

THE COMMUNICATION STRATEGY FOR ENLARGEMENT

PROGRESS REPORT #11 [JANUARY 2003]

The European Commission published in March 2002 its first report on the implementation of the communication strategy for Enlargement, covering the period since the launch of the strategy in May 2000. The following is an update of that report. It lists the various activities carried out as part of the communication strategy for enlargement in the candidate countries and member states, and provides background material, such as opinion polls. For more information on the situation of public opinion, please see the section on the enlargement web site at <http://europa.eu.int/comm/enlargement/opinion/>

For more information on the activities of the Commission delegations and Representations, see [http:// europa.eu.int/comm/enlargement/contacts/index.htm](http://europa.eu.int/comm/enlargement/contacts/index.htm)

The DG Enlargement Information Team

THE COMMUNICATION STRATEGY ON ENLARGEMENT	3
GENERAL.....	3
What the polls say.....	3
Creative ideas and events.....	3
THE COMMUNICATION STRATEGY BY COUNTRY.....	3
Austria.....	3
Bulgaria.....	4
Cyprus.....	10
Czech Republic.....	10
Denmark.....	12
Estonia.....	13
Finland.....	14
France.....	15
Germany.....	19
Greece.....	21
Hungary.....	22
Italy.....	27
Latvia.....	29
Lithuania.....	35
Luxembourg.....	38
Malta.....	38
Portugal.....	41
Spain.....	42
Sweden.....	44
United Kingdom.....	46

THE COMMUNICATION STRATEGY ON ENLARGEMENT

GENERAL

What the polls say

- A poll published on 13th of January by the weekly PROFIL shows 51% of Austrians polled 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.
- Most Czechs are in favour for EU Accession, as the STEM polling institute in January reported. Just less than one-third have not yet made up their mind and 7% would not come to the polling stations. About 47 % are for EU accession and 19% against. One-third has not yet up made their mind whether to support or reject the EU.
- According to two polls conducted in January by EMOR, 58% of Estonians supported or rather supported EU accession, 33% opposed or rather opposed it and 9% had not made up their mind. Out of those who would have definitely gone to the referendum 68% would have voted for the accession.
- Un sondage IPSOS commandité par France 2 et *Le Figaro* pour l'émission « 100 Minutes pour convaincre » indique que selon 57% des sondés, l'élargissement comporte plus d'inconvénients que d'avantages. D'autre part, 55% des personnes interrogées sur prononcent contre l'adhésion de la Turquie à l'Union.
- Germany: *Spiegel* online and *Tagesschau* online established online fora on Turkey's accession to the EU. Users discuss issues such as population growth, human rights, religion, security, EU borders etc. 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: In January, a sudden and dramatic drop happened in the support for accession to the EU, which surprised and shocked most of the Hungarian public. According to the results of a survey conducted by Szonda Ipsos only 45% of the Hungarian population think that enlargement would be advantageous for Hungary, while this number was 51% in November 2002 and 62% in July 2002. Also in January, Tarki (CEORG) polled very similar results. According to their survey 58% are for and 18% are against the accession, while 18% are still undecided. Amongst those, who are decided to participate at the referendum, 71% would vote yes and 11% would vote no at the referendum, 11% undecided.
- Lithuania: According to the opinion poll conducted by Vilmorus in December, 64% of people would vote in favour of accession if a referendum was held in December.
- Malta: The most important recent poll was that carried out by the Sunday Times in January. This poll shows that the majority of the Maltese consider themselves to be adequately informed about the effects of Malta joining the EU. In fact, as many as 70.3% stated that they felt informed while the remaining 29.7% stated that they

did not feel informed. Women (73.2%) registered a relatively higher level of 'being informed' than men (67.3%).

- Among current EU Member States, the UK consistently demonstrates the lowest levels of public awareness about the EU in general and highest levels of “don’t know”s. This background was confirmed in Standard Eurobarometer EB 58, carried out in face-to-face interviews during October and early November (1,000 GB sample). Those feeling the UK has benefited from EU membership fell 6 points by comparison with EB 57 and are now outnumbered by those who see no benefit. The most recent opinion polls remain the “*Enlargement Tracking Survey*” (EB Flash 132/2: 1,000 GB sample, telephone poll) carried out from 11-20 November. This shows: significant increase in levels of awareness in the UK – up 14 points since September; drop of 10 points in the “don’t know/no answer” category over the same period. This is probably as a result of the increased media (and particularly broadcast media) coverage outlined in the report for October. Support for enlargement was 54%.

Creative ideas and events

- In a small event organised by the Austrian “*Cartellverband*” (OeCV), an association of academics of Catholic faith, representatives from candidate countries spoke on matters dealing with accession by their countries.
- From March through September, the Estonian monthly *Elukiri* magazine for senior citizens will publish an EU insert entitled “I and the EU”. Each insert will cover 3-4 pages and focus on EU topics of interest/concern to the target group.
- A debate on the Finnish Government web-site forum (www.minuneurooppani.fi) was revived, where a small but intense debate focused mainly on the CAP.
- In Hungary, the Deleagtoin’s *Jour Fixe* on the National Development Plan was a great success. More than 100 people appeared in spite of the enormous snow (usually the attendance is around 60 people). The participants of the panel were as follows: Dr. Etele Baráth, Political State Secretary for NDP, Prime Minister’s Office; Mr. Gábor Györffy, Head of West-Transdanubian Regional Development Agency; Mr. Balázs Forman, Senior Assistant Professor at the University of Economics; Mr. János Matolcsy, Member of KPMG Consulting Ltd.; and the Moderator: Mr. József Péter Martin, journalist, Dep. Editor in Chief at Figyelő.

THE COMMUNICATION STRATEGY BY COUNTRY

Austria

Opinion Poll

- As an opinion poll that was published on 13th of January and realised by the public opinion research institute “market” on behalf of the social-liberal weekly PROFIL shows, 51% of Austrians polled were reputedly 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 NGO's, such as the Austrian Chamber of Industry and the Chamber of Commerce, are contributing to propagating information on Enlargement. Noteworthy is a press conference and symposium organised in co-operation by the Chamber of Industry and the Greens.

Bulgaria

Media

- A detailed content analysis about the January media coverage of the relations between Bulgaria and the European Union, and of the EU pre-accession programmes was prepared. The data proves that the Bulgarian press thoroughly covered all major events concerning the process of Bulgaria's accession to the EU; the negotiations with the other EU hopefuls; and the activities of the EU institutions. The overall attitude of the press towards the EU was neutral to positive.
- The leading news items within the January Bulgarian media coverage were the following:
 - EU Financial Aid
 - Reforms in Regional Development Ministry
 - EC Disapproves of Telecommunications Bill
 - Judicial Reform
 - Bulgaria to Ask Earlier Entry Date
 - Shutdown of NPP Units 1 and 2
 - Experts Say N-units Shut-down Is Illegal
 - Supreme Court Revokes Cabinet Decision on Kozloduy
 - Kozloduy Court Decision Appealed
 - Eneko Landaburu Visits Bulgaria
 - Statements of Dutch Politician on Bulgaria
 - Greece Takes Over EU Presidency
 - France, Germany Propose Two-headed EU Structure

Press Releases

- In January the contact list with the journalists' e-mail addresses was kept updated and continued the practice of sending daily information about EU related news. The following press releases were distributed to the media:
- Internal Market: a decade without frontiers has transformed Europe - but it is only the start
- What changes will be made to the Community's audiovisual policy? Work programme for reviewing the *Television Without Frontiers* Directive
- Third Report of the European Anti Fraud Office
- Press release introducing EU news on the Directive of common nuclear safety standards, GDP statistics in the EU and candidate countries, and the Directive for intellectual property rights enforcement
- Questions and Answers on BSE
- European Economic Area: launch of Enlargement Negotiations
- Working Meeting of EC President Romano Prodi with the Greek Government in Athens marking the beginning of the Hellenic Presidency
- Press release on the launch of the EURODAC system - Identification system for asylum seekers
- Transport infrastructure: High-Level Group chaired by Karel Van Miert to identify the priority projects for the trans-European network in the enlarged Union
- Commission outlines new, more operational European Employment Strategy
- Press release on the institutional status of the Ombudsman
- CAP Reform – Questions and Answers
- Green Week 2003: Commission invites schools to participate in creative painting and sculpture competition
- European Convention/EESC: bringing organised civil society in the candidate countries into the debate on the future of Europe
- Press releases sent on the occasion of EC information events and initiatives
 - Press release on The Eury Prize Award-giving ceremony in Brussels
 - Press and Communication Directorate General Press Contact List
 - Press release on Enlargement Director General Eneko Landaburu's visit to Bulgaria

- An excerpt of HoD's statement made in an interview for a national radio channel with regard to Commissioner Verheugen's remarks on Bulgartabac privatisation
- Interviews: the following with the Head of Delegation in January:
 - 17 January for the Bulgarian National TV
 - 17 January for TV Evropa
 - 24 January for Darik Radio
 - 24 January the National Radio Horizont Programme
 - 21 January for Radio Free Europe
- Subsidies and co-operation with print and electronic media: From a total of 70 projects submitted under the media partnership competition carried out within the Delegation information and communication programme, 12 were shortlisted and presented in detail at the meeting of the evaluation committee. Consequently, 7 of those were nominated for receiving the financial support of the EC Delegation to Bulgaria. All media partnership projects are to be implemented in the period February – May 2003, i.e., by the end of the current information and communication programme. A brief presentation of the future partners follows:
 - One of the most popular Internet-based media, Dnevnik Online - European Perspectives Module
 - Sega Daily, renown for its informed analytical approach to EU issues
 - Manager Magazine targeting Bulgarian entrepreneurs
 - Bulgarian Regional Media Association developing a network of three local dailies in border regions
 - Bulgarian National Radio – the sole Bulgarian radio covering the whole country
 - BG Radio – the favourite of young active audience
 - Bulgarian National TV with its top political programme Panorama

The projects were partly modified under the guidance of the LIC staff in order to fully meet the objectives of the EC Delegation's information and communication strategy.

EU Information Events

- The Terms of Reference for the competition for marking Europe Day were elaborated and uploaded on the EC Delegation website www.evropa.bg. An alert was sent to Bulgarian municipalities countrywide, as well as to NGOs working with municipalities, to invite them to apply for marking Europe Day in Bulgaria.

