

THE COMMUNICATION STRATEGY FOR ENLARGEMENT IN THE APPLICANT COUNTRIES

PROGRESS REPORT #5 [JUNE 2002]

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

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

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

The DG Enlargement Information Team

June 2002

The COMMUNICATION STRATEGY ON ENLARGEMENT

GENERAL

What the polls say

- Public support for enlargement has risen in Hungary and Poland in May, but remains weak in the Czech Republic, according to an opinion poll conducted by the Central European Opinion Research Group (CEORG).
- In Bulgaria the monthly poll indicates the following trend: Support of EU membership is back to 66% approval in June compared to 61% in May. The survey results show that the negative result from May is only a short-term reaction and negative response to EU membership has decreased in June by 4% (14% in May to 10% in June).
- According to the latest opinion poll conducted in the Czech Republic, 42% of the population would vote in favour of the country joining the EU if a referendum was to be held tomorrow. This compares to a figure of just 40% last month. The percentage opposing EU accession was 17%, a drop of 2% compared to the previous month.
- According to the combined data from two public opinion polls conducted in June by EMOR in Estonia, 54% of adult citizens were in favour of EU-accession, 38% opposed, and the undecided accounted for 8%.
- Latest public opinion poll (June) data shows that the level of support for Latvia's accession to the EU has remained stable (SKDS). For the whole population the results are as following: pro accession 40,7% (40,5% in May), against 37,8% (41,6% in May), Undecided 21,5% (17,9% in May). The results only for citizens were: pro 42,1%, against 36,8%, Undecided 21,1%.
- The most recent poll in Malta was conducted in June by 'The Independent on Sunday'. It showed that 51.3% would vote 'Yes' in a referendum on EU membership. 29.3% would vote 'No' with 19% abstaining. An important figure is the 89.3% who say that all political parties should respect the EU referendum result.
- The June public opinion poll by CBOS in Poland indicated that after a rapid 9% growth of support for the EU in May, the situation came back to the level of April: 66% for, 25% against. The number of those intending to participate in the accession referendum has not changed and remained at 72%. 32% of those declaring they will not vote, or do not know yet, would have said "no" and 26% - "yes".
- Turkey's Economic and Social Research Foundation (TESEV) launched the results of an opinion poll in a press conference on the Public opinion on Turkey's EU membership held in Ankara on 28 June 2002. The main findings of the opinion poll are that 68% of the population favour EU membership. However, Turks describe themselves as not well informed about the Copenhagen criteria and reforms needed to be taken for EU membership.

Creative ideas and events

- Estonian TV3 station aired its final broadcast of an EU issues quiz on 30 June. In the last show, the bike used by Mr. Romano Prodi during his visit to Estonia was raffled off among the viewers. The show was co-financed by the EC Delegation in Estonia through its communication programme.
- On 22 June, the EU-Delegation in Hungary participated in the programmes of the 2nd Danube Water Carnival. The event, organised in Budapest, provided a good opportunity to reach the public via popular programmes. The Delegation and the IC, in co-operation with the European Information Point of Pest county, run an EU-information boat, where people got access to leaflets, brochures on the EU and the accession. For children, a special game on the basis of a board game was organised and played “in big” on the grass along the Danube. Other entertaining and professional programmes, like book presentation, drawing competition, EU-toto have also been organised.
- On 25 June the Government’s European Committee launched the summer project “Eurobus”. A special bus will visit 157 towns in Lithuania. Volunteers and scouts who will travel on this bus will distribute information materials, show EU-related movies and answer questions of the population.
- The 49 finalists of the cycling rally for young Polish farmers, organised on an initiative of Polish President Kwasniewski, arrived in Brussels on the 20 June, welcomed by Commissioner Fischler and Commissioner Verheugen. Despite the rain everybody was extremely satisfied with the tour, which took them from Warsaw (start of the race 11 June) to Brussels via Germany, Belgium and the Netherlands. In every country they met their counterparts from various organisations and associations of young farmers, and visited farms in Prenzlau, Wageningen (and the University there) and the town of Maastricht. In Brussels they attended meetings at the European Parliament and at the European Council of Young Farmers, and the presentation on CAP issues at DG AGRI, and visited European Institutions and Brussels. The event was widely reported in the media, amongst which all main TV channels in Poland and Euronews.
- The LIC in Romania produced a 40 minutes animated movie featuring the character Miss Starlet, a star like figure. She guides viewers on their visit to EU member states, through speeches, video and music. The product complements the competition “Europe for children”.

THE COMMUNICATION STRATEGY BY COUNTRY

Bulgaria

Public opinion

- The regular monthly survey commissioned by the Delegation among 1030 persons, aged 18+ in 180 sampling points shows the following dynamics in June 2002. Support of EU membership is back to 66% approval in June compared to 61% in May. The survey results show that the negative result from May is only a short-term reaction and negative response to EU membership has decreased in June by 4% (14% in May to 10% in June).

- The survey of the public perception of the importance of EU membership for Bulgaria shows the same level of 30% support for the opinion that EU membership is extremely important for Bulgaria in June as in May.

Media

- In June 2002, the Bulgarian press thoroughly covered all major events concerning the process of Bulgaria's accession to the EU, the stage of negotiations with the other candidate countries and the activities of the EU institutions. The overall attitude of the press towards the EU was neutral to positive. More than three-quarters (79.93%) of Bulgarian press articles concerning EU carried a neutral attitude towards the Union in June 2002. The positive articles made up for 18.54%. The negative ones increased to 2%.
- In June, the co-operation with the following regular media partners continued: Bulgarian National Radio Programme "Horizont", Radio "Express", "Darik" Radio, Radio "Plovdiv", "Sega" Daily, "Pari" Daily, "Dnevnik" Daily, "Maritsa" Daily, TV "Plovdiv", regional TV programme "More" – Varna, Regional TV Centre Rousse.
- On 11 June, in Blagoevgrad the fourth seminar for press officers from local administration was held under the title "How to present European integration to media and society". 19 PR officers from 15 municipalities and state administration attended.

Information events

- On 10 June, the National Film Centre presented the Media Plus programme. The main lecturer was Giorgio Ficarelli from the European Commission, responsible for the programme. The three-hour presentation was incorporated in the programme of a traditional festival on European cinema production. More than 150 persons attended, most of them cinema producers, cinema owners and managers, distribution organisation representatives, television directors and producers.
- A coalition of seven EU-related and EU-accession specialised expert non-governmental organisations was formed under the name of *European Forum* for the purposes of opening a debate in the Bulgarian society on Europe. The *European Forum* NGO coalition included a range of specialised organisations in the field of political accession, economic policy, public administration and local government improvement and environmental issues.

Internet

- The latest news on the Seville councils and other EU-related affairs were published on the Web page. Internet chats with Commissioners Fischler and Lamy were organised.
- A total of 13 939 visitors have used www.evropa.bg in June 2002 compared to 11,730 users in May.
- The most requested information in June 2002 were calls for proposal news and downloads. Still on-going information for the Small Projects Programme and the European Initiative for Democracy and Human Rights competitions attracted a big part of the NGO community.

Products

- *The Europanorama Newsletter*: Issue 5/2002 has been written, designed and produced. The distribution was fulfilled successfully.

