

THE COMMUNICATION STRATEGY FOR ENLARGEMENT

PROGRESS REPORT #18 [August 2003]

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:// europa.eu.int/comm/enlargement/contacts/index.htm](http://europa.eu.int/comm/enlargement/contacts/index.htm)

The DG Enlargement Information Team

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THE COMMUNICATION STRATEGY ON ENLARGEMENT BY COUNTRY

Bulgaria

Implementation of the Delegation's Communication Strategy

- The information centre, the most visible and easily accessible part of the delegation, is already open for citizens and some organisations have already made bookings for events at the conference hall there in September. The first event was organised before the centre officially opened – with a concert by a well-known north-western Roma orchestra at the occasion of the Roma Holly Mother Celebration, which took place on 28 August.
- The Head of Delegation gave two interviews to *Pari* daily and *Asahi Shimbun* (a Japanese daily). The interviews focussed on topics such as the achievements of Bulgaria in its preparation for accession to the EU during the past EU Presidency, progress made in the negotiations process and the efficiency of utilisation of EU grants in the country.

Czech Republic

The communication environment

- With the IGC coming up, Czech media reported increasingly about the EU constitution and the position of the Czech Republic. In general Czech media agreed with the Czech political actors that the small States have to defend the principle of equality and influence within the EU.

Public opinion

- The view of the public on a referendum on the adoption of the European Constitution is not clear-cut. One half of citizens want the referendum, while the other half rejects it. Compared to the generally positive attitude of Czech citizens to the concept of public consultation, the attitude to the referendum on the European Constitution is rather conservative. The differences between individual groups of citizens are not too distinct. The overall attitude vis-à-vis the European Constitution obviously plays an important role. The referendum advocates are mainly those who believe that the European Constitution will have a significant impact on people's everyday life in the Czech Republic.

Information Centre

- 7 lectures were given to groups of students and other visitors

Internet

- 20 262 visitors to the web page during August

Denmark

Media coverage

- The main subject of the debate in August was free movement of labour in connection with the enlargement of the European Union. The Danish Government estimates that up to 50,000 emigrants from the new member states will come to Denmark to find employment. The weekly A4, which is sponsored by the Danish Confederation of Trade Unions, published an article about the topic.

Estonia

Public opinion

- According to the latest opinion poll conducted in the second half of August, support for accession has increased to 62% as compared to 53% in July 2003. 71% of people now plan to participate in the referendum, of whom 70% indicated they would vote yes. The EU support rate increased particularly from 53% to 64% among people between 35-50 years of age, and from 51% to 57% among those under 35. The support rate remained unchanged among the elderly at around 55%.

Information activities

- The pre-referendum Eurobus tour: On 1-31 August, the Eurobus decorated in EU colours and symbols with special equipment inside (shelves with information materials, 2 computers with internet connection and a film screen) made 84 stops all over Estonia. The aim of the tour was to increase awareness about the upcoming referendum, to generate interest towards the EU and to provide information about the EU and the implications of Estonia's EU accession. In each destination, the bus stopped for 1-4 hours, depending on the size of the place, where the bus was open for all visitors, volunteers distributed information materials and interacted with people. The activities allowed participation of different target groups from children (puzzle map of Europe) and youth (touch-screen quiz) to the elderly (crosswords, lottery). All together, about 20 000 people participated in the Eurobus events. During the tour, about 90 000 different information materials and 7000 promotional items, incl. 9000 plastic bags, 3000 balloons and 300 kg of EU candies were distributed. The project was carried out by the Delegation's Info Centre, who recruited and trained 36 volunteers to implement the project. The HoD participated and delivered a speech at the opening events in all 15 counties, among others to provide political visibility. The biggest pre-referendum project of the delegation was carried out in co-operation with the Member State Embassies, who shared their experience in the EU and provided cultural programme during the bus stops. The Prime Minister Juhan Parts participated in four stops and has expressed both publicly and during the meeting with Commissioner Verheugen his gratitude to the Delegation for organising the tour. The objectives were achieved. As well, since both the yes- and no-camps followed us in most places, distributing their materials and talking to people, the tour had a catalyst effect on enlivening the debate over pros and cons of the accession. Moreover, it probably encouraged politicians and the

Government to become more active in the political debate. The project attracted wide and positive media coverage in national and local outlets during the whole month.