Internet

- In January, news about Bulgaria's EU accession had been published on a regular basis - a **total of 44 new documents** (approx. 123 A4 pages) both in Bulgarian and English were uploaded on www.evropa.bg in all sections of the website, which registers an enlarged news flow on the site compared to the previous month (36 documents).
- In view of achieving better visibility of the Delegation's public activities, **a new section was initiated on the website to cover the Delegation events and participation of Delegation representatives in public events.** The new publications in this section include visual coverage of the DG Enlargement Director General Mr. Eneko Landaburu's visit to Bulgaria and the official signing of ISPA Financial Memoranda for 2003. A collection of visual information about previous big Delegation events in 2002 is also being stored.
- **Highlights of coverage:** The news topics published on www.evropa.bg include a new aspect of EU information in order to get close to the variety of stakeholders interests. A bigger number of EU news with impact on specific issues of everyday life of Bulgarian citizens are published like: Q & A on BSE, employment perspectives in the EU, changes in telecommunications' legislation, new rules on colouring food additives, promotion of Your Voice new web portal, etc. Other important EU accession news topics were:
 - The launch of the Greek Presidency of the EU
 - 10 years Internal Market
 - Modernization of Bulgarian Border Police through Phare project
 - Television Without Frontiers Directive review
 - Priority projects in trans-European network in an enlarged Union
 - EURODAC launch
 - The Future Model of Living in Europe
- A regular compilation and update of a monthly Enlargement Calendar is being published and highlighted on the website throughout the month. The www.evropa.bg news subscription continues to attract an increasing number of subscribers from various target groups. The number of subscribers in January 2003 **has grown again by 19% reaching a total of 405** compared to 340 in the previous month. 25 of the new subscribers come from abroad. A review of the numbers from the launch of the new site (in October 2002) shows that so far **about 65 people on the average subscribe for the news alert of the site every month.**
- Delegation website promotion in Bulgarian Internet portals: A one-month promotion of the new www.evropa.bg was organized in January 2003 to reach the Bulgarian audience from various specific target groups on the Bulgarian web

portals with the message that the new www.evropa.bg has got a diversified content and offers a lot more than corporate information about the EU accession process. The promotional plan included 6 most popular Bulgarian web portals. The promotional instruments included a promotional banner, text links with specific descriptions adapted to the target audience of the portals, rotation text links on the home pages, etc. The partners included the two most popular portals www.dir.bg and www.gbg.bg (both approx. 220 000 visits per day) www.hit.bg – most popular among Bulgarian students; www.investor.bg - popular among Bulgarian business; as well as the two most popular news sites like: www.news.bg and www.netinfo.bg. The detailed report on the promotion effectiveness will be available in February, but the web statistics shows that there is an increase of about 51% of the visitors on www.evropa.bg coming from Bulgarian Internet portals, which relates directly to the promotional efforts.

- The **total visiting users in January 2003** were **24,298** compared to **16,122** in December 2002, which represents an **increase of total visitors of 50,7%**. The average number of users per day was 783 compared to 520 in December 2002, which represents an increase of average use by 50,6%.

Distribution of free information materials

- A/ The total number of materials distributed throughout the month is **4,004** (excluding the number of items ordered by organisations, citizens and the online distribution service). 1,300 of them were in Bulgarian.
- B/ Information materials disseminated upon request (brochures, maps, posters, leaflets) to organisations, such as public administration, NGOs, local authorities, high schools and students – **33 packages**. A considerable number of the brochures, together with the *Financing Memoranda Phare, ISPA – 2001*, were donated to the IPAEI for the purposes of their training courses in public administration. A separate amount of those was distributed to the Law Department of the St. Kliment Ohridski Sofia University and New Bulgarian University for the Masters course in European Integration. A great number of IC free publications was donated to the United Children Complex – Blagoevgrad, which implements the project *Bulgaria and the EU – Opportunities and Responsibilities for the Youth*, financed under the Delegation information and communication programme.
- C/ Distributed by online ordering service: **10 packages**.
- The greatest number of requests was for *Frequently Asked Questions* and *Guide to Negotiations* brochures. The Friends of Europe Club, Varna ordered a large number of information materials with the prospect of establishing a European integration corner in the club. The Phare Economic and Social Inclusion Implementing Agency showed interest in the new IC brochures and ordered a good number of those. The list of IC free publications for online ordering service was updated.

Co-operation and partnerships

- At the beginning of the month, two seminars devoted to the priorities in the work programme of the Greek Presidency were held. To this end, five forthcoming events in Bulgaria were scheduled to take place at the IC premises.
- Methodological help on EU events and topics was provided to Friends of Europe Association, Varna and the National Association of the Bulgarian European Clubs. The IC Director delivered a lecture to journalists from different Balkan media on the subject EU integration: current topics and sources of information.
- The possibilities for partnership and joint events were discussed with the Centre for Advanced Study (CAS) and the IC subscribed for its monthly newsletter.
- A great number of information materials was donated to the network of deposit libraries and a regular distribution of the new IC brochures to the network was agreed upon. The Association of Journalists for the EU donated to the IC 40 copies of the brochure *Bulgaria and the European Security and Defence*. Close partnerships with ASME, the presidency administration, New Bulgarian University, Sofia University “St. Kliment Ohridski”, the University of National and World Economy, the Media Development Centre, Ministry of Foreign Affairs and Ministry of Education and Science were further developed.

Reactive activities

- Free publications stock refill: A total of 3,000 copies of the IC general publications were added to the stock (inclusive of *Happy Birthday Euro* posters and the brochure *Management Training Programme BG 9908.01 – Case Studies*, which were compiled with a CD).
- Documentation fund: A total of 158 new acquisitions (brochures, CDs and videotapes), were added to the IC collection. Thus, all thematic sections were extended.
- In compliance with the Information and Communication Strategy of the Delegation of the European Commission to Bulgaria to bring the EU closer to the Bulgarian citizens by contributing to the transparency and accessibility of the information about the EU, the IC has prepared a Practical Guide *Europe on the Internet*. The guide contains about 600 Internet addresses and will be complemented by a mini CD, which facilitates potential users in their work with EU related Internet addresses. In order to improve the IC services by providing easy to understand information about the EU institutions, policies and history, some videotapes, such as *The Future of the European Union* and *Financing European Integration* were subtitled.
- Catalogue: During January the IC catalogue was considerably enriched with: brochures, CDs and videotapes. New descriptors were added in order to facilitate the IC visitors’ search. The list of all available descriptors was announced on the IC sub-site on www.evropa.bg.

Events

- 13 January: Group visit: 12-grade students had a discussion on the subject “Bulgaria in Unified Europe.”
- 14 January: Group visit: 12-grade students from 101st School in Sofia had a discussion on the subject “Bulgaria’s accession to the EU – challenges and opportunities.”
- 17 January, Twinning selection, second round, organized by the Twinning team of the EC Delegation.
- 21 January, Conference on a EU funded project about female entrepreneurship, organised by the Foundation for Entrepreneurship Promotion.
- 23 January, Discussion with media representatives from different Balkan countries with IC Director, as part of a training project of the Media Development Centre Foundation, Sofia.

Cyprus

Information activities and events

- The Delegation helped organise the visit to Cyprus a group of journalists from the Member States under the European School of Journalism’s training programmes.
- On the occasion of the Monitoring Mission, the Delegation organised – with the assistance of the Bank of Cyprus’ European Services Unit - a panel discussion on Cyprus’ accession process with a 400 strong audience. Also a press conference was organised at the Chief Negotiator’s Office at the conclusion of the Mission.
- The Head of Delegation gave several interviews to local and international media and the Delegation received representations of students from schools as part of its effort to provide information to the citizen.

Czech Republic

- The Czech government introduced it’s logo for the campaign on the EU referendum, which says “Ano EU” – “Yes EU”. The logo was selected after the clear result of a focus group. However, it was criticised in media for showing a circle of 9 yellow stars instead of 12. The government is still in the preparatory phase of it’s campaign. Countrywide projects are currently being selected as well as contractors to implement the strategy.

Opinion Polls

- Most Czechs are in favour for EU Accession, as the STEM polling institute in January reported. Just less than one-third have not yet made up their mind and seven % would not come to the polling stations. About 47 % are for EU accession

and 19 % against. One-third has not yet up made their mind whether to support or reject the EU.

- Compared to a poll conducted in December, the attitudes do not much differ. The %age of those, ready to take part in the plebiscite has fallen by one point and the number of EU opponents has risen by 2 %. The number of those who are undecided has risen by 3 %.
- STEM has found out that there is a minor dominance of uncertainty of whether the Czech Republic can become a full- fledged member of the international community. 52 % of Czechs believe that “countries like the Czech Republic are always considered inferior, no matter what they do”.

Press releases

- 7.1.2003 –announcing EU support for strengthening information capacity of the Czech Supreme Audit Office
- 9.1.2003 –announcing the 10th Days of European Film in Prague and Ostrava, Pilzen and Brno
- 13.1.2003 –informing about the EC Delegation’s Communication Strategy on EU, the pre-referendum and post-referendum communications processes
- 15.1.2003 –on the Spring Day in Europe project to inform Europe’s youth about the work of the EU Convention
- 21.1.2003 –on European Commission contribution of 132 million EUR to support improvements to the Ostrava Sewer System
- 22.1.2003 –announcing the close of 1.2 million EUR project that helped the CR with capacity-building in the areas of justice and improving the local business environment.
- 31.1.2003 - announcing the EU’s contribution of 650.000 EUR to support a twinning project to launch the Czech Judicial Academy for training judges and judiciary workers.

Press conferences

- 16.1.2003 – press briefing in the South Bohemian town of Písek by the HoD and the Mayor of Písek, Luboš Průša.
- 17.1.2003 – press briefing in Český Krumlov by the HoD together with the Český Krumlov mayor, František Mikeš.

Projects or co-operation with media

- It has been agreed with the European Journalists Association to broadcast as of March 2003 until June 2003 daily three-minute information spots on EU on all regional radio stations of Czech Radio. These “lifestyle” spots will focus on possible changes in day-to-day life in the Czech Republic after EU accession, point towards the referendum and deal with Euro-myths.

- The Delegation decided to support the ongoing multimedia project “European Family” which portrays families in CR, Poland, Germany and France and compares their way of life. The project is implemented by the nation-wide Prima TV, Radiozurnal, the weekly Ekonom and the daily, Hospodarske noviny. The project is supported also by the Communication Strategy of the Government.

Published articles

- Article by HoD: New Borders of Europe, Pravo, 3 January 2003
- Article by HoD: EU Enlargement and Global Challenges, Pravo, 15 January 2003
- Article by Commissioner Verheugen: You will not be Secondary Members of the EU. Mlada fronta Dnes, 24 January 2003
- Article by HoD: Also position of fruit growers’ should improve after EU accession, Zemedelec, 27 January 2003

Information Events

- Lectures in the EUIC During January the EUIC provided 3 lectures to students on EU issues. 130 persons attended these events.

- Press conferences and seminars

Two seminars took place at the EUIC during January 2003, visited by 120 people.

17 January Seminar on NAFTA co-organized with the Embassy of Canada;

24 January Seminar on the European Convention organized by Europeum;

No public seminars were held during January. EUIC staff is preparing the next series of public seminars for the period March - June 2003.

- Support of local initiatives promoting the knowledge of EU

Denmark

Media

- Articles have been made on the Polish farmers’ dissatisfaction with the direct support offered as well as on possible rises in exports to the new Member States. In general, the new Member States are being portrayed very favorably in the Danish Media.

Internet

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

Products

- As mentioned in our December report, an updated version of our popular publication *EU rykker grænser* will be published late February (20,000 copies).

Information Centres (IPE, EIC, EDC, Carrefour)

- We have held several meetings with the relays discussing possible activities in 2003. We have organised a two days' seminar with the relays on 6 and 7 March 2002, and on this occasion we will continue the discussion on Enlargement

National Information Activities or Events (Government or others)

- The Government has launched a new Call for Proposals totalling nearly €1 milliobn. The Call is targeted broadly at organisations, persons and companies in Denmark. Themes to be dealt with are Enlargement and the Future of Europe, but other EU issues can also be taken into consideration.

Estonia

Opinion poll

- According to two polls conducted in January by EMOR, 58% of Estonians supported or rather supported EU accession, 33% opposed or rather opposed it and 9% had not made up their mind. Out of those who would have definitely gone to a referendum 68% would have voted for the accession.

