 May 2003. Due to major events organised by the Government and Municipality, the Europe Day in Bratislava included classical concert and reception for 300 quests. Major Europe Day events took place in Nitra (9th May 2003) and Kosice (13 May) where in co-ordination with the Government (i.e. use of the common logo: “Use your vote! As early as in 3 days), the Delegation organised two major pop concerts with attendance of 5000-7000 people.
- Programme of Europe Days in Nitra and Kosice included also press conferences, installation of EU stand and on-site counselling by Team Europe experts, distribution of information materials during concerts etc.
- At Kosice pop concert, Prime Ministers of Austria and Slovakia Mr Schuessel and Mr Dzurinda delivered short speeches. A band composed of Delegation staff played a special pre-referendum song. Both Delegation concerts lasted for more than 5 hours and were covered by national and local TVs, radios as well as newspapers.

Publications

- Special pre-referendum edition (with logo and slogan on front page) covered 5 publications printed in circulation of 25 000 copies and series of 5 leaflets published in 200 000 copies.
- Publications included 120 pages brochure – Slovensko a Európska únia (Slovakia and the European Union) book by the long-time Brussels correspondent Róbert Hajšel, in which the author speaks about Slovakia’s accession to the EU. Local journalist Jozef Sedlák wrote a publication entitled “Slovenské poľnohospodárstvo v EÚ” (Slovak agriculture in the EU).
- Reprints of the most popular publications included “Regionálna politika” (Regional politics) and “Inštitúcie a orgány EÚ” (EU institutions and agencies). All publications are also available via Delegation web site – www.europa.sk

- Nearly all publications were distributed directly or via mailing in pre-referendum campaign. 100 000 leaflets were distributed via posting in fast and local trains thorough whole Slovakia.

European Information Centre

- As the focus of activity of EIC in April and first half of May was 21 days EU tour, 3 Team Europe Members were employed to keep Delegation Centre operational during that period. The number of visitors doubled (430 visitors) and the same applies to enquiries by phone/mail/fax. This trend is likely to remain with approaching accession as Slovak citizens are increasingly interested in the EU. For example, TEAM EUROPE members delivered 52 lectures in April 2003. EIC also provided technical support to others referendum-related information initiatives.

Internet

- The Delegation web page was completely redesigned - a new version with updated contents was launched shortly before EU tour on 7 April. It also included section with on-line coverage of Delegation and EIC pre-referendum events. Bi-weekly internet newsletter Europe by mail was produced and distributed via mail to 300 recipients. Their database is being updated.

Sweden

- In April, the EMU continued to be the dominant EU theme in the national debate in Sweden - the Euro referendum will be held on 14 September. There has been, however, rather large attention on the enlargement process, too, due to the signature of accession treaties and the referenda held in the different candidate countries. Moreover, the general public opinion continued to be favourable to the enlargement in Sweden.

Public Opinion

- There appeared no shift in public support for the EU enlargement in Sweden in April. Eurobarometer 58 – Standard National report shows that 65% of the Swedes support the EU enlargement while the average figure in the EU-15 is 52%.

Media

- The media noted the EP vote on the accession treaties and the signature of the treaties in Athens. Moreover, there was reporting on the positive results of the referendum in Hungary.
- Two sensitive issues were reported in the Swedish media in April. Firstly, five labour unions within the central organisation LO expressed concern about the possible consequences of enlargement on the Swedish labour market. Secondly, there are calculations that point out that Sweden's net contribution to the EU may

double as a consequence of the enlargement. Other topics reported about in April related to the positive effect of the enlargement on Russian exports to the EU and the risk that Bulgaria may miss the target date for the conclusion of its accession negotiations next year.

Internet

- The updating of the separate web pages for the EU enlargement project with SIIA continued (see www.ui.se). As regards the Web magazine, new articles were continually added on this site.

Products

- The Representation announced earlier in the spring 39 study visits for Swedish journalists to the candidate countries, including Turkey. A number of these visits were organised in April. The Representation and the CC countries' embassies assisted the journalists in planning for these study trips. The visits are financed entirely from the Representation's enlargement information budget for 2002. More visits to the 10 new member states are planned for the latter half of the year from the 2003 budget.
- The negotiations continued with different TV channels, including the national television SVT to broadcast the TV documentary on the EU enlargement nationwide in Sweden. The interviews for this program have been carried out in Estonia, Poland, Denmark, and Sweden.

Information activities related to the Convention

- Valery Giscard d'Estaing addressed the Swedish Parliament (Riksdagen) about the progress of the Convention on 9 April. On 10 April, the Swedish institute for European studies (SIEPS) hosted a seminar on the Convention and decision-making in the future EU.

United Kingdom

- EU enlargement continues to have a relatively low profile in the media. The UK Government was among the first of the current Member States to begin ratification procedures, laying the European Union (Accessions) Bill before Parliament on 30 April.