Press releases

- During the Eurobus tour on 1-31 August, the Delegation issued press releases about the stops in each of the 15 counties. The news received wide coverage both in national and in local media channels.
- On 28 August, the Delegation issued a press release about Günter Verheugen's participation in a youth forum "Estonia in the EU: opportunities and challenges", organised by the Delegation in co-operation with Tallinn English College on 1 September. The news was covered in national radio channels and in online news portals.
- On 29 August, a press release was issued on the visit of Commissioner Verheugen to Estonia on 1-2 September. The visit was widely covered in all national media channels.
- On 29 August, the Delegation issued a press release as a response to professor Martin Ehala's article in the same day's national daily Eesti Päevaleht concerning the preservation of Estonian language in EU. In his article the professor wrote that after Estonia's EU accession Russian language would be given a minority language status in Estonia, which in return would harm use of Estonian language. In the response, the Delegation confirmed that it was up to each MS to determine its language policy.

Internet

- In August, the Delegation's website <http://www.euroopaliit.ee> received over 47,300 visits and 803,300 hits. Most of the visits occurred during the second half of the month. 61% of visitors moved on from the first page, which is the best result ever. The most frequently visited links on the website were "Bus tour" sub-page, including information, diary and photo gallery (42%), "News" and "Europe from A to Z".

Use of the media

- The Delegation issued 4-page localised EU inserts in local newspapers in all 15 counties during the Eurobus tour. The inserts included county-based information on EU funded projects and provided information about the Eurobus events. The overall circulation was about 114 000 copies.
- The fifth article in a series entitled "Me and the EU" was published in Elukiri magazine for senior citizens. In the article, a specialist from the Ministry of Social Affairs explained the implications of EU membership on Estonia's health services.

TV programmes

- From 23 July to 27 August six series of a TV programme “Suvejutud Euroopast” (“Summer Talks about Europe”) were broadcast on a commercial station TV3. It was a weekly prime-time talk-show where informal opinion leaders from different fields of life discussed implications of Estonia’s EU accession. The guests of the show included a famous Estonian conductor Mr Eri Klas, textile artist MP Mrs Signe Kivi, a pop-singer Jaagup Kreem, a representative of Estonia in one of the Eurovision Song Contests Mr Ivo Linna, a farmer MP Ivari Padar and a popular sportsman Mr Indrek Pertelson. The average audience rate of the programme was about 100 000.
- On 28 August, an EU-special of a cooking show “Kokk tuleb” (“Chef’s Visit”) was broadcast on a commercial TV station Kanal 2 with MP Tiit Matsulevitš from the ruling Res Publica as the guest of the show. While cooking, the host and Mr Matsulevitš talked about implications of Estonia’s EU accession. The programme received an audience rate of 80 000.

Information Centre

- The EUIC sent information materials to 200 people who sent their requests to the Centre through a special coupon-system. People were mainly interested in the following Estonian-language publications: “What is the outcome of joining the EU?”, “Estonia and EU: opportunities for students”, “Pensions and pensioners in the EU”, “Your rights in the EU”, “EU enlargement”, “Taxes in the EU”, “EU: questions and answers” and “EU institutions and organisations”.
- During the reporting period, the EUIC responded to 436 requests for information from the public. Most frequently asked questions concerned the referendum on EU accession on 14 September.

Publications

- During the reporting period, 5 weekly electronic newsletters European Union This Week were published.

Finland

The communication environment

- Although the European-wide debate on the future of Europe clearly dominated the Finnish EU scene in August, interest in enlargement issues rose towards the end of the month and the approaching referendum in Estonia. In mid-August, the Finnish Government’s decision to prepare for the accession of new Member States by significantly reducing the level of national alcohol taxation received special attention. Otherwise, public interest focused on negotiations on national aid to agriculture, and the September referendum in Sweden on the country’s participation in the EMU.

Public opinion

- On the basis of the recent discussion in various EU-related websites, Finnish citizens begin to have quite a realistic approach to enlargement. Whereas enlargement as such is accepted, the proposed Constitution for Europe is greeted with more prejudice.

Media

- The number of enlargement related stories grew from July as the written press began to publish ever more articles on Estonia. The Finnish media have closely monitored the progress of the Estonian referendum campaign, and interviews of the leading Estonian politicians and political analysts have been numerous.
- Discussion on the Estonian liberal economic policy and its effect on Finland in the post-enlargement EU has also increased. In addition to the Finnish Government's attempt to prevent excessive import of spirits by individuals the issues of corporate taxation have been much on view. The Government of Finland will tackle the issue later this year: according to PM Matti Vanhanen, reforming the national corporate taxation is one of the Government's main priorities in the autumn.