Press releases

- In the second half of February, press releases on the recruitment of Estonian staff by the EU Institutions were issued. The news was covered in nationwide and regional dailies, radio news and online news portals.
- On 20 February, an article by EC Vice-President Neil Kinnock on the recruitment of officials from the future Member States was published in the biggest Estonian daily Postimees.

Products

- A joint project with Estonian business daily *Äripäev* was launched. The newspaper will publish a series of articles entitled "European Union's entrepreneur" that provide practical information for the Estonian business sector. The newspaper staff will visit Sweden, Germany, Ireland, Belgium and Portugal and will cover one certain field of business in each of the five EU Member States, such as e.g. agriculture, construction, trade and processing industry. The special EU pages for entrepreneurs will be published between March-September 2003.
- A contract was signed with Estonian Public Radio on the production of 15 half-hour EU programmes. These will be aired as part of the station's most popular channel *Vikerraadio* breakfast show from March through June.

- Preparations were made for producing 15 EU programmes on the Russian-language *Radio 4*. This Estonian Public Radio's channel has the highest listening ratings among the Russian speakers in Estonia. The programmes will cover the implications of EU accession on the general public and will be broadcast in the morning from March-April and in midday in July.
- From March through September, the monthly *Elukiri* magazine for senior citizens will publish an EU insert entitled "I and the EU". Each insert will cover 3-4 pages and focus on EU topics of interest/concern to the target group.
- A cartoon character "Superjaan" was created by one of the most popular cartoon artists in Estonia that personifies a typical Estonian in the EU. The character will be used on promotional materials and during the pre-referendum EU bus tour.
- The EUIC released 4 weekly electronic newsletters *European Union This Week*, mailed to over 3,500 recipients, including national and local politicians, government sector, NGOs, entrepreneurs and the major media channels.

Information Events

- The EUIC stand at the education fair "Intellektika 2003": On 14-15 February, the EUIC participated in the education fair "Intellektika 2003" in Tartu. The aim of participation was to reach the target group of young people in Southern Estonia, their parents, teachers and professors. The EUIC distributed information materials and organised EU quiz with prizes for the best participants. During the two days, over 5000 people participated in the fair.
- On 28 February – 2 March, the EUIC had a stand ("EU MINI" car and exhibition materials) at the tourism fair "Tourest 2003", one of the most popular ones in Estonia with over 20 000 visitors. The EUIC distributed information materials, answered questions and organised EU quiz with prizes for the best participants.
- On 19 February, The EUIC held a discussion on the implications of Estonia's EU accession for 29 geography teachers of Harju County in the EUIC facilities. The EUIC presented tools, such as wall maps and brochures that can be used at school.
- On 20 February, the EUIC participated in the EU seminar for the headmasters of Estonian schools, introducing publications and other available teaching materials.
- On 26 February, the EUIC organised EU Information day in Vinni-Pajusti Gymnasium. The EUIC gave a lecture on EU information sources and on educational programmes and held a quiz for 200 participants.

Finland

- While many of the major EU-issues in January were closely connected to enlargement, the process *per se* was no longer much discussed. However, enlargement remained topical in the minds of the people: different information

relays all over Finland received an increasing number of inquiries on both the process and the individual candidate countries.

Key new developments

- A theme to receive attention was the future status of the North in the enlarged Union. Not only does enlargement shift the focal point of the Union eastward, but it also affects the amount of structural funds allocated to Finland. Although the reasons for this are understood, it is demanded that the requisites of the Northern natural conditions be kept in mind as well. Possible division into A- and B-class Member States, anticipated among others by one of the best-known Finnish EU-researchers, Dr. Peter Ekholm, is seen as a real threat in Finland. In addition, Dr. Ekholm's January published study (see <http://www.sitra.fi/eng/index.asp?DirID=66&DocID=3133>) has provoked debate on the costs of the enlargement.

Media

- After a few months of active reporting on enlargement, the attention of the Finnish media has turned to the CAP, the Convention, and common security and defence issues. Future distribution of the structural funds has raised concerns since the last days of January. Although enlargement is closely connected to most of the above, articles concentrating purely on it have become rare. In the beginning of the month some attention was still given to Turkey, Cyprus, and the Hungarian, Slovakian, Romanian, and Estonian minority issues. Also the preliminary timetable of the EU referenda in different candidate countries has been covered.

Representation activities

- The Representation hosted a dinner on January 15th for leading Finnish EU-researchers. There was a lively discussion on many topics related to the future of the enlarged Union. The Representation has also been in close contacts with embassies of both the present and the future Member States in order to implement joint activities in 2003.
- In addition, enlargement continued to be a key issue in other Representation information activities such as the Europa-magazine, web site, weekly newsletter and contacts with the media and other stakeholders.

France

l'opinion publique

- Un sondage IPSOS commandité par France 2 et *Le Figaro* pour l'émission « 100 Minutes pour convaincre » (à l'occasion de son émission du 9 janvier, qui recevait l'ancien ministre socialiste de l'économie et des finances D. Strauss-Kahn) indique que selon 57% des sondés, l'élargissement comporte plus d'inconvénients que d'avantages. D'autre part, 55% des personnes interrogées sur prononcent contre l'adhésion de la Turquie à l'Union.

Média

- Après le pic médiatique suscité par le Conseil européen de Copenhague, la présence de l'élargissement dans la presse écrite et audiovisuelle retourne à des étages bien plus modestes, au point d'apparaître comme un sujet marginal (en termes de volume) par rapport à la totalité de la couverture médiatique des questions européennes (très largement dominée par la célébration du 40^{ème} anniversaire du traité franco-allemand).
- Cependant, il serait erroné de conclure à une éclipse véritable de l'élargissement dans les préoccupations des médias. De manière conjoncturelle, le thème n'a pas constitué un sujet d'actualité immédiate. Il demeure néanmoins présent, en tant qu'élément de contexte, à de nombreuses occasions (agenda de la présidence grecque, suivi des travaux de la Convention et notamment des propositions franco-allemandes sur la double présidence de l'UE, analyses sur le rôle du « moteur » franco-allemand dans l'UE-25, réflexions sur l'attractivité de la France, les délocalisations et le « dumping social » après la décision de Peugeot SA d'installer une usine en Slovaquie, interrogations sur le degré d'atlantisme des futurs membres, notamment à la suite de la publication, dans le cadre de la crise irakienne, de la « lettre des Huit » le 29 janvier).
- Plusieurs initiatives particulières maintiennent un « bruit de fond » sur l'élargissement. *Libération* a ainsi consacré un cahier spécial aux pays candidats (3 janvier). Parallèlement, l'édition de janvier du *Monde 2* comporte un dossier spécial « Europe, qui sont les dix petits derniers », abondamment illustré (pp. 24-27, dossier réalisé par le *Courrier international*). Pour sa première édition de l'année 2003, le magazine hebdomadaire de France Inter *Bâtisseurs d'Europe* a réalisé une interview croisée des commissaires Barnier et Lamy. Cette édition spéciale a été notamment consacrée aux enjeux de l'élargissement (raisons politiques et économiques, processus, coût).
- A partir du 6 janvier, Radio Classique a consacré la question de la semaine au Cercle des économistes (rendez-vous quotidien à partir de 19h30) à la question des conséquences de l'élargissement sur l'économie française.
- A la fin du mois, le biologiste Albert Jacquard a employé plusieurs épisodes de sa « chronique humaniste quotidienne » sur France Culture à défendre la candidature de la Turquie.
- Enfin, RFI a entamé le 27 janvier une série d'éclairages quotidiens (diffusés dans les bulletins d'information et certains magazines de la grille) sur la Slovénie (conséquences de l'élargissement pour Ljubljana, regards slovènes sur l'UE, en matière politique, économique ou culturelle).
- Signalons pour mémoire que l'élargissement figure, selon l'enquête annuelle de *La Croix* sur les Français et les médias, parmi les thèmes que les Français auraient souhaité voir davantage traité par la presse écrite et audiovisuelle en 2002 (publication le 30 janvier).

Mise en œuvre de la convention avec le gouvernement

- Opération « Affiches – Gares »: la campagne d’affichage lancée le 26 décembre 2002 a bénéficié d’une prolongation gracieuse de la part de l’opérateur France Rail, de quelques jours pour les plus grands formats (affiches « twin » et 4 mètres sur 3), et de plus de deux semaines pour les affiches « solos » (encore visibles à la fin janvier dans les principales gares). Pour la seule période 26 décembre 2002 – 5 janvier 2003, et sur la base d’une projection des chiffres 2001 du trafic SNCF, l’opérateur de publicité revendique une « audience » d’au moins 6 millions de personnes, avec une répétition de 37 (nombre d’occasions de voir le message).

Mise en œuvre de la campagne d’information par la Représentation

- Société des agriculteurs de France: à la mi-janvier, les « Entretiens de la rue d’Athènes », destinés à un public spécialisé, ont été cette année organisés autour des enjeux (économiques, politiques, géopolitiques et de compétitivité) de l’élargissement de l’UE ;
- Maison de l’Europe de Normandie: le volet audiovisuel d’un programme de travail entamé à l’automne 2002 a été mis en œuvre en janvier (publication d’un CD Rom sur l’élargissement et les enjeux de la Convention ; diffusion de chroniques régulières présentant les pays candidats sur Radio Résonance) ;
- Fédération française des maisons de l’Europe: le recrutement et la formation des jeunes « Ambassadeurs de l’élargissement » (ressortissants des pays candidats étudiant dans les régions françaises, qui seront amenés à mener des cycles de conférences sur l’élargissement) se met en place dans les Maisons de l’Europe participant à l’opération (début en janvier à Montpellier, Rennes, Toulouse). A l’Université de Toulouse, la conférence de formation, assurée par un universitaire titulaire d’une chaire Jean Monnet, a été annoncée dans la presse locale et ouverte au public (31 janvier). Les autres volets de l’action de la FFME sont en cours de finalisation (brochure) ou en phase préparatoire (exposition, formation des multiplicateurs, manifestations autour du 9 mai) ;
- Force ouvrière: le premier séminaire de formation à destination des cadres syndicaux s’est tenu à la mi-janvier (avec une intervention de M. Vaughan-Whitehead - DG Emploi). Compte tenu de l’affluence, la centrale syndicale envisage d’ores et déjà d’ajouter un 4^{ème} séminaire (hors soutien communautaire) aux trois prévus à l’origine, tout en affinant pour l’avenir le contenu de la formation au vu des questions non anticipées soulevées par les participants ;
- Assemblée des chambres françaises de commerce et d’industrie (ACFCI) : la Chambre régionale de commerce et d’industrie (CRCI) de Rouen (Haute-Normandie) a lancé son forum d’information à destination des dirigeants et cadres d’entreprises le 23 janvier. Le 6 janvier, la Chambre de commerce et d’industrie (CCI) de Paris a accueilli un séminaire de formation à destination des élus et des collaborateurs des chambres (« L’élargissement des opportunités pour les entreprises françaises »). Le chef de Représentation faisant fonction a prononcé un discours d’introduction de la manifestation.
- Assemblée permanente des chambres d’agriculture: l’APCA a achevé en décembre 2002, comme prévu, sa campagne d’information auprès du monde agricole (tant pour le volet sensibilisation du grand public en milieu rural que pour

le volet formation des permanents ou des élus des Chambres). L'APCA, qui prépare un bilan de l'ensemble de l'opération, estime d'ores et déjà qu'elle a permis une mise à niveau de l'ensemble du réseau sur les questions d'élargissement, ainsi qu'une première identification des problématiques et des besoins d'information des différentes régions relativement aux conséquences des adhésions (opportunités commerciales, questions de compétitivité, stratégie de filière...).

