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INFORMATION PROGRAMME 1974-1975

CONTENTS

	Page
Introduction	1
I. Information policy within the Community	3
Attitudes towards the Community	3
The role of information	4
Communication with the public	5
(a) Methods	6
(b) Priority subjects	7
(c) Target audiences	9
(d) Choice of media and methods	12
Television, radio and films	12
Publications	13
Visits	15
Exhibitions	15
(e) The role of the Information Offices	16
II. Information on development and cooperation	17
Action in the Member States	17
Action in Africa and the Caribbean	18
III. Information policy towards and in non-member countries	18
Geographical areas	18
Subjects	19
Groups	19
Means of information	20
Implementation of an information programme for non-member countries	20

INTRODUCTION

1. The principal task of the Commission's information policy during the next two years is to promote the attainment of the objectives presented to the European Parliament by Mr Ortoli on behalf of the Commission in February 1973, the essential feature of which is "the association of the peoples of Europe with the building of the Community". One of the means by which this may be achieved is in fact "objective and accessible information".

2. This is not an easy task and cannot be carried out overnight. As Mr Seefeld (the rapporteur) reminded the European Parliament during the debate on information policy last May, "to tell us to create Europe in easy; to do the actual creating is difficult ; but it is still more difficult for many Europeans to understand what it even means". So we should not expect the Commission to be able to make a spectacular and rapid improvement in attitudes towards the Community by itself. We must realize that to a considerable extent these attitudes are and will remain dependent on the resolve or lack of resolve, on the part of the Governments of the Member States, to put the programme which was approved at the Paris Summit into effect by the deadlines set.

3. Nevertheless, the Commission is well aware of the difficulties which have to be overcome and has already taken the first steps towards its objective. What was needed first of all was a more efficient organization. At its meeting on 26 September the Commission took a number of decisions concerning :

- a) reorganization of Directorate-General for Information ;
- b) definition of the duties of the Spokesman's Group ;
- c) clarification of relations between Directorate-General for Information and the Spokesman's Group and procedures for ongoing cooperation between the two departments ;
- d) adoption of new methods to make Directorate-General for Information a more efficient instrument of the Commission's information policy.

The spirit in which this new departure needs to be made will be one of strictness (in defining objectives and directing activities), of flexibility (in adapting the programmes to actual situations and events), of dynamism and of rapid action.

4. Moreover, ways and means of strengthening and developing cooperation with the information services of Member States with a view to joint action in member and non-member countries must be examined. In this connection, Vice-President Scarascia Mugnozza intends to hold discussions in the near future with the members of the Governments of the Member States responsible for information and at the same time step up the work being carried out in conjunction with the Council Working Party on Information. In addition, there will be closer cooperation with the appropriate departments of the other Community institutions.

5. We must realize in drawing up these general guidelines for the next two years that 1974 will be a year in which the decisions referred to under 3 above can only be put into effect gradually. The Community's development and the experience gained while following the general lines of policy set out below will certainly make other changes necessary in due course. In fact, the 1974 programme will have to be very flexible as regards the use of funds; there must be real opportunities for adjustment, and a substantial budgetary "reserve" must be available.

6. For this reason the Commission considers it very important that its information policy should be kept under the closest scrutiny. To this end, its Members will regularly devote time to evaluating the results of the policy and to considering the advisability of measures to cope with any new needs which might arise.

I. INFORMATION POLICY WITHIN THE COMMUNITY

Attitudes towards the Community

7. There are many grounds for serious concern about recent developments in public opinion in the member countries regarding the European Community.

8. The reports recently presented by the Heads of the Information Offices in the Member States as well as other information provided by public opinion polls in particular, underline the gravity of the situation. Although in some of the original Member States both the general public and opinion leaders remain basically well-disposed towards the Community, there are growing signs of disquiet. Real hopes have been raised by the enlargement of the Community and the Paris Summit. But there are growing fears that the Community will not succeed in giving effect to the programme approved in Paris by the deadlines laid down, and this is liable to cause a major setback to interest and support for the Communities. Inflation and the present energy crisis have also had a marked negative impact on attitudes. What is more, important groups within the political parties, in particular the younger generation, are extremely critical of - not to say hostile to - the Community. Another source of anxiety is the attitude of the trade unions, which have been faithful allies hitherto. They are extremely concerned at the difficulties encountered to date in bringing in a more active social policy and a more efficient regional policy. They are wondering whether they can maintain their support if positive decisions are not taken rapidly in these fields and in others which directly affect them.