Information events and initiatives

- Enlargement has continued to be a key issue in the Representation's information routines such as the Europa-magazine, weekly newsletter, and contacts with the media and other stakeholders.
- Several Finnish journalists have proceeded with their field trips to future Member States. First stories based on the trips have already been published.
- Debate on the Finnish Government's website forum (www.minuneurooppa.fi) began to reactivate in August. Attention focused mostly on the upcoming IGC, but enlargement issues were also discussed: commentators underscored the importance of uniting the eastern and western European countries into one sphere of prosperity and well-being. Although the process is still expected to become both time-consuming and costly, its benefits are seen to far surpass the disadvantages.
- The EC Representation (www.eukomissio.fi), the Finnish Info Point Europe (IPE) network (www.eurooppa-tiedotus.fi) and the Finnish Institute of International Affairs (FIIA) (www.upi-fiia.fi/painopistealueet/eu/eu_laajentuminen/index.htm) continued to offer updated information on the enlargement process and the related events on their respective websites.

Publications

- In mid-August, the Finnish Institute of International Affairs (FIIA) published an analysis on the Estonian public criticism towards the EU. According to researcher Kristi Raik, herself from Estonia, the country's scepticism towards the benefits of the EU membership should be regarded within the Union as enough reason to profound self-examination. The analysis was also published in the leading

national newspaper Helsingin Sanomat. It is available at: http://www.upi-fia.fi/julkaisut/kommentti/2003/analyysi_45_03.htm.

- The Finnish National Fund for Research and Development published on 25 August a study on the Social Dimension of the Changing European Union. The book, written by Dr Johannes Pakaslahti (University of Helsinki) and Philippe Pochet (Observatoire Social Européen), is an effort to trace the evolution of the European Social Policy from its origins to the present day. It offers a valuable contribution to the ongoing debate on the direction the social policies in Europe should take in the future. For more information, see: <http://www.sitra.fi/eng/index.asp?DirID=66&DocID=3494>.

Information Centre and relays

- Visitors at the EC Representation and the EP Information Office's joint Info Point for the general public have expressed their interest in the Cyprus situation, the introduction of the euro currency in the new Member States, and facts on the past and future membership referenda. The most requested product has been the draft Treaty establishing a Constitution for Europe, but continual need for basic information on the Acceding and Associated Countries has also been apparent.

Information activities

- 4 & 6 August: info stand of the IPE Itä-Uusimaa in the regional Peace Forum in Loviisa, South Eastern Finland
- Fact and Fiction about the EU's Applicant Countries – exhibition organised by the Finnish IPE network in collaboration with municipal libraries around the country
- 11 – 28 August: Tarvasjoki, south-western Finland
- 11 August – 13 September: Nurmijärvi, southern Finland
- 13 – 31 August: Pieksamäki, central Finland
- 14 – 27 August: Köyliö, western Finland
- 15 August: info stand of the IPE Itä-Uusimaa and the Carrefour Uusimaa in a Back to School event in Porvoo, southern Finland
- 20 – 28 August: Muhos, northern Finland
- 21 August: discussion events by the IPE Kainuu on the future of the enlarging EU in Kajaani senior high school and the municipal library of Kajaani, (north-) eastern Finland: keynote speaker Parliamentary Special Adviser Ms Sarita Kaukaoja. Total number of participants 282, questions i.a. on the modernisation of the EU administration, division of competencies between the EU and its Member States, and the future of the EU – US relations.
- 29 August: info stand of the IPE Joensuu in the River Night festival in Joensuu, Northern Carelia

- 29 – 30 August: enlargement information stand of the IPE Kainuu in local country fair in Kajaani, (north-)eastern Finland
- 29 – 30 August: enlargement information stand of the IPE Häme in Tampere, central Finland

Other information activities

- The European Movement in Finland concluded its summer-long information campaign on the “EU neighbours Finland and Estonia” on 14 August. In the beginning of the month, the tour personnel visited eight towns in southern Finland, stopping in total at 36 towns. The visibly advertised project was supported by participating MEPs, researchers and other EU specialists alike, and managed to attract wide attention both in the media and among the citizens. For more information, see www.eurooppalainen-suomi.fi/eu-naapurit/index.htm.