Autres activités d'information

a) Mise en œuvre de la campagne d'information du gouvernement

- Le service d'information du gouvernement, SIG et le ministère délégué aux affaires européennes ont finalisé l'essentiel du calendrier des forums régionaux pour l'Europe (animés par le premier ministre Jean-Pierre Raffarin à partir du 7 mars) et des rencontres pour l'Europe (animées par Noëlle Lenoir, 1^{ère} manifestation le 13 février à Quimper).

b) Initiatives de la société civile (recension non exhaustive)

- Outre les manifestations coordonnées par l'ACFCI avec le soutien de la Représentation, plusieurs autres manifestations ont été organisées par le réseau consulaire en janvier (réunion du groupe technique régional international rassemblant les permanents de 13 CCI locales à la CRCI Nord-Pas-de-Calais le 10 janvier, tables rondes des CCI de Brive et Tulle le 12 janvier, assemblée générale de la CCI de la Vienne sur le thème de l'élargissement le 18 janvier).
- La Fondation Robert Schuman a publié au début de l'année un ouvrage en forme de plaidoyer pour l'élargissement (ainsi qu'un atlas des pays candidats).
- La section alsacienne des Jeunes Européens a organisé à Strasbourg une soirée de réflexion sur l'élargissement (29 janvier).

Actions d'information liées à la Convention

- Réunion des « Amis de la Convention » : la séance de rentrée de l'association, le 27 janvier a été consacrée à l'élargissement (avec un exposé de l'ambassadeur d'Estonie en France M. Andres Talvik), à l'avenir de l'Europe sociale dans le cadre des travaux de la Convention, ainsi qu'à un échange de vues sur les programmes d'activités des organisations membres. A cette occasion, la Représentation a présenté les grandes lignes de son programme de travail 2003 en matière d'information sur l'élargissement.
- Questionnaire sur l'avenir de l'Europe : un questionnaire élaboré par la Fédération française des Maisons de l'Europe a été diffusé à partir du 10 janvier dans 17 titres de la presse quotidienne régionale (l'opération complète une action de diffusion du questionnaire dans les milieux associatifs, qui bénéficie d'un soutien de la Représentation au titre de la campagne « avenir de l'Union »).

Germany

Opinion Poll

- *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.
- 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. German media celebrated the positive results of the summit which they described as being historic. The summit was overall regarded as a success.
- 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. Peaks can be observed right after the summit (15.12-19.12) and after January 8th, when the debate over Turkey's accession to the EU heated because of the CSU leadership's rejection of Turkey's membership at its party congress.
- With regard to the Cyprus issue, numerous articles dealt with the negotiations over the conflict. Peaks can be observed from December 19th to December 23rd and from January 2nd to January 10th.

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.
- The discussion on a referendum was taken up by "BILD" which even organised its own "survey" on the question which showed that 74 % of its readers are in favour of holding a referendum. Conservative "Frankfurter Allgemeine", however, commented that Glos's views damage the traditional image of the CDU/CSU in Europe as a pro-integration party. But also former German Chancellor Helmut Schmidt (SPD) reiterated his criticism towards Turkish membership mentioned (in December's ZEIT) in "BILD" (17/12, p. 2). However, Volker Rühle (CDU), Spokesperson of the Foreign Committee in the German Bundestag, criticises Glos's view and insists that Turkey is treated like any other applicant country. He warns the CDU not to break with German traditional European politics (Rheinische Post, 08/01).

- Concerning the EU accession of Cyprus and the future of the divided island FAZ stated, that Greek-Cypriot President Glafcos Klerides, running out of office soon, is the only politician to convince Turkish-Cypriot leader Denktash of finding a solution.
- 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. WAZ started a similar series called “Europe plus 10”, having so far covered Poland, Cyprus, the 3 Baltic countries (the latter in one report) , and Hungary on the 14 January.
- President Prodi gave an interview to the regional weekly “Rheinischer Merkur”, published on 19 December, focussing on the subject within the enlargement complex that has occupied the press most in the second half of December: “Looking for Europe’s soul” – the geographical, political and spiritual borders of a European Union. Other subjects, in this interview as well as generally- costs of enlargement, especially the agricultural sector.

Information events and own initiatives

- The Deputy Foreign Minister of Greece, Anastasios 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 Program

- The EUROPA HAUS Görlitz organised „European information days“, which dealt with “European information, education and communication of the Görlitz Haus”. The information days took place on the 17th of December 2002, the 7th of January 2003 and the 14th of January 2003.
- Additionally, on December 18th, a 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.

Agreements

- Two other Bundesländer, Rheinland-Pfalz and Sachsen-Anhalt, are currently preparing its proposal for an agreement on the enlargement strategy.

Other information activities or events

- 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.
- In Leipzig, Friedrich Ebert Foundation organised a conference on Press freedom on January 8, 2003.
- Experts discussed the results of the Copenhagen Summit at the Friedrich Ebert Foundation on January 13, 2003. 250 people listened to different presentations of high ranking personalities from European Commission, EP, Ministry for Economy and Labour, and the former Turkish Economy Minister.

Information activities on the Convention

- On 10 January the Commission’s representation in Munich organised a “*Bavarian Forum on the Future of Europe*”. After two introductory speeches, vice-president of the convention, Mr. Giuliano AMATO, and Mr Joachim WUERMEILING, MEP and member of the Convention had the occasion to discuss with local and regional politicians, society, trade unions and economical groups about the structuring a European constitution should take.

In a first round, the discussion concentrated on the important grounds this convention should have (notions of dignity, problematic of the invocation of God). For this purpose, the representation had invited three representatives of the Church, including a representative of the Greek Orthodox Church as Greece is currently holding the Presidency of the Council. All three reiterated their wish that God should be mentioned in the preamble. Afterwards, the question of the borders of Europe and candidacy of Turkey were also raised. In a second round, more political aims were discussed, such as the role of protection of the environment, agriculture, main rules of the economy etc.

The event took place in the Chamber of Commerce and Industry for Munich and Upper Bavaria. Peter Althammer of the Bavarian TV presented the event, which was attended by approximately 150 people. The aim of the event was to bring the work of the convention nearer to the citizens and to let the members of the Convention have a view in the aspirations of the citizens. This succeeded, as the big echo of the event shows. Bavarian TV reported about the forum.

Greece

Media

- Throughout January, enlargement issues appeared to receive less coverage by the Greek media due to the extended press coverage, with above 400 reports, of enlargement related issues in December 2002, in view of the Copenhagen European Council (see December enlargement publications analysis). Enlargement issues were mainly covered by the financial press.

- It is interesting to point out that two different approaches were discerned with regard to enlargement. The first one was rather neutral, referring clearly to the procedural aspects of enlargement during the Greek Presidency. The second approach was rather negative and focused on issues such as the Structural Funds, the reaction of the Greek public opinion with regard to the future decisions of the CAP as well as on the question of unemployment as the main problem facing all European citizens.

Press releases

- *(Press reports devoted purely to the enlargement process)* Main issues: The Greek Presidency and its support for the EU accession of Romania; The position of the European Popular Party against the accession of Turkey to the EU; An overview of Cyprus EU accession process; Norway's position regarding its accession to the EU; Article on the European profile of Turkey
- *(Reference to Enlargement as a priority of the Greek Presidency)* Main issues: The completion of the enlargement as a first priority of the Greek presidency, Romano Prodi's statements on the Greek presidency and Enlargement, Greek initiative promoting the accession of Balkans to the EU
- *Enlargement in relation with the Future of Europe,* Main issue: Romano Prodi's interview on the Future of Europe
- *The impact of Enlargement in respect of the various concerns facing EU citizens* Main issues: Fear of unemployment increase in Europe as a result of Enlargement, Development of new European Programs addressed to new farmers in Europe, The impact of Enlargement on the Structural Funds allocations for Greece, Measures to support farmers in the acceding countries,

Information activities related to the Convention

- A new page on the Representation's website devoted to the Future of Europe will provide direct and comprehensive information on the activities related to the Convention.

Hungary

Opinion Polls

- In January, a sudden and dramatic drop happened in the support for accession to the EU, which surprised and shocked most of the Hungarian public. According to the results of a survey conducted by Szonda Ipsos only 45% of the Hungarian population think that enlargement would be advantageous for Hungary, while this number was 51% in November 2002 and 62% in July 2002. Answering to the question "How would you vote on a referendum about Hungary's accession to the EU?" 56% (an 11% drop comparing to Szonda's October 2002 survey) of the respondents would vote for the accession, 22% (+ 10% comparing to the survey of

10/2002) would vote against the accession, and 22% are undecided. Amongst those, who are decided to participate at the referendum these numbers are the following: 65% (-15% comparing to Szonda's November 2002 survey) would vote for, 21% (+12% comparing to Szonda's November 2002 survey). Amongst those who are decided to go voting and already made up their mind 76% would vote yes and 24% would vote no. There are differences according to the respondents' political affiliations and demographical attributes. The most pro-Europeans are: young people (62% would vote yes), with higher education (67%), living in the capital or big cities (64-69%) and MSZP and SZDSZ voters (71-84%). The most anti-EU are: people over 65 (47%), without any education (32%), unemployed (32%), retired (51%), living in rural areas(47%).

- Also in January, Tarki (CEORG) polled very similar results. According to their survey 58% are for and 18% are against the accession, while 18% are still undecided. Amongst those, who are decided to participate at the referendum, 71% would vote yes and 11% would vote no at the referendum, 11% undecided.

Media

In January Press Releases were issued on the following subjects:

- Call for Proposals in the framework of Phare Access Programme
- Call for Proposals in the framework of Phare Micro Programme
- Call for Proposals in the framework of Phare Macro Programme
- Identification of asylum seekers - EURODAC was launched

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

Interviews

- Interview by Tom Glaser for Human Resource Magazine
- Interview by Mr. Koppen for the Hungarianfor ' Uzleti 7', magazine of the Hungarian Chamber of Commerce
- Interview for ' Mai Nap' Hungarian tabloid daily

- Meeting 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 29 January an informal meeting was held at the Community College for Elderly of Salgótarján, as one of their lectures. After a very detailed lecture on the most recent situation and the wide-spreading concerns and fears of the accession and its consequences, the “students” raised a few questions as well. Besides the verbal information, a lot of publications were distributed in addition to help them in order to fill up a questionnaire on this subject.
- Inauguration of the Szeged and Csongrad EU Integration Committee, 22 January, 2003
- In the framework of the Prime Minister’s Office EU communication programme, the counties and the towns of county rank (county capitals) were asked to work out their own local/regional EU communication strategy, considering the local and regional characteristics of the given county and town and the specific needs of information on the accession and its impact on the population.
- The County of Csongrad (South Great Plain Region) together with the town of Szeged and its regional university, the University of Szeged were the first to inaugurate an EU Integration Committee. The committee has 18 permanent voting members. (6 from the Mayor’s office of Szeged – the leaders of the different party fractions - 6 from the University and 6 from the county). The presidency of the committees will rotate every second month between the 3 co-presidents. Mr Laszlo Botka, mayor of Szeged, Mr Jozsef Frank, President of Csongrad County Assembly and Mr Meszaros, Rector of the University were present.
- The strategy will also focus on local experts, therefore, the European Information Point, the Euro Info Centre, the Chamber of Trade and Industry of the County and other bodies were also present at the meeting. After the opening words of the 3 co-presidents, Thomas Glaser spoke about the importance of information in the regions. His words were followed by the speech of Mr Zoltan Krasznai, representing the EU Public Foundation and replacing Mr Tibor Palankai.
- EU On the 28th of January, for the 8th time since last year the delegation organised the informal roundtable-discussion with farmers being present to discuss their fears and questions concerning accession. The farmers’ forum proved to be a

successful mean of communication and information. This time a foundation in Gyöngyös initiated such an event and contrary to the usual one-day long programme, this time the discussion started at 5 PM. Because of the expectations and shortening time schedule, farmers seem to realise only from the beginning of the year the importance of such forum. Therefore this time 250 farmers were present. The event was characterised by the high amount of questions and the rather negative atmosphere.

