


Procedure file

Basic information		
INI - Own-initiative procedure	2002/2205(INI)	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		11/07/2002
		PPE-DE BAYONA DE PEROGORDO Juan José	
	Committee for opinion	Rapporteur for opinion	Appointed
	AFET Foreign Affairs, Human Rights, Common Security, Defense		11/09/2002
	PPE-DE TRAKATELLIS Antonios		
	BUDG Budgets		12/09/2002
		PSE GILL Neena	
	LIBE Citizens' Freedoms and Rights, Justice and Home Affairs		
	FEMM Women's Rights and Equal Opportunities		05/11/2002
		PSE VALENCIANO Elena	
Council of the European Union	Council configuration	Meeting	Date
	General Affairs	2474	10/12/2002
European Commission	Commission DG	Commissioner	
	Communication		

Key events			
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 54
Stage reached in procedure	Procedure completed
Committee dossier	CULT/5/16834

Documentation gateway

Non-legislative basic document	COM(2002)0350	02/07/2002	EC	Summary
Committee of the Regions: opinion	CDR0124/2002 OJ C 073 26.03.2003, p. 0046-0052	20/11/2002	CofR	
Economic and Social Committee: opinion, report	CES0072/2003 OJ C 085 08.04.2003, p. 0129-0132	22/01/2003	ESC	
Committee report tabled for plenary, single reading	A5-0053/2003	17/02/2003	EP	
Text adopted by Parliament, single reading	T5-0187/2003 OJ C 064 12.03.2004, p. 0393-0591 E	10/04/2003	EP	Summary
Non-legislative basic document	COM(2004)0196	20/04/2004	EC	Summary

Information and communication: strategy for the European Union

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 approach: - 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

The committee adopted the own-initiative report by Juan José de BAYONA de PEROGORDO (EPP-ED, E) on an information and communication strategy for the EU. MEPs underlined the crucial importance of information policy in the context of enlargement and of drafting a European Constitution. The report affirmed that citizens had the right to have access to a full, impartial and objective flow of information on the EU, in their own language and "in plain language". The diffusion of this information in all official languages recognised within the Member States and lesser-used languages should be ensured by the appropriate authorities. Information on the EU institutions should be available in the official and co-official languages of the existing information and representation offices and of the new offices in the applicant countries. The information distributed by the EU must highlight the "common European values", namely democracy, pluralism, security, solidarity, equal opportunities, cohesion, etc., and at the same time show citizens the practical advantages in their daily lives of belonging to the Union. MEPs expressed concern at the poor turnout in European elections (49% in 1999) and called on all the EU institutions, the Member States and the applicant countries to "make an exceptional information effort" for the elections to the EP in June 2004. They wanted the information campaign to be centred particularly on the use of television. Given the efforts that were needed, the committee was concerned by the insufficient short- and medium-term financial and budgetary estimates for a real information policy. However, it was appreciative of the Commission's intention to consolidate interinstitutional cooperation and establish a joint strategy in this area. MEPs confirmed their own commitment to closer cooperation between the EU institutions, the creation of more synergies between EP and Commission activities, a rationalisation of structures, the most effective use of staffing resources and making savings in administrative expenditure. They also welcomed the fact that the subject of the 'EU's role in the world' was regarded as a priority of the PRINCE programme. More generally, the committee wanted to see more decentralisation of the EU's information activities, involving not only the Member States but also the national parliaments and the regional and local authorities. It also said that Parliament's information offices should play a more significant role, in cooperation with their local partners, in implementing and adapting on the ground the institutional strategy that had been defined. The EU institutions were urged to enhance their efforts to develop specific training programmes for media professionals. In addition, MEPs wanted an annual debate on EU information policy to be held in plenary sitting before the budgetary guidelines for the following year were laid down. Lastly, the report called for the EU's information strategy to be directed towards women in the applicant countries as well, and for gender-neutral non-discriminatory language to be used in information and communication campaigns.?

Information and communication: strategy for the European Union

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).?