Information activities related to the Convention

- On 27 August, the EC Representation and the Embassy of Spain jointly organised a “Europe 2010” debate on the future of the enlarged EU at the Representation premises. The keynote speaker, Secretary General Mr Alfonso Dastins from the Spanish Ministry of Foreign Affairs, concentrated on the work and propositions of the European Convention, and enlightened the Spanish views on the future of the Union. Some 65 participants widely representing the diplomatic corps, the Finnish public administration, media, NGOs, and citizens gathered to hear the presentation, which was followed by lively discussion.
- The same day in the afternoon, the European Movement in Finland organised a seminar in Helsinki on the work of the European Convention, and the upcoming IGC. The main speakers of the open-to-public event were the Manager of the “Europe in 2020” project Dr Peter Ekholm from the Finnish National Fund for Research and Development, Minister for Foreign Affairs Mr Erkki Tuomioja, and Member of Parliament Mr Jari Vilén. The seminar resulted in intense debate on the Convention working methods and the content of the draft Treaty.
- The NGO forum of the Government of Finland assembled at the Parliament premises on 15 August to discuss the Finnish positions on the future of Europe. Prime Minister Matti Vanhanen and Minister of Foreign Affairs Erkki Tuomioja informed the participants of the current state of negotiations, and listened to their views on the achievements and shortcomings of the draft Treaty establishing a Constitution for Europe. Some 70 NGOs participated in the forum.

France

The communication environment

- Sur l’agenda européen, d’autres thèmes que celui de l’élargissement occupent le devant de la scène: controverse sur les déficits publics et les questions de concurrence, conférence ministérielle de l’OMC à Cancun.

Médias

- La présence du thème de l'élargissement dans les médias pâtit de l'attention accordée à l'évolution des relations entre la France et la Commission européenne sur le thème des déficits et des questions de concurrence.
- Durant tout le mois d'août, France Inter a poursuivi la série de portraits des pays candidats entamée le 28 juillet. L'émission, diffusée à une heure de grande écoute (8h45-8h55), et qui a été placée sous le signe de « l'eurooptimisme », a donné lieu à l'intervention de nombreuses personnalités issues ou spécialistes des pays concernés.
- 23 août - Le magazine européen de France Inter, Bâtisseurs d'Europe, a consacré une émission à la Turquie
- Radio France Internationale poursuit également ses semaines spéciales sur les pays entrants. En août, les invités « Europe » matinaux de la station ont été invités à exprimer leur « rêve d'Europe ».

Mise en œuvre de la stratégie de communication du gouvernement

- Tour de France: L'opération de sensibilisation à l'élargissement menée à bien, en partenariat entre le gouvernement, le Parlement européen et la Commission, à l'occasion de l'édition 2003 du Tour de France a connu quelques prolongements en août : l'exposition « de Tallinn à Nicosie », support d'un jeu-concours sur l'élargissement, a été maintenue dans une partie des municipalités qui l'ont accueillie à l'occasion du passage de l'épreuve sportive.
- Au-delà de ces chiffres, la Représentation a pu constater par la visite de huit lieux d'expositions (sur environ 90) que le lancement très tardif et quelque peu bousculé de l'opération avait conduit à une mise en place peu optimale, et il est à craindre que le public de ce volet de l'opération ait été peu nombreux, voire marginal, dans maints endroits. Cependant, 63% des mairies utiliseront l'exposition dont ils sont à présent propriétaires dans un cadre scolaire ou événementiel la caravane « l'Europe s'élargit » a reçu les prix du jury et du public attribués par la société organisatrice du Tour de France dans la catégorie « institutionnels ». D'autre part, les résultats du sondage réalisé par la SOFRES auprès de personnes présentes sur le parcours du Tour de France sont à présent connus.
- Le taux de mémorisation spontanée de la caravane « Europe » est assez décevant par rapport à celui des autres institutionnels (1% ; le premier institutionnel - la gendarmerie - obtenant 8%), mais la mémorisation assistée s'inscrit à un niveau correct pour une 1ère présence sur le Tour et compte tenu du petit nombre de véhicules (40%, après Météo France qui obtient 45%).
- Ceux qui ont remarqué la caravane retiennent des éléments originaux (la demi-sphère, les drapeaux, l'élargissement, les étoiles) alors que pour les autres convois, le public retient plutôt la physionomie des véhicules ou le cadeau. Cela confirme le positionnement particulier de la communication sur l'élargissement, mais aussi sa difficulté à marquer les esprits, compte tenu de la complexité du message. A cet égard, il est significatif que 33% des personnes qui ont remarqué la caravane ne se

souviennent d'aucun élément en particulier (la moyenne est de 10% pour les autres caravanes).