Products

- A new title was published in 25.000 copies in the FAQ leaflets series. The new leaflet deals with the European Convention; it describes the objectives, the structure and the operation of the Convention as well as the European Commission's role in the work of the Convention. The leaflets are distributed to different information providers, events, trainings.
- The Delegation decided to publish its FAQ leaflet on Hungary's accession to the EU in a Roma language, Lovari, in co-operation with the Office for National and Ethnic Minorities. The leaflet will be provided to Roma community houses, schools as well as the other EU information providers, libraries.
- 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 and Relays

- All regional activities are built on the co-operation with the different information networks (European Information Points or others)
- Visitors of EUIC in January: 1039
- In general it can be noted that inquiries became more specific and reflect the higher attention citizens are paying to EU related matters. There is also a clear rise in critical and sceptical voices. According to our statistics interest is highest in Enlargement/Accession related topics (21%), Tenders and grants (not Pre-Accession Funds) 12%, requests for publications (11%), Education (11%) and Employment (7%).
- In the framework of the monthly series "Let's talk about Europe" the topic of the January event was "Food Safety in a European Perspective". Good attendance (30 people), including press (Hungarian press agency, district TV station). IC Director gave also a radio interview before the event to the English section of Kossuth Radio.
- Throughout the month of January IC staff participated in 9 opening ceremonies of EU-corners, newly established in public places (libraries, cultural houses, municipalities) in small villages of Pest County. Del/ETK contributed by providing an EU shelf and assuring material for 1 year.

- The Centre received two student groups, one from Germany, one from CEU (Central European University)
- Lectures at events: EU Training course
- IC staff participated in: Jour Fixe; Opening of EP information office; PMOs conference on communication

Other information activities or events in the country

- Implementation of the Government's communication strategy. All regional events were organised in co-operation of the European Information Points network. (see the programmes under point 4)
- In order to show the political consensus in Hungary about the country's accession, a road show has started in Hungary with the participation of all 4 parliamentary parties. The Delegation supported it with information materials. The first kick-off meeting took place on the 11th of November and was followed by several ones in November and December. In 2003 50 new venues are foreseen for this event.

Public speeches given by information staff members

- 20 January EU Corner opening in Herceghalom
- 22 January Inauguration of the Szeged and Csongrad EU Integration Committee
- 24 January Presentation about the influence of EU membership of Hungary for EL&ME Controltechnique Ltd
- 27 January EU Forum for Farmers, Gyöngyös
- 29 January Lecture at the Community College for Elderly, Salgótarján
- 30 January Inauguration of the Szolnok EU Integration Committee
- 31 January Forum on the "Future of the EU", Szolnok

Grant Scheme Launched

- The Delegation will support 14 projects for the total value of Euro 204.999,5 in: 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.

Italy

- Comme prévu dans la stratégie de communication sur l'élargissement pour l'année 2003, la Fête de l'Europe, le 9 Mai, le Festival Europacinema de Viareggio (Lucques) et la nouvelle édition de l'émission télévisée "Vicini di casa!" sont en phase d'élaboration, alors que la brochure consacrée à l'élargissement est en phase de réalisation. On est aussi en train d'organiser une présentation des films des nouveaux pays membres en marge de l'événement Eurovisioni, qui se tiendra, à l'automne, dans une salle de cinéma de la capitale.

Médias

- La Stampa, dans l'article "Prodi: l'Europe pourra se faire entendre seulement en s'exprimant avec une seule voix", interviewe le Président de la Commission européenne qui affirme que l'Union doit adopter une position unique sur les thèmes de la politique étrangère, en particulier sur la question iraquienne, et qui dit craindre des immixtions, de la part des Etats-Unis, dans le processus d'élargissement en cours dans l'Ue. (2.2.2003)
- Il Sole 24 Ore dans l'article "Ue, ceux qui frappent à la porte et ceux qui ont des doutes" examine la situation des différents pays européens qui ne font pas encore partie de l'Union, en distinguant entre ceux qui ont déjà manifesté leur intérêt à une adhésion prochaine et ceux qui, comme la Suisse ou la Norvège, sont orgueilleux de leur indépendance et refusent le concept d'intégration. A ce propos on essaye d'analyser les perspectives futures pour l'Union. (10.2.2003)
- L'article "Les 'non' européens à la Turquie", publié par *Il Foglio*, critique la position française et allemande sur la question iraquienne, en accusant ces pays d'étroitesse de vues. La question, en effet, est étroitement liée à l'éventuelle adhésion de la Turquie à l'Ue, qui pourrait constituer pour l'Union une garantie de sécurité comme frontière vers l'Orient et devenir un exemple à imiter pour les pays à majorité musulmane. (12.2.2003)
- Projets/coopération avec les médias: Vicini di casa – Nouvelle édition. On a engagé des contacts avec la Production et avec la Rai pour la réalisation d'une nouvelle édition de l'émission télévisée "Vicini di casa" qui, cette année, pourrait être consacrée seulement aux 10 pays qui adhéreront à l'Union en 2004 et qui pourrait toujours être mise en ondes au sein du programme "Geo & Geo" de la Troisième Chaîne de la Rai.

Evénements et initiatives d'information

- La Fête de l'Europe est en cours de préparation. La Fête, qui cette année sera consacrée aux nouveaux pays membres, se tiendra aussi les 10 et 11 mai (samedi et dimanche). Pour l'organisation de la Fête, réalisée en collaboration avec la Municipalité de Rome, c'est la prestigieuse Piazza del Popolo qui a été choisie. Plusieurs stands sont prévus: un pour chaque nouveau pays membre, un de la Municipalité, un du Gouvernement, un de la Commission européenne et du Parlement européen. L'on prévoit aussi des événements musicaux et des

spectacles qui seront organisés avec la collaboration des Ambassades en Italie des nouveaux pays membres. Une rencontre pour la définition des aspects organisationnels de la manifestation, à laquelle participeront aussi les Ambassades des nouveaux pays membres, a été fixée pour le 19 février. Le matin du 9 Mai une célébration aura lieu au Capitole, avec la participation des principales autorités: la Présidence de la République, le Gouvernement, la Municipalité, la Commission et le Parlement européen, les Ambassades des nouveaux pays membres.

- Dans le cadre du Festival di Viareggio (Lucques) qui aura lieu du 20 au 27 septembre 2003, et qui célèbre cette année la vingtième édition, on envisage de consacrer une section spéciale au cinéma des nouveaux pays membres. Le projet proposé par le directeur du Festival prévoit aussi une rencontre entre les producteurs, metteurs en scène, acteurs, scénaristes des pays membres et des pays candidats et les responsables des programmes liés aux audiovisuels promus par l'Ue. La rencontre sera dirigée par le grand auteur hongrois Istvan Szabo et par Mme Luciana Castellina, Présidente du Festival. Le projet prévoit aussi la publication d'un catalogue qui documente la réalité cinématographique actuelle et à venir des nouveaux pays membres et qui contienne les fiches des films sélectionnés et une série d'interventions préparatoires de la rencontre internationale.
- On travaille aussi au projet présenté par les organisateurs de l'Événement "Eurovisioni", qui a lieu tous les ans, à Rome, au début de l'automne, et qui devrait être consacré à la présentation de films des nouveaux pays membres dans une salle de la capitale. Il s'agirait d'un événement de la durée de 8-10 jours au cours duquel les chefs-d'œuvre historiques, les films d'actualité (peut-être les mêmes films présentés au cours de la section spéciale du Festival de Viareggio), les dessins animés et les émissions télévisées de succès seraient projetés.

Produits

- La Représentation en Italie est en train de préparer les consultations de marché pour la recherche d'un bureau d'études graphiques et d'une imprimerie pour la brochure sur l'élargissement qui sera tirée à 150.000 exemplaires et qui sera diffusée lors de toutes les manifestations qui auront lieu en 2003 (Fête du 9 Mai, Festival de Viareggio, Eurovisioni, etc.). On est en train d'élaborer le choix des contenus et les textes ainsi que de rechercher les illustrations susceptibles de les accompagner.

Autres activités d'information ou événements dans le pays

- Le 14 février dernier a eu lieu dans la Sala del Cenacolo, à Rome, la rencontre "Le gouvernement de la sécurité dans la "nouvelle" Union européenne", organisée par Cespi et par "One Europe or Several" Programme du Sussex European Institute. La rencontre était divisée en trois sections thématiques. La première section, consacrée à "Le nouveau contexte de la sécurité extérieure", a été dirigée par le Professeur William Paterson de l'Oeos Programme de l'University of Birmingham. La seconde, consacrée à "Le nouveau contexte de la sécurité intérieure", a été dirigée par M. Ferruccio Pastore, vice directeur du Cespi. La

troisième, consacrée à “Les politiques de sécurité et le futur de l’Ue”, a été dirigée par M. Roberto Toscano, Chef de l’Unité Analyse et Programmation du Ministère des Affaires étrangères. La conclusion des travaux a été confiée à une table ronde sur “La sécurité européenne vue par le Sud du continent”, dirigée par M. Ferdinando Nelli Feroci, vice-directeur général pour l’intégration européenne du Ministère des Affaires étrangères, à laquelle ont participé M. Luigi Ramponi, Président de la Commission défense de la Chambre des députés, M. Umberto Ranieri, vice-Président de la commission affaires étrangères de la Chambre des députés et Mme Marta Dassù, directeur du Policy Programs et de la revue “Aspenia” de l’Aspen Institute de Rome.

Activités d'information liées à la Convention

- Le 29 novembre 2002, à Ancône, au Teatro delle Muse, a eu lieu le Forum consacré à: “L’avenir de l’Europe: le défi de l’élargissement, citoyens et institutions face à face”. Il s’agit de la septième des douze rencontres promues par le Bureau pour l’Italie du Parlement européen et par la Représentation de la Commission européenne, en collaboration avec les quotidiens locaux. La rencontre, dont M. Paolo Traini, directeur du quotidien local “Il Corriere Adriatico”, a dirigé les débats, a vu la participation de M. Lucio Battistotti, Directeur f.f. de la Représentation en Italie de la Commission européenne, M. Roberto Pistacchi, Vice-directeur du Bureau pour l’Italie du Parlement européen, Mme Elena Paciotti, Membre suppléante de la Convention pour le Parlement européen, M. Filadelfio Basile, Membre suppléant de la Convention pour le Sénat, et Mme Luciana Sbarbati, Membre de la Commission des Budgets du Parlement européen. Les questions posées par le public qui a participé au Forum ont davantage mis l’accent sur ce qu’il faut s’attendre de l’Union et sur la direction qui sera prise par l’Ue, à la suite de l’élargissement. Le Forum a été largement couvert par le quotidien « Il Corriere Adriatico » qui a consacré toute une série d’articles à cette initiative tant dans les jours qui l’ont précédée que dans les jours qui l’ont suivie.

