

# THE COMMUNICATION STRATEGY FOR ENLARGEMENT

## PROGRESS REPORT #10 [DECEMBER 2002]

The European Commission published in March 2002 its first report on the implementation of the communication strategy for Enlargement, covering the period since the launch of the strategy in May 2000. The 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

- According to the most recent opinion polls by EMOR from December, 57% of **Estonian** citizens support or rather support EU accession, 36% oppose or rather oppose it and 7% are undecided. The poll showed that 63% of the respondents would definitely participate in the referendum and 58% of them would vote for the accession while 35% would say "no" to joining the Union.
- According to the opinion poll conducted by Vilmorus in December, 64% of people would vote in favour of **Lithuania's** accession if a referendum were held in December.

#### Creative ideas and events

- The EC Delegation in **Prague** co-operated with the Czech MFA on the project "Presenting the EU at traditional Christmas Markets". This programme was co-organised with 7 of the Foreign Ministry's Regional European Information Centres (REIS). EU information stands featured in 8 cities throughout the Czech Republic. The events were organised during December and most of them took place over 2 days' time. Representatives of the Czech MFA and the EC Delegation visited all events. Stands were situated usually located on the main squares. Danish cookies – as a symbol of the Danish EU Presidency – were distributed to the public, along with informational materials and fact sheets on the EU.
- The Black Nights Film Festival, **Estonia's** largest, continued from November 29 through December 8. Over 30,000 people visited the festival. Before each film a short video clip displaying the Internet address of the Delegation and the EU Info Centre was screened with the sentence "This festival is supported by the European Union".
- La Représentation à **Paris** a participé à l'initiative « Caravanes de l'Europe » : entre le 2 et le 22 décembre, l'association Civisme et démocratie (CIDEM) a déployé dans une cinquantaine de villes des « caravanes » animées par de jeunes volontaires, et allant à la rencontre des jeunes (objectif de sensibilisation de 500 000 personnes) parler d'Europe, notamment des enjeux de la Convention européenne et de l'élargissement;
- La Représentation à **Paris** a participé à l'opération « Affiches – Gares » : le 26 décembre, l'opérateur France Rail a affiché dans les gares des grandes villes de France les affiches sur lesquels un enfant écrit « L'Europe s'élargit », après avoir dessiné une carte du continent européen qui permet de visualiser la proximité géographique entre l'UE-15 et les futurs membres. L'opération a fait l'objet d'un lancement officiel par la ministre déléguée aux affaires européennes Noëlle

Lenoir, en présence des ambassadeurs des 13 pays de l'élargissement et du chef de Bureau ff. de la Représentation.

- The **Berlin** representation organised and carried out a forum “Europe faces the Decision – EU-enlargement and Global Challenges” in Brussels (3 and 4 December 2002) in co-operation with the European Parliament and with German public broadcasting channel Westdeutscher Rundfunk. Issues tackled during the Forum’s political panel discussions, were enlargement, the impact on transatlantic partnership and the common fight against terrorism. About 200 guests attended the various discussions and took part in the debate.
- On December 16, the “Initiative pro Erweiterung” was launched in **Berlin** in “Hamburger Bahnhof, Museum for contemporary Art”. Günter Verheugen introduced the members of the Initiative to the public. The 16 members derive from various fields of the German society (media, sports, culture, economy). As members of the Initiative, they aim at promoting enlargement in their respective fields by organising events and using their networks.
- Presentations of 11 European movies in 9 regional and district cities in **Slovakia** took place on 2-16 December 2002. This cinema event was implemented in co-operation with the Slovak Association of Film Clubs and Member State Embassies. 8 European movies were for the first time presented in Slovakia at Days of European Film.
- The Standard Eurobarometer 58 highlights report issued in December suggested that the support in **Sweden** for the EU enlargement had stayed on a 52% level from September 2002 to November 2002.

## THE COMMUNICATION STRATEGY BY COUNTRY

### **Austria**

#### *Media*

- An opinion poll that was published on 13th of January and realised by the public opinion research institute “market” on behalf of the weekly PROFIL shows 51% in favour of Austria’s government vetoing Enlargement if the question of transit and Eco-points is not solved in a way acceptable to Austria.

#### *NGOs*

- Large and important NGOs, such as the Austrian Chamber of Industry and the Chamber of Commerce, are contributing to propagating objective information on Enlargement. Noteworthy is a press conference and symposium organised in co-operation by the Chamber of Industry and the Greens alike.
- The Austrian “Cartellverband” (OeCV), an association of academics of Catholic faith, organised a small event in which representatives from Accession States were invited to speak on matters.

## **Bulgaria**

### *Media*

- The leading news items were as follows:
  - The Kozloduy N-units 1 and 2 to be shut down by the end of 2002
  - The EU Copenhagen Summit –accession date for Bulgaria, updated roadmap and stronger financial aid for Bulgaria
  - Justice and Home Affairs Chapter closed
  - The EU financial aid
  - Turkey’s accession into the EU
  - Results of the EU Copenhagen Summit for the ten new member states.

### *Press Releases*

- The following press releases were distributed to the media:
  - European Tourism Forum: Boosting sustainable competitiveness in tourism
  - Commission proposes a radical simplification of how the European Union works
  - Questions and answers: an institutional architecture for the European Union (Peace, Freedom, Solidarity)
  - Speech by Romano Prodi, President of the European Commission: Presenting the Commission Communication to the European Convention
  - EU Budget 2003: Combining budgetary discipline with meeting new priorities
  - Further liberalisation of agricultural trade with Bulgaria
  - Statement of President Prodi following the successful conclusion of enlargement negotiations

### *Internet*

- In December, news a total of 36 new documents (approx. 98 A4 pages) both in Bulgarian and English were uploaded on [www.evropa.bg](http://www.evropa.bg). In view of the increased number of requests by EU Information Centre visitors for online downloadable information materials, a new section with information brochures in Bulgarian file downloads was established.
- The most widely covered event in December was the Copenhagen European Council – coverage included early warning press information and all news related to Bulgaria and the enlargement package for the acceding Member States.

Other important EU accession news topics were:

- The 2002 Phare National Programme Memorandum
- The Eurobarometer survey results of EU Member States attitude towards enlargement - November 2002
- Liberalisation of the trade with agricultural products between EU and Bulgaria
- Improvement of the institutional mechanism of the EU and Budget 2003
- One year with the euro
- Promotion of Spring Day 2003

#### *Products*

- The Europanorama Newsletter: Issue 8/2002 was written, designed and produced and distributed.
- EC Delegation's Christmas cards were designed in six different layouts, printed and distributed to the partners of the EC Delegation to Bulgaria.
- Envelopes with the logo of the EC Delegation to Bulgaria were designed and printed out.

#### *Information Centre*

- In December, the IC visitors were 47 per day on the average. The most frequently requested information was about the pre-accession instruments Phare, ISPA and Sapard, followed by possibilities for studying European Integration abroad and questions about the European Council in Copenhagen. High-school students were the predominant IC visitors, followed by university students and representatives of NGOs. There was a visit of one group in December: university students from the Qualification Fund initiative visited the IC for a discussion on the latest EU developments.

#### *Co-operation and partnership with:*

- *Universities:* A plan for regular distribution of the most recent IC brochures to their libraries in order to help academics and students in their research on European integration issues was approved. A lecture on the pre-accession instruments Phare, ISPA and Sapard programmes at the training course of the IPAEI was delivered.
- *Representations of MSs, CCs and international organisations:* Two events concerning the Greek Presidency of the European Union were agreed to be held at the Information Centre. Information materials for the Presidency corner were received and possibilities for future co-operation were discussed.
- *The media:* In December EUIC hosted the final meeting of the First National Conference of Young Journalists supported by the Union of Bulgarian Journalists.

### *Other events*

- 2 December: Workshop for the reform in the judicial system within the Phare project, organised by the Ministry of Justice and the Delegation of the EC to Bulgaria.
- 3 December: Public discussion on a draft law about the illegal trafficking of people, organised by the Department of Justice of the US Embassy in Bulgaria.
- 4 December: Regular donor co-ordination meeting on Customs and Trade facilitation of the Delegation of the EC.
- 12 December: Award ceremony for the young artists from NABEC who participated in the competition for the EC Delegation Christmas post card. Prizes were presented by H. E. Mr. Kourkoulas. An exhibition of the selected pictures was inaugurated at the IC.
- 12 December: Visit of university students from the Qualification Fund Initiative.
- 13 December: Press conference on the results of the Enlarged Europe project, funded by EC, organised by the “Borrowed Nature Association”.
- 13 December: Joint press conference of the National Centre for Addictions and Bulgarian National Television. The TV premiere of a documentary film about drug addicts and the methods of rehabilitation employed in Greece took place in the Information Centre.
- 16 December: Press conference on the launch of [www.bgyouth.com](http://www.bgyouth.com) – an initiative of the Youth European Parliament and the Club of Young Journalists (CYJ) in Bulgaria, organised by the CYJ and the Union of Bulgarian Journalists.
- 16 December: Public debate on civic education, organised by the IC and the Red House Centre for Culture and Debate.
- 19 December: European Day of Italy, public event organised by the National Association of the Bulgarian European Clubs (NABEC) and the IC.

## **Cyprus**

### *Information activities and events*

- The Delegation supported the organisation of a significant bi-communal event on 7 December at the mixed village of Pyla, which took the shape of a debate on Cyprus and its accession on the eve of the Copenhagen European Council. It was addressed by House president Christofias, Chief Negotiator Vassiliou, opposition leader Talat and Mr Akinci
- On 8 December the Delegation organised a bi-communal round-table meeting of Business Associations and trade unions at the Ledra Palace Hotel in the UN buffer zone which was addressed by European Parliament President Pat Cox.