- 67% des sondés estiment que l'association de l'Europe à la caravane du Tour « rend l'Europe plus proche », et 65% que cela rend l'élargissement « plus concret ». Les catégories socioprofessionnelles qui perçoivent l'Europe comme une entité abstraite (niveaux d'études et de revenu faible) sont plus sensibles à cet aspect que les catégories socioprofessionnelles supérieures (qui sont d'ores et déjà familiarisées à l'UE). Ce résultat, prévisible, confirme l'intérêt de l'opération en termes de communication de proximité auprès des publics les plus éloignés des réalités européennes.
- Le jugement sur la légitimité de la présence de l'Europe sur le Tour de France est positif (75%) mais inférieur à celui porté sur la présence de marques commerciales, ce qui était également prévisible.
- Les retombées de l'opération en presse écrite et audiovisuelle ont également fait l'objet d'une évaluation en « équivalent espace publicitaire » à hauteur de 422 000 euros (246 000 en presse écrite, 176 000 en audiovisuel).
- On peut en somme donner une appréciation globalement positive de l'expérience, compte tenu de son caractère « pilote », tout en notant : qu'une opération préparée plus en amont aurait permis de réfléchir à une meilleure adéquation entre outils et message que les différents volets de l'opération (caravane, expositions et jeu-concours, prix de l'Europe élargie) étaient plus juxtaposés que réellement articulés, et n'ont donc sans doute pas eu d'impact cumulatif auprès du public dans l'environnement très concurrentiel qu'est la caravane du Tour de France, l'impact est fonction du volume de l'investissement.

Germany

The communication environment

- The period between mid-July and mid-August was quiet. The presentation of the final parts of the draft Constitutional Treaty did not attract much public attention, but the Länder and the Federal Ministries are busy analysing the text and preparing their positions for the IGC. The debate on a referendum on the Constitution continues.

Public opinion

- As compared to June, public interest in enlargement and the European constitution has increased. In chatrooms like the "Zeit-chatroom" and especially the ARD-"tagesschau"-chatroom European topics have received quite some attention.
- Apart from people's worries there are lots of positive remarks, too. The most powerful argument being the expected upturn of the European economy. To strengthen European community, people consider the Euro as useful, and some demand the introduction of a common language, like English for example.
- The attention on the European constitution was unexpectedly low last month. According to the few remarks that were made, the public opinion towards a

European constitution is rather positive. Again people estimate this development as an important improvement to strengthen European community.

- Eventually, a public poll carried out by the radiostation “Deutsche Welle“ came to the same result: 33 percent of the Germans consider a European constitution as necessary.

Media

- Turkey and its efforts to reforms have caught considerable attention. As a consequence, the whole issue of Turkey's accession was questioned again. Furthermore the papers put the enlargement and its regional impacts on the agenda.
- Considering the Turkish preparations for accession, the 1st August was a 'great step' towards the fulfilment of the Maastricht-criteria. Commissioner Verheugen welcomed Turkey's reform-efforts as a necessary development. The 'Welt' even hailed the reforms as a 'Revolution'. Greece also supports Turkey's accession. Die Zeit, however, welcomed the reform efforts and congratulated the EU for its civilising effect. Three German newspapers (SZ, FR, taz) reported that the Cypriot Parliament ratified the treaty. Verheugen and Foreign minister Fischer declared the current Foreign- and Security-Policy to be a key aspect of European politics (FAZ). Fischer promised to tackle this topic after 2004 enlargement. Verheugen marked Croatia as a promising candidate country.

