2003
PROJECT FICHE

1. BASIC INFORMATION

1.1. CRIS Number: 2003/004-643. Project10

1.2. Title: Communication Strategy for Cyprus 2003

1.3. Sector: Bi-communal projects

1.4. Location: Cyprus / Nicosia / Delegation

2. OBJECTIVES

2.1. Wider Objective:

To build on the Communication Strategy of 2001 and 2002 which seek to raise public awareness in Cyprus about the European Union and about EU membership.

Given the de-facto division, there would still have to be separate tracks in the implementation of the strategy but this could change depending on the developments in the efforts to find a comprehensive settlement. If a settlement is achieved new confidence building actions may need to be devised as the accession process (at that time in its ratification period) will serve as the connecting link of the “new state of affairs”.

This strategy will in actual terms begin in the six months prior to accession (on the basis of 1 May 2004 target) and must therefore allow a degree of flexibility to cater for the needs, as they will arise. For the government-controlled areas the effort would be citizen-awareness-driven combing also specialized events relating to acquis implementation and EU programme participation.

For the Turkish Cypriot community, a more step-by-step approach with a more general outlook will - in any case - be sought to facilitate the understanding of the EU framework, its institutions, legislation and benefits but also citizen awareness.

Greater understanding of the EU and of Cyprus’ and its citizens’ future role in an enlarged Union will itself contribute to a smoother reunification (or the consolidation of the re-unification) of the island.
2.2 **Immediate Objectives:**

2.2.1 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.

2.2.2 To reach the broadest possible base of the population. Focus will be on education, schools, farmers, and the public at large.

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

3. **DESCRIPTION**

3.1 **Background and Justification:**

Enlargement, and by extension, the accession of Cyprus will be the top priority of the European Union in the last stretch of the ratification of the Treaty. There is a need to communicate to the public of this candidate country the win-win situation and to counter Euro-skepticism.

Support and interest for EU membership is high among the Greek Cypriots, but losing some of its momentum in some sectors, and very much on the rise among the Turkish Cypriots, but for different reasons.

Yet, there are clear communications deficiencies in Cyprus: In the specific acquis-related sense in the government-controlled areas and, among the Turkish Cypriots, in the general sense. Both these areas must be addressed.

Although the Delegation’s capacity to provide information about the EU has often been restricted by the TC leadership in the past, the frequency of contact with the increasingly receptive Turkish Cypriot community continues to grow. There is a need to sustain and build upon this and to reach each individual.
In the government-controlled areas the need to inform the public, opinion formers, politicians and civil servants about the challenges posed by the harmonisation with the acquis is being partly fulfilled by the proliferation of specialised conferences, seminars and the increasing direct contacts. There is now a strong need to address the public.

But, there is still, 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.

There is an even greater need to prepare the future citizens and the best means to do so is through the education system and through broadcast media. The project remains part of a dynamic process and for this reason the strategy itself will therefore be adapted as necessary.

3.2 Results:

- To build on the operation of info centre (TC) and info points (GC) (in process)
- Increased airtime in radio and television programmes both in news and current affairs sections and debate; Greater column space devoted in written press.
- Production and dissemination of publications.
- Actions for Farmers – both sides
- Open channels of communication, raise visibility of EU as a unifying element.
- Create EU related fora of interaction for players from both communities.

3.3 Activities:

A. Global Requirements

Delegations Standard actions:
Website, Press Conferences, Translations, 9 May activity

B. Government Controlled Areas

Second round of Information Packs for teachers
Teacher training schemes
Citizen Awareness – TV and Radio spots and programmes
Support for Info points
Actions – Farmers
Promotion of Participation in EU Programmes and schemes
C. northern part of the island

Citizen awareness – TV, radio
Reinforcement of Information Centre at TC Chamber of Commerce
Actions for Farmers
In event of solution -strengthening administrative capacity of institutions
Conferences/Seminars/Roundtables: Understanding of the acquis

D. Bi-communal Action

Contingency budget for joint events, if circumstances allow, inter alia possible merging of 9 May activities.

3.4 Linked activities:

Given the encouragement from DG Elarg to work with national authorities in this last stretch of Enlargement the actions of the communication strategy will be developed in close consultation with the relevant bodies of the Cyprus government, particularly the Chief Negotiator’s Office, the Ministry of Foreign Affairs, the Press and Information Office and the Planning Bureau. In the northern part a number of components of the strategy will be implemented with the co-operation of the various independent operators and NGOs.

4. **BUDGET** (million EURO)

| A. Global Requirements | 30,000 |
| B. Government-controlled areas | 140,000 |
| C. Northern part of the island | 90,000 |
| D. Bi-communal activities | 40,000 |
| **Total** | **300,000** |

5. **IMPLEMENTATION ARRANGEMENT**

The implementing agency will be the EC Delegation.
6. IMPLEMENTATION SCHEDULE

6.1 Start of project activity: 3rd quarter 2003

6.2 Project completion: 3rd quarter 2004

(Political conditions vis-à-vis the northern part of the island is a factor to consider in terms of the schedule)

7. CONDITIONALITY AND SEQUENCING

Each component of the project adopts a logical approach to design and implementation.
<table>
<thead>
<tr>
<th><strong>LOGFRAME PLANNING MATRIX</strong></th>
<th><strong>COMMUNICATION STRATEGY FOR CYPRUS 2003</strong></th>
<th><strong>Programme Name:</strong> Pre-accession programme 2003 Cyprus and number:</th>
<th><strong>Contracting period expires:</strong></th>
<th><strong>Disbursement period expires:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wider Objectives</strong></td>
<td><strong>Indicators of Achievement</strong></td>
<td><strong>How, when and by whom Indicators will be measured</strong></td>
<td><strong>Assumptions and Risks</strong></td>
<td><strong>Assumptions and Risks</strong></td>
</tr>
<tr>
<td>To build on the Communication Strategy of 2001 and 2002 which seek to raise public awareness in Cyprus about the European Union and about EU membership itself. Informing the future EU citizen with the aim of a constructive membership</td>
<td>• 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 and Turkish Cypriots in some of the projects.</td>
<td>• By Delegation through results of surveys and the audit of information sources; • Through focus group feedback; • Through distribution of material; • Through attendance at events, training and seminars; • Through daily monitoring of media coverage; • Through written feedback.</td>
<td>• Paramount to the implementation will be the realization of the comprehensive settlement. Flexibility will be required • 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.</td>
<td></td>
</tr>
</tbody>
</table>
SUMMARY DETAILED TIME IMPLEMENTATION CHART FOR THE PROJECT

Title: Communication Strategy

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>J</td>
<td>A</td>
</tr>
<tr>
<td>Global requirements</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Government-controlled areas</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern part of the island</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bi-communal actions</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

C = Contracting
I = Implementation
X = Closure
CUMULATIVE CONTRACTING AND DISBURSEMENT SCHEDULE OF EU FUNDING
Title: Communication Strategy for Cyprus

All figures in million Euro

<table>
<thead>
<tr>
<th></th>
<th>30/06/2003</th>
<th>30/09/2003</th>
<th>31/12/2003</th>
<th>31/03/2004</th>
<th>30/06/2004</th>
<th>31/12/2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRACTED</td>
<td></td>
<td>0,30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DISBURSED</td>
<td></td>
<td>0,05</td>
<td>0,10</td>
<td>0,20</td>
<td>0,30</td>
<td></td>
</tr>
</tbody>
</table>