9. The situation in the new Member States is even more serious. This is particularly true of the United Kingdom. There one of the two main parties is pledged to renegotiate the terms of accession and the TUC still refuses to take part in the work of Community institutions (and the latest polls show a serious fall in support

from the public at large). In Denmark too there is strong criticism of the Community, and although in Ireland the situation as a whole is much more favourable, there is a risk that the hopes raised by accession will not be realized and that consequently support for the Community will decline there as well.

The role of information

10. One thing is certain: no information policy can be a substitute for real achievements. We must be well aware that the results of the Commission's information policy will be largely dependent on the decisions taken - or not taken - by the Governments of the Member States during the next few years.

11. There are, none the less, a number of possible ways in which information policy may help to arouse and increase popular acceptance of the Community in general and the Commission in particular.

12. The most important contribution it could make would be to the development of a feeling of solidarity among the peoples of the member countries and to the conviction that the success of the Community is essential to their own well-being and to the future development of a just and humane society in Western Europe and also to the ability of the Community countries jointly to play an important part on the world scene.

13. The Commission has an essential role to play in urging the peoples of the Community to adopt this set of positive attitudes to its activities. It will be unable, however, to take on this role if it does not succeed in retaining and extending the support that it enjoys at present in the member countries or if it shows itself incapable of answering effectively the criticisms levelled against it.

Communication with the public

14. An active Commission information policy is of capital importance in this context. The Commission must not be content to release to the public information on all its proposals and activities in the hope that they will find a positive response. It must also be able to react swiftly and effectively to certain attitudes or unforeseeable events.

The needs of its audience must first of all be understood. The information supplied must then be as clear and as simple as possible and adapted to the various sections of society for which it is intended.

15. This requires:

- (a) greater care in the presentation of Community policy proposals to the general public;
- (b) a more sustained effort to tailor the content and form of the information to the specific needs of the particular sections of the public concerned - through a keener awareness of their interests and preoccupations, for instance;
- (c) a clear set of priorities as regards the sections of the public concerned;
- (d) a set of measures to assist the Information Offices to perform their task more effectively with a view, in particular, to decentralized information;
- (e) a review of the methods and media used to inform the public;
- (f) and in particular a more pronounced desire to reach the public at large, chiefly through mass media such as television and radio.

a) Methods

16. With the adoption of a new structure of Directorate-General for Information the Commission has acknowledged the fact that a three-stage information process is needed to obtain the best results.

First stage

It is the task of the Spokesman's Group to provide a rapid news service on day-to-day events, in particular for members of the press accredited to Brussels. This flow of information is also sent to the various departments in Directorate-General for Information and to its Offices in the member and non-member countries.

Second stage

In providing basic information on day-to-day events the Spokesman's Group and Directorate-General for Information work closely together in order to supply the necessary documentation in various forms (background notes, interviews, etc.) to people working in the media and also specialized groups.

Third stage

Directorate-General for Information is primarily responsible for this stage and, through cooperation between its various divisions and offices and with the Directorates-General concerned, provides, in a variety of ways, numerous opportunities for more complete and more detailed explanations and also for discussions on activities of the Commission in general.

17. In order to prepare and sustain this three-stage process, it is essential that provision be made for practical mechanisms for ensuring close liaison at all times between the Directorate-General concerned, the staff of the Member of the Commission responsible, the Spokesman's Group and Directorate-General for Information. This is the aim behind the Information Policy Steering Groups at present being established as part of the reorganization of information activities. Here the "correspondents" of the Directorate-General would therefore have a major part to play.

18. The aim of these Steering Groups will be to discuss and prepare the coordination of information activities in order to give maximum publicity and support to the Commission's positions and proposals, in particular by improving the manner in which they are presented to the general public or to a particular audience. In the past too little attention was given to this approach, which is more practical and more oriented towards the people for whom the information is intended.

(b) Priority subjects

19. The priority subjects for the next two years will, in the main, be dependent on the programme adopted at the Paris Summit and on whatever develops at Copenhagen ~~and special efforts with meetings~~. Special efforts will have to be made to ensure their coherent, coordinated and intelligible presentation in the light of the real preoccupations and interests of the public, which must have a feeling of involvement.

20. Without systematically running through the list of policies mapped out by the Paris Summit, one or two of them may be mentioned. The work involved in presenting and explaining information on economic and monetary union, for example, is proving particularly difficult. The concept of economic and monetary union is too comprehensive, too abstract or too technical in its purely monetary aspects. So, public opinion is often sceptical, especially at the apparently fruitless succession of ministerial conferences and meetings. The public should be guided towards a better understanding of the general political significance and the practical implications of economic and monetary union, including the coordination of economic policies (the fight against inflation) and its accompanying facets (regional policy, tax policy, etc.).