Co-operation with media

- On 18th July, the Representation in Bonn organised, in co-operation with the Düsseldorf- based daily Rheinische Post, a panel and auditorium discussion on the subject of enlargement with the title “Erweiterung der Europäischen Union- Chance oder Risiko für uns? (Enlargement of the European Union – a chance or a risk for us?)”, “us” meaning particularly the citizens of the Land Northrhine-Westphalia. Commissioner Verheugen, MEP Elmar Brok, Northrhine-Westphalian Prime Minister Peer Steinbrück and, from the economic sector, Jörg Mittelsten Scheid of Vorwerk & Co. KG were on the panel. The discussion was chaired by the Editor in chief of Rheinische Post, Ulrich Reitz. 450 people attended. The event was covered by Rheinische Post, preceded by an interview with Commissioner Verheugen some days before the event, and by Die Welt, Northrhine-Westphalian edition.

Information Centre and relays

- Carrefour Lower Saxony/Weser Ems: The region “Weser-Ems” has a Polish partner region: Voivodship of Warminsko Mazurskie. The Carrefour is supporting the Marshall's Office in developing a Regional Innovation Strategy. This exercise is one of 15 pilot projects in the accessing countries, funded by DG ENTR. The projects are abet by the idea to make accessing countries familiar with EU-methods for regional planning and support them concerning the “Acquis Communautaire”.

Hungary

Research & measurement

- Opinion on the convent: According to a Eurobarometer Flash survey of 25,000 people in 25 EU member states and acceding countries, an average of 45% of the public heard about the Convention and its work. At the same time, public support in Hungary for a genuine EU Constitution was over 80%, just like in Spain or Italy – it was as low as 45% in Britain, Sweden and Denmark.

Press releases

- EU tent at the Island Festival
- Foreign Minister Laszlo Kovacs visits the EU tent on Sunday, 03 August
- Cycling for Europe - Eurotour project continues in 2003

Information events

- Island Festival, 30 July-6 August: Daily attendance of tent: 500-1000 (rainy days excluded), Average on the week: 5-6000 visitors. It was a bigger project than last year. 20 information officers worked in the tent daily. Our tent was open each day from 14h to 20h. All programmes were successful and fully attended. The organisers: EC Del – EUIC, Ministry of Foreign Affairs (EUline, European Information Points), EUKK (European Union Communication Public Fundation), Tempus Public Fundation, CulturePoint Office, Pillar Club (Civil Youth Organisation) and TeleStart Ltd. (TeleHáz).
- Programmes: EU Roundtable discussions: all invited experts attended and participated with great enthusiasm. That shone through their lectures and the interactive discussions. Our audience was active and was inquiring mainly about practical everyday issues regarding the main topic. We reached our goal by having 10-20 people listening to our lecturers.

Media coverage

- The tent was highly dealt with in the electronic media and press. Interviews with Attila Benedek (EUIC) were shown on TV (Duna TV, MTV and others).

Information Centre

- Visitors of EUIC in July and August: 1590
- IC and Delegation with Hungarian partners took part in the Budapest Island Festival, an annual event that attracts several hundreds of people from Hungary and all over Europe.
- IC was present with a stand at a high-level Roma conference held in Budapest, organised by the Budapest Open Society Institute (OSI) and supported by the European Commission and other international organisations.
- IC and Delegation took part with a stand at an international cultural festival for young people. Also participation of member states embassies and candidate countries.
- IC participated with a stand in the opening event of a European poster exhibition.

- IC was involved in the programme and had a stand at a very successful Europe Day organised by the 11th district of Budapest. IC staff was moderating parts of the programme. The event was very well attended and interest in EU material was high.
- An interview was given to Hungarian TV on educational programmes.

Presentations

- A workshop for women entrepreneurs
- IC staff participated in:
- A conference on Structural Funds
- A visit to the new Student Information Centre

Other information activities

- 30 July-6 August Pepsi Island, Public speech given by information staff members

Luxembourg

Media

- L'actualité politique dans les médias est très clairsemée pendant les mois d'été au Grand-Duché. Seul peut être cité un article qui commente la situation en Turquie et qui est titré « Pour Ankara, le chemin vers l'Europe mène par les généraux ». L'article s'occupe de l'armée turque qui se trouverait dans une phase transitoire très importante, marquée par trois facteurs. Les relations entre militaires et politiques joueraient un rôle important dans ce processus, mais nécessitaient d'être redéfinies dans l'optique européenne. Ceci entraînerait que non seulement l'orientation stratégique de l'armée turque devrait être définie dans les prochains mois, mais également sa situation au sein de la société turque.

Romania

Research and measurement

- On August 17th, the Economist Intelligence Unit published its conclusions over the enlargement process.