- Under the Communication Strategy two Turkish Cypriot journalists were sent to Copenhagen to cover the European Council deliberations.
- A briefing in the light of the Copenhagen EC took place on 4 December for six Greek Cypriot journalists.
- The Head of Delegation participated and addressed several EU related events including the Economist Cyprus Summit held in Nicosia on 9 December.
- The Head of Delegation participated in a live television debate by the Cyprus Broadcasting Corporation with the Government Spokesman, and Member of Parliament and two Turkish Cypriot politicians.
- The Head of Delegation gave several interviews to local and foreign media.
- The Head of Delegation gave a 50-minute interview for Cyprus television on 3 December.

## **Czech Republic**

- The Copenhagen European Council and the conclusion of EU accession negotiations dominated media coverage in December. In general, the media welcomed the Summit and its historical dimension. However, some of them were critical of the financial aspects of the deal.

### *Media*

- The Delegation held a press lunch with Freedom Union Deputy and former party chairwoman, Hana Marvanová, and the Head of Delegation Ramiro Cibrián on Thursday, 5 December 2002. 18 journalists attended the lunch.
- DEC invited journalists from the Ústí nad Labem area to a press lunch with the Head of Delegation, Ramiro Cibrián, on Monday, 9 December 2002. 15 journalists from the Ústí region attended this event.

### *Press releases*

- Press releases on the following topics were published in December 2002:
  - 3.12.2002 – EU info stands in the Czech regions during Christmas market programmes.
  - 4.12.2002 – visit of EU Commission Vice President, Neil Kinnock, to Prague.
  - 5.12.2002 – Commission proposals to make EU functioning and decision-making simpler.
  - 5.12.2002 – EU twinning programme to help the CR fight against the proliferation of illegal drug usage.

11.12.2002 – CzK 40,3 million twinning programme for the Czech Interior Ministry to support institution building in the CR.

12.12.2002 – Phare twinning programme to support development of social dialogue in the CR.

12.12.2002 – CzK 18 million in EU aid to support reforms in social welfare and pension systems.

15.12.2002 – invitation to press conference in the EUIC to announce and discuss the results of the Copenhagen Summit.

18.12.2002 – signature of the Solidarity Fund Agreement between the Czech Republic and the EU to finance renewal after Czech floods.

- Projects or co-operation with media: in the course of December 2002 the Head of Delegation contributions to the Pravo discussion forum “One issue, two opinions” continued: One column addressed the position of Czech farmers after EU accession that was published together with an article by Agriculture Minister Palas (14.12.02). Another article, opposed by Prof. Belohradsky, touched the environmental catastrophe caused by the sinking of the “Prestige” oil tanker. (30.11.02).
- The EUIC continues to manage regular contributions to the following media:
  - **SONDY** (weekly journal of the Czech Trade Unions): EUIC staff regularly contributes articles on a bi-weekly basis.
  - **Týdeník školství** – (newspapers for teachers and pedagogical staff). EUIC submits articles on a weekly basis.
  - **Focus** – The EUIC initiated co-operation with the Magazine of the British Chamber of Commerce (on a bi-monthly basis).
- 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.

#### *Information Events*

- During December the EUIC provided 6 lectures to students.
- Three public seminars took place at the EUIC during December 2002, each visited by cca. 50-80 people. Seminars, given by Team Europe members and by the DEC representatives, focused on the following topics:

5 December      State of play of the CR’s negotiations – closed chapters and conditions of the Czech Republic's membership;

12 December     Common Agricultural Policy of the EU – prospects for Czech farmers;

19 December Results of the Copenhagen summit, Accession Treaty.

*Press conferences and seminars*

- On Sunday 15 December the DEC and Danish Embassy organised a special press conference in the EUIC at the occasion of the closure of the Accession negotiations at the Copenhagen Summit with H.E. Jorgen Bojer, Danish Ambassador and the Head of Delegation. 25 journalists attended the event.

*Regional Events promoting the knowledge of the EU*

- The the Head of Delegation made a visit to Ostrava (Northern Moravia) on 6 December 2002. The regional visit included a meeting with the Czech Union of Women and Czech Social Democratic Women.
- The the Head of Delegation made a visit to Ústí nad Labem (Ústecký region) on 9 December 2002. During the morning there was a round table discussion with regional opinion makers and a handful of journalists. Danish Ambassador, Jorgen Bojer, and Regional Chancellor for the Ústecký Region, Jiří Šulc, participated at this event as well. Discussions focused primarily on environmental issues, infrastructure and EU grant-making policy.
- The the Head of Delegation made a visit to Kladno (Central Bohemia Region) on 12 December 2002. The regional visit included a number of meetings planned throughout the day. In the morning there was a Regional Round Table discussion attended by 15 mayors of the smaller cities in the region and a number of local journalists. A meeting with regional senior citizens (approx. 50) followed the morning programme, and a meeting with regional women (approx. 30) took place thereafter. The Kladno programme closed with a public debate (approx. 60 people attended). During the entire day, EU Information material was distributed via an Info Stand at the Christmas Market on the main square in Kladno.

*Co-operation with the Czech Ministry of Foreign Affairs (MFA)*

- The EC Delegation co-operated with the Czech MFA on the project “Presenting the EU at traditional Christmas Markets”. This programme was co-organised with 7 of the Foreign Ministry’s Regional European Information Centres (REIS). EU information stands featured in 8 cities throughout the Czech Republic. The events were organised during December and most of them took place over 2 days’ time. Representatives of the Czech MFA and the EC Delegation visited all events. Stands were situated usually located on the main squares. Danish cookies – as a symbol of the Danish EU Presidency – were distributed to the public, along with informational materials and fact sheets on the EU. Most people asked general questions on the EU and the development of consumer prices following the CR’s accession to the EU.

*Communication with farmers*

- In the course of December, the Head of Delegation visited four farms of private farmers. At the same time, he had a meeting with approx. 60 members of the

Association of Private Farming. In these meetings, farmers wished to discuss particularly the question of CAP reform, as well as land restitution.

### *Products*

- The second revised edition of the 10 Q/A leaflet “What awaits us in the EU” came out in the beginning of December.
- The EUIC lent all its exhibition panels to Czech regional partners during December 2002.
- The following items were produced: DEC/EUIC Christmas cards; Pocket calendars (promoting the EUIC and referendum date in 2003); Stickers with EU member-state flag motifs; Paper bags for the EUIC info materials.

### *Information Centre*

- Approximately 900 people visited the EUIC during December 2002 and roughly 455 people attended events hosted at the EUIC. The total number of visitors for December figured at 1355 persons.

### *Team Europe*

- The present TE consists of cca 50 members who have been divided into groups according to their initial interests. The EUIC partners have developed a new web sub-page on the Delegation web-site for TE members. It works as an Intranet, through which members can download interesting documents, find out meeting schedules, access contact details for fellow members, etc. Team Europe members gave six lectures in December (2 in the regions and 4 at the EUIC):

### *Opinion poll*

- Czechs were in November less willing to attend a referendum on the Czech Republic's entry to the European Union than Poles or Hungarians, according to a poll the results of which were given to CTK by the CVVM polling centre. Only 46 percent of Czechs were firmly determined to take part in the EU referendum in November while it was 61 percent in Poland and 68 percent in Hungary. The CVVM announced in co-operation with the agencies from the Brussels Group for Public Opinion Research in Central Europe (CEORG) last week that 62.4 percent of Czechs would vote for EU entry in the referendum and 28.7 percent would vote against it. In Poland the ratio is 73.5-17.7 percent and in Hungary 75.1-14.3 percent.
- According to another November poll, more than 68 percent of Slovaks would go to the EU referendum and one quarter would not go, and almost 71 percent of those who would take part would vote for EU entry and 14.7 would vote against it. A poll carried out by the STEM polling agency in November also confirmed the determination of two thirds of Czechs to support the Czech Republic's accession to the EU.

## Denmark

- During the reported period, the biggest Enlargement issue since the Summit has been a possible influx of people from the new Member States. Denmark will not apply any transitional period to limit immigration from the new Member States.
- The issue of Cyprus has also been extensively covered.

### *Media*

- The national radio DR P4 (Denmark's Radio P4) runs a daily quiz programme called *Danmarksmester* (the Danish Champion). Every day of the week between 13H00 – 14H00 around 600,000 people or 12% of the Danish population listen to the program. The producers have asked the Representation to develop questions and answers for a week's broadcasting in April 2003. The questions must be linked to the EU and the Enlargement in order to give the listeners a better insight into the new Member States.

### *Internet*

- The site is being updated daily, including news on Enlargement and references to Eurobarometer results. See <http://www.europa-kommissionen.dk/eu-politik/aktuelt/>
- The internet quiz is still the most visited feature on the site.

### *Products*

- An updated version of our popular brochure *EU rykker grænser* will be published in February (20,000 copies).

### *National Information Activities or Events (Government or others)*

- The Government has launched a new Call for Proposals (via the Board for EU Enlightenment) with a pool of nearly € 1 million. The Call is targeted widely at organisations, persons and companies in Denmark. Themes to be dealt with are Enlargement and the Future of Europe, but other EU projects can also be taken into consideration.

### *Research and Measurement*

- The Danish National Institute of Social Research (SFI) has published two books on Enlargement focusing on welfare and labour. One of the conclusions is that Enlargement is no threat to the welfare systems of the Member States and that the influx of labour will probably be rather modest (except in the Eastern parts of Germany and Austria).

## **Estonia**

### *Opinion poll*

- According to the most recent opinion polls by EMOR from December, 57% of Estonian citizens support or rather support EU accession, 36% oppose or rather oppose it and 7% are undecided. The poll showed that 63% of the respondents would definitely participate in the referendum and 58% of them would vote for the accession while 35% would say "no" to joining the Union.

