Summary Project Fiche

1. Basic Information

1.1 Désirée Number:

1.2 Title: COMMUNICATION STRATEGY FOR CYPRUS

1.3 Sector: Bi-communal projects

1.4 Location: Cyprus / Nicosia / Delegation

2. Objectives

2.1 Overall Objective

Public awareness raising in Cyprus about the European Union and about the prospect of accession. Over and above the necessity for candidate country citizens becoming fully aware of the EU and their rights and obligations that accession will bring, the unique case of Cyprus requires that this endeavor be addressed from varying perspectives. There would have to be a global approach but also separate approaches on the basis of the de-facto division and the existing differing perceptions about the EU. In addition, and bearing in mind that the Helsinki European Council underlined that a political settlement would facilitate accession, the purpose is to utilise the bi-communal approach to promote rapprochement. Greater understanding of the EU and of Cyprus’ and its citizens’ future role in an enlarged Union will itself contribute to a smoother reunification of the island.

2.2 Project purpose

2.2.1 To identify and evaluate through research the perception held by Cypriots of the EU and of the accession prospect and to assess the overall information situation.

2.2.2 To increase public awareness and interest in the EU, to animate and broaden the debate, to brief and train key players in EU matters and to generate positive media coverage.

2.2.3 To use bi-communal instruments and actions to provide information to the Greek Cypriot and Turkish Cypriot communities about the EU and the prospect of accession. To create the opportunity for the joint participation of Greek and Turkish Cypriot in such actions, to animate the debate and improve understanding.
2.3. Accession Partnership and NPAA priority

AP: Political Criteria “- maximise efforts to support a settlement under the auspices of the UN”

NPAA: Not Applicable

3. Description

3.1 Background and Justification

Enlargement and by extension the accession of Cyprus is a top priority of the European Union. There is a need to communicate to the public of this candidate country the reasons for enlargement, the functioning of the EU, and the impact and challenges posed by the accession of Cyprus.

There is therefore a demand for information and a far more important need to fulfil this demand, given the particular circumstances of Cyprus, with the appropriate information. Analysing the communications situation in Cyprus and establishing a strategy for raising awareness about the EU is therefore paramount.

The prospect of Cyprus’ accession has become the most potent tool in engaging the two sides in re-evaluating their approach to resolving the political problem. The role of accession being a “catalyst” for the efforts of a solution is now in full swing.

Support and interest for EU membership is high on the government-controlled areas and on the rise in the northern part of the island, but for different reasons. Yet there are clear communications deficiencies in Cyprus, particularly in the northern part of the island, that must be addressed. Although the Delegation’s capacity to provide information about the EU had been restricted by the TC regime in the past and even though in recent months there has been some complication in the UN peace process, the frequency of contact with the increasingly receptive Turkish Cypriot community continues to grow. There is a need to sustain and build upon this.

In the government controlled areas there is an urgent need to inform the public, opinion formers, politicians and civil servants about the challenges posed by the harmonisation with the acquis. But, equally, to instill the understanding that accession is not merely about the conclusion of the negotiations but also the ability to implement and enforce the acquis and to function constructively in the Union.

The project is in essence the launch of a dynamic process; the strategy itself will therefore be adapted and applied in the years ahead.

3.2 Linked activities

The overall objectives of the communication strategy have been developed in consultation with the relevant bodies of the Cyprus government, the Chief Negotiators’s
Office, the Ministry of Foreign Affairs, the Press and Information Office and the Planning Bureau. A number of components of the strategy will be implemented with the cooperation of the Cypriot authorities and with collaboration with various independent operators and NGOs.

3.3 Results

**Objective 1:** To identify and evaluate through research the perception held by Cypriots of the EU and of the accession prospect and to assess the overall information situation.

Results:

- Execution of Quantitative Survey
- Feedback on the level of awareness on EU
- Understand the views of key players and audiences on the information situation in Cyprus
- Compilation of inventory of sources of information and potential partners
- Build strategy for the years ahead

**Objective 2:** To increase public awareness and interest in the EU, to animate and broaden the debate, to brief and train key players in EU matters and to generate positive media coverage.

Results

- Operation of info points
- Increase airtime in radio and television programmes both in news and current affairs sections and debate; Greater column space devoted in written press.
- Seminars and conferences; engage all players from student to businessperson and from civil servant to politician.
- Production and dissemination of publications

**Objective 3:** To use bi-communal instruments and actions to provide information to the Greek Cypriot and Turkish Cypriot communities about the EU and the prospect of accession. To create the opportunity for the joint participation of Greek and Turkish Cypriot in such actions.

Results:

- Open channels of communication raise visibility of EU as a unifying element.
- Provide information, animate debate, improve understanding;
- Create EU related fora of interaction for players from both communities.
3.4 Activities

55 actions/activities/events are envisaged under the strategy. A listing of all the activities is provided hereafter:

A. Research

- Focus groups
- Quantitative survey based on questionnaires (Govt. controlled areas and northern part of the island)
- Audit of sources of EU information in Cyprus
- Homepage “hit” count

B. Bi-Communal actions

- Eurobus
- e-mail “push” rapid information system
- Newsletter
- “People Like Us” videos
- 1st Annual EU Information Fair
- Website
- Database

C. Global requirements

- Conferences
- Seminars for business/ NGOs (focus on T/Cypriot community)
- Partnership fund
- Promotional items
- Staffing: Government Controlled areas
- Staffing: northern part of island
- Training (new and existing staff)
- Visits (EUVP)