Latvia

In the media

- The co-ordinator for the development and implementation of government information strategy was appointed and management group established. Government has determined itself to foresee in the State budget about 1 million lats for the pre-referendum campaign (~ 1,7 million EUR)
- Many newspapers have asked their readers “What do you think about the EU? Should Latvia join the EU.”
- Russian newspaper “Panorama Latvii” has started series of articles about accession to the EU *In the direction of Europe*.

Press Releases

17 press releases prepared and sent to mass media

- January 6, 8 “Seminar for owners of cafes”
- January 8 “Phare programme in Latvia”
- January 10 “Announcement of NGO contest”
- January 13 “10 years of Single market”
- January 16 “Europe from A to Z published in Russian”
- January 16, EURODAC
- January 20, 22 “Greece Presidency day at the EUIC
- January 22, Regional information Day in Alūksne
- January 23, CAP reform
- January 24, European Dialogues
- January 29, Seminar for teachers about Greece
- January 29, Visit of Mr.Rasbash to Talsi
- January 31, Green Week
- January 31, Entering into force of Nice treaty
- January 31, Signing of Phare CBS and nuclear safety financing memorandum

Participation in exhibition and fairs

- Travelling exhibition about the European Union was prepared. It consists of four different posters: “EU- what is it?”, “EU- how does it work?”, “EU- what are your chances?”, “EU – Unity in diversity”. It is planned to expose the exhibition in the towns were monthly events - Europe Days are organised. The exhibitions will stay in the town for one month in publicly accessible place - library. The texts of the exhibition explains in a very simplified way the principles of the European Union, its functioning and chances that it provides to farmers, teachers, youth, entrepreneurs and other groups. The exhibition was transferred from Gulbene to Limbaži. Next town – Jēkabpils.
- The posters have been printed in additional 600 copies each. Distribution on-going
- Planning participation of the EUIC in the yearly fair “Book 2003, School 2003” in March.

- Regional information days & meetings/Europe Days
- Regional Information days and events in Limbaži, Olaine, Struzani and Aluksne have taken place in January.
- Regular Europe Day has taken place in Limbaži on 15.01.2003. It has been organised in co-operation with European Integration Bureau and NGOs. EUIC have organized exhibition “European Union – how it works” which stayed all the January in the municipality of Limbazi. EUIC also participated in the Euro-bus tour through the Limbazi region and European Film Evening at the Limbazi cinema. Europe days are organized since the September 2002 and are held every month.
- Regional event in Olaine on 16.01.2003 in Secondary School No.2 (Russian speaking) have included lecture and the competition in the Olaine. EUIC have been invited to organize such an event and it was the continuation between the EUIC and the school since November 2002. Contest was about EU history, policies, enlargement and EU Programmes for candidate countries. EUIC have provided the prizes for the winners and participated in the jury.
- Regional event in Struzani on 18.01.2003 was organized in cooperation of the local municipality of the Struzani and advertised in the village. Topics included the negotiations especially agriculture, regional and employment policies.
- On 23.01.2003 Regional Information Day in Aluksne was organized in cooperation with the Aluksne NGO Centre. Information Day included the Euro bus tour trough the Aluksne district and lectures in the Aluksne city council for the pensioners, teachers, entrepreneurs and pupils.
- Information about the Greek Presidency of the EU was sent to the Regional EU Information points.
- The Calendar 2003 promoting EU financial instruments available to EU member states was produced and printed in 3000 copies. It is being distributed to EUIC co-operation partners, libraries, municipalities and schools.
- Planning radio programme to be broadcasted on National radio Channel 1 in the time period March– October. Negotiations about 30 min live weekly discussion on-going.
- Negotiation with Radio SWH+ (largest radio station broadcasting in Russian) about broadcasting of weekly programme on-going. Broadcasting planned in period May - October
- Planning the continuation of production and broadcast of weekly stories about the EU, myths, policies, opinions etc in the morning programme “TV Rīts”. Negotiation about broadcasting in period March-October on-going.

- Negotiations with TV station LNT about production and broadcasting of weekly stories about the EU, myths, policies, opinions etc in the morning programme “LNT Brokastis” on-going. Broadcasting planned in period March – October.
- Negotiation with producer company “Labvakar” about production and broadcasting of 7 stories about EU in the TV programme “Tādi esam”. Broadcasting planned in period August-September.
- Negotiation with producer company “Divi putni” about production and broadcasting of two discussion shows about the EU within the framework of TV programme “Sarunas bez rāmjiem”. Broadcasting planned in September.
- Taking into account that the project contest organised last year was among the most successful projects among all implemented under the programme, providing positive impression and involving many people and institutions as well as attracting media attention, it was decided to organise the project contest under this work programme as well.
 - The project contest was announced January 10. NGO’s, libraries and municipalities are invited to submit their projects until February 17. The projects could be implemented in the time period April – October.
- Travelling Europe InfoHouse: a set of street activities will be organised in regions during summer season (starting from May). Europe House will consist of inflatable walls and roof with European Union and Latvian symbols on them. In Travelling Europe House info stands and wide information about different EU topics will be available.
 - Development of the detailed concept of the Travelling Europe InfoHouse has been started.
- The *Spring day in Europe* is an initiative launched by a group of member of the European Convention and of its Presidium to involve secondary schools from all member states and candidate countries in the debate on the future of Europe. Spring Day events are planned on March 21.
 - It was decided to initiate the activities of *Spring Day* in co-operation with European Integration Bureau. The invitation letter has been prepared and sent out to Secondary schools. The co-ordination of activities planned in schools entrusted to EUIC.
- Meetings with the representatives of the European Integration Bureau to discuss organisation of Spring Day in Europe (March 21) and establishment of Team Europe in Latvia were organised.

Internet

- Number of the home page visitors: January 5044

- It must be noted that in January the highest number ever of visitors of the Web site was stated. The rise of the number of the visitors mainly is because of the NGOs contest and tender for printing of publications was announced on the web site.
- Planning next Internet conference to be organised in end February. Provisional topic “Myths and reality about the EU”.

Products

- EC Delegation newsletter “Sveiks Eiropā!” (Hello in Europe!). The December issue printed and distribution is ongoing. Planning the content of the next issue in April. Next issue will be printed after the tender procedure on printing will be finalised.
- Since the September 2001 a regular monthly 4-page supplement on European Union has been published in co-operation with leading business newspaper “Dienas bizness”. This newspaper was chosen taking into account its reach to the target audience namely – business people as well taking into account that this is the exclusive business targeted daily newspaper in Latvian language with circulation more than 18 000 and readership more than 50 000. Every supplement is devoted to different topic and includes column: *Should Latvia join the EU? “Pros and contra”* where influential businessmen are defining their position on above mentioned question. Since September 2001, 18 supplements have been published, total media contacts ~ 850 000 have been reached. Supplement published in January 29 on topic: Forestry:
- Informative materials/fact sheets
 - Draft of the fact sheets on 30 negotiation chapters prepared explaining the EU policy in respective sector and showing Latvia’s situation. Editing of the draft versions in co-operation with experts from respective ministries.
 - Nine fact sheets have been printed.
 - The fact sheet about European Convention has been translated and placed on web site.
- Publications
 - A book covering all topics discussed in the European Dialogues have been published in 1000 copies.
 - “10 wrong statements about the EU” – Brochure has been printed.
 - “Useful to know!” – Brochure has been printed.
 - “Hello Europe” – Editing of the design in progress.
 - Planning of the texts for the new publications “What people say?”, “Sapard in Latvia”, “Phare and ISPA infrastructure projects in Latvia” and various fact sheets.

Information Centre

- Regular European dialogues on the topic “ Ways of European Culture” have taken place at the EUIC on 27.01.2003. Distinguished speakers Historian Bonifacijs Dauksts and scientist Helena Demakova have presented their views about the topic. Discussion was introduced and leads by the philosopher Igors Suvejevs. European Dialogue is a successive public event at the EUIC regularly organised since the opening of the EUIC.
- Seminar for owners of Cafeterias about EU and Discussions on various aspects of EU integration have been organised in EUIC on 8.01.2003. Event has had enormous interest from both café owners and media. Not all interested were able to participate due to the fact that EUIC conference hall could host only 45 participants. Despite this 75 participants including media representatives attended seminar. Other seminar for those who wish to participate in the seminar like this will be organised on 4.02.2003. Event could be characterised as very successful because it gave very clear answer whether EU norms will cause closure of many cafeterias in Riga and Latvia. 99% of all necessary EU legislation is implemented by the government of Latvia in the field of sanitary norms for public catering – that means that no additional norms will be introduced after Latvia’s accession to the EU. The seminar has proved that the goal in informing the society about EU to focus on groups of professionals is the right one
- Information session for SPP contractors on 22 January 2003 was held in the EUIC. Event was organized by the EC delegation in Latvia. SPP beneficiaries were briefed about the ECD Communication strategy, Saeima (Parliament) EUIC information activities and Government’s preparation of pre-referendum information strategy. The seminar was successful and gave to the participants an overview of different information providers and information sources on the EU, encouraging development of networking among the parties involved.
- Information Day dedicated to the Greek Presidency in the EU was organised on 23.01.2003: It has become the tradition to organise such an events at the EUIC. Information Day consisted of the lecture of the Ambassador of the Hellenic Republic to the Republic of Latvia, opening of the Information Stand dedicated to the Greek Presidency and small reception in honour of this event. Civil servants, representatives of the embassies in Riga as well as representatives of the media and others participated in the event. Information day of the Greek Presidency in the EU at the EUIC has once more showed the necessity for such events, which gives the possibility to get to know about the current events in the EU and gives an opportunity to learn more about other EU member states. The 64 persons attended event, which is more than the EUIC conference hall could host.
- Seminar for teachers of visual arts on topic “Greece Presiding Country in EU” have been organised in EUIC on 30.01.2003: The seminar was organised in cooperation with Association of Teachers of Visual Arts. Odisejs Kostanda – President of the Society “Latvia and Greece” and representative of the National committee of the Olympic games others participated in the event. During the event exhibition “Greece – How We See It” was opened, which will be exhibited during the Greek presidency in the EU. Series of the seminars, which are

organised in cooperation with Association of Teachers of Visual Arts, have proved to be the good way to present the EU not only from organisational and structural side, but also union of individual states. Seminar was held in the very informal manner.