Information Centre

- In June, the IC was attended by an average of 37 visitors per day. The EU programmes for Bulgaria were once again the leading topic, followed by the support of the EU for the Balkans and education/work in the EU.
- In June, the Information Centre had a group visit of the clubs “Eurobolyarche” and “Young European” from Veliko Turnovo. The group watched a video about the EU, followed by a discussion with IC Director.
- The IC participated as observer at the first meeting of the newly established Council for European Communication. The co-operation with the National Assembly developed further: a lecture of Mr. Klaus Larsen-Jensen, Chairman of the Committee for European Integration of the Danish Parliament was delivered in the Information Centre.
- The IC Director gave a lecture at a seminar dedicated to Bulgarian cultural identity and the process of European integration in the town of Strelcha. She also participated in the training of local authorities of the town of Blagoevgrad.
- On the occasion of the passing of the Presidency of the Council of EU, the IC contacted the Danish Embassy to Bulgaria in order to establish co-operation with the official in charge and obtain information materials. A promotion of the Delegation web site of the Danish Presidency started.
- The IC Director participated in the morning programme of “Hristo Botev” national channel of the Bulgarian National Radio. The Director gave also a live-interview by phone for Radio “Stara Zagora”.
- The selected documentary videos translated and subtitled in Bulgarian language have been received. One of them has been presented during the “Evrobolyarche” club visit to the IC, several videos were presented to IC visitors.

Cyprus

- The Delegation organised a press conference, an award ceremony for ecological schools and an NGO round-table discussion meeting for the Commissioner for the Environment M Wallström covered by its Communication Strategy. On 14 June, on the occasion of the visit of Mr Landaburu the Delegation arranged for his participation in a symposium organised by the European Institute and Intercollege under their Future of Europe Series of events entitled “The European Union in the 21st Century”. Also, Mr Landaburu, the Representative of the Government to the Convention and two representatives of the House participated in a TV debate on the work of the Convention, the first such programme on State TV devoted entirely to the debate.

Convention

- The debate on the Future of Europe has not yet become embedded in the consciousness of the citizen. But, given the country’s own strong interest and concern about its accession process and because of the increasing relevant actions by the established players participating the broader EU and accession debate, the issue is acquiring exposure and gaining appeal.
- The Ministry of Foreign Affairs has established a link on its website www.mfa.gov.cy about the Convention where it has posted the relevant speeches of the Minister and of the Cyprus Govt Delegate to the Convention and has asked for the views on the public debate.eu@mfa.gov.cy arguing that “your ideas and comments will help us to take

your concerns and expectations into account in shaping the views we express in the Convention”.

- The political parties, particularly those from which the representatives (and alternates) to the Convention are drawn have joined in the effort to inform their members of the debate. In most cases it has involved inviting Members of the European Parliament from their affiliated groups to give a one off lecture and attend a debate.
- The European Institute, the Intercollege Research and Development Centre (private), the University of Cyprus have organised a range of debates and presentations that have drawn the representatives to the Convention, the Delegation and civil society. The Media carry a fair amount of reports on the Convention while the participants to the Convention frequently make contributions in the form of updates on the Convention in an attempt to inform the citizens.
- The Delegation is present in almost all public events – with the Head of Delegation delivering addresses to related conferences or seminars. On 9-10 May the Delegation utilised the visit of the President of the European Parliament to the island where he delivered three different 9th-of-May-and Future of Europe related speeches (one in the northern part of the island where the debate is non-existent). On 14 June, on the occasion of the visit of Mr E Landaburu the Delegation arranged for his participation in a symposium organised by the European Institute and Intercollege under their Future of Europe Series of events entitled “The European Union in the 21st Century”. Also, Mr Landaburu, the Representative of the Government to the Convention and two representatives of the House participated in a TV debate on the work of the Convention, the first such programme on State TV devoted entirely to the debate.

The Czech Republic

- The political environment in June was dominated by general election on the 14th and 15th. The campaigns of all political parties featured various pro- or anti EU elements.

Public opinion

- According to the latest opinion poll conducted in the Czech Republic, 42% of the population would vote in favour of the country joining the EU if a referendum was to be held tomorrow. This compares to a figure of just 40% last month. The percentage opposing EU accession was 17%, a drop of 2% compared to the previous month. Those undecided remained steady at approximately one in five (21%) of the population. The findings result from a poll conducted in June by CVM.
- Such figures come in contrast to a similar survey conducted in April this year by the GfK Agency which suggested that the “no” vote stood at 36%. When released the agency attributed them to the ongoing controversy of the Benes Decrees and the pre-election campaigns of some political parties who were exploiting anti-EU sentiment. Also cited as a reason for negative reactions was the recent controversy over the role the Euro may have played in driving up consumer prices.

Media

- On 17 Jun 2002 the Head of Delegation hosted a press lunch with Jiří Pehe, political commentator and head of New York University in Prague. Mr. Pehe spoke mainly on the results of the Czech parliamentary elections and their impact on Czech preparations for EU accession.

Information Events

- A visit of the Head of Delegation to the Hradec Králové Region took place on 18-19 June. The two-day event consisted of a meeting with representatives of women's organisations and 40 leading business, academic and NGOs representatives from the region. A public debate between the Head of Delegation and 20 senior citizens' group representatives from Hradec Králové followed the event (approx. 40 participants).
- During HoD's visit to the Hradec Králové Region the Delegation organised, together with the Euro-Czech Forum, a seminar for representatives of local small and medium enterprises entitled "European Union opportunities for those who are prepared". Approximately 65 businessmen attended the seminar.
- Václav Havel, President of the Czech Republic, attended a discussion in Jihlava (Vysočina Region) on 26 June. The Head of Delegation also took part in the round table discussion with leading regional representatives and opinion-makers. During the afternoon, the Head of Delegation attended a meeting with senior citizens from the Vysočina Region, some 100 people attended this event. Afterwards he took part in a general public debate, attended by 90 local residents.
- The Delegation supported a regional folklore festival (FIJO), which took place on 28 June in Cheb. At the festival event a grouping of information stands, situated on the main square, offered information on the European Commission, the Czech Republic and EU member-states.

Information Centre

- On 12 June, Dr. Vochozka, a Team Europe member, gave a lecture on the Socrates programme to winners of Prague International Marathon's Junior Marathon competition. The winners were later welcomed by the Head of Delegation at the Delegation
- Dr. Marie Kaufmannová, also a Team Europe member, was the main speaker at a half-day seminar for teachers and educators on EU funds on 17 June.

Internet

- The number of visitors to the website in June was 19, 214.
- Event banners were commissioned and launched to promote the HoD's visit to the Hradec Králové region on 19. June 2002.
- A new calendar facility was introduced on the www.evropska-unie.cz (this is a graphic tool allowing easy access to data)

Products

- The following publications were completed: panels for the Phare exhibit, "Still Enlarging", "Working for the Regions, 15 Case Studies", "EU Financial Resources for the Czech Republic", "EU Information Sources"
- On 27 June, the GfK agency carried out a focus group discussion in the Liberec region on reader reactions concerning the first issue of the EU magazine, published on 4 May 2002 in the Saturday edition of Právo newspaper. Participants spoke positively of the publications information on refuting myths about EU accession. Likewise, they gave the magazines information on EU institutions positive marks. Yet participants also felt that magazine information was almost too positive.
- The EUIC continues with its regular mailing of the e-magazine Week in Europe to ca. 3500 registered users.