### *Press releases*

- On 16 December, the Delegation issued a press release on the completion of the negotiations between Estonia and the EU in the context of the Copenhagen Summit, which was extensively publicised in the Estonian media.

### *Products*

- Over 500 copies of A2-sized coloured wall calendars were sent together with a Christmas card to the Delegation's contacts from different fields of life, including politics, media as well as civil society organisations.
- Specially designed A5-size pocket planners for 2003 were sent to approx. 50 participants of the seminar for volunteers, who will provide assistance i.a. during the Eurobus Tour before the referendum this summer.

### *Information events*

- The Black Nights Film Festival, Estonia's largest, continued from November 29 through December 8. Over 30,000 people visited the festival. Before each film a short video clip displaying the Internet address of the Delegation and the EU Info Centre was screened with the sentence "This festival is supported by the European Union".
- ESKO Training and Consulting Ltd, a LIC consortium partner, ended the series of EU seminars for SMEs in the regions by drawing the main prizes for two participants in the seminars. The prizes consist of vouchers that can be used for training or an internship in an EU member state. The prizes went to two small entrepreneurs from two different counties.
- On 10 December, the Head of Delegation invited 20 Estonian journalists from the national as well as local media for a briefing and a lunch to hand over the two EU Media Awards and to discuss the completion of the EU negotiations.
- From 5-7 December, the EUIC had a stand at the youth fair "Teeviit 2002". The aim of participation was to reach the target group of young people and to be present at the biggest educational fair of the year. About 25,000 persons, mostly young people but also parents and teachers, visited the fair. The EUIC distributed

information materials and organised EU-themed quizzes with prizes for the best participants.

### *Media*

- During the reporting period, the EUIC released 4 weekly electronic newsletters *European Union This Week*. The Newsletter is mailed weekly to over 3,500 recipients, including national and local politicians, the government sector, NGOs, entrepreneurs and the major media channels.
- On 28 December, Estonia's biggest commercial station TV3 broadcast a one-hour EU TV magazine prime time. The programme looked back at the negotiations and at Estonia's EU integration. It included interviews with President Prodi and Commissioner Verheugen as well as with Estonian Prime Ministers of the last decade and other opinion leaders commenting on the impact of EU accession on Estonia. The Delegation had assisted the station in obtaining TV footage from Europe by Satellite's video-stock library. The number of viewers of the programme was about 90,000.

### *Information centre*

- On 3 December, the EUIC presented itself and distributed brochures to 50 pensioners from Valga County.
- On 11 December, the EUIC organised an EU Information day in Jõgeva Gymnasium. The EUIC presented EU information materials, gave two lectures and held a quiz for 95 participants with prizes.

## **Finland**

- Enlargement issues dominated the Finnish EU discussion in December as the negotiations before and during the European Council in Copenhagen were closely followed and analysed.

### *Key new developments*

- The European Council in Copenhagen ruled the Finnish EU debate for most of the month. Although the statements after Copenhagen have generally concentrated on benefits stemming from the enlargement, challenges of the process have also continued to be on view. However, most commentators seem to have passed the stage where they emotionally raise their fears, and have begun to analyse the future of the enlarging Union at a deeper level. Hence, it is seen that the main task of the Union should now be to reform its institutional structure in order to increase its efficiency and to minimise its otherwise continuous bureaucratisation. Representatives of the academia have stressed the future need to treat the old and new Member States alike.
- According to the latest Flash Eurobarometer, 92% of Finns have heard about enlargement. Concerns about the process remain notable: of all the EU-citizens,

Finns are least supportive of it with a support of mere 51% and opposition of 27%. Although 72% of the people consider the enlargement to be important for Finland, only 31% expect to benefit from it at a personal level. Despite the officials' frequent positive statements, people remain worried about the costs of the enlargement, the free movement of persons, and the agriculture sector of the Union. In addition, 75% of them believe that opening the borders between current and future Member States will lead to the spread of crime.

### *Media*

- The Finnish media have kept the enlargement process well on view during the past few months. Discussion on the topic seems to have followed a logical path moving from general presentation towards more extensive analysis. After the Commission proposal to recommend the accession of new Member States, the focus was firstly on individual Candidate Countries. The attention was then directed to the threats and possibilities the enlargement poses to Finland and, finally, to the other present Member States and Europe in general. By December, articles on individual Candidate Countries have become relatively rare, although the Union dialogues with Poland, Turkey, and Cyprus have been carefully followed and commented on. Discussion has mainly concentrated on facts – this has been especially clear within the past few weeks as the European Council in Copenhagen has inspired the media to review the up-to-date history of the European integration. In addition, apart from the usual newspaper articles, one of the major Finnish TV-channels broadcast a special current affairs programme on enlargement in December.

### *Representation activities*

- The “Europe 2010” series continued at the Representation premises with a public debate, in which the Minister of Health and Social Services Eva Biaudet gave a speech about the social security policies of the enlarged Union. The event gathered some 50 participants. In addition, the Head of Representation participated in a special one-hour live radio session with Commissioner Liikanen: the programme with call-in session and plenty of question time was broadcast nation-wide. Both of these events looked into the general future of the EU, but dealt with numerous aspects connected to the enlargement process.

## **France**

- Sans surprise, les décisions historiques du Conseil européen de Copenhague dominant l'environnement politique et médiatique de la campagne. Le mois de décembre a également été marqué par les premières réalisations du plan de communication du gouvernement sur l'Europe, dont le coup d'envoi a été donné le 6 décembre par le premier ministre J.-P. Raffarin, à l'occasion du 1<sup>er</sup> « forum Europe » qui s'est tenu à Orléans.

### *Médias*

- La couverture médiatique de l'élargissement, qui a atteint des sommets jamais égalés en termes quantitatifs, a été nettement dominée en décembre par la dernière ligne droite des négociations, ainsi que par le Conseil européen lui-même. Deux pays ont été particulièrement mis en relief (La Pologne et la Turquie).
- La semaine du Conseil européen de Copenhague a été l'occasion, sur plusieurs radios de service public, d'opérations spéciales de présentation des futurs membres. On notera à cet égard les efforts de France Info (une journée spéciale avec une grande diversité de reportages sur chaque pays ou groupe de pays), France Inter (reprise d'une partie de ces éléments), RFI (journée spéciale très riche, en partenariat avec *Libération*, à l'occasion du Conseil européen), et dans une moindre mesure RTL (papiers plus rares, mais le plus souvent originaux et positifs).
- Plusieurs médias (notamment les radios et *Le Monde*) tiennent à présent à jour des pages "Elargissement" sur leur site internet.

#### *Evénements, initiatives*

##### *a) mise en œuvre de la convention avec le gouvernement*

- lancement des « Caravanes de l'Europe » : entre le 2 et le 22 décembre, l'association Civisme et démocratie (CIDEM) a déployé dans une cinquantaine de villes des « caravanes » animées par de jeunes volontaires, et allant à la rencontre des jeunes (objectif de sensibilisation de 500 000 personnes) parler d'Europe, notamment des enjeux de la Convention européenne et de l'élargissement;
- lancement de l'opération « Affiches – Gares » : le 26 décembre, l'opérateur France Rail a affiché dans les gares des grandes villes de France les affiches sur lesquels un enfant écrit « L'Europe s'élargit », après avoir dessiné une carte du continent européen qui permet de visualiser la proximité géographique entre l'UE-15 et les futurs membres. L'opération a fait l'objet d'un lancement officiel par la ministre déléguée aux affaires européennes Noëlle Lenoir, en présence des ambassadeurs des 13 pays de l'élargissement et du chef de Bureau ff. de la Représentation.

##### *b) Relations avec le gouvernement*

- Le 18 décembre 2002, le directeur général Landaburu a participé à un déjeuner-débat organisé par Europe et société au Pavillon Dauphine (« Après Copenhague, quelles perspectives pour l'élargissement de l'Union européenne ? Comment l'UE entend-elle relever le défi ? »), ainsi qu'à une conférence-débat accueillie par Europartenaires à l'ENA, (« l'Union européenne élargie : les clés de la réussite »).

#### *Activités d'information liées à la Convention*

- Actions des relais et réseaux (octobre à décembre 2002)
- - IPE de Strasbourg : outre sa participation à la semaine de l'élargissement au Parlement européen (18-24 novembre), le Centre d'information sur les institutions européennes organise des sessions d'information dans les lycées de la région

(« Redessinons les frontières de l'UE ») et consacre sa lettre d'information de novembre à l'élargissement.

- Carrefour rural européen des acteurs normands : le CREAN, basé à Vire, mène à bien des interventions dans le lycée de la ville sur l'élargissement et la Convention (octobre), et a consacré la moitié des flashes d'informations réalisés pour Vire FM au thème de l'élargissement.

## **Germany**

### *Media*

- Media coverage on the results of the Copenhagen summit and the related discussion over Turkey's possible accession to the EU was extremely high. TV channels and newspapers largely reported on the aftermath of the summit. The question of Turkey's possible accession to the EU dominated German media during the period under consideration. Numerous high-ranking politicians, especially from the CSU, and editors voiced their views on Turkey.

### *Key issues*

- Nearly all-German media described the Copenhagen Summit as “historic”. The financial package was said to be not too high for the gains of political stability in Eastern Europe. “Süddeutsche Zeitung” underlined that Europe has now to redefine itself to be able to bring 25 countries under the same roof.
- On Turkey, “Welt am Sonntag” argued that the EU is moving along a path to a loose confederation of states. However, journalists commented that the country made a decisive step towards the Union but that it still has a long way to go on the road to Europe.
- After the Copenhagen summit, Kölner Stadtanzeiger started a page 3 series “Die neuen EU-Länder” on 17 December, portraying each of the new accession countries in loose order. So far the 3 Baltic countries and Slovenia have been portrayed
- President Prodi gave an interview to the regional weekly “Rheinischer Merkur”, published on 19 December, “Looking for Europe's soul” – the geographical, political and spiritual borders of a European Union.