On this point, as on others (social policy, regional policy, environmental policy etc.), understanding and approval were forthcoming for the Commission when, during its first weeks in office, it got down to work seriously in order to meet the firm deadlines imposed by the Summit. It made proposals,

but its efforts were not always rewarded and we shall have to wait until the end of 1973 before passing final judgment on whether the commitments entered into have been fulfilled or not. The Commission is unrelentingly endeavouring to make important progress and to achieve a substantial number of the objectives laid down, bearing in mind the negative effects on public opinion of delays and failures.

21. The general public is also very much aware of the obstacles to movement of persons and goods which still exist in the Community, whether they be frontier delays, technical barriers or the equivalence of degrees and diplomas. Maximum publicity should be given to the Commission's moves to alleviate or overcome these difficulties.

22. Finally, a large section of public opinion, the exact size of which varies of course from country to country, is also responsive to the criticism that the Community is not sufficiently democratic and that the European Parliament does not possess sufficient powers. More information should therefore be provided on the Commission's recent initiatives for practical improvements and increased budgetary powers for the European Parliament with a view to strengthening the Community's institutions and preparing the way for European Union.

23. The numerous other sectors in which the Commission is active, namely the agricultural policy and its improvement, assistance to the developing countries, the important trade and monetary negotiations and the implementation of a common energy policy will be watched particularly closely by the Information Policy Steering Groups. With greater coherence and rapidity, it will then be possible to launch and adjust information programmes in the light of changing political situations and appropriate Commission decisions.

(c) Target audiences

24. Just as the Commission must decide on its general priorities for the messages it wishes to put over, so it must also decide on priorities regarding its target audiences, making use of intermediaries (professional bodies, trade unions, groups, associations, etc.) in the majority of cases.

25. The Directorate-General is now considering the whole network of contacts between the Commission and these bodies as regards the effectiveness of their work in the various sectors of Community activities, the type of financial aid which has been granted to them, and our administrative procedures so far as they are concerned.

26. As regards the priority to be given to different sectors over the next two years, the Commission considers that particularly sustained efforts should be made to reach trade unions, young people, teachers and politicians.

Trade Unions

27. Indisputably, a special effort must be made to improve information among workers, represented by the trade unions. This is also necessary if the trade unions are to feel that Commission decisions concern them.

28. One of the Commission's most important arms for this purpose is the existence within the Directorate-General for Information of the Division for Information to trade Unions. The staff of this Division will soon be increased to enable it to cope with the growing call on its services resulting from the enlargement of the Community.

The Commission also intends to maintain and expand the working relations which have been established over the years with the Community-wide trade-union organizations.

29. However, a particular effort should now be made to increase the trade-union information activities of the Information Offices and improve their relations with national trade-union organizations.

30. It is also planned to improve the supply of documentation on the Communities to trade unions, both at European and at national level. Account will also be taken of the trade unions' own wish to receive other types of publication and for the production of multi-media kits (for the design of which Directorate-General for Information is cooperating closely with the trade unions and which have already achieved some degree of success).

31. The current programme of activities for trade-union schools will also be stepped up, and efforts will also be intensified as regards the trade-union press. The cooperation of the principals of many of the schools has already proved a valuable contribution to the Commission's work, especially in view of the role of these schools as disseminators of information.

Youth

32. The principal task of the Commission in this field is to meet the wish of Member States as expressed in point 16 of the Hague Declaration, namely that young people should be more closely associated with the work of the Communities.

33. In this connection the Commission will be following most attentively the course of the discussions on the proposals it has submitted for the establishment of advisory youth bodies. At the same time it will apply itself to working up its activities with the youth representative organizations.

34. At the same time, the Directorate-General for Information will continue to supply these organizations with information on Community activities both at Community and national level, while the press, radio and television will be used to reach young people who do not belong to organizations.

Teachers

35. The importance of teachers needs no further demonstration, and the decisions of the Paris Summit provided added reasons for achieving closer relations with them.

36. With this end in view the Commission will continue its longstanding work on supplying information about the Community to educational circles and encouraging their interest in this field, by means of publications, visits, symposia and assistance to voluntary groups particularly concerned with promoting Community studies.

37. In this connection, attention will be concentrated in particular on teachers, to those in secondary schools, higher education and adult education. A highly developed network of contacts already exists in each sector. A series of means have also been developed for supplying teachers with information on the Community, arousing their interest in this field and encouraging them to teach the subject. They include publications (especially European Studies, Teachers' Series), aid to teachers' organizations planning to hold symposia and talks on the Community and visits of individuals and groups to Brussels, grants for university research on the Communities, prizes for university theses on the Community and support for completion of an inventory of research on the Community.