Media

- Press coverage: there was a peak in coverage of EU enlargement issues in UK national newspapers around the signature of the Accession Treaty on 16 April. Many headlines recognised the importance of the accord - "EU leaders hail their new frontiers" (Guardian); "Treaty seals Europe's historic expansion" (Independent). Others focused on the protests surrounding the Acropolis. For "the Sun" (estimated readership 9 million), the view was "...the power base moves away from France and Germany as ten new members join the EU."

- Other enlargement-related issues making the news in the UK in April included: the result of the referendum in Hungary on 12 April achieved modest coverage (FT, Independent, Times). For the latter, “Hungary tells EU leaders they must heed newcomers” headlined their interview with PM Medgyessy. And for the current affairs magazine “the Economist”, this was “an unpersuasive referendum” (referring to the low turnout); and the outcome of the general election in Malta the same day received roughly the same amount of coverage as the referendum result in Hungary.
- With the exception of the Athens Summit, there was no significant radio or television coverage of EU enlargement during April.
- From Commission press materials on enlargement (10 items during April), a selection was made and given a specific UK flavour for “The week in Europe” (<http://www.cec.org.uk/press/we/latest.htm>) which is distributed to the UK media. Colleagues in Cardiff provide a similar (but more specific) service with “Website Wales”.

Information Events & Initiatives

- The following enlargement-related events have taken place in the UK during April:
 - 3/04/03 Minister for Europe Denis MacShane visits Latvia (with Mme Noelle Lenoir)
 - 8/04/03 Visit to the UK by Cypriot Minister of Commerce Giorgios Lillikas (including meeting with Baroness Symons)
 - 10/04/03 Shadow Minister for Europe Richard Spring speech at the Polish Embassy
 - 16/04/03 Reception organised by the Ambassador of Greece to mark the signature of the Accession Treaty in Athens
 - 28/04/03 Trade & Industry Secretary of State Patricia Hewitt addresses small business forum on enlargement in London
 - 28/04/03 “Knowledge-Based Economy in Central and East European Countries” conference at School of Slavonic and East European Studies (SSEES)
 - 28/04/03 Visit to UK (Representation & FCO) by Judith Gyarfás, Hungarian MFA
 - 30/04/03 Polish National Day reception hosted by the Embassy
 - 30/04/03 “European Union (Accessions) Bill” laid before Parliament.
- Events funded under the Enlargement Communications Strategy: Further to the Call for Proposals published on 10/10/02, six projects are now underway:

- London 3-4 July: International seminar and creation of a trans-European network among Member State and Candidate Country parliamentarians (Chatham House);
 - Regions: themed enlargement publications and seminars in Leeds (22/05/03 on free movement of workers), Nottingham (19/06/03 on rural development), Chelmsford (15/07/03 on single market) and Swansea (environment, date to be confirmed). This project is jointly organised by the Foreign Policy Centre & Local Government International Bureau;
 - Regions: “Regional panels”, rather like the BBC’s “Question Time” programme in Leicester (16 May), London (20 May), Cambridge (16 June), Birmingham (22 July), Manchester (10 October), plus one (Federal Trust);
 - N. Ireland: enlargement “roadshow” for schools began at the beginning of February and will continue through to the end of June (British Council);
 - Scotland: bi-monthly insert in Chambers of Commerce bulletins and journals followed by a seminar in Edinburgh later in the year (Edinburgh Chamber of Commerce);
 - Scotland: 2 business debates & 4 workshops on enlargement (Highland Opportunity).
- The Commission encourages colleagues from Embassies and High Commissions to take part in these events. Please contact Anna Waddilove on +44 207 973 1999.

Internet

- The Representation’s website now has an experimental “portal”/single entry point for information on Enlargement (www.cec.org.uk/info/enlargement). This includes an Enlargement “weblog” - a diary-style site with links to other web pages, most notably those on the DG Enlargement site.

Information Centres & Networks

- The Department for Education & Skills completed during April its review of the Education Resource Centres for Schools and Colleges. The arrangements in Scotland, Wales, Northern Ireland and the 9 English Regions have been funded by 50% subvention from the Commission over the past five years. From 1 July 2003, this service will become integrated with DfES’ broader information delivery to schools via internet.
- The UK network of European Public Information Centres in libraries across the UK will be an important recipient of the “Enlargement information stands”. These were used for example on Europe Day by the Foreign Office and are available for use by Embassies/High Commissions, as well as information providers at any time.

Information activities related to the Convention

- The Representation monitors activity in the UK in relation to the Convention. There were no particular trends or noteworthy developments in Parliament this month, not least given the Easter Parliamentary Recess (11-28 April). However, the presentation of the first drafts for proposed treaty articles at the Convention plenary on 24-25 April triggered a further deluge of press reports (FT, Times, Guardian, Telegraph, Independent).
- During May, this has developed into a full-blown campaign by two of the biggest selling tabloids (The Daily Mail and the Sun) for a referendum in the UK on the outcome of the Convention. This is also the position of the main Opposition (Conservative Party).
- Among the Convention-related events taking place in the UK during April were:
- 25/04/03 “The new Member States and the Convention on the future of Europe” at Jean Monnet Centre of Excellence, University of Leeds.