### *Information events and own initiatives*

- The Berlin representation organised and carried out a forum “Europe faces the Decision – EU-enlargement and Global Challenges” in Brussels (3 and 4 December 2002) in co-operation with the European Parliament and with German public broadcasting channel “Westdeutscher Rundfunk” (WDR). Issues tackled during the Forum's political panel discussions, were enlargement, the impact on transatlantic partnership and the common fight against terrorism. About 200 guests attended the various discussions and took part in the debate. The forum has

been transmitted by ARD radio and television programmes, the WDR, PHOENIX and several European TV and Radio Stations (Italian RAI, Austrian ORF, Belgian VRT, France 3 and Polish TVP).

- Within the framework of their "Mitreden!" series of public fora, the Representation, jointly with the Information Office of the European Parliament, held a public event on "EU Enlargement" in the city of Frankfurt/Oder in Eastern Brandenburg on December 9th. Situated on the border to Poland, and site of the joint German-Polish "Viadrina" University, the city is particularly concerned with the upcoming EU enlargement. Stimulated by a partnership with the local daily newspaper, Märkische Oderzeitung, approximately 300 citizens from the area, many of them students and young people, attended the event and put forward questions, ranging from the general political context to practical problems connected with joint partnership projects in the "Euro-Region" or the impact on the local economical situation. The event will be transmitted on Phoenix TV information channel in the near future. After a welcome by the Lord Mayor of Frankfurt, Martin Patzelt and the head of the EP Information Office, Dr. Klaus Löffler, a panel of seven high ranking experts responded to their questions: Brandenburg European Affairs Minister Ms. Barbara Richstein, Former Polish Ambassador to Germany, Dr. Jerzy Kranz, three MEPs (Mr. Elmar Brok (Christian-Democrats, Convent Member), Ms. Elisabeth Schroedter (Greens), Dr. Helmuth Markov (PDS), Jörg Vogelsänger, member of the German Bundestag (Social Democrats, Committee for European Affairs), and Stefan Forester, Deputy Head of the Commission Representation.
- On December 16, the "Initiative pro Erweiterung" (Initiative pro Enlargement) was launched in Berlin in "Hamburger Bahnhof, Museum for contemporary Art". Günter Verheugen introduced the members of the Initiative to the public. The 16 members derive from various fields of the German society (media, sports, culture, economics). As members of the Initiative, they aim at promoting enlargement in their respective fields by organising events and using their networks. Approximately 250 people took part in the opening ceremony, media coverage in newspapers and television was high. The initiative is likely to raise more interest with other circles as well.
- The Deputy Foreign Minister of Greece, Annastasio Giannitsis, was invited by the Representation to talk about the "Greek Presidency of the Council of the EU – New Challenges for Europe" on December 16, 2002. Approximately 220 guests attended the event.

#### *Grant Programme*

- Urania, a cultural centre in Berlin, has shown documentary films (e.g. Korczak by Andrzej Wajda, followed by a presentation and a panel discussion, 230 visitors). It also organises lectures, e.g. on December 5<sup>th</sup>, "German Culture and Polish Economy", with 65 visitors. The events are open for the public and the films have an additional morning show for school classes.
- The umbrella organisation of German adult education organised the launch of its conference on enlargement in co-operation with the Federal Press Ministry. After the initial high-level conference with more than 300 people, in-depth workshops

on differing topics aimed at informing the teacher-multipliers who will now take this knowledge and awareness to their respective regions. Several other projects or representatives of Länder with conventions on enlargement presented themselves throughout the conference.

- On December 6<sup>th</sup>, RKW Unternehmerforum organised for the Chamber of Architects (Bundesarchitektenkammer) a conference for architects who plan to work in the new member states. 23 architects participated. The conference's aim was to inform architects about possibilities to work in the new member states and was very practise orientated with presentations on building lease and co-operation strategies etc.
- The EUROPA HAUS Görlitz organised „European information days“, which dealt with “European information, education and communication of the Görlitz Haus”. The first information day took place on the 17<sup>th</sup> of December 2002. Additionally, on December 18<sup>th</sup>, a women's meeting was organised, headed: „Women in Zgorzelec“, in which 32 women took part.
- The Stadt Köln Europabüro des Oberbürgermeisters organised meetings over the last month, in which cultural assistants from 8 different acceding countries came together once a week. Euronews in its series „Europeans“ reported on the information booth. SFB (Berlin Radio Station) broadcasts interviews from the cultural assistants and the newspaper „Europa-News“ from the German city association reported about it.

#### *Information activities on the Convention*

- The 13<sup>th</sup> Bavarian Big Relay Meeting was organised by the Munich representation in Nuremberg in co-operation with the new Info Point Europe on 9 December. The topic of the meeting was the European Convention, which was introduced by a deputy representative of the Convention itself as well as by a representative of the German Bundestag and the Commission. 80 people participated in the meeting. The TV station Frankenfernsehen reported about the event.
- On 10 December, organised by the City of Bonn and supported by the German foreign office and the Centre for Research in European Integration, a citizen forum took place, “The future of Europe – where shall we go?” (“Wohin soll die Reise gehen?”). A questionnaire with questions concerning the European Convention was laid out, to be filled in by participants (about 100 participants). Results will be sent to the relevant members of the Convention.

#### *Other information activities or events in Germany*

- The Freie Universität Berlin invited the Director of the Centre of Comparative Research, Yale University, to talk about “Poverty and Ethnicity in Transitional Societies on December 16, 2002.
- Ambassadors from three future member states spoke about the Copenhagen Summit at Europäische Akademie Berlin on December 17, 2002.

#### *Public Opinion*

- The director of Emnid (Opinion Research Centre) wrote in “Welt” (daily newspaper) on December 16<sup>th</sup> that only 33% Germans consider the EU ready for the accession of new member states. 57% think that the requirements are not yet fulfilled. 50% of the Germans fear enlargement’s consequences. In Eastern Germany people are more afraid than in Western Germany, mainly due to the expected cheap workforce. However, the number of Germans who support enlargement is increasing: in 2000 only 43% of the German population was for enlargement, in April 2002 52% and in December 2002 the number has increased to 53%. The accession for Turkey is seen less positively: 43% of the Germans are for it, 48% against it. Despite this generally positive attitude, 63% are for enlargement but would like to slow down the process.
- Spiegel online and tagesschau online have established online fora on the topic of Turkey’s accession to the EU. Users discuss issues such as population growth, human rights, religion, security, EU borders etc. The opinions differ, most people think that it is too early for Turkey to become a member, but are not against the accession in general.

## **Hungary**

### *Opinion polls*

- According to the opinion poll conducted by Szonda Ipsos, 62% of the respondents are determined to vote at the referendum on accession. 81% of them would vote for, 9% would vote against the accession, while 11% still haven’t made up their mind.
- According to TARKI’s EU Accession study conducted in the 11 Candidate Countries, in case of a referendum, 65,9 % of the respondents in Hungary would vote for, 11% would vote against the accession.

### *Media*

- In November/December Press Releases were issued on the following subjects:
  - EIB grants EUR 120 million loans for small- and medium-scale investment projects in Hungary
  - Recruitment of freelance translators for the European Union
  - Internet chat with Pascal Lamy
  - Signing of the Financing Memorandum for 2002 Phare Cross-Border Co-operation (CBC) Programme between Slovakia and Hungary
  - Visit of Vice President Mr. Kinnock

- Conference on Recruitment of freelance translators for the European Union
- Initial Results of the Candidate Countries Eurobarometer 2002.2

*Press conferences, press lunches*

- Press conference with EIB on EIB grants EUR 120 million loans for small- and medium-scale investment projects in Hungary
- Press lunch with our 'Media Cabinet' (10 EU specialised Hungarian journalists)
- Press conference and two door steps on Mr. Kinnock's official visit to Hungary
- Press conference on the result of the Copenhagen Summit

*Projects, co-operation with the media*

- Interview for the Financial Times
- Interview for 'Uzleti 7', magazine of the Hungarian Chamber of Commerce
- Interview for 'Mai Nap' Hungarian tabloid daily
- Mtg of EU press attaches with Radio C (Hungarian Roma Radio) organised by the DEL
- Lunch with Editors in chief of leading Hungarian media at the Residence of the Head of Delegation
- Interview for Deutsche Welle
- Interview for RAI News
- Participating in a live TV Show in Szeged (TG)

*Information events and initiatives*

- On 12 December, the Delegation participated at the Award Ceremony for the winners of the essay competition on „*What am I expecting from Hungary's accession to the EU?*” announced by the EC Delegation to Hungary and the Pensioners' Association of Hajdú-Bihar County.

### *Products*

- Production of two Commission brochures in Hungarian started in December: *How the Commission works?* and *Towards a knowledge-based information society*. Both brochures will come out in 10.000 copies.

