Basic information

2002/2205(INI) INI - Own-initiative procedure	Procedure completed
Information and communication: strategy for the European Union **Subject** 3.30 Information and communications in general 8.40.10 Interinstitutional relations, subsidiarity, proportionality, comitology	

Key players

European Parliament

Committee responsible	Rapporteur	Appointed
CULT Culture, Youth, Education, Media and Sport	BAYONA DE PEROGORDO Juan José (PPE-DE)	11/07/2002

Committee for opinion	Rapporteur for opinion	Appointed
AFET Foreign Affairs, Human Rights, Common Security, Defense	TRAKATELLIS Antonios (PPE-DE)	11/09/2002
BUDG Budgets	GILL Neena (PSE)	12/09/2002
LIBE Citizens' Freedoms and Rights, Justice and Home Affairs		
FEMM Women's Rights and Equal Opportunities	VALENCIANO Elena (PSE)	05/11/2002

Council of the European Union

Council configuration	Meetings	Date
General Affairs	2474	2002-12-10

European Commission

Commission DG	Commissioner
Communication	

Key events

Date	Event	Reference	Summary
02/07/2002	Non-legislative basic document published	COM(2002)0350	Summary

24/10/2002	Committee referral announced in Parliament		
10/12/2002	Resolution/conclusions adopted by Council		
17/02/2003	Vote in committee		Summary
17/02/2003	Committee report tabled for plenary	A5-0053/2003	
08/04/2003	Debate in Parliament		
10/04/2003	Decision by Parliament	T5-0187/2003	Summary
10/04/2003	End of procedure in Parliament		
12/03/2004	Final act published in Official Journal		

Technical information

Procedure reference	2002/2205(INI)
Procedure type	INI - Own-initiative procedure
Procedure subtype	Initiative
Legal basis	Rules of Procedure EP 55
Stage reached in procedure	Procedure completed
Committee dossier	CULT/5/16834

Documentation gateway

European Parliament

Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, single reading		A5-0053/2003	17/02/2003	
Text adopted by Parliament, single reading		T5-0187/2003 OJ C 064 12.03.2004, p. 0393-0591 E	10/04/2003	Summary

European Commission

Document type	Reference	Date	Summary
Non-legislative basic document	COM(2002)0350	02/07/2002	Summary
Non-legislative basic document	COM(2004)0196	20/04/2004	Summary

Other institutions and bodies

Institution/body	Document type	Reference	Date	Summary
CofR	Committee of the Regions: opinion	CDR0124/2002 OJ C 073 26.03.2003, p. 0046-0052	20/11/2002	
	Economic and Social Committee:	CES0072/2003		

EESC	opinion, report	OJ C 085 08.04.2003, p. 0129-0132	22/01/2003	

Information and communication: strategy for the European Union

2002/2205(INI) - 02/07/2002 - Non-legislative basic document

PURPOSE : to adopt a new information and communication strategy for the European Union. CONTENT : following a request from the European Council and the European Parliament, the Commission today agreed on a new approach to information and communication. The strategy outlines the importance of working more closely with the Council of Ministers and the European Parliament in real partnership with the Member States to inform citizens better about European issues and to enable them to participate in European debates. For the first time decision-makers at European, national and regional level will be working together to close the European information gap. The Commission proposes a two-pronged approached: - giving the European Union the capacity to formulate and disseminate messages geared to and focused on the various priority information topics; - establishing a voluntary working partnership with the Member States fostering synergy between their structures and know-how and the activities of the European Union. The new information and communication strategy stems from a political determination shared by the three institutions, which will be given shape by the decisions of the Interinstitutional Group on Information (IGI). It implies a change of culture for each of the institutions, entailing major adjustments, especially in terms of coordination, so as to improve the provision of information and ensure that it reaches the European public. In agreement with its partners, the Commission had already identified three priority information topics: - enlargement; - the future of the European Union; and - the area of freedom, security and justice. It is now proposing a fourth: the role of the European Union in the world. Besides the political awareness shared by the three institutions and the Member States, the proposed strategy is based on internal evaluations (consolidated result of the round table meetings organised by the representations and replies to a questionnaire from the various networks) and on preliminary external studies of the strategy itself and the state of public opinion in Europe (focus groups). In addition, information and messages must be geared to local realities, languages and perceptions and to the specific interests and concerns of the various target groups. The Commission will very shortly begin taking the main measures to put the strategy in place in line with the attached action plan (Annex 3). The strategy should be operational, at least as far as its broad lines are concerned, from the beginning of 2003; however, it will only be able to develop its full potential in the medium term. The Commission therefore proposes that a review be scheduled for 2005 with all the parties involved in order to carry out an exhaustive evaluation of progress achieved and to determine any new lines of action that are required for an enlarged Europe, once the new Commission and Parliament are in place and the next Intergovernmental Conference has been held.

Information and communication: strategy for the European Union

2002/2205(INI) - 20/04/2004

This Commission communication concerns the implementation and communication strategy for the European Union. If the EU's information and communication strategy adopted on 2 July 2002 is to succeed it must be adopted at the highest policy-making level and must itself be based on the institution's policy priorities. The forthcoming years must be used to consolidate the achievements of the EU's information and communication strategy since July 2002. The enlargement of the EU only enhances the importance of the concepts of partnership and decentralisation that underlie this strategy.