Media

- Total articles and broadcasts: 4650 (national newspapers, local press and broadcasts on A/V media)

- 2028 articles were published in the national newspapers: 1300 news, 425 stories, 98 commentaries, 56 analyses, 78 editorials, 38 feature stories/investigations and 33 interviews;
- 2312 articles were published in the local press: 1477 news, 447 stories, 108 commentaries, 51 analyses, 158 editorials, 26 feature stories/investigations and 45 interviews;
- 310 broadcasts on A/V media.

Topic	No. items
EU Institutions / reactions	818
EU assistance programs	1724
Romania's accession process	2103
EU enlargement process	324
New member states	187
Corruption (Romania's actions in tackling this issue)	501
Delegation of the European Commission	143

Press releases

- 1.08.2003 New financing opportunities under Leonardo da Vinci Programme
- 8.08.2003 Launch of new infoeuropa homepage

Information events

- A local follow-up of the "Networking Europe" Conference took place in Sibiu, between August 19th and 20th, organised by local multipliers of European information.

Internet

- During August, the site received 22 492 single visits, 14.2% less than in the previous month, and 34.5% more than in August 2002. The most active day was August 11th (1352 visits/day), due to the announced changing of the www.infoeuropa.ro homepage. The aim of the change was to make information much more accessible to users, through the improvement of graphics and access to sections. The basic organisation of the information database has remained the same. The most downloaded file was the call for proposals for "Leonardo 2003".
- Ranking second was information on the "Young Professionals Scheme", a Phare programme designed to train civil servants from public administration, which was downloaded 1 289 times. The new leaflet on "10 Questions about Europe" for young people, was downloaded, as it was a fresh released, 1 095 times.

- With 734 downloads, the “Information Strategy of the EC Delegation” represented an item intensively looked for, thus making its re-entry in the top of downloads.

Publications

- The leaflet on “10 Questions about Europe”, targeting youth, was published and released (12 000 copies). In the field of the pre-accession assistance, another 2 “launching fiches”, were produced: “PHARE Cross-Border Co-operation Romania - Bulgaria 2001 and 2002 - Joint Small Projects Fund” and “Cultura 2000 – Call for proposals 2004”.
- Following assessment of public’s requests, 6 “European Issues” were updated and additional copies were printed:
 - No.11 (EU institutions) – 4 000 copies;
 - No.12 (Stages of the European construction) – 4 000 copies;
 - No.13 (EU Member States) – 3 000 copies;
 - No.14 (EU candidate countries) – 3 000 copies;
 - No.15 (The Nice Treaty) – 3 000 copies; and
 - No.18 (The European Union) – 8 000 copies.
- The programme fiche for “Sapard in Romania” was also printed (3 000 copies).

Information activities

- The activity of the Information Centre for the fall season began on August 25th, when 160 interested clients were provided with European information.
- The Information Centre was closed for public in the first three weeks of August. Nevertheless, during this period, administrative operations were performed, such as inventories, as well as various other activities referring to site content and documentation review. Also, although closed for public, the Information Centre answered 252 queries over the phone and 53 e-mails.

Other information activities

- The evaluation of the “Networking Europe” Conference was finalised and delivered to the relevant participants.
- European Information multipliers in Sibiu organised a local follow-up to the “Networking Europe” conference. The Press & Information Officer participated in the conference and reaffirmed the EC Delegation’s support for decentralisation of information and communication activities, at local and regional level.
- The leaflet “10 Questions about Europe”, targeting youth, was distributed to the members of the network that placed orders (7 700 copies).

Extranet

- A total number of 226 logins were registered to the Extranet. In August, the most active users came from the Media group. The e-mail discussion lists were used intensively (62 messages).