### *Information Centre*

- Visitors in December: 867.
- EUIC organised a meeting for the Budapest network of EU information providers. 25 participants from information offices from the capital and surroundings. Also speakers from Communication departments of Delegation, Prime Ministers office and Foreign Ministry. The meeting will be held quarterly.
- In the framework of the monthly series “Let’s talk about Europe” the topic of the December event was “Schengen”. Good attendance (25 participants).
- EUIC hosted a meeting of EU member states press attaches organised by the Delegation. Subject: Roma policy.
- EUIC Director participated in the official ceremony of Pest County to launch its project called EU-corners, to be set-up in small villages. Del/ETK contribute by providing an EU shelf plus material over a certain period. 11 offices have been chosen so far (libraries, cultural points, local governments) and been awarded in the presence of County President and media.
- In November and December the Centre received:
  - two groups of German lawyers on study trips to Hungary interested in enlargement and Hungary’s accession process (lectures NP)
  - two groups of Hungarian students from the University of Economics (lecture KR) and Institute of Public Administration (AB)
- Lectures at events:
  - Women’s forum in Kecskemét (AB)
  - Women’s forum in Pécs (AB)
  - Training for librarians (AB)
  - EU School event in Kiskörös (RK)
  - EU Training course (AB)
  - SME conference in Nyireghaza

- 4 lectures on internet sources for representatives of local governments from Pest County (AB)
- 2 lectures at schools (RK)
- IC staff participated in:
  - 2-day workshop on Enlargement organised by the British Council (NP)
  - Jour Fixe (NP, RK)
  - Meeting between Information Unit of Delegation and the new governments Communication section (NP)
  - yearly meeting of European Information Point network in Szekszárd (RP)
  - Conference on the 6<sup>th</sup> framework Programme (LC)
  - Conference on National Development Plan
  - launch of the EU roadshow of the Hungarian Parliament (AB, ANy))
  - Jean Monnet conference on constitution matters at ELTE University (RK)
  - Conference on Consumer protection (AN)
  - Soros Foundation press conference on new NGO website
  - Opening of EU Info Point in Csepel (RK)
  - Meeting with pensioners in Debrecen (RK)
  - Conference on Agriculture (LCz)
  - Hungary and the EU, post Copenhagen conference (AB)
  - A high-level conference on EU related communication (NP)
  - Xmas reception of the Mayor of Budapest (NP)

*Other information activities or events in the country*

- In order to show the national and political consensus in Hungary about the country's accession, a road show has started in Hungary with the participation of all 4 parliamentary parties. One of the patrons' of the event is the Delegation and supported it with information materials. The first kick-off meeting took place on

the 11<sup>th</sup> of November and was followed by several ones in November and December.

### *Grant Scheme Launched*

- The Delegation being aware that many projects are designed and launched by the media, regional and local authorities, civil society and special interest groups, launched a grant scheme in order to finance activities under the following activities: 1) *Audiovisual sponsorships*; 2) *Information activities for the youth*; 3) *Convention on the future of the Europe and Referendum on accession*; 4) *EU support for journalists*; 5) *Support for cultural programmes, events*. On 9 December 2002 the Committee has concluded that from the 27 applications 6 applications was considered as complaint from administrative and eligibility point of view without asking clarification. The evaluation committee have decided to support 14 projects for the total value of Euro 204.999,5. The Evaluation Committee discussed that the next deadline for the applications is 15 January 2003.

## **Latvia**

### *Media*

- Main topics in media in December concerning European Affairs:
  - EU Copenhagen summit – Latvia and other candidate countries finalised the accession negotiations
  - Finland and the EU (many articles in the regional media following the study visit of journalists organised by Ministry of Foreign Affairs)
  - Public information about the EU –government strategy

### *Press releases*

- 19 press releases prepared and sent to mass media:
  - December 3, Visit of Head of the Delegation Mr.A.Rasbash to Dobele
  - December 5, 6 Internet conference about society integration (before and after)
  - December 10, Translation of the progress report to Latvian and Russian
  - December 10, Visit of Head of the Delegation Mr.A.Rasbash to Jēkabpils
  - December 11, Eurobarometer results

- December 12, Seminar for teachers about Denmark at the EUIC
- December 12, 13, 18, Presentation of the book “European Dialogues – 2”
- December 12, Seminar for EUIP representatives
- December 12, Copenhagen summit
- December 13, Debate tournament about the EU of the university Students of Baltic countries
- December 17, 23, Copenhagen: Enlargement and agriculture
- December 17, 18, Signing of the Phare memorandum (Before and after)
- December 17, Copenhagen summit: summary
- December 18, Director of EUIC visits Ogre bibliobus.

#### *Information events*

- Regional Information day's and events in Naukseni, Dobele, Ogre city and Ogre district have taken place in December.
  - Regular Europe Day has taken place in Dobele. It has been organised in co-operation with European Integration Bureau and Non-Governmental Organisations. EUIC have organized Opening Event, discussions in Dobele Culture Centre for entrepreneurs, representatives from local municipalities and NGOs as well as participated in Euro Buss trip through Dobele district.
  - Regional events in Naukseni, Ogre and Ogre district have included lectures about EU history, policies, enlargement and EU Programmes for candidate countries. Event in Ogre and Ogre district was organized in co-operation with the local European Union Information Point. Events have gathered not only the youth but also many other representatives of local society.
- Director of the EUIC A.Purins and R.Konovalenko – EUIC Regional Coordinator have met mayors, directors of libraries and culture centres, representatives of schools and media of regional cities - Limbaži and Ogre.
- Seminar about Culture, Cinema and Music in European Union Countries has been organised in EUIC on December. Next seminar is planned for the first quarter of 2003.

#### *Internet*

- The total number of the ECD and EUIC home page visitors is 2873.
- Internet conference was organised December 6. The topic of the conference “Joining the EU – what does it mean for society integration?”. The conference was organised with participation of the Head of the Delegation Mr. A.Rasbash and

newly appointed Minister of Special assignment on society integration issues Nils Muižnieks. The banner was exposed 417 384 times, 235 clicks registered on the banner. On the day of the conference EUIC home page was visited 170 times. (Average 100 –150 visits per day).

#### *Products*

- Insert in the largest Russian writing newspaper “Subbota” will be prepared. It will consist of text originally produced for regional exhibitions
- A book covering all topics discussed in the European Dialogues have been published in 1000 copies on December 18.
- Taking into account regular seminars, lectures provided by EUIC, several Power Point Presentations are planned to be prepared: EU in General, About EUIC, Information sources about EU. The PowerPoint presentation prepared by EC Enlargement Information Unit about enlargement will be translated to Latvian.

#### *Information center*

- Presentation of the book “ European Dialogues 2” has taken place in EUIC on December 30. The event has gathered many speakers of European Dialogues discussions as well as many representatives of media.
- Discussion about possibilities of disabled people in EU has been organised in EUIC in co-operation with “Easy Language Society” in December.
- Series of lectures on EU history, policies and future have been organized in co-operation with the Ministry of Defence for Compulsory Service soldiers.
- Seminar for teachers of visual arts on topic “Denmark Presiding Country in EU” has been organised in EUIC in co-operation with Association of Teachers of Visual Arts. H.E. Ole Lisborg, Ambassador of Denmark in Latvia and Director of Danish Culture Centre Rike Helms have presented their views and answered on many questions.

#### *Other information activities*

- A conference ”The EU friend or for” was organised by a NGO Club 415. The establishment of the anti-EU NGO “Movement against the EU” was announced during the conference.

### **Lithuania**

- The draft resolution by which the date for the referendum will be set for 11 May 2003 has been preliminarily approved by the Seimas on 23 Jan. The current draft will be discussed in the Seimas committees. It is proposed that the referendum question should sound as follows: “I support Lithuania's accession to the EU”. The resolution will be finally adopted at the end of February, but no date has been

set yet as the Seimas will either have to extend the current session or call an extraordinary session for that reason.

#### *Opinion poll*

- According to the opinion poll conducted by Vilmorus in December, 64% of people would vote in favour of accession if a referendum were held in December.

#### *Media*

- The joint project with the National Radio, the most popular radio station Lithuania is on-going, EU related inserts are being introduced into 5 already existing programmes (once per week in each):
  - 1) for rural population, early morning programme “Native land”;
  - 2) special morning programme “Morning sounds”;
  - 3) programme for minorities in Russian;
  - 4) Cultural programme;
  - 5) Midday programme “Day of Lithuania”;
- A joint project with the commercial LNK television continues. From Monday to Thursday, an insert “The Europeans” covering EU issues is broadcast at the evening news programme. Together with the TV channel, the Delegation was looking for the most important and interesting topics to be covered in the inserts. The summary of EU events and various comments from the people’s point of view are broadcast on Sundays within the programme “Panorama of the week”.

#### *Information and other events*

- After the completion of negotiations, a seminar for the regional journalists was organised together with the European Committee under the Government. Chief Negotiator P. Austrevicius presented the main results of negotiations. Deputy Minister for Agriculture explained the results of agriculture negotiations in more details.
- Head of Delegation delivered a speech at the Conference organised by the Lithuanian Government on the occasion of the completion of the negotiations.
- Preparations for the Baltic Book Fair started. Delegation’s Information Centre will present its latest products, information sources, etc. The author of the encyclopaedia for youth will present his book to the event.

#### *Products*

- The Regular Report 2002 has been translated into Lithuanian. It is already available on the homepage of the Delegation. Print files are under preparation.
- The encyclopaedia for young people “99 terms: EU and else” is being printed.

- CD ROM of the encyclopaedia is under preparation.
- TV vignettes have been filmed and are ready for broadcast. Six persons who speak about their perception of the EU (what it means for them, what values it promotes, etc.) were chosen and filmed. The review of the vignettes took place in the Delegation. TV vignettes will be aired in the first half of the year 2003.
- In order to appear with the single style on all our products – TV vignettes, poster, T-shirts and other promotion items – the motto and symbol of EU information campaign have been designed. The slogan is “Europa – tai mES” (“Europe – it’s us” – a play of words as in Lithuanian ‘us’ is ‘mES’, and “ES” is “EU”). Promotion items with the motto will be distributed during many events in the regions, quizzes in the regional media, etc.
- “Europokeris”, a film on EU support to Lithuania (42-minute long) was broadcast on the National Television. The film will be twice broadcast on LNK television (once in prime time). VHS (1000 in total) copies of the film were produced. They will be distributed to the EU information network in Lithuania, schools, regional televisions, etc. The film has also been sent to embassies of member states and candidate countries residing in Vilnius, as well as to the Commission Delegations in Candidate Countries. They all have received the scripts of the movie in English.
- The weekly electronic newsletter e-Zinios – in Lithuanian and Russian - is being issued.