- Information Events for the youth: On 29.01.2003 Riga Secondary school No. 46 and on 31.01.2003 Riga Sarkandaugavas School have visited EUIC in order to receive information about the EUIC, EU and Latvia and other topics. Lecture in the Secondary school No. 77 was organized on 21.01.2003 and lecture for the Riga Carpenter school on 28.01.2003. Presentations on the EUIC, history, institutions and policies of the EU and Latvia and EU relations were presented in all events for the pupils. After the presentations many questions were asked not only about the topics relevant to the educations and youth perspectives in EU but also on the topics like agriculture, free movement of labour and social issues. Events were very positively marked from the pupils as well as teachers and future possibilities for such a visits were discussed. All visits to the EUIC are initiated by the schools themselves. Priority will be given to the Schools of Vocational training like Riga Carpenter School.
- Government institutions/Parliament:
 - European Integration Bureau: Weekly radio programmes “Eiropas Atslēgas”, regular seminars & lectures
 - Parliament EU Information Centre has established the EU Infoline. Company Lattelekom is operating it. The official presentation of the Infoline took place during regional Europe Day in Limbaži. During the first days of operation the Infoline was receiving 100 – 200 phone calls per day. Part of the questions is answered using answers included in database, others are answered by experts of the Parliament EU Information Centre or experts from ministries.
 - European Movement in Latvia has opened NGO Campaign Info Centre where all NGOs can receive information about the EU and receive advise on how to involve in the public information activities about the EU. This centre is making attempt to co-ordinate NGOs who are planning to organise information activities during pre-referendum period. European Movement in Latvia organised public discussion broadcasted via *Latvijas Radio* “How the government will ensure the link with civil society?”

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 be as follows: “I support Lithuania's accession to the EU”. The resolution will be finally adopted somewhere in the beginning 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.

Media

The topics mentioned in part 1, especially those related to the presidential campaign, were widely covered by the press and electronic media. The article of the Head of Delegation on Copenhagen Summit results was published by major daily "Lietuvos rytas".

Projects

- The joint project with 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): for rural population, early morning programme "Native land"; special morning programme "Morning sounds"; programme for minorities in Russian; Cultural programme; Midday programme "Day of Lithuania"; With regard to the possible date of referendum on 11th of May, the frequency of broadcasts will increase.
- A joint project with the commercial LNK television continues. A joint project with the LNK commercial television, which submitted the best proposal, has been launched. 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".
- Development of the EU information network and support :
 - County EU Information Centres have been asked to submit the revised plans of action for the first half of the year 2003. The decision to support the activities was taken. The agreement on support will be signed soon and the infocentres will start their activities for local communities – discussions, lectures, seminars, etc.
 - Libraries have submitted their plans of action, which have been evaluated, and those appropriate were accepted. In order to receive the Delegation's support, some bidders will have to correct and submit appropriate plans, meeting the requirements.

Information and other events

- After the completion of negotiations, a seminar for 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 detail.
- Head of Delegation delivered a speech at the Conference organised by the Lithuanian Government on the occasion of the completion of the accession 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 will present his book to the audience at the special event during the fair.

Internet

- Regular updates of the Delegation's website are taking place (press-releases, electronic newsletter, etc.). Creation of the interactive map about the EU support to Lithuania has started.

Publications

- 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 products: 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.
- Film on EU support to Lithuania: "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.

Information Centre

- The Information Centre is functioning and providing usual walk-in services and answering phone, fax and e-mail inquiries. The Centre is mainly involved in maintaining relations with the EU information network. They have participated at several events, where they delivered lectures, answered questions, etc.

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 [Head of Delegation has delivered a speech, see above] 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 them chapter by chapter. All the results are also published on the internet site of the European Committee under the Government.

Luxembourg

- La mise en oeuvre du programme de travail pour la campagne d’information au Luxembourg élaboré par la Représentation, avec le Bureau d’information du Parlement européen ainsi que le ministère des Affaires étrangères et le Service Information et presse du gouvernement a commencé. Ainsi, la Représentation a lancé l’appel d’offres restreint pour l’organisation de la Fête du 9 mai qui sera placée entièrement sous le signe de l’élargissement et le SIP a lancé le grand appel d’offres pour la campagne d’annonces dans les médias luxembourgeois.

Médias

- Pour informer le grand public des décisions prises par le Conseil européen de Copenhague, la Représentation a publié le mercredi 15 janvier un encart sous forme de carte géographique dans les deux principaux magazines hebdomadaires «Télécran» (en version allemande, tirage 47.000 ex.) et «Revue» (en version française, 35.000 ex.). Un tiré à part dans les deux langues a été prévu pour pouvoir continuer la diffusion de cette carte à l’occasion des événements grand public prévus dans le courant de l’année dans le cadre de la campagne.
- La Représentation publie régulièrement des communiqués de presse sur le thème de l’élargissement, lorsque de nouvelles informations sont disponibles, communiqués adaptés aux besoins spécifiques des médias luxembourgeois et diffusés également aux décideurs politiques, économiques et sociaux.

Malta

- The highlight of the month was the visit by Commissioner Verheugen to Malta on 23/24 January. During the visit he gave a major televised speech to a combined Chamber of Commerce/Federation of Industry/General Retailers and Traders Union meeting. He also made a televised appearance at a meeting organised by

the Union Haddiema Maghqudin. He also appeared on a popular evening political programme entitled Bondi+.

- The Prime Minister of Malta announced the date of the referendum on Accession as the 8th of March.

Public opinion

- The most important recent poll was that carried out by the Sunday Times in January. This poll shows that the majority of the Maltese consider themselves to be adequately informed about the effects of Malta joining the EU. In fact, as many as 70.3% stated that they felt informed while the remaining 29.7% stated that they did not feel informed. Women (73.2%) registered a relatively higher level of 'being informed' than men (67.3%).
- The poll indicates that a relative majority of 47.7% of the Maltese would vote for joining the EU. Of the rest, 22.3% unequivocally would not vote in favour of Malta joining the EU, while 6% did not wish to indicate their preference. Another 22.3% were still undecided while 1.7% would abstain.
- The PBS television programme Xarabank has been holding a series of polls since the year 2000. The most recent one took place at the end of January. The following graphics show the trend. It appears that the NO vote is decreasing while the Undecided is increasing The breakdown of these trends is as follows:

Products

- A television programme 'Six Go to Brussels' was transmitted by the Public Broadcasting Service in two-hourly episodes. The programme received favourable comment in the press.
- The Maltese Broadcasting Authority were provided with generic TV material for a series of programmes on the EU broadcast during January.
- A brochure 'EU Funding- What that means for you' was conceived and translated into Maltese for printing and distribution during February.

Media

- A regular meeting was held with the editors of the main English Language newspapers and their political reporters on 17th January. 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.
- A television programme 'Six Go to Brussels' was transmitted in two parts on Wednesday 29th January and Monday 3rd February. The Delegation was responsible for the conception of the programme and funded the visit of the six and the PBS crew to Brussels. The reaction to the programme has been very positive.

Press Releases

- Contracts for the provision of translation services (7.01)
- Europe by Satellite: awareness of documents & interviews directly available on EbS on the occasion of the launch of EURODAC (identification of asylum seekers' fingerprints) (13.01)
- EURODAC to be launched + Memo (14.01)
- Investment in knowledge - President Prodi speech at EP (14.01)
- Press conference on recruitment of freelance translators (15.01)
- Green Week 2003: launch of creative art competition open to all children from EU Member States and candidate countries (20.01)
- Commission tables farm reform to give farmers a long-term perspective for sustainable agriculture (22.01)
- European Commission in favour of donor conference to support UN plan on Cyprus (23.01)
- WTO & Agriculture: the EU takes steps to move the negotiations forward (27.01).

Information Events

- 15 January Health and Safety Conference (H&S Authority)
- 16 January EURO seminar (FOI)
- 24 January Costs and benefits of Membership (Chamber of Commerce)
- 30 January Results of the Negotiations (Conference in Malta MIC)
- 31 January - 02 February Farming Sector – Malta and Gozo (Farmers Organisations)

Information Centre

The role of the Information Centre is filled by the Malta-EU Info Centre (MIC) a body funded by the Maltese Government with a brief to promote the EU. MIC undertakes a wide range of information activities in all branches of the media and through the organisation of local events. The Delegation supports MIC financially in some of these activities. MIC recently opened an antenna in Gozo and continues to be the prime source of information on the EU. During the month of December MIC's new offices were visited and a regular weekly contact has been established.

Information activities

The Maltese Government's information strategy is implemented by MIC (see above). Other bodies such as the Chamber of Commerce and the Federation of Industry also organise information activities.

Portugal

- In the period analysed by this report two main elements that affected the general communication environment may be stressed. First, several textile companies that were established in Portugal, some of them resulting from foreign investments, closed in January. The economic and especially the social implications (unemployment) of such events were very much covered by the press and frequently the closing of the companies was associated to the enlargement of the EU.
- Apart from this negative aspect, enlargement seems to be progressively gaining public visibility. Political and economic agents more and more refer to enlargement when dealing with other broader issues such as the competitiveness of Europe, Portuguese economic diplomacy, European transport policy and regional policy.

Media

- Eleven articles related to enlargement were published in the national newspapers. The articles covered the following themes: transport policy in an enlarged Europe; enlargement and regional policy ('will enlargement increase regional disparities?'); the possibility that Madeira and Algarve may lose structural funds after the accession of the future member States; the major threats of enlargement to Portugal. It was also published an interview with the Secretary of State for European Affairs.
- In the period analysed, the television stations have broadcast 17 pieces on enlargement issues as part of their main evening news. The national radios transmitted 10 pieces on enlargement.
- Apart from the themes already described, audio-visual media covered the following subjects in the perspective of enlargement: competitiveness of Europe; the change of the centre of Europe to the north and to the east; the visit of Giscard d'Estaing to Portugal; the closing of businesses in Portugal as a result from the redirecting of foreign investments that prefer to move to the candidate and acceding countries.

Press releases

- Following the call for proposals to promote the production and broadcast of programmes on enlargement in local radios, 10 of the 14 selected radios began the transmissions in January. The range of themes addressed in the programs broadcasted in January is very wide and depends on the particular interests of the region. Anyway, agriculture (CAP), regional policy, features of the acceding and of the candidate countries and the economic consequences of enlargement in Portugal are, up until now, the main subjects of the programs. So far, the Secretary of State for European Affairs has participated in two programs in Vila Real (north) and in Azores. Other participants in the radio programs included

ambassadors of the acceding and of the candidate countries, members of the Portuguese Parliament, members of the ESC and university teachers.

- The public TV station, RTP, has presented a proposal for the co-production of a TV contest – 'Clube da Europa' –directed to young people and focussed on enlargement and the acceding countries. In 2001, the Representation had co-financed the first series of the contest that was directed to general questions of the EU and of current Member States. At the moment, the Representation is analysing the new proposal of RTP.

Products

- The Representation has created an electronic newsletter on enlargement, in Portuguese, based on the newsletter produced by DG Enlargement. The document is updated every two weeks and is distributed to local radios, regional press and information relays. It is also available in the Representation's internet site.

Information Centre and relays

- Most of the projects selected after the two calls for proposals (2002) directed to generalist relays and business related relays, were launched in January. The **EICs** that have projects financed by the Representation have started the preparation of the activities and in Braga (north) and Coimbra (centre) two events were organised. In Braga, the local EIC organised a dinner debate on the economic consequences of enlargement, on the 30th. The ambassadors of Poland and Hungary and the Portuguese Ministry of Foreign Affairs participated in the initiative.
- The EIC from Coimbra organised a seminar on business opportunities for SMEs in the Polish region of Podkarpackie, on the 31st January. This event, in which participated the commercial attaché of the Polish Embassy and local authorities and businessmen from that region, was meant to arise the interest of Portuguese businessmen to invest in Poland and to prepare the visit that will take place in March. About 50 Portuguese businessmen participated in the initiative. In the seminar the Mayor and the President of the Chamber of Commerce of Podkarpackie stressed the advantages of investing in that region and several Portuguese businessmen that already have invested in Poland presented their cases. These two different perspectives encouraged the debate that was very lively.
- As for the Carrefour, IPE and EDC relays, the selected promoters began the preparation of the events in January. The Carrefour of Azores has already began the information sessions in the islands of S. Jorge (15-17 Jan) and Santa Maria (22-24 Jan).