Its successful implementation will depend on the tasks the Commission sets itself and the Member States in this growing field of communication and on the resources that are available.

In the case of the Commission, the initiating, coordinating and planning role of the central administration must be enhanced, but at the same time the tasks of the representations must be defined in a way that is more in keeping with their resources.

The cohesiveness of the strategy will also require better coordination of the Commission's own resources as regards both its means of communication and its internal communication culture

From now on, these objectives should be implemented in a new context characterised by the necessary adjustment of the resources available with a view to the Union's enlargement.

In accordance with its institutional prerogatives, the Commission will have to face this new situation with staff numbers unchanged for its headquarters and particularly limited human resources for the establishment of 10 new representations. Thus, 2005 will be the first year in which the information and communication strategy will apply in full in EU-25.

The Commission believes that the principal objective is "to improve perception of the European Union and its Institutions and their legitimacy by deepening knowledge and understanding of its tasks, structure and achievements and by establishing a dialogue with its citizens". This includes in particular raising the quality of European public debate, associating the public in European decision-making, listening to the public and their concerns more attentively, and the methodical, consistent rebuilding of the EU's image.

As stated in its communication of 2 July 2002, the Commission has so far concentrated on four defined priority information topics: enlargement, the future of the Union, the area of freedom, security and justice, and the euro. It has also obtained Parliament's and the Council's agreement for a fifth PRINCE topic in 2004 – the role of Europe in the world – the more fully to meet the concerns of the Union's citizens.

The fact that various significant events will be taking place in 2004 makes it absolutely essential to update the strategies underlying the different priority information topics mentioned. In the first place this concerns enlargement. This communication strategy must be pursued beyond the decisive date of 1

May 2004; it should not be confined to simply explaining the arrival of ten new Member States but should also cover the ongoing negotiations with the other candidate countries and the further dimension of the new neighbourhood policy. This involves educating the public about a continuing process of drawing the frontiers of tomorrow's Union. The guidelines laid down by the Commission in its communication of 10 May 2000 are still the appropriate reference.

A review is even more warranted where the future of the Union is concerned. The negotiations at the Intergovernmental Conference are still going on, and the new strategy to be implemented with regard to the new constitutional treaty will therefore have to take account of the European elections and, in particular, of the new timetable for future negotiations.

Beyond 2004, which is a transitional year, it is also essential to think about the relevance of other topics, which may, with an eye to consistency, correspond more fully to the Commission's policy priorities.

Apart from updating current topics, the timetable for 2004 will also provide an opportunity

for preparing, for 2005, a better match between the strategic priorities of the new Commission, set out each year in the Annual Policy Strategy decision, and the various priority information topics. Full account will also have to be taken of the fresh priorities identified in the new financial perspective.

The Commission is of the opinion that the enlargement of the EU will have to be flanked by a greater degree of interinstitutional cooperation, based on better programming and a more structured redefinition of the various priority information topics for 2005 and subsequent years. The programming will also have to be multiannual. It could, for instance, cover a four- to five-year period (2005-2009), accompanied by annual monitoring and mid-term review, based on impact indicators yet to be defined, the more accurately to reflect Parliament's term and the Commission's mandate.

The Commission deals with the issue of the means available to the Commission which are both centralised and dispersed. Meeting the challenge of developing information and communication strategy in the context of EU-25 requires not only the adaptation and extension of all means to this new horizon (partnerships proposed with the Member States as well as with their local and regional bodies, relays and networks, various audiovisual tools, multimedia and surveys), as well as the provision of sufficient resources both at headquarters and in the 25 representations.

FINANCIAL STATEMENT :

- Total allocation for action (financial intervention and technical assistance): EUR 193.239 million in CA (EUR 65.169 million in CA in 2004; EUR 63.835 in 2005; EUR 64.235 million in 2006.

- Period of application : 2004-2006.

- Overall multiannual estimate of expenditure 2004-2006 (commitment appropriations and by budget line) :

- Financial intervention : EUR 179.205 million broken down as follows:

16 02 02 – Citizens' information via the media : EUR 28.165 million;

16 02 03 – Direct communication – Media : EUR 8.300 million ;

16 03 01 - Public opinion analysis and proximity actions : EUR 22.800 million;

16 03 02 - Actions in the field of communication : EUR 27.190 million;

16 04 02 - Tools for information to the citizens : EUR 24.250 million;

16 04 03 - Communication tools : EUR 15.900 million;

16 05 01 - Information outlets : EUR 52.600 million.

Technical assistance : EUR 14.034 million broken down as follows :

16.01 04 01 - General information work concerning the EU : EUR 0.540 million;

16010402 – Information outlets : EUR 0.942 million;

16010403 - PRINCE Programme : EUR 8.352 million;

16010404 - Communication work : EUR 4.200 million.

- Overall financial impact of human resources and other administrative expenditure : EUR 3.900 (1.300 million EUR/year.

- Total cost 2004-2006: EUR 197.139 million.

Information and communication: strategy for the European Union

2002/2205(INI) - 10/04/2003 - Text adopted by Parliament, single reading

Parliament adopted, by 320 votes in favour, 37 against and 48 abstentions, an own-initiative resolution on an information and communication strategy for the EU. (Please refer to the text dated 17/02/03).