#### *Other information activities*

- A conference “Results of Accession Negotiations” was organised by the European Committee under the Government, Ministry of Foreign Affairs and the Parliament. The Prime Minister, Minister for Foreign Affairs, Chief negotiator, experts, businessmen and other speakers tried to evaluate the achievements of the negotiations, the tasks to be completed in the upcoming period and the expectations of business and other parts of society after the enlargement.

The European Committee under the Government, seeking to inform the population about the results of negotiations, started to publish results chapter by chapter. All the results are also published on the internet site of the European Committee under the Government.

## **Italie**

### *Projets/coopération avec les médias*

- “Vicini di casa”. Le programme en 13 épisodes consacrés aux 13 pays candidats à l’adhésion à l’Union européenne, en ondes tous les mardis sur Rai Tre à l’intérieur de l’émission “Geo & Geo” vient de s’achever. Après les épisodes consacrés à la Lituanie, à la Hongrie, à la République Tchèque, à Malte, à l’Estonie, à Chypre, à la République Slovaque, à la Roumanie, à la Turquie et à la Bulgarie ont été diffusés les épisodes consacrés à la Slovénie (17.12.02), à la Lettonie (7.01.03) et

à la Pologne (14.01.03). Le résultat, en termes d'audience, a été très satisfaisant et il a toujours dépassé ceux du début de l'émission au sein de laquelle il s'insérait, parvenant à un pourcentage d'écoute supérieur à 13% et à plus de 1.400.000 de téléspectateurs.

#### *Evénements et initiatives d'information*

- La rencontre "L'Europe qui viendra: élargissement et régions", promue par le Bureau pour l'Italie du Parlement européen, par la Représentation en Italie de la Commission européenne et par la Région Autonome Frioul-Vénétie Julienne, a eu lieu le 13.01.03 au Théâtre Verdi de Trieste. La rencontre a été ouverte par les salutations du maire de Trieste, M. Roberto Di Piazza, et par le directeur de la Représentation en Italie de la Commission européenne, M. Lucio Battistotti. Les travaux se sont poursuivis, entre autres, avec les rapports du député européen M. Demetrio Volcic et du sous-secrétaire aux Affaires étrangères, M. Roberto Antonione. Une Table ronde s'est tenue ensuite "Les citoyens et la culture dans la nouvelle Europe", à laquelle ont participé, entre autres, M. José Antonio Jauregui, Professeur de l'Université Camilo José Cela de Madrid, et M. Edoardo Boncinelli, Directeur de l'Ecole Internationale Supérieure d'Etudes Avancées (SISSA) de Trieste. Les débats étaient dirigés par Lucio Caracciolo, Directeur de la revue Limes. Les travaux de la rencontre ont été conclus par l'intervention de Mme Alessandra Guerra, Assesseur régional aux Affaires européennes, à l'instruction et à la Culture de la Région Autonome Frioul-Vénétie Julienne.

#### **Malta**

- A total of fourteen individual seminars were launched with the major sectors of the Maltese economy and the Civil Society.
- The Maltese Broadcasting Authority were provided with generic TV material for a series of programmes on the EU to be broadcast in January/February 2002.
- Contracts were awarded for the production of a series of brochures reflecting Maltese concerns to be distributed by the Delegation.
- Promotional material was sourced and obtained for a major promotional campaign to be launched in conjunction with the Referendum.

#### *Media*

- A regular meeting was held with the editors of the main English Language newspapers and their political reporters on 2<sup>nd</sup> December. All of the English language press is pro-EU and the editors affirmed that they would be increasing their coverage of the EU substantially in the run-up to the referendum. Some will develop EU pages and requested advertising from the Delegation. The Delegation intends to place specific advertising in all (English language and Maltese language) newspapers in the run-up to the Referendum.

- A television programme ‘Six Go to Brussels’ was shot from 16-18 December. The Delegation was responsible for the conception of the programme and funded the visit of the six and the PBS crew to Brussels. A series of programmes will be screened in January and February 2003 showing the reactions of the six Maltese citizens to life in the EU.
- The Broadcasting Authority approached the Delegation for assistance in producing a series of non-biased programmes on the EU. The producers were provided with generic TV quality videos covering the history, institutions and the current membership of the Commission.

#### *Press Releases*

- 10 December: Court of Justice confirms validity of Tobacco Products Directive (in the framework of the launch of the local and national anti-smoking campaign)
- 13 December: Summit adopts agriculture package (inclusive of Memo on facts and figures on EU trade in agricultural products)
- 16 December: WTO and agriculture - The Commission proposes more market opening and less trade distorting support
- 18 December: European Commission appoints expert group to study consequences of enlargement
- 20 December: Enlargement and agriculture: a fair and tailor-made package which benefits farmers in accession countries.

#### **Poland**

- During the Copenhagen summit, the Prime Minister launched an Open Studio for journalists, which operated until the end of the summit. It offered news briefings, debates, presentations, meetings with negotiators, tele-bridges Copenhagen-Warsaw, etc. Similarly, the public TV prepared a special programme. The largest Polish daily “Gazeta Wyborcza” wrote daily contributions “Follow the summit”, addressed at schools, encouraging the teachers to have special lessons, to monitor the coming news etc. Within this framework, several personalities popular among youth (actors, pop and sport stars, etc.) were holding special European lessons in several schools all over Poland.
- The prevailing mood reported in the media after the summit was that of pride, enthusiasm, if not euphoria: “A historical day”, “Good morning Europe”, “The ultimate end of Yalta order in Europe”, “Our dreams have come true” “Market place which have become history”, were just some of the front-page headlines. “Gazeta Wyborcza” used the famous white and red lettering, resembling the original Solidarity logo for “Europe-ours” motto. Several titles referred to PM Rasmussen’s quote: “Welcome to the family” and “Our new Europe was born”.

- The anti-European groupings also mobilized before the summit: On the 9.12., at the initiative of the League of Polish Families, the Polish Independence Committee was set up, designed to prevent Poland from joining the EU, by persuading Poles to vote “no” in the accession referendum. The founding declaration was supported by more than 100 persons, primarily connected with the nationalistic movements and Radio Maryja. Furthermore, in reaction to the summit, several small, nationalistic, anti-European groupings issued an appeal “for a broad national front” against the EU in the up-coming accession referendum. The Christian-National Union and the Self Defence demanded immediate renegotiations of the membership conditions, while the Lublin Appeal, calling for voting “no” in the referendum was signed by the representatives of several farmers’ organizations, including: leader of Lublin PSL Podkanski (contrary to the hitherto line of his party), the Solidarity of Individual Farmers (Wierzbicki) and the Farmers’ Union “Fatherland” (Zwierz).
- The Catholic Church will appeal to Poles to take part in the referendum on EU Membership, but it would not tell how to vote said Arch. Bishop Henryk Muszyński during a meeting of COMECE. The church is to give the criteria of values, but it would not be a party in the referendum. (Archbishop Muszynski, responsible for Europe-related issues in the Episcopate of Poland, is one of the initiators of a declaration given in December by European bishops “Hope, Confidence, Solidarity”, clearly supporting EU enlargement.)

#### *Public opinion*

- The “Rzeczpospolita” Euro Barometer survey, conducted on 16 December, confirms Poles’ support for EU accession – 72% respondents are for EU accession on the negotiated conditions, while only 14% are against. The problem is, however, a fairly low declared participation – 53%, which is only minimally more than required by the present law to make the results binding. Out of those declaring voting – 82% are “for”, 8% - against and 10% - undecided.
- The CBOS, 29 Nov-2 Dec. opinion poll indicates slight decrease of support for Poland’s EU membership. 67% of those intending to participate in the referendum would vote “yes”, (a month earlier - 74%) 22% “no” while 11% remain undecided. The declared participation is 58% (61% a month earlier). Among the total of respondents, 59% support the integration (61% a month earlier) and 24% are against (previously – 22%). The most euro-skeptic group are farmers – 48% against, 31% - for.

#### *Media*

Press releases were prepared on:

- The inauguration of an ISPA project in Bydgoszcz
- The official opening of an access road to the border crossing at Dorohusk

- The cooperation of Fortis Bank Polska, the European Bank for Reconstruction and Development and the European Union: facilitation of access of small and medium sized enterprises to bank financing and help them to control and maintain company's liquidity
- Enlargement and agriculture, following the Copenhagen Summit
- The modernisation of the E-20 railway line on section Mińsk Mazowiecki - Siedlce co-financed from the EU programme.
- A joint project of the Delegation and TVP II: "European landscape - European posters" has been successfully finalised: Television spots showing projects financed from pre-accession funds in Poland were broadcast on the second and on the third national television channel throughout the month. The Delegation proposed success stories of Phare funds, provided background information and co-financed the production.

#### *Networking*

- The Delegation awarded the first prize of a national caricature competition on Poland and the EU and participated at the press event and awarding ceremony.
- The Delegation participated in the Round Table of European School Clubs, held at the Polish Parliament

#### *Information events*

- Two conferences for farmers and local government were held in December in cooperation with the Association of Polish Powiats in southern Polish regions. 23 more one-day conferences in Polish regions are planned until May 2003.
- The research project on the attitude of catholic church towards European integration, initiated by the Delegation in the framework of the Information and Communication Programme, was finalized by the Institute of Public Affairs. A press conference and the official publication of results are planned for January.
- The Representation of the European Commission in Barcelona, in cooperation with the EC Delegation in Warsaw, organised the stay of a group of Catalan journalists in Warsaw from the 1.12. until the 4.12. . The Delegation organised meetings with Polish journalists and Delegation staff specialised in regional development, as well as a field trip showing a project financed from EU ACCESS funds.