Information Centre

- During June 2002, 441 people visited the EUIC and 579 people attended various seminars and other public events hosted at the EUIC. The total number of visitors for June was 1020 persons. The EUIC answered approximately 110 requests for information by e-mail.
- Four public seminars took place at the EUIC during June 2002, each visited by between 40-60 people. Seminars, given mainly by the Team Europe members, focused on the following topics: Impact of accession of the Czech Republic to the EU on environmental issues, EU Strategy on Sustainable Development (6 June); Reform of the Common Agriculture Policy, negotiations on the „Agriculture“ chapter, direct payments issue (13 June); Results of the accession negotiations during the Spanish presidency (1st half of 2002) and prospects of closing the negotiations during the Danish presidency (2nd half of 2002) (20 June); Results of the European Council in Seville (21 –22 June 2002) (27 June).

Networking events

- Several meetings with representatives of the Communication Strategy Department at the Ministry of Foreign Affairs took place to discuss co-operation in implementing the communication strategy.
- The Team Europe regular meeting took place on 25 June. Discussion topics included conclusions of the Seville European Council and results of the Spanish EU Presidency. Speakers were H.E. Santiago Cabanas (Spanish Ambassador) and Mr. Martin Komárek (Journalist from Czech daily MF DNES and member of Team Europe).
- Team Europe members gave 6 lectures in June (3 in the regions – below, 3 at the EUIC – see EUIC seminars shown above):

Estonia

- The Delegation supported the participation of three young Estonian athletes with disabilities in the pan-European bike trip Eurogalla. The tour lasts from 7-28 July and takes participants across Europe from Belgium to Belarus.

Public opinion

- According to the combined data from two public opinion polls conducted in June by EMOR, 54% of adult citizens were in favour of EU-accession, 38% opposed, and the undecided accounted for 8%. Support is down 3% from May, mainly explained by the drop in support among Russian-speakers and elderly people.
- The share of people finding sufficient and publicly available information on the EU rose by 10%. Those who consider currently available EU-related information as insufficient still account for little over 50% of the population.

Media

- Estonian Public Radio's Russian-language channel *Radio 4* concluded the series of 15 broadcasts 50 minutes apiece entitled "*Fast Track to Europe.*" A total of 15 programmes were aired in the series introducing the EU and its member states. Countries discussed included in chronological order Spain, Germany, Denmark, Portugal, the Netherlands, Austria, Ireland, Luxembourg, UK, Finland, France, Greece, Sweden, Italy and Belgium. All broadcasts received active listener feedback

by way of on-the-air and post-broadcast phone calls. *Radio 4* has an audience of 160,000 people, the largest Russian-language radio station in Estonia.

- TV3 station aired its final broadcast of an EU issues quiz on 30 June. In the last show, the bike used by Mr. Romano Prodi during his visit to Estonia was raffled off among the viewers. The show was co-financed by the EC Delegation in Estonia through its communication programme.
- The Delegation, LIC and EUIC drew a half-way summary account of this year's EC Information and Communication Programme in Estonia, identifying target groups and areas where supplementary projects could be initiated. As a result of the analysis, several target groups and potential projects were singled out for additional information activities on top of those foreseen in the work programme, among them regional media, NGOs, rural population and general public. New projects are earmarked to start in autumn.

Products

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

Information centre

- An Irish Day in Põlva County, the last in the series of Europe Days 2002 in Estonian regions, was organised by the EUIC in co-operation with the Irish Embassy and Põlva County Government. EUIC was present at the event with its stand including EU exhibitions, an interactive quiz and information materials. The representative of the European Commission Delegation held a lecture at the event. In the framework of Europe Days, a country-wide EU thematic postcard drawing competition for young people was organised by EUIC. The best postcard (some EU information added to it) will be printed for free distribution for the information networks and EUIC clients.
- During the reporting period the EUIC received 152 requests for information from the public.

Hungary

Public opinion

- The Ministry of Foreign Affairs has issued a tender for conducting qualitative and quantitative public opinion polls. The research will contain focus group surveys, tracking surveys and normal surveys on a large sample and will continue until 31 December 2003.

Media

- As part of the goal to target women through women's magazine, the Delegation established contact with *Nok Lapja* Magazine. The first article will be published in the last week of June and will contain interviews with women from Hungary and EU Member States on the EU. Quiz questions, planned to be published in the online version of *Nok Lapja* have been prepared.
- The Head of Delegation gave an interview to the Hungarian News Agency on the enlargement timetable and Hungary's preparation for the EU accession. He also gave an interview to the magazine '*Kepes Ujsag*' on the state of play of the Enlargement process.

Information events and initiatives

- On 22 June, the Delegation participated in the programmes of the 2nd Danube Water Carnival. The event, organised in Budapest, provided a good opportunity to reach the public via popular programmes. The Delegation and the IC, in co-operation with the European Information Point of Pest county, run an EU-information boat, where people got access to leaflets, brochures on the EU and the accession. For children, a special game on the basis of a board-game was organised and played “in big” on the grass along the Danube. Other entertaining and professional programmes, like book presentation, drawing competition, EU-toto have also been organised.
- The Delegation will provide support on the field of information materials for the “Pillar Club”, a road show on the European Union and accession to the small villages of Hungary. The show will start at the end of August.
- On 5 June, the Head of the Info Section addressed the Baltic Defence College on Hungary’s place in the enlargement process
- On 11 June, the Head of Info Section spoke to Euro Info Point staff at their biennial meeting in Balatonfölvár
- On 14 June the Head of Finance Section and Info Section invited students of the Lycee francais to a briefing at the Delegation where prize winning essays were awarded.
- On 17 June the Head of Info Section opened a Euro-classroom at a school attended by the Roma minority in Tarnaszentgyörgy.
- On 22 June the Head of Info Section spoke on ‘Europe in the World – the lesson of Yugoslavia’ at the 7th Annual Savaria Summer University in Koszeg.

Internet

- Special pages on the Convention have been opened on the Delegation’s website. The pages provide information on the Convention itself both in English and Hungarian, and provide access to the other main information sources.

Products

- The Delegation organises a one-month-campaign of free-postcards (“Boomerang”) around Lake Balaton in July. The aim of the campaign is to draw the citizens’ attention to the European integration process on a light way that fits to the feelings of summertime, vacation, youthfulness. The campaign mainly concentrates on young people. The 100.000 free postcards will be placed in pubs, restaurants etc. around the lake. Similar campaigns are planned for autumn (main subjects: the IC, the accession and the Euro) and for springtime (with special focus on the referendum).
- The Delegation bought 300 copies of a new book (titled *E like Europe*) that explains those expressions, abbreviations and terms commonly used in official EU-documents. The book was edited and published by Euro Info Service, the Hungarian sales agent of Eur-Op. The copies will be given to the members of the European Integration and Foreign Committees of the Parliament; to journalists; to EU information & documentation centres and libraries.

Information Centre and Relays

- The IC welcomed 780 visitors in June. Interest was highest in Enlargement/Accession related topics (26%), general EU (12%), Euro (8%).
- In the framework of the IC’s monthly series “Let’s talk about Europe” a lecture was given by the Head of the legal department of the Hungarian General Inspectorate of

Consumer Protection on consumer rights and Hungary's accession to the EU. The lectures usually attract between 10 and 20 participants from local governments, representatives from partner information offices and NGOs.

- The Centre received student groups from the French school in Budapest, a group of German lawyers and American students on study trips to Hungary interested in Hungary's accession process. IC Director and staff gave speeches at a Fulbright conference, a conference for librarians in the region and at the Europe Day in Keszthely.
- IC staff attended a number of EU related events, a meeting of Information Points in Balatonföldvár, as a member of a jury for a competition on EU and a book presentation.
- One member of staff participated in a 3 days study trip to Brussels organised by the Delegation for Hungarian information officers. So far all members of staff had the opportunity to visit Brussels institutions.