D. Government controlled areas: Activities

- Information Centre Limassol and Relay Point in Nicosia
- Europe Day (to be implemented if bi-com activity in B does not materialise)
- Press Conferences & Press Briefings
- Young debaters competition/quiz
- Essay competitions
- Media lunches etc.
- Journalism prize
- Response to general inquiries
- Response to press inquiries
• Rebuttal service
• Articles and letters in local press (Features)
• Participation in TV and radio debates
• Media monitoring
• Journalism training
• Media training

E. Government controlled areas: Products

• Distribution of Free Brochures etc. (postage)
• Press supplements
• Business information
• News ‘shorts’ in English/Greek
• Children’s booklet on EU in Greek
• Web-quiz/games

F. Northern part of the island: Activities

• Dissemination of information
• Journalism prize
• Press supplements
• Media lunches etc.
• Europe Day [if bi-communal event fails]
• e-mail “push” rapid information system
• EU pages/bulletins in TC papers/radio
• Media monitoring
• Articles and letters in local press
• Response to press inquiries
• Rebuttal service
• Journalism training

G. Northern part of the island: Products

• Brochures etc.
• Children’s booklet on EU in Turkish
• Web-quiz/games
4. **Detailed Budget** (million EURO)

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5. **Implementation Arrangement**

The implementation will be done directly by the EC Delegation in Nicosia.

6. **Implementation Schedule**

7.1. Start of project activity: 4th quarter 2001
7.2. Project completion: 4th quarter 2002
   (Political conditions vis a vis the northern part of the island is a factor to consider in terms of the schedule)

7. **Equal Opportunity**

The EC Delegation will ensure equal participation of men and women when contracting the different activities under this project.

8. **Conditionality and sequencing**

Each component of the project adopts a logical approach to design and implementation.
LOGFRAME PLANNING MATRIX

COMMUNICATION STRATEGY FOR CYPRUS 2001

<table>
<thead>
<tr>
<th>Project Number:</th>
<th>Total Budget: 0.200 million EURO</th>
<th>EU contribution: 0.200 million EURO</th>
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**Wider Objectives**

<table>
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<tr>
<th>Indicators of Achievement</th>
<th>How, When and By Whom Indicators Will Be Measured</th>
<th>Assumptions and Risks</th>
</tr>
</thead>
</table>
| Public awareness raising in Cyprus about the European Union and about the prospect of accession. | • Increased awareness of and interest in the EU  
• Broader debate on the EU and growth in positive media coverage  
• Increase and more interest in bi-communal co-operation, actual contact between Greek Cypriots and Turkish Cypriots in some of the projects. | • By Delegation through results of surveys and the audit of information sources  
• Through focus group feedback  
• Through distribution of material  
• Through attendance in events, training and seminars  
• Through daily monitoring of media coverage  
• Through written feedback to e-mail push | • Political climate, particularly as regards the UN peace process and in the case of the northern part of the island as regards its position on the EU.  
May not affect substance but may affect schedule timeframe |

Over and above the necessity of candidate country citizens becoming fully aware of the EU and their rights and obligations that accession will bring, the unique case of Cyprus requires us to address this endeavor from varying perspectives. There would have to be a global approach but also separate approaches on the basis of the de-facto division and the differing perceptions about the EU. In addition, and bearing in mind that the Helsinki European Council underlined that a political settlement would facilitate accession, the purpose is to utilise the bi-communal approach to promote rapprochement. Greater understanding of the EU and of Cyprus’ and its citizens’ future role in an enlarged Union will itself contribute to a smoother reunification of the island.
<table>
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<th>Immediate Objectives</th>
<th>Indicators of Achievement</th>
<th>How, When and By Whom Indicators Will Be Measured</th>
<th>Assumptions and Risks</th>
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</table>
| **Objective 1:** To identify and evaluate through research the perception held by Cypriots of the EU and of the accession prospect and to assess the overall information situation. | • Results of focus groups and surveys  
• Compilation of inventory of information sources | • Agency in charge of quantitative survey and Delegation will analyse results at the end to assist in the shaping of the activities formulation | • None other than above                                    |
| **Objective 2:** To increase public awareness and interest in the EU, to animate and broaden the debate, to brief and train key players in EU matters and to generate positive media coverage. | • Response to operation of info points  
• Record increase in airtime in radio and television programmes both in news and current affairs sections and debates; Greater column space devoted in written press.  
• Organisation of seminars and conferences  
• Rate of dispersenment of publications  
• improve understanding  
• engage all players from student to businessperson and from civil servant to politician. | • Delegation Monitoring                                                                 | • None other than above                                    |
| **Objective 3:** To use bi-communal instruments and actions to provide information to the Greek and Turkish Cypriot communities about the EU and the prospect of accession. To create the opportunity for the joint participation of G and T Cypriot in such actions, to animate the debate and improve understanding. | • New channels of communication and contacts.  
• Rise in visibility of EU as unifying factor.  
• Create EU related fora of interaction for players from both communities. | • Delegation Monitoring                                                                 | • Making use of the opportunities of joint participation of the G and T Cypriot in bi-communal actions depends heavily on political climate, as above |
| Outputs (see attached Work Plan)                                                    |                                                                                          |                                                                                                                 |                                                            |
# SUMMARY DETAILED TIME IMPLEMENTATION CHART FOR THE PROJECT

**Title:** Communication Strategy

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>2001</th>
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C=Contracting  
Cp=part contracting  
I=Implementation  
X=Closure
CUMULATIVE CONTRACTING AND DISBURSEMENT SCHEDULE
OF EU FUNDING
Title: Communication Strategy for Cyprus

All figures in million Euro

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