### *Internet*

- In addition to the regular updating of the web site of the Delegation, the guide for EU assistance was put on the web site. The page on information on the European Convention was created, and the list of links to web sites informing about the Convention extended. The database on brochures and publications available at the Info Point was updated, and a new page “meetings with Europe”, informing about the monthly meetings in the Info Point, created. Finally a link was established to the website of the Copenhagen summit.

### *Info Point*

The Info Point had 667 visitors in December. Great interest was noticed concerning the results of Copenhagen and practical consequences for the Polish citizen. 16 seminars were held for European Clubs, schools, universities and NGOs, topics being the benefits and costs of enlargement, EU institutions, EU social policy and the EU Information Strategy.

### **Portugal**

- The Copenhagen Summit dominated the communication environment about enlargement. In the media, the expectations before the Summit and the actual results gave way to a large discussion on enlargement, either in terms of press editorials or by articles/interviews that expressed the views of the most important political parties.

### *Media*

- Ninety-nine articles related to enlargement were published in the national newspapers. Most articles related to the Copenhagen Summit and more specifically addressed the following subjects: the preliminary negotiations of the Summit; the Turkish expectations about the setting of a date to start accession negotiations; the issue raised by the Portuguese government on the recognition of the specificity of Portuguese agriculture in the EU; the financial aspects of enlargement; the questions raised by Poland on subsidies for agriculture; Cyprus intended reunification. Results from the Copenhagen Summit have been commented in most newspapers by editorial articles. In general, these editorials stress that this enlargement is an historic moment in Europe, but that it may also cause more economic difficulties in Portugal.

- In the period analysed, the television stations have broadcast 27 pieces on enlargement issues as part of their main evening news. The national radios transmitted 32 pieces on enlargement. In general, audio-visual pieces address the same subjects as the ones stated above for the press.
- Following the call for proposals to promote the production and broadcast of programmes on enlargement in local radios launched in May, the selected radio stations began the preparation of the programmes in December.

#### *Information Centre and relays*

- As with local radios, most of the selected projects from the two calls for proposals directed to generalist relays and business related relays, were launched in December.
- In this month, the European Information Centre Jacques Delors has carried on the information and debate sessions directed to schools and local authorities.

#### *Other information activities*

- AIP and CIP (two Portuguese industrial associations) have organised on the 13 December a conference on enlargement and its consequences for Portuguese economy and Portuguese enterprises.
- On the 16 December, 'The Economist' has also organised a conference, in Lisbon, which included a panel on enlargement.

### **Romania**

- The European Council in Copenhagen benefited from extensive coverage, both in the written and audio-visual media, before, during and after the workings of the Council. Over one week, around 175 articles were published and 20 news items were aired on topics related to both Romania's accession process and general matters pertaining to the enlargement process.

#### *Media*

- Following launch of the "European Reporter" contest for journalists, in December 2001, over 30 entries in the contest were analysed and prizes were awarded, at the Christmas celebration, organised for the journalists. The winners were: Ioana Speteanu (from "Capital" - the main national economic weekly magazine), Alina Dima (Piata Financiara - national monthly economic magazine) and Ioan Doncea ("Prima ora" - local newspaper, from Timisoara)

#### *Press releases*

- The following press releases have been launched:

- Support for information of civil servants - Launch of 15 booklets on acquis-5 Dec
- Launch of credit line, at BCR, for SMEs with EBRD funds-9 Dec
- Conference on “The judiciary power under the rule of law”-10 Dec
- Youth Programme operational again in Romania-10 Dec
- PHARE 2002 - signature of the financing memoranda-11 Dec
- ISPA - Adunatii Copaceni by-pass-13 Dec
- ISPA - DN 5 by-pass-13 Dec
- List of projects selected under the Europa Fund-16 Dec
- Conclusions of the Conference on “The judiciary power under the rule of law”-18 Dec
- Results of the European Reporter contest-19 Dec

#### *Information events*

- Two press conferences were held at the Information Centre. On December 5<sup>th</sup>, 2002 a press conference was organised in order to promote the launch of the EU co-financed documentation series “Negotiation Chapters”, edited by the Legal Resources Centre, a NGO member of the Soros Open Network. The series is intended to be used by the civil servants, in order to have a better understanding of the accession negotiations process. The first 15 titles were financed under the information-communication budget, the other 15 titles remaining to be financed by the NGO itself. The booklets are accompanied by a website, providing the texts and links to relevant legislation. The second press conference presented to the media, on December 9<sup>th</sup>, 2002, the achievements of the EU-funded project “Campaign for the prevention of cervical cancer”.
- On December 18<sup>th</sup>, a roundtable on CAP and SAPARD was organised for the media, by the EC Delegation, with the participation of EU experts, including the Head of the SAPARD Unit with DG Agriculture. It was the first of a series of roundtables, on topics pertaining to EU programmes and accession process.
- On December 5<sup>th</sup>, the Head of Delegation participated in a debate, organised by the students from the Academy of Economic Studies, on the “Future of Europe”.
- On December 9<sup>th</sup>, the European Institute of Romania organised a public conference entitled „Europe - Patrimoine commun et devenir?”, attended by Mr. Claude Karnoouh, researcher with CNRS - Paris and professor at Cluj University / Department of Sociology / Philosophy.

#### *Products*

- The Information Centre released two new titles, “Public administration reform” and “Public finance” in the series “Sector fiches”. These products offer an overview of the EU sector assistance for Romania, during the accession period up to membership.
- The English version of the brochure “Exercise for SAPARD” were printed in 1,500 copies.

#### *Information Centre*

- The Information Centre hosted two group visits and a two-days training for the contractors that are to manage information centres across Romania. The centres are financed under the Small Projects Programme, known as “Europa Fund”, managed by the EC Delegation. The two visit groups comprised 25 librarians from the Central University Library, on December 2<sup>nd</sup>, 2002, and 15 students from the “Spiru Haret” University. The group visits were organised to present the functions, objectives and activities of the Information Centre, together with a presentation of information sources.
- The Information Centre staff and EC Delegation offered support to the European Court of Auditors in the organisation of the Annual Meeting of the Presidents of Supreme Audit Institutions from Europe, that took place in Bucharest, on December 12<sup>th</sup>, 2002. The Information Centre organised an information stand using the institutional kit (pop-up stand, free brochures stand and EU infokiosk), plus a media-dedicated desk for the press conference.

#### *Other information activities*

- Youth campaign: the site launched its new look for Christmas, which included a Santa Claus game (70 participants registered in the top). A “personal site” competition was also launched, with the deadline of January 15<sup>th</sup> for registration.
- Europa Fund: during the period December 16<sup>th</sup>-17<sup>th</sup>, training was organised in Bucharest, at the Information Centre premises, for the coordinators of the future local information centres financed under the Europa Fund. The aim of the training was to familiarize the beneficiaries both with EU general information (information sources, European institutions) and technical information, on how to set up and run an information centre. All 17 participants received an EU information toolkit.

### **Slovakia**

- On 21 January 2003, the Slovak Parliament adopted a resolution on declaring a referendum on accession to the European Union on 16-17 May 2002. The wording of the referendum question will be: “Do you agree with the Slovak Republic becoming a member country of the European Union?”.
- On 22 January, the Cabinet approved the proposal of campaign strategy before the referendum on Slovakia's accession into the EU. A budget of 50 millions SKK (€1,2 M) was made available for information activities for the period of January-

May 2002. The governmental communication campaign will *inter alia* include also the following activities: TA to the Office of Government for implementation of the campaign; Development of the communication and media strategies; Production and broadcasting of TV and radio spots and EU discussion programmes in public and private media; Publication of brochures and leaflets and their distribution; Free EU telephone line; Internet web site [www.eureferendum.sk](http://www.eureferendum.sk); Printed media EU supplements; Small scale grant scheme for NGOs; Regional conferences and cultural events.

### *Media*

- Press conference on Copenhagen on 16 December 2002. – 20 journalists attended the press meeting with HoD, Ambassadors of Greece and Denmark to the Slovak Republic as well as the representative of the Information Office of the European Parliament in Bratislava
- Launch of EU Radio programme Ciel Europa - A first edition of 20 minutes bi-weekly radio programme Ciel Europa was aired on the Slovak Radio Channel 1 on 12 and 16 December. It has two components – a newslike programme and a youth programme. The news programme featured Copenhagen summit, including interviews with Greek Ambassador and SK Chief Negotiator. Ciel Europa is aired at the most popular radio station in Slovakia. The programme has an estimated reach of 450 000 listeners. The monthly TV news programme Ciel Europa co-produced with Slovak State Television was aired in on 11 December 2002 on Channel 1 of the STV.

### *Regional Activities*

- Presentations of 11 European movies in 9 regional and district cities in Slovakia took place on 2-16 December 2002. This cinema event was implemented in co-operation with the Slovak Association of Film Clubs and Member State Embassies. 8 movies from EU member states were for the first time presented in Slovakia at Days of European Film.

### *Products*

- Delegation Christmas cards and calendars were produced and mailed to 1000 people during December 2002.

### **Sweden**

- The Copenhagen Summit was the natural focus of interest around the enlargement in December. Generally, interest was much larger than in the previous months.
- In addition to the ongoing information activities around enlargement, the Representation organised a special briefing for the media and opinion leaders on the outcome of the Copenhagen European Council on Monday 16 December, right after the Summit week-end.