Other information activities or events in the country

- The head of the Press and Communication Section of the Delegation, Tom Glaser, inaugurated a "Europe classroom" at the school for Roma children in the village of Tarnaszentgyörgy, Heves County. The classroom was formed with support by the EIP operated by the county local govt.

Co-operation with the Government

- Active participation and assistance was provided for the organisers and the Ministry of Foreign Affairs on the of the 50th Europe Day organised in Keszthely on the 7-8th June.
- The Delegation organised a study trip to Brussels for information officers from the EIP network and others.
- The MoFA's library programme was continued on 20-21 June with a special two-day-training for representatives of libraries. At the training, both the Delegation and the IC were represented.
- A special EU-training seminar was organised for librarians on 19 June in Salgótarján by the county library and the local European Information Point. The ca. 40 participants represented the public libraries of Nógrád county. At the training, A. Benedek (IC) spoke about the present status of accession negotiations with Hungary. This was followed by a presentation on EU information sources and a practical session, where the participants have been provided with a "guided tour" on the Internet to the most important EU sites and databases.
- Semi-finals of the Schumann competition – a competition for high-school students on the European Union supported by the Ministry of Foreign Affairs- took place on 7 and 14 June in Budapest and in the regions with success. The Delegation provided PR materials and members of the jury.

Latvia

- The EU continues to be an element in the pre-election campaign. For example, the new "Freedom Party" launched a TV advertisement and flyer which deals with EU accession, and part of which, clearly racist, was refused broadcast by National TV. The advertisement declares, for example, that the EU will prohibit many Latvian

traditions like the celebration of Jāņi (Midsummer Eve), that Latvian food will be forbidden, and so on.

- The Baltic Council of Ministers decided to establish a group of experts who will explore the possibility to organise the referendum on the accession to the EU in all Baltic countries at the same time – August 23, 2002.

Public opinion

- Latest public opinion poll (June) data shows that the level of the support to the Latvia's accession to the EU has remained stable (SKDS). For the whole population the results are as following: pro accession: 40,7% (40,5% in May), against 37,8% (41,6% in May), Undecided 21,5% (17,9% in May). The results only for citizens were: pro 42,1%, against 36,8%, Undecided 21,1%
- Two companies were selected to provide qualitative public opinion research (focus group discussions) as well as deep analysis of quantitative public opinion research data conducted since 1998 (desk research).

Media

- After the period of criticism following the EC proposal on agriculture, the media has slightly changed its attitude. More often we can see positively analytical articles, TV-stories compared to April and May. Still one of the hot topics is agriculture. Many articles have been devoted to pre-election campaigns of the parties using EU as the main topic.
- The contest "The European Union in the Mass media" for journalists and other authors was announced in April. Contest rules foresee that the submitted articles should be published in any of the Latvian newspapers (except those specialised on EU) in the time period since June 2001 till June 2002. The contest works were submitted by 3 June. Submission will be evaluated by a committee consisting of representatives from ECD, government, universities and journalists.
- *Lauku Avize* starts publishing a supplement on EU issues. The first supplement covers the following topics: what will be the consequences if Latvia does not join the EU? what will Latvia have to contribute? and what it will get from the EU?, answers to questions on the EU convention, Norwegian experience of not joining the EU, business with Germany, biological farming and products in Latvia and EU, EU support and scholarships for students, new developments in EU fisheries policy. The topic of consequences of not joining was based on interviews with the Head of Delegation.

Information events and initiatives

- *TV Erudīts* is a youth quiz show on Latvian National TV's 2nd Channel for several years, and covering EU topics since October 2001. LIC staff prepare questions for the game. The main prize for the winning team will be provided by ECD as well as small gifts at each game. 18 games were already broadcast between October and June, repeated twice, making a total of 54 broadcasts. 128 students and 32 teachers already participated in the TV show. On average the TV show is watched by 22.000 viewers. In general (including printed media that followed the organisation of the contest) more than 4 million media contacts were achieved.
- Four Regional Information days have taken place in June – Kuldīga (June 4), Gulbene (June 11), Liepāja (June 12), and Daugavpils (June 26). Events have gathered representatives from local municipalities, schools as well as many people representing the general public.

- A seminar for EUIP co-ordinators was organised on 6 June. The visual materials for the EUIP were distributed.
- The tender for regional radio stations on production of radio programmes about the EU was announced. The project led by the Latvian National Radio 2nd channel in co-operation with: Jelgavas Radio – Zemgale region, Radio Trīs - Vidzeme region, Radio 1 Jēkabpils - Latgale region, Kurzemes Radio - Kurzeme region supported. Broadcasting of regional radio programmes started in May. In June 60 (5 minutes) and 5 (20 minutes) broadcasts were prepared and broadcast: Jelgavas Radio -20, Radio trīs – 20, Radio 1 Jēkabpils – 20, Kurzemes Radio – 5.
- A contest to promote public information about the EU by NGO's, libraries and schools resulted in 168 projects covering all kind of activities. The evaluation committee selected 18 projects including seminars, discussions, contests, and publication of informative materials as well as posters in all regions of Latvia.

Internet

- Regular updating of the home page took place. The number of the home page visitors was 1584 in June.
- Calls for proposals by ECD and EC have been placed on the web site.

Products

- The 18th issue of the EC Delegation's newspaper "Hello in Europe!" has been printed and placed on the web site.
- An agreement was made with the leading business newspaper "Dienas bizness" on a monthly 4-page supplement on the European Union.
- In 2000 the ECD published teaching material about the European Union, and a short supplement about the Euro will be prepared by a professional teacher.
- A professional journalist was hired to write short fact sheets about all negotiation chapters explaining the EU policy in respective sectors and showing Latvia's situation. Fact sheets on Competition policy and Economic and monetary policy have been prepared.

Information Centre

- The publishing of the book "European Dialogues 2" covering topics discussed last year was prepared.
- An EU Information day for students of the High school "Attistiba" in Riga has taken place on 28 June. Pupils were informed about the work of the EU Information Centre and several EU topics – history, institutions, states, European integration, Latvia and EU.
- After a seminar for pensioners organised by the EUIIC a very good communication and co-operation has developed between EUIIC and Federation of Pensioners. Regular articles have been prepared by EUIIC staff in the Pensioner Federation's newspaper since December. In the newspaper's June issue a whole page was devoted to the competition policy in EU and after Latvia's accession to EU.
- The EUIIC has established very good relations with radio *Doma laukums* – the National Radio channel broadcasting in Russian. This radio channel is broadcasting every Friday a programme devoted to EU affairs called "*Virziens Eiropa*" (Direction Europe). The director of EUIIC participated in two programmes and informed about further activities of the EUIIC.

Convention

- The Parliament's European Affairs Committee announced the contest for candidates to the Youth European Convention in May. In June the selection of 6 candidates was organised.

Lithuania

- The problems of the Russian population travelling to and from Kaliningrad to mainland Russia after Poland's and Lithuania's accession to the EU are discussed on a permanent basis. The EU position was widely covered in the media. The visit of Commissioner Verheugen has also helped to cover this issue.
- The announcement of the CAP midterm review received much attention of the Lithuanian media. More comments of experts and politicians should appear after the documents have been analysed in more detail.

Public opinion

- In June, 52.5% of those polled declared they would vote in favour of accession if a referendum were held.
- The Delegation has carried out a public opinion poll about the public attitudes towards accession, how people feel informed about the accession and negotiations' process, where from they get the information, which are the most trusted sources of information, etc. This is an exceptional public opinion poll in Lithuania as more than 2500 respondents were polled, allowing greater precision.