Spain

- *Press coverage:* there was a wider coverage about the called “gang of eight” and the old and new Europe with a lot of articles and analyses in the papers. Also, it

can be seen more coverage on the economic implications of the enlargement, the reforms of the regional policy and the employment in CC. Economic papers wrote some specials on Baltic countries.

- *Other media:* Enlargement had tended to be a subject for talks and for specialist broadcasters such as cadena SER. However, the new programme of RNE “More Europe” has introduced a new vision of the CC: their culture, policy, economy and traditions. The first programme was broadcasted from Brussels on 27th January with President Romano Prodi and Spanish Foreign Affairs Minister, A. Palacio.
- Also, televisions have increased their programmes about Europe and some of them specialised in candidate countries: A 3 is shooting a touristic programme about MS and CC. T5 has also another programme on European Affairs which is shown the CC and the process of enlargement.

IP sent by the Representation

- 09.01.03.- IP/03/25: "European Economic Area: launch on enlargement negotiations"
- 10.01.03.- IP/03/26: "Transport infrastructure: The trans-European network in the enlarged Union"
- 21.01.03.- IP/03/81: "European Commission on track to ensuring an enlarged Europe is a greener Europe"
- 06.02.03.- Presentación del número duodécimo de la revista "Diálogo Europeo" dedicado a la ampliación
- 19.02.03.- IP/03/263: " Commission adopts favourable opinion on the accession of ten candidate countries"
- 20.02.03.- IP/03/265: " El empleo en los países candidatos: informe de la Comisión sobre datos y desafíos"

Information Events & Initiatives

- 8-10/1/03 International Congress of companies: Strategy in the new Europe. Organised by the magazine “Moneda Única” and with the participation of the ambassadors of 13 CC and the Head of the EC Representation.
- 23/1/03 Meeting with the 13 embassies of the CC to organise activities with the general public
- 3/2/03 Visit of president Prodi to Barcelona and some interviews with TV3, T5 and La Vanguardia.
- 13/2/03 2003: the challenge of Enlargement. Seminar organised by the CEOE and Minister of Economy. The speakers were Commissioner Mrs. De Palacio,

Spanish President Mr. Aznar, Finance Minister, Mr. Rato et al. received wide coverage in the media.

- 19/2/03 Presentation of the book: “Enlargement of the EU”. It written by professors of different universities from Madrid.

Information Centres and Relays

- 17-18 february: Annual meeting with the relays was celebrated in the Representation: Mr. Eneko Landaburu explained the process of Enlargement and its aims and perspectives. In the meeting was pointed out the priorities of the Enlargement and Future of Europe campaigns.

Information activities related to the Convention

- February 20th: Carlos de Amberes Foundation organised a seminar on the Convention of Future of Europe called this time: ¿An European Constitution?. The participants were Mr. Jacques Santer, Mr. Mendez de Vigo, Mr. Stubb, some Spanish journalists and professors.

Sweden

- After the Copenhagen Summit, the general interest has shifted from the enlargement to the debate on the future of the European Union while the Euro has remained the dominant EU topic. The debate on both these key themes has intensified considerably in comparison to the situation last autumn.

Public Opinion

- The Eurobarometer 58 – Standard National report on Sweden, which was prepared in January, showed that 65% of the Swedes support the EU enlargement while the average figure for the EU-15 is 52%. This study suggests that there is continually broad based support for the EU enlargement in Sweden.

Media

- As far as the EU topics are concerned, the media has mainly focussed on the Euro and the future debate in first few weeks of this year.

Information events and initiatives

- The planning for the two remaining seminars in the framework project with the Swedish foreign policy institute (SIIA) continued in January. One of these two seminars is foreseen to be held in early May and will center around the EU-NATO-Estonia relationship from a security policy perspective.
- The Swedish Confederation of Municipalities expressed its interest to enter into a Convention on the EU enlargement information with the European Commission as soon as the final text is approved by the EC Legal Service.

Internet

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

Products

- Within the SIIA framework project, the work on the TV documentary on enlargement was finalized in January. The possibilities to broadcast the program also on a nation-wide TV channel were under exploration. The interviews for this program have been carried out in Estonia, Poland, Denmark, and Sweden.
- The work on a youth conference and on pedagogical material continued. The target date for the youth event is the 9 May. It will be arranged at the University of Gävle.

Information activities related to the Convention

- The debate about the future of the European Union was picking up serious momentum in Sweden as the date for the conclusion of the Convention was getting closer. In January, a number of events were organized on this subject:
 - On January 16, the Swedish parliament (Riksdagen) organized an important debate about the EU's future and the Convention with, among others, Commissioner Margot Wallström as a member on the panel debate.
 - The 2004-Committee, which operates under the Government mandate to stimulate debate in Sweden on Europe's future, continued its "road show" in the northernmost region of Sweden. There the committee organized workshops and role-play events for several high-schools and universities in several cities, including Umeå and Luleå. The Committee also involved northern Municipal and Regional authorities to arrange, in tandem, debates and seminars.
 - The 2004-committee also organized a conference in central Stockholm on January 11 which attracted high-profile figures such as Carl Tham, Swedish Ambassador to Berlin, Ingvar Carlsson, former Prime Minister and Lena Hjelm-Wallén, the Swedish Government's representative in the Convention etc. The conference centered around three themes: "The EU as a democracy", "The EU and the Swedish citizen", and "The EU as a factor for peace".
 - In addition, the major opposition party, the Moderates, arranged on January 27, a conference on the EMU and the future of the EU which received some attention from the media.

United Kingdom

Public Opinion

- Among current EU Member States, the UK consistently demonstrates the lowest levels of public awareness about the EU in general and highest levels of people who “don’t know”. This background was confirmed in Standard Eurobarometer EB 58, carried out in face-to-face interviews during October and early November (1,000 GB sample). Those feeling the UK has benefited from EU membership fell 6 points by comparison with EB 57 and are now outnumbered by those who see no benefit.
- The most recent opinion polls remain the “*Enlargement Tracking Survey*” (EB Flash 132/2: 1,000 GB sample, telephone poll) carried out from 11-20 November. This shows: significant increase in levels of awareness in the UK – up 14 points since September; drop of 10 points in the “don’t know/no answer” category over the same period.
- This is probably as a result of the increased media (and particularly broadcast media) coverage outlined in the report for October. Support for enlargement was 54%.
- More sophisticated in terms of sample size and geographical breakdown are the enlargement opinion polls carried out in the English Regions last year. The latest was a 12 x 500 telephone sample per Region carried out in November 2002. This showed 56% in favour of EU enlargement and 35% against. Significantly, support does not vary with level of knowledge – i.e. among those who confessed to knowing little or nothing about the EU, there was the same %age in favour and against. However, there is significant variation by age (62% of 15-24 year olds in favour, only 31% among over the 65s), by education (those leaving school at 16 or younger are only 39% in favour, those leaving at 21 or later, 60%) and by Region (Northern Ireland, London and Scotland most in favour; the South East and West Midlands least in favour).

Media

- Press coverage: In stark contrast with the daily coverage around the Copenhagen European Council, EU enlargement has been almost totally absent from the UK national newspapers during January. The only significant coverage was of the demonstrations by the Turkish Cypriot community in Nicosia on 14 January, which was reported in the foreign news pages of several broadsheets (Times, Guardian, Independent).
- Other articles included the impact of EU enlargement on Roma populations following the UNDP report published on 16 January (this was covered in the Financial Times and the Times on the following day). The bribery allegations in Poland against PM Miller also made a “story” for the Times on 17 January.

- In addition to press reviews from Offices in Scotland, Wales and Northern Ireland, the Commission Representation monitors 9 regional dailies in England. There was no significant regional press coverage of EU enlargement during January.
- Broadcast media: There was no significant radio or television coverage of EU enlargement during January.
- Internet: From Commission press materials on enlargement (8 items during January), a selection was made and given a specific UK flavour for “The week in Europe” (<http://www.cec.org.uk/press/we/latest.htm>) which is distributed to the UK media. Colleagues in Cardiff provide a similar (but more specific) service with “Website Wales”.

Information Events & Initiatives

- The following enlargement-related events have taken place in the UK during January:
 - 27/01/03 Centre for Reform seminar on “Forgotten Enlargement” discussing EU relations with Iceland, Norway and Switzerland
 - 30/01/03 UK Europe Minister addresses “Friends of Cyprus” meeting, Westminster Hall
- Events funded under the Enlargement Communications Strategy: Further to the Call for Proposals published on 10/10/02, six projects are now underway:
 - London 3-4 July: International seminar and creation of a trans-European network among Member State and Candidate Country parliamentarians (Chatham House);
 - Regions: Enlargement publications and seminars in Cardiff, Leeds, Maidstone and Wolverhampton (Foreign Policy Centre & Local Government International Bureau);
 - Regions: “Regional panels”, rather like the BBC’s “Question Time” programme in Bristol, Birmingham, Newcastle, Oxford, Manchester plus one (Federal Trust);
 - Northern Ireland: EU enlargement “roadshow” for schools (British Council);
 - Scotland: bi-monthly insert in Chambers of Commerce bulletins and journals followed by a seminar later in the year (Edinburgh Chamber of Commerce);
 - Scotland: 2 business debates & 4 workshops on enlargement (Highland Opportunity).

Internet

- Further to the discussions at the Barcelona seminar, the Representation’s website now has an experimental “portal”/single entry point for information on Enlargement (www.cec.org.uk/info/enlargement). This includes an Enlargement

“weblog” - a diary-style site with links to other web pages, most notably those on the DG Enlargement site.

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 now planned for 2003.

Information Centres & Networks

- The UK has probably the most comprehensive range of EU information providers in Europe. Networks targeting the general public, business and the education sectors operate in partnership with indigenous public sector organisations.
- In terms of events for information providers organised by the Representation: on 15/01/03, EU enlargement was the theme for the regional conference of EU information providers from the South West. Participants included the Counsellor from the Polish Embassy, the Foreign Office and the EP Office.
- Further training courses and regional events are planned for February.
- The UK network of European Public Information Centres in libraries across the UK will be an important recipient of the (centrally-funded) “Enlargement information stands”.

Other information activities or events

- The EU Department at the Foreign Office runs the *UK Government campaign on enlargement* (launched 24/04/02). FCO targets ‘influencers’ in the UK – regional bodies (devolved administrations, English regions etc) and national groups (such as TUC, CBI, IOD, NFU etc). It also favours events with wider public appeal to improve domestic perception of Candidate Countries. This is complemented by bilateral “Action plans” with 11 Candidates (all except Cyprus & Lithuania). The latest Foreign Office “Enlargement Update” newsletter was published in January

European Parliament

- The Representation also works closely with the *European Parliament Information Office* in the UK on the implementation of the Enlargement Communications Strategy. The Heads of Office/Representation held their regular meeting on 28 January.

Information activities related to the Convention

- The European Parliament Office organised a “Question Time” debate at the University of Sussex on 28 January which focused on the Convention.
- On 30/01/03, the UK Government proposed a wider EU role for Regions (announced by Government nominee to the Convention and Secretary of State for Wales Peter Hain). This is probably the most significant contribution since PM

Blair's keynote speech on the future of Europe in Cardiff on 28 November last year.