### *Public opinion*

- According to the Swedish Television, support for enlargement appeared to be decreasing in Sweden in December with a growing concern among the public about the possibility of increased crime and an influx of cheaper labour.
- The Standard Eurobarometer 58 highlights report issued in December suggested that the support for the EU enlargement had stayed on a 52% level from September 2002 to November 2002.

#### *Media*

- The focus of the reporting centred around the historic importance of the next enlargement, the negotiations particularly with Poland, and the next steps regarding the candidacy of Turkey. Also the successful role played by the Danish Presidency throughout the negotiations was acknowledged by the media.

#### *Information events and initiatives*

- In part of the Representation's framework project on the enlargement with the Swedish Institute of International Affairs (SIIA), two seminars were held in December. The first tackled the theme "EU and Russia" and the second focussed on Slovenia as a bridge builder in regional co-operation. It was held on 16 December with Mr Alojz Peterle, Parliamentary representative to the EU Convention as the key note speaker and Dr Nicolaus Rockberger as a commentator.
- In part of its "Meet the Commission" series, the Representation hosted on 16 December a briefing by Christian Danielsson from Commissioner Verheugen's cabinet on the outcome of the enlargement negotiations. About 40 people representing the media and various other organisations attended.

#### *Internet*

- An icon to the renewed DG Enlargement web site is placed visibly on the front page of the Representation home page (see [www.eukomm.se](http://www.eukomm.se)). Also, the updating of the separate web pages for the EU enlargement project with SIIA continued (see [www.ui.se](http://www.ui.se)).
- As regards the Web magazine, a large number of articles were published and new ones are continually added on the site.

#### *Products*

- Within the SIIA framework project, work on the TV documentary on the enlargement came into the final stages in December. The interviews for this project have been carried out in Estonia, Poland, Denmark, and Sweden. The documentary is planned to appear on the Swedish television in early 2003. The work on a youth project and on pedagogical material continued.

## Turkey

- The centerpiece of the new communication strategy is the establishment of a new structure in İstanbul to manage and implement information activities, including an Information Center. The centre will extend the EU information to a wider audience and ensure that EU information is easily accessible to general public and target groups at local and national level. The project will also increase co-operation with local and national groups or organizations already involved in informing public about the EU.
- Under the “Europe HORIZONS” information programme, 6 contracts with IKV, Bilkent University, ESİAD, WALD, History Foundation, Social Participation and Development Foundation were approved. One project was also contracted with TÜSİAD.
- A number of EU-funded projects in different fields have started to be operational i.e. Civil Society Development Programme, 6th Framework programme, community programmes in education, Şanlıurfa waste water project, information projects, culture projects, Basic education project.

## Media

- News and/announcement published on the web:
  - Press release on the European Union’s 6<sup>th</sup> Framework Programme for Research and Technological Development (FP6). Research centres universities and enterprises are invited to respond to the first calls for proposals, representing a total budgetary allocation of €5 billion.
  - Press release: Commission approved its 2002 pre-accession financial assistance programme for Turkey. €126m has been provided for 18 different projects designed by Turkey to help it prepare to take on the obligations of EU membership.
  - Press release: European Commission approves EUR75 million payment under Structural Adjustment Facility (19.12.2002).
  - Press release: EU support to civil society in Turkey: Independent NGO support Team has set up its independent office and has started its operation .
  - Press Release: The Şanlıurfa drinking water Supply project formally launched ( 13.12.2002)
  - Copenhagen Presidency conclusions: 12-13 December 2002
  - Flash Eurobarometer 132/2- Enlargement tracking survey,
  - Communication of the Commission on the Institutional Architecture,

## Products

- EU Bi-weekly News Bulletin: 6th issue of the EU Bi-weekly News Bulletin (15 December 2002) published by the ECR and distributed to Information Relays and EDCs

*Information Centre / Relays and EDCs / Universities*

- The public information relays has carried out the following activities:
  - Gaziantep Relay office hosted a preparatory meeting on the symposium to be realised on EU Common Agricultural Policy
  - Mersin Relay office disseminated information on EIC and its functions.
  - Trabzon Relay office disseminated information on EIC and its functions.
  - Diyarbakır Relay officer was interviewed by a local TV channel about the Summit and services given by the Relay.
- The EDCs in Turkey have carried out the following activities:
  - **İstanbul University** EDC took part in the seminar organised by the İstanbul University on “EU-Cyprus-Turkey”.
  - **TOBB-Union of Chambers EDC** started to put all publication on the Internet. They will produce a leaflet on the functioning of their EDC. TOBB organised a seminar on “Preparations of Turkey for accession – The role of the industry and commerce chambers” on 2 December 2002.
  - **IKV (Economic Development Foundation)** president made a speech on “the role of the NGOs on the preparation the Turkey’s accession to the EU” in the seminar organised by TOBB – Turkish Union of Chambers- on 2 December 2002. IKV participated to the seminar organised by MESS on 10 December 2002 and the IKV president made a speech on “EU, Turkish Industry, Country’s modernised Future”. On 10 December 2002.

*Other information activities*

- MESS (Trade Union for Metal Works) has organised a seminar on “EU, Turkish Industry and Turkey’s modernised future” on 10 December 2002.
- ISO- Istanbul Chamber of Industry organised a “Industry Congress” with the session “EU membership and its implications on the Turkish industry” on 11 December 2002.
- Turkish War Academy Commandership (branch of military) has organised a seminar on “the evaluation of the effects of the Customs Union decision to the EU-Turkey relations” on 31 December 2002.
- EUSG published several news on EU Turkey relations such as: Commission approves EUR.126 million programme for Turkey, Copenhagen European Presidency Conclusions/12-13 December 2002, Common declaration on “One Europe” – see <http://euturkey.org.tr>

- TUSIAD- published weekly periodical “ One week in Europe” and quarterly bulletin “Agenda EU-Turkey Relation”. Relevant information on the Copenhagen summit + speech of Mr. Verheugen was published in the last issue.
- IBS- Research and Consultancy company working on EU affairs published the “ EU letter” – last issue on 19 December 2002. It contains information from the EU such as priorities of the Greek Presidency, Presidency’s 2003 programme, news on EU-Cyprus issues, news on different EU policies, financial co-operation to Turkey, news from the candidate countries, analyses, speeches.

#### *Future of Europe*

- Foreign Minister Yaşar Yakış and two other MPs (Zekeriya Akçam, Kemal Derviş), who represent Turkey in the European Convention, participated in the plenary meetings of the Convention on 5 December 2002 and 20 December 2002.

#### **United Kingdom**

- Since the Brussels European Council, enlargement has continued to dominate what debate there is in the UK about the European Union. Media coverage and Government/Parliament activity gradually built to a peak around the Copenhagen European Council. Beyond the substance, Copenhagen was also a presentational success – it delivered an historic, visible result (accession terms for 10 Candidates and a date for Turkey) without over-running or descending into acrimony.

#### *Media*

- In the run-up to Copenhagen, broadsheets ran articles on issues such as the Candidates’ approach to the Euro (Financial Times) and the tendency for ‘national identity’ issues to dominate the last stages of the negotiations (“How cows, cats and bears stand in the way of a greater EU” – the Guardian). The first significant article on the cost of enlargement to the UK taxpayer surfaced in a mass circulation tabloid: “You’ll pay £390 million to let 11 (sic) join Euro club” - News of the World on 8 December.
- The announcement on 11 December that the UK would implement provisions on free movement of workers from day one of accession gave the forthcoming Summit more of a domestic focus. Most articles welcomed the “lifting of the bar” and “opening of doors”. But there were predictable negative headlines: “Britain risks huge influx of east Europe migrants” and “Migrant tide fear after Straw opens UK jobs to new EU” from the Daily Telegraph and Daily Mail respectively.
- The Summit itself was covered by all national and many regional newspapers. In some cases, the welcome for the historic result was grudging. Among the UK newspapers that are skeptical about the EU, the perceived lack of US influence on the outcome for Turkey was also given coverage.

- *Other media:* The Copenhagen European Council brought EU enlargement back to the airwaves, leading news bulletins on radio and television (where most people in the UK get the information they trust about the EU). Many issues covered in substance rather than merely as headlines (for example, a 5-minute profile of the Cyprus situation was broadcast on the main BBC news on 9/12/02). Current affairs programmes covered a wide range of issues in even greater depth (for example, BBC Newsnight ran a report about security of the future EU-Ukraine border on the eve of Copenhagen).

#### *Information events and activities*

- 2/12/02 Polish Ambassador's "Payne Lecture" at the European Business School Romania's National Day (Embassy celebration)
- 3/12/02 UK Trade & Industry Secretary Patricia Hewitt's keynote speech "Industry must get ready for an enlarged EU" to regional leaders Manchester
- 4/12/02 Foreign Secretary Jack Straw addresses Press Gallery lunch on enlargement
- 9/12/02 Representation's Christmas Reception (Diplomats, media, civil service etc)
- 10/12/02 Pre-Copenhagen evidence to Commons Foreign Affairs Select Committee
- 11/12/02 Pre-Copenhagen debate in the House of Commons
- 13/12/02 Belfast Office post-European Council briefing for regional press
- 16/12/02 Prime Minister's post-European Council report to House of Commons
- 18/12/02 DK Presidency's post-Copenhagen briefing for Candidates (Polish Embassy)

#### *Products*

- The series of brochures about the impact of EU enlargement on various parts of the UK (Scotland, Wales, Northern Ireland and the 9 English Regions) is planned. Work on this has now been deferred until 2003.

#### *Information Centres & Relays*

- A regional conference of EU information providers from the South East has been organised on 6 December in Southampton. Enlargement was one of the theme discussed in the conference. Speakers included the Minister Counsellor from the Greek embassy giving the future presidency's perspective on the issue.