Media

- A joint project with the National Radio is continuing. 5-10-minute inserts into different programmes including some aimed at the Russian-speaking public are being aired on a weekly basis.
- Joint projects with the regional radio stations in Alytus and Mazeikiai are continued. They produce weekly programmes on EU matters. Both radio stations are very active in preparing special programmes on the recent development in negotiations and EU-Lithuania relations.
- Commissioner Schreyer paid a visit to Lithuania. She had meetings with the Minister for Finance, State Auditor and other representatives of Lithuanian authority. Three special interviews – for National (public) radio, National (public) television and the daily "Respublika" - were organised. During the day of the visit, electronic media were reporting about the Commissioner's meetings with the state officials.
- Commissioner Verheugen paid a visit to Lithuania. He had meetings with President Adamkus, Seimas Chairman Paulauskas, Prime Minister Brazauskas and Cardinal Backis. He also gave a speech at the special session of the Seimas dedicated to the future of Europe. Media relations included special interviews for National (public) TV and TV3 channel. A press conference was held together with the Prime Minister Brazauskas. The Commissioner also had a meeting with chief editors and leading journalists.

Information events

- Events were organised in the regional libraries of 4 towns (Plunge, Palanga, Rokiskis, Birzai), and attended by mayors and other representatives of local authorities, NGOs, visitors of the libraries, local information providers, media representatives and others.
- The Delegation, Information Centre and Danish Embassy have organised the Presentation of the Danish Presidency at the Delegation's Information Centre. A special stand devoted to the Presidency was produced.
- A signature of the contract to supply instrumentation and control elements to the Second Diverse Shutdown System for Unit 2 of Ignalina NPP was organised at the Delegation's Information Centre. About 30 energy specialists from various agencies, including the specialists from INPP, were present at the ceremony. The information about the signature was presented in the internet and the media.
- A group of 15 Belarussian journalists visited the Information Centre for a discussion about Lithuania's accession. The project, implemented by the Lithuanian Journalists Union and financed by the EU supports democratic media in Belarus.
- On 17 June, the EC Delegation participated in an information seminar on the implementation of Structural Funds in Lithuania upon accession. A task manager of the Delegation made a presentation on structural funds, how they are programmed and how they are implemented. The seminar was organised by Klaipeda County Administration and gathered over 50 participants mainly from the public sector but also from civil society and business sector.
- On 9 July, the EC Delegation participated in another information session on the implementation of Structural Funds in Lithuania after accession. The session was organised by the Baltic Management Institute at the request of many of its business students.
- The Head of Delegation gave interviews to several journalists, mainly foreign media.
- A seminar for the information providers of Klaipeda region was organised in Klaipeda. About 50 participants took part at the seminar where they heard a lecture from Mr. Nieuwenhuis from DG Enlargement Information unit and received information about information sources.
- On 25 June the Government's European Committee launched the summer project "Eurobus". A special bus will visit 157 towns in Lithuania. Volunteers and scouts who will travel on this bus will distribute information materials, show EU-related movies and answer questions of the population.

Products

- The Delegation's Information Centre's weekly electronic newsletter named e-Zinios, includes information from various sources and is regularly sent to Government, media, academic circles, et al.

Information Centre

- The Information Centre was mainly involved in organising the campaign in the regions related to the EU information network (see above). Several other events were organised in the Information Centre as well. Walk-in service, distributions, replies to inquiries continue to be among the main tasks of the Infocentre.

Other information activities

- On 25 June the Government's European Committee launched the summer project "Eurobus". A special bus will visit 157 towns in Lithuania. Volunteers and scouts who will travel on this bus will distribute information materials, show EU-related movies and answer questions of the population. The launching of the 'bus campaign' was organised as a public event with an open air concert, basketball game and a press conference given by Chief Negotiator.
- A camp for young people, "Lithuania's Future after Accession to EU and NATO" was organised by the European Movement. The Delegation's representative was at the opening, publications and other information support was given to the camp participants.
- Several visits to NGOs implementing SPP projects took place in June, including Transparency International, the Healthcare Assessment Agency and the Environment Protection Centre.

Convention

- The Lithuanian forum on the EU future is having its meetings on a regular basis. Representatives of various groups of society (academic circles, rural population, local and central authorities, teachers, youth, etc.) are taking part at the discussions.

Malta

- A restricted call for tender was launched for a revamping of the Delegation Documentation Centre at the Delegation. The objective is to make the Centre more user-friendly and to allow visitors to obtain information interactively.

Public Opinion

- A survey conducted by Xarabank, a local TV programme, had respondents saying that 45.4% would vote in favour of accession, 33.8% against, 13.1% were undecided and 7.7% would not vote; for the first time a significant number said they would not vote. A similar survey held in October resulted in 47.4% for the yes camp and 36.7% for the no camp.
- Another recent poll on EU membership was carried out in each candidate country by the GfK Group. In this case 49% of the Maltese answered they would vote in favour in a referendum on accession, 30% would vote against whilst 12% did not reply. Malta's index of economic expectations from the EU, within a range of zero to 200 is 120. According to the methodology used by this survey, an index of 200 means that the entire population has a positive opinion, an index over 100 means that there is more positive opinion than negative and below more negative opinion than positive.
- The most recent poll was conducted in June by the Independent on Sunday. It showed that 51.3% would vote 'Yes' in a referendum on EU membership. 29.3% would vote 'No' with 19% abstaining. An important figure is the 89.3% who say that all political parties should respect the EU referendum result. Only 18.7% claim to understand the MLP's 'Partnership with Europe'.

Media

- A press conference was organised for Mr. Guy Crauser, Director General of DG REGIO, on the occasion of his visit to Malta.

- An Internet chat with Commissioner Pascal Lamy on EU-US trade was organised on 18 June.

Information Events

- A seminar on regional issues, particularly IT for the island of Gozo was supported.
- A visit by two priests (one a journalist) to Brussels to discuss social concerns and a visit to DG AGRI and DG ENLARGEMENT of a group from the Malta Wine Growers Association were organised.
- A procurement seminar for the Maltese Civil Service was organised, and the Jean Monnet Conference on European Integration at the University of Malta took place.
- A conference was co-sponsored with MIC on the Irish and Portuguese experience with the use of cohesion funding.

Internet

- The Website has been launched and has been the subject of favourable comment. The Website has been further developed. However, a problem has arisen with regard to the fonts being used for the Maltese section of the website. This problem is general in Malta since the major software companies do not provide generic Maltese fonts.
- A European quiz has been prepared for installation on the website, which should increase usage further.

Information Centre

- The Malta-EU Info Centre (MIC) a body funded by the Maltese Government with a brief to promote the EU recently opened an antenna in Gozo and continues to be the prime source of information on the EU.

Other 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.

Poland

Public opinion

- The June public opinion poll by CBOS indicated that after a rapid, 9% growth of support for the EU in May, the situation came back to the level of April: 66% for, 25% against. The number of those intending to participate in the accession referendum has not changed and remained at 72%. 32% of those declaring they will not vote, or do not know yet, would have said "no" and 26% - "yes".
- According to CBOS the interest in accession among the society is steadily growing, but the feeling of being well informed does not follow the same trend. Still more than 50% of the Polish population feels poorly informed about accession, and only 8% find themselves very well informed.
- The results of a survey on European awareness of farmers and rural population were presented at a conference co-organised by the Delegation. 49% of inhabitants of rural areas would support EU integration, 29% are against and 22% undecided. Among the farmers the results are 38% - for, 43% - against, 29% - undecided. Other questions indicate that about 2/3 of farmers and rural population are afraid of Poland's EU membership.