Europa Fund

- Unannounced visits were undertaken by the Press & Information Officer at 11 European Information Centres / Points in the regions of Arges, Brasov, Adjud, Iasi and Buzau. Mixed results were registered as regards activity of these centres / points.
- 12-15.08 – Seminar on “Europe after the war in Iraq”, attended by experts and academics from the Romanian Academy, University of Bucharest, Institute for European and International Studies (Luxemburg), London School of Economics (United Kingdom), and Trier University (Germany). The seminar involved 40 participants, from Romania, Croatia, Germany, France, Luxemburg and Turkey; participants were young experts from the European Integration or Foreign Affairs Ministries, or students from International Law, International Relations, European Studies and Economic Studies Faculties, from all countries mentioned above.
- 13.08 – Debate on “TV and gypsies: How mass media reflects the reality in Roma communities” was organised by the Agency for Media Monitoring and the Centre for Independent Journalism. Debate was attended by representatives of the mass-media, police, relevant NGOs, National Audio-visual Council, Centre of Independent Journalism and National Council for Fight against Discrimination
- 18-23.08 – Summer School "Young people of Romania on the path to EU", organised by "Konrad Adenauer" Foundation and Euro-Atlantic Association "Manfred Woerner", took place in Brasov. Participants involved representatives of youth organisations of democrat-orientation parties. Invited to the debates on European integration process were leaders of political parties and NGOs representatives.
- 29-31.08 – The PSD (Social-Democrat Party) youth organisation organised the political Summer School “Young Romanians, European citizens”, in Costinesti. High-level personalities from PSD, including the Prime Minister, the Foreign Affairs Minister and the European Integration Minister, as well as the Italian Ambassador to Romania, came to discuss with the young generation topics in relation to the European integration process.

Turkey

The communication environment

- August was a relatively quiet month in terms of the news on the European Union. However, an extensive debate occurred on some of the articles in the 7th EU harmonisation package that was ratified by President Sezer at the beginning of

the month. The main contested issue in the package was the reorganisation of the National Security Council (NSC), especially the appointment of a civilian as its Secretary General.

- Apart from this, the annual meeting of the Supreme Military Council (YAS) drew the public's attention. Along with the promotions and retirements within the ranks of the Armed Forces, a widely discussed topic was the minute of dissent that Prime Minister Erdoğan and Minister of Foreign Affairs Gül registered on the decision to expulse some officers who allegedly have pro-Islamic sympathies.

Information Centre

- An expert database for the Team Europe was created and all institutions, which submitted candidates for the team, were sent a letter about the finalisation of the activity. They were encouraged to use the Team Europe members in different information activities. Team Europe members will be used for the workshop for relays. An activity plan for the EUIC has also been prepared considering the regular use of Team Europe members for Study Tours or Media Info Days at the EUIC. Some of the Team Europe members have also been contacted to submit articles for the bi-monthly magazine.

Europe HORIZONS Information Programme

- Economic Development Foundation (IKV): In August, the project related activities focused on preparatory meetings for the seminars to be held in the coming three months. In this respect, IKV visited the institutions that would act as the main actors in channelling information at local level in ten cities in order to evaluate the means of co-operation for an effective promotion and organisation of the seminars. These ten cities are presented below according to the regional breakdown: Black Sea Region (Trabzon-11 August 2003); Central Anatolia Region (Konya/ 11 August 2003), Kayseri/13 August 2003; Sivas/14 August 2003;Eskişehir/27 August 2003;Eastern Anatolia Region Elazığ/13 August 2003;Malatya/14 August 2003); Southeastern Anatolia Region, Şanlıurfa/20 August 2003;Diyarbakır, 21 August 2003); Aegean Region, Kütahya/28 August 2003). The project continued with the seminars in Trabzon, Konya, Elazığ and Malatya in September following a break in August.
- Association of Aegean Businessmen and Industrialists (ESIAD) project "Europe Horizons Over Anatolian Skies": In August, ESIAD finalised the identification of seminar venues and cities covering 7 geographical areas and 77 cities in Turkey in co-operation with the 11 local partners of the project (EU information relays). ESIAD started the preparations for the essay competition, which is to be organised among high school and university students covering all EU information relays in late October. The announcements /posters for the competition will be disseminated. ESIAD also developed the draft programme of the information visit to Brussels that will be organised specifically for EU relays with the aim of to increasing their professional and technical capacity between 26-29 October. ESIAD established necessary contacts for the visit. Furthermore, ESIAD contacted with local cultural organisations in order to organise a cultural event in İzmir early October.

- WALD "Local Authorities in the EU Process" project: The activities that had been realised in August are as follows:
- The seventh training seminar has been realised on 21-22 August 2003 in Nevşehir.
- The third brochure has been published and disseminated.
- The National Conference which will bring authorities from different areas to discuss EU and local governance has changed its frame and is now organised at an international level, for this reason it is referred as the International Conference. The preparations regarding the International Conference are ongoing.
- The second booklet, which is about the EU Programs and Funding has been completed and revised.
- The writing of the third booklet, which will give information on the experiences of the local authorities in the EU member countries for the accession period, is on going.