- “Rzeczpospolita’s” Eurobarometer found that support for EU accession dropped in June. 76% of respondents still declare that they will participate in a referendum: 69% of them would vote “yes” (6% less than in April). Generally, 57% of Poles (those intending to participate and to stay at home) support accession, which is 3% less than 2 months ago, while the number of opponents increased from 22 to 28%. Sociologists believe that the drop is an effect of the recent discussion over direct payments and the fears that Poland will be forced to take last minute decisions, under the Union’s ultimatum. Thus there is no surprise that the biggest fall of support is observed among the farmers and rural areas inhabitants (April: 49% for – 30% - against; June: 40% - for, 42% -against).

Media

- Commissioner Barnier was on a two day visit to Poland from 25-26 June. He met, inter alia, with President Kwasniewski, PM Miller, Deputy PM, Minister of Finance Belka, Foreign Minister Cimoszewicz, Secretary of State for European Affairs Huebner, Chief Negotiator Truszczyński, Minister of Economy Piechota, with members of the Sejm European Committee. He also participated in a panel discussion on the Future of Europe, with participation of the Polish delegates to the Convention.
- The University of Warsaw and the Delegation organised an information meeting on Sapard for the Polish press.
- Three big regional newspapers in the regions benefitting from Phare social and economic cohesion (ESC) funds are regularly issuing press supplements. All newspapers are dealing with European enlargement, but focus points are different. Whereas Gazeta Olsztynska was in June organising a survey called “Why Common Europe?” for schools, a photo report and various school competitions, Dziennik Zachodni, which launched its project on 10 June, focuses on “European Families” from 6 different EU countries, whose daily life is compared with Polish families in similar situations. The Kurier Poranny launched its project on the 6 June on the impact of enlargement for the region, based on concrete examples.
- The competition for journalists of regional press, radio and television, organised in co-operation with the Polish Journalists Association, was announced during a meeting for local press at the Presidential Chancellery on June 27. After announcements in the press application forms have been sent in June. The winners will be selected in October.
- In June segments of the radio programme “Our Union” of “Sygnaly Dnia”, a daily news programme on the Polish Radio1 Antenna, were broadcast, dealing with the Phare ESC Programme in different Polish regions. Task managers of the Delegation participated.
- Four presentations for farmers, were broadcast in June by the first national public television channel TVP 1 in its “Tydzien” (week) weekly programme. Detailed information was given on representation of self-governments and farmers trade unions in the EU, production limits and quotas, regional policy and structural funds as well as on the IACS system.
- The radio station “Radio Zachod” (radio west) together with “Radio Zielona Gora” continued the broadcasting of “The Union’s Borders”: daily joint radio programme (7 minutes, sent three times a day) to present changes in cross-border regions due to accession in the east and in the west of Poland
- Trybuna daily, a national newspaper, published the first of five columns on 3 June, with subjects (amongst others) on Cross Border Co-operation and possibilities of

employment, on the information campaign of the Polish government and on the Spanish experience of enlargement in comparison with the Polish case.

- Tygodnik Solidarnosc continued the series on social dialogue with articles on discussions with trade unions and co-operation with social partners on EU-level, in the member states and in Poland.

Networking

- The Information Provider Conference took place on the 03-04 June in Warsaw organised jointly by the Delegation and the Office for European Integration. About 180 representatives of various EU Information Centres and Offices from all over Poland participated. The Delegation invited specialists from Austria, Denmark, Finland and Spain to talk about experience in their countries related to EU information campaigns before their accession. Representatives of the Polish government presented their information policy and needs for information on the EU. The conference was very well received by all participants.
- In a first meeting, the Head of Delegation and the Government Plenipotentiary for European Information Slawomir Wiatr discussed prospects for co-operation.
- The Delegation co-financed and participated in a conference on the future of Europe, hosted by the Centre of International Relations.
- The *Institut Spraw Publicznych* organised in co-operation with the Delegation a conference on attitudes of farmers on European integration. The conference concludes on a year-long research study on this subject. The summary of the report has been translated and will be accessible on the web site of the Delegation.
- The Information Section participated in the debate “A day before enlargement”, organised on the occasion of the 10th anniversary of the Natolin campus of the College of Europe, and attended a conference on “Media in Poland after Accession”.

Information events

- The 49 finalists of the cycling rally for young farmers, organised on an initiative of President Kwasniewski, arrived in Brussels on the 20 June, and were welcomed by Commissioner Fischler and Commissioner Verheugen. Despite the rain everybody was extremely satisfied with the tour, which took them from Warsaw (start of the race 11 June) to Brussels via Germany, Belgium and the Netherlands. In every country they met their counterparts from various organisations and associations of young farmers, and visited farms in Prenzlau, Wageningen (and the University there) and the town of Maastricht. In Brussels they attended meetings at the European Parliament and at the European Council of Young Farmers, and the presentation on CAP issues at DG AGRI, and visited European Institutions and Brussels. The event was widely reported in the media, amongst which all main TV channels in Poland and Euronews.
- The St Catherine Fair in Torun (June 22-26), the II Festival of Youth (June 22), and the “Three times E – Europe, Ecology, Elgiszewo” (22 June), established and popular regional events traditionally attended by a wide public were given a European component. In co-operation with the organisers, two multimedia stands and materials were assured and a special leaflet and brochure prepared. The organisers also distributed the documents and answered questions at the occasion of European picnics, organised in 9 voivodships in May, June and July.
- The third round of European seminars organised by OCIPE (Jesuits) took place in June. The evaluation of the first two seminars showed high interest of the participating priests in the issues of European integration.

- “Euro-quiz”-winners received their prizes, i.e. one week in the Netherlands, Luxembourg and Belgium, including the visit of the European institutions. Students and their teachers were accompanied by TV reporters, who will broadcast a report of the trip in July. “Euro Quiz” is a co-production with the second national public television channel TVP2.

Internet

- Regular updating of the web-site included in June information on the weekly calendar on European events in Poland, information on the chat with Commissioner Lamy, the Seville Summit, the Danish Presidency, as well as the “Local Europe”-competition and the Cycling Rally.

Products

- Nine different titles of brochures are being printed in Polish, the titles being “Poland in the EU, questions and answers”, “ABC of Community Law”, “The European Union in figures – edition 2001”, “Enlargement, a historic chance”, “Ten lessons on Europe”, “Information sources on the EU”, “Natural environment 2010”, “Culture in the EU”, and “How does the EU function?”
- A tender will be launched for an educational VHS to be shown in schools. The Delegation made the choice in favour of the VHS-format instead of a CD Rom, as the VHS is more widely used in Polish regions.

Info Point

- In June the Information Point received 860 visitors, of which roughly $\frac{3}{4}$ were students, scholars and teachers, and 1590 requests via phone, e-mail and mail. One topic of high interest was possibilities of work and internships within European Institutions.
- The Info Point staff organised 19 presentations in and outside Warsaw, for primary schools, high schools, universities, priests and local authorities, amongst which:
- Presentations for 2 groups of teachers and librarians from different schools in Poland, responsible for European Information Points at their schools were organised. The presentations were part of a training seminar given by the Foundation of Economic Education in Warsaw.
- A one-day training for a group of Polish priests from different parishes in Poland on the European Union took place. Topics included the role of EU institutions, its policies, EC law, process of negotiations etc.
- The Info Point presented the pre-accession funds and the role of the EU institutions in the integration process at a conference in Toruń for local authorities from the region.
- A conference and picnic for Small and Medium sized Enterprises and scholars in Płonsk, where the Info Point informed about the EU Institutions took place.
- The Info point organised a seminar on Enlargement for 300 journalists.
- The Info Point also took part with an information stand in the 74th International Fair of Industrial Technologies and Investment Goods in Poznań, the motto being “Poznań on the way to the European Union”.
- The Euro exhibition was presented in four schools during the Europe’s week in June organised by high schools and in secondary schools in Warsaw.

Convention

- The Conference of the Polish Episcopate reiterated at its meeting of the 14 June that “Polish bishops cannot imagine the future constitution of the united Europe without direct reference to God and Christian tradition”. Spokesman of the Episcopate reminded that during the May meeting with President Kwasniewski and Polish delegates to the Convention, bishops received a clear indication that Poland will promote the idea of *Invocatio Dei* in the preamble to the new constitution. The following week, two of Polish delegates to the Convention intend to put forward the proposal (promoted by the EPP) to include representatives of Churches and denominations’ organisations in the works of the Convention, with the status of observers.
- Polish delegates to the Convention supported the idea of a European border guard, which would complement national forces protecting Union’s external borders.

Romania

- Several European integration-related events took place in the month of June and were widely covered in the Romanian media: the Accession Conferences with the candidate countries, the EP report on enlargement, the Seville European Council. Romania, although ranking last as regards number of chapters opened and closed, welcomed appreciation as to its progress in the preparation for accession process, as well as promises for increased support and acceleration of the negotiations.

Public opinion

- The EU-funded Consumer Confidence Barometer published, on June 12th, its consolidated results for the period May 2001 – April 2002. According to the data collected, Romanians hope for a better future, but believe that in the coming period both unemployment and prices will rise. 90% of those interviewed do not have a chance to buy or build a house in the near future and the majority consider that their financial status has worsened as compared to the previous period (only 14% of the population has incomes that allow for savings).

Information events

- The Ministry for European Integration, together with the Foreign Affairs Ministry and the “Friedrich Ebert” Foundation, Germany, organised on June 14th, in Iasi, a symposium on “Youth and the future of Europe”, at the University “Alexandru Ioan Cuza”. The event was attended by over 50 young people, pupils and students from Iasi. Discussions were based on presentations made by representatives of the two organising Ministries, as well as from the Ministry of Education and Research, Ministry of Culture and Religious Denominations, Ministry for Public Information, Ministry of Youth and Sport and the German Cultural Centre in Iasi.
- Two events with relevance for the debate on the future of Europe were organised by the European Institute of Romania: - on 8 June, together with ANTERC, European Movement, Progetto Continenti, „Romania in the World” and Mirabilis Media, the seminar entitled "Challenges for the future of the EU and its civil society. New frontiers for information and communication in a globalised world: obstacles to or opportunities for full integration?" The event was attended by: Mr. Giuseppe Florio, External Relations Coordinator with Progetto Continenti, Mr. Napoleon Pop, Member of the Romanian Parliament, Mr. Florin Lupescu, State Councillor with the Presidential Administration. On 20 June, a conference was organised on the topic

"The Future of European Integration: The Hungarian Experience and Prospects for the Candidate Countries". The conference benefited from the presence of Mr. Andras Inotai, Director of the Institute for Global Economy from Budapest.

- 200 questionnaires distributed to vocational high schools pupils from the surrounding area of Bucharest have been received and will be interpreted.

Networking

- The Head of Delegation paid a visit to Dolj and Mehedinti counties that are located in Oltenia (south-west part of Romania) on the banks of the Danube.
- In Craiova (Dolj), the Head of Delegation visited Electroputere, in order to get a clearer image of the privatisation prospects for this major company. He also visited a number of regional development projects and the only youth prison in the country, where a literacy project has been implemented by an NGO.
- Craiova was the first place where the HoD's visit was accompanied by the new EC Delegation's info kiosk, as a part of the campaign for greater EU visibility in the regions.
- In Mehedinti, the Head of Delegation also visited regional development projects (inter alia, a local radio station, a project envisaging promotion of traditional pottery art). Meetings with local authorities in both counties highlighted their commitment to further their efforts for regional development and they presented a series of projects in the pipeline.
- The Delegation organised a joint visit of a number of EU MS ambassadors to Galati to observe the official handover of equipment for the border police, and to visit ISPAT-SIDEX, a successfully privatised steel company. The meeting with the local authorities and the press conference were well attended.

Information Centre

- The Information Centre offered support to 649 customers.
- For three days, from 19 to 21 June in Craiova and three days, from 25-26 June in Galati, the Information Centre was present the whole day with EU information stands, special banners, EURO display, Info kiosk and professional assistance.
- The caravan was a success and one of its centres of interest was constituted by the high-tech look of the Info kiosk and by the possibility to participate in the EuroTest and test knowledge on EU. For each city, the promotional and information stands were organised in the hall of the local Universities where the traffic and the interest in EU publications was very high. We estimate around 200 visitors per day in each of the two missions.
- "Europe for children" is a long-term programme targeting young pupils, with the first two sessions used as kick-off meetings, to test the procedures and rules for playing. The first two sessions on 5 and 13 of June 2002 were extremely successful, the number of participants was 51.
- A roundtable was hosted on 14 of June 2002 on "112 Emergency services in Europe and Romania", gathering 65 EU and Romanian specialists (among which high officials) to exchange views, experiences and look at the Romanian state of play. The roundtable was followed by a press conference on the following Monday, 17 June 2002, to publicise the conclusions of the meeting.
- To mark the end of Spanish Presidency, a press conference was organised together with the Embassy of Spain, on 28 June.

- In support of the NGO “Pro Democracy Association”, the IC organised a group presentation for high school pupils, from around Bucharest.

Internet

- The Website registered 14.749 visitors, 8,1% less than May 2002. The most downloaded file was „Financing Opportunities 2002”, for the third month in a row. The updating job of the site comprised 164 information units, 5 times more than in May 2002.

Products

- The following publications were released: “launching fiches” on “Culture 2002-Call for proposals 2003”, “LIFE-Nature 2003-Call for proposals”, “PHARE-CBC-Small projects fund call for proposals”, “Fund for the Civil Society Development-NGO Development”, “Fund for the Civil Society Development-Citizen Advice Bureaux”, “Fund for the Civil Society Development-Local partnership development” as well as three “sector fiches” on EU support in the field of “Environment”, “Transports” and “Competition policy” and in the printed series “European issues”, nr.12 issue on “European construction history”.
- At the date of reporting, Information Centre offers to the public: 12 “European issues”, 8 “launching fiches”, 14 “sector fiches”, 2 “programme fiches” and 9 brochures, all in Romanian language.
- For the children’s game sessions, the LIC produced a 40 minutes animated movie featuring the character Miss Starlet, a star like figure. She guides viewers on their visit to EU member states, through speeches, video and music. The product complements the competition “Europe for children”.
- In order to increase the visibility of the IC, a travelling caravan concept was developed, which comprises: the Info kiosk, (a touch screen complex information product), two special easy-to-carry stands, a special display. A four-person team accompanies the caravan.

Slovakia

- The communication priority is raising of voter’s awareness about the importance of September parliamentary elections for the successful and timely completion of the accession process. Three TV spots were contracted. A regional tour with an EU-van of 8 district capitals succeeded to address more than 10 000 people.

Media

- From 24-26 June, the Delegation co-organised with the EC Representation in Austria and the Slovak Ministry of Foreign Affairs a 3-day visit of Austrian media to Slovakia. The agenda of 23 leading Austrian journalists included briefing by the HoD, meeting with local political and social analysts, a visit of Phare implementing agencies, a site visit of Phare and ISPA projects etc. So far, 7 articles were published in Austrian media on the visit.
- The monthly TV programme Ciel Europa co-produced with the Slovak State Television was aired on 26 June 2002 in prime time. The 13-minute programme featured the EP report on Candidate Countries, the sixth EU conference on education in Bratislava, Phare and ISPA success stories – the completion of the ISPA railway project and Phare judiciary project. According to a survey carried out by Slovak Television, the programme is being watched by 180 000 people, who expressed a relatively high level of satisfaction with its quality.

Products

- The 3rd issue of the Delegation bi-monthly newsletter has been printed in 10.000 copies and distributed to all relevant multipliers according to Delegation database. 20 pages newsletter featured also: interview with Commissioner Verheugen and EP Reporter Mr Wiersma, Europe Days Tour, 2 Phare success stories (SMEs and Judiciary). A special 4-page supplement on consumer protection was annexed to the issue. The Internet version EUROMAGAZINE can be also found at Delegation web page www.europa.sk
- Weekly Trend business newspapers (group Handelsblatt) published two supplements (double newspaper page – 12 standard pages) with analytical and impact studies of EU instruments, policies and negotiating chapters. TREND has a circulation of 20 000 copies and is read mostly by entrepreneurs.
- The Delegation launched a 2 pages insert in the monthly newsletter of the Slovak Chamber of Commerce and Industry. The newsletter with circulation of 3000 copies is distributed to Chamber members, incl. all major Slovak businesses.

Information events

- The EUROvan tour of 8 district capitals with low electoral mobilisation continued in the first week of June.
- The regional audience was provided with information on expected advantages and disadvantages of Slovakia's accession to the European Union. All information supplied to regional population should help their decision making in the elections of 2002 and in the following referendum on the accession. Europe Days were implemented in a close co-operation with municipalities, local and regional printed and electronic media, NGOs, regional European Information Centres and the National Agency for Youth Mobility.
- A workshop on the topic "Impact of the EU membership on Development of Regions" for top representatives of the newly elected regional self-administration (Higher Territorial Units) took place in Burgenland, Austria on 13 - 14 June 2002. Participants included Slovak State Secretary for Regional Development, 22 leading representatives of Higher Territorial Units, and RD experts from the Delegation. The main objective of the workshop was presentation of Austrian know-how and practical experiences concerning EU regional and structural policies.
- A Workshop for regional information relays in Slovakia was organised from 17-18 June 2002. The main aim of the workshop was training of regional information managers and information managers in important topics on the EU in order to help them in their day-to-day work, to discuss chosen topics in a broader context and to give participants references on related information sources. Brainstorming on possible actions in the pre-election and pre-referendum period was a part of the seminar. Lectures were given by the Team Europe members. 32 participants took part in the seminar.

European Information Centre

- The EIC organised a vernissage on 25 June and an award ceremony for the drawing competition for pupils of art-schools in Slovakia and the EU. The best drawings are exhibited in the EIC. The EIC received 530 drawings from artistic schools all over Slovakia.
- The EIC supported the competition "What do you know about the EU?" – 26 June 2002 for secondary school students organised by the Centre for European Studies.

Participants visited the EIC where they obtained information on its activities and information materials.

Slovenia

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Turkey

- A pro-European initiative called “European Movement 2002” was launched by a number of civil society organisations, including intellectuals, academicians, journalists, NGOs as well as representatives of leading advertising agencies. The initiative was announced through e-mail and media. The public is invited to support this initiative by signing the following electronic message: “Turkey’s place is in Europe and Yes...I participate”. The number of individuals who signed this declaration is 14,963 as of 15 July, 2002. www.avrupahareketi2002.org

Public Opinion

- Turkey’s Economic and Social Research Foundation (TESEV) launched the results of an opinion poll in a press conference on the Public opinion on Turkey’s EU membership held in Ankara on 28 June 2002. The main findings of the opinion poll are that 68% of the population favour EU membership. However, Turks describe themselves as not well informed about the Copenhagen criteria and reforms needed to be taken for EU membership.

Media

- The Head of Delegation gave a reception to the media on 13 June.

Information Events

- The Euro promotion campaign continues.

Internet

- The Representation’s web site had a Service Procurement Notice on the Implementation of the Communication Strategy in Turkey
- A Press release on “Disaster prevention: Municipalities from the EU and Turkey work in partnership – 15 million Euro in grants awarded under the Marmara Earthquake Rehabilitation Programme” was published on the Web.
- The Announcement of Mediterranean Human Rights Post-Graduate Programme was placed on the website as well as conclusions of the Summit held in Seville

Products

- The English version of the Newsletter’s June issue was published and disseminated to EU Member States Embassies, Embassies of Mediterranean Partners as well as the contacts at the Headquarters.

Information Centre, Relays and EDCs

- The public information relays have carried out the following activities:

- Bursa Relay Coordinator gave a speech in the EU-Turkey Relations seminar organised by the Foundation of Support for Contemporary Life and Bursa Rotary Club.
- Adana Relay Co-ordinator participated in a seminar held by the Central European Academy in Hungary between 15-18 June 2002.
- İzmir, Antalya, Trabzon and Samsun have organised a series of preparatory meetings on NGO Youth Training Project which aim at training of youth NGO's on EU Project Cycle Management.
- The Trabzon Relay opened two EU information stands at the fairs organised by Erzurum and Ordu Chambers of Commerce and Industry. The relay has also organised a seminar called 'EU Project Cycle Management Seminar between 24-26 June. Various NGO's, academics and students from Karadeniz Technical University attended the seminar during which an official from the State Planning Organisation gave a speech.
- Middle Technical University and the EDC jointly organised a meeting to introduce European Studies Post-Graduate Programmes to a group of students coming from Germany (25 students). In this period, the EDC also managed to enter the names of approximately 1000 publications in the database of the Centre.
- IKV (EDC) published the following documents: Contributions of Turkey's membership to the EU; Customs Union: 7 years ago and 7 years after; World Trade Guide for Business; Customs Union, Free Movement of Goods; Common trade Policy and Harmonisation process of Turkey as well as its monthly IKV Bulletin on EU-Turkey relations. IKV also managed to publish a series of reports on its website on the following topics: Seville Summit Conclusions; Priorities of new Presidency (Denmark); updated version of Follow up for Implementation of National Programme for the Adoption of the Acquis.
- On 4 June, IKV organised a panel on Turkey's full membership in the EU and its benefits for the EU in co-operation with the Rotary Club.

Other information activities

- EUSG /European Union Secretariat General fuels the discussions on the Future of Europe through its "EU-Turkey communication platform" and invites interested parties to present their views and proposals electronically.
- TOBB (Union of Chambers and Stock Exchange of Turkey) organised a conference on "Turkey's progress towards EU membership" on 25 June, 2002 in Brussels. The web page includes information on the Future of Europe, 2002 Financial Co-operation Programming and TOBB's Priorities, TOBB's candidacy to host the Eurochambres General Board meeting in 2003. www.tobb.org.tr/abm/

Convention

- The monthly EC Newsletter Güncel haber's next issue will be published together with a supplement on "Future of Europe" summarising the main developments concerning Future of Europe, key actors, introduction of Turkish MPs taking part in the Convention.