Politicians

38. Although DG X in Brussels and the Information Offices have maintained ~~and~~ ~~with~~ ~~through~~ ~~regular~~ ~~contacts~~ ~~have~~ ~~been~~ ~~and~~ ~~its~~ ~~with~~ ~~optimal~~ ~~to~~ ~~be~~ ~~maintained~~ ~~with~~ ~~the~~ ~~public~~ ~~circles~~ ~~in~~ ~~member~~ ~~countries~~; ~~there~~ ~~has~~ ~~been~~ ~~no~~ ~~specific~~ ~~program~~ ~~over~~ ~~the~~ ~~last~~ ~~few~~ ~~years~~ ~~to~~ ~~meet~~ ~~their~~ ~~needs~~ ~~for~~ ~~information~~.

39. The starting point is to identify the various categories of those who play or who will play important political roles in the member countries. They include Members of the national Parliaments, leaders of national parties, ~~heads~~ ~~of~~ ~~regional~~ ~~and~~ ~~local~~ ~~parties~~, ~~of~~ ~~regional~~ ~~and~~ ~~local~~ ~~parties~~.

As regards specific action, it is proposed that we should initially work closely together with the Information Offices to broaden our range of contacts with people in these categories, supply them with better documentation and encourage discussions on Community themes.

(d) Choice of media and methods

40. Another field calling for particular attention is the choice of media and other methods of communicating with the public open to the Commission. The Commission, which is aware that vigorous action is needed to amplify its activities to provide the general public with information, intends to devote a large part of its work in the field of mass media to television and radio.

Television

With this aim in view, efforts will be made not so much to mount independent productions but to obtain more time on existing or scheduled programmes.

Accordingly, the Commission has instructed the Directorate-General for Information to make greater efforts in this direction both in Brussels (where a colour TV studio with facilities for live broadcasting may be installed and used mainly by TV reporters) and in the capitals of the Community countries (appointment of officials whose duties would include maintaining regular contacts with television). It is also to cooperate more closely with the television networks.

Radio

41. The Commission will also step up its activities as regards radio. To improve the facilities offered to radio reporters, it is now introducing an experimental sound-wave service for regional stations in some Community countries and establishing a monthly information bulletin for use by those stations.

Films

42. The importance of films is indisputable - particularly for providing the general public with a steadier flow of information than the other media can supply. But here again action will consist of cooperation on films produced by outsiders, taking the form of financial support or material and technical assistance, although this does not preclude encouragement for ventures which are particularly designed to communicate to a wider audience the various aspects of the unification of Europe. There are, exceptions however, such as the need to have available a general film about the Communities for groups visiting the Schuman Centre in Brussels, Luxembourg and the Information Offices.

Publications

43. Publications continue to be of capital importance for reaching opinion leaders. They are mainly used for providing fairly detailed information about the various activities of the Communities.

Periodicals

44. The most important among these are the monthly magazines published by the Information Offices in the Community capitals. The Commission considers the magazines to be of considerable worth mainly for providing regular information to opinion leaders belonging to priority groups. It will therefore carry on publishing them, while taking the necessary measures to ensure not only that the circulation files are systematically revised and adapted to the objective pursued but also that the magazines reflect more directly the Commission's political preoccupations. Finally, we would stress that as a result of the correspondence they give rise to these magazines also constitute vehicles for carrying on a dialogue with the public and thereby help to produce a flow of rebound information which should be gathered more systematically.

45. As regards other periodicals, the Commission proposes to improve both their content and their circulation. This applies in particular to the Newsletters, the "Communauté Européenne Information" magazines and the European Studies (trade-union series, teachers' series and agriculture series) which have amply revealed their usefulness.

Occasional publications

46. One of the basic priorities in this field is the publication in all the Community languages of a basic brochure of the type "The Facts", "I fatti", which is currently in progress. It will be regularly revised, as is the case with other basic publications like, for example, the work on the Community institutions, whose importance is demonstrated by the number of editions that it has gone through.

47. Brochures on particular topics. It must be acknowledged that the Commission information departments require regularly updated documentation on the principal areas in which it is active and in particular on the various sectoral policies either proposed or

implemented. This documentation will be assembled by the Information Offices either at the initiative of the central departments in Brussels or in agreement with them and will take the form of low-profile brochures or studies, depending on the circulation envisaged, while the main selection criterion will continue to be speed and efficiency.

Visits

48. In view of the very great number of requests for information visits to Brussels compared with the limited resources at the Commission's disposal (in terms of availability of interpreters, lecturers and rooms with simultaneous interpreting facilities), the Commission has to select information visits very carefully mainly on the basis of the priority groups and subjects indicated in this programme.

49. Instructions have already been given to Information Offices to hold preparatory meetings as soon as possible for groups coming to Brussels, so that groups do not arrive having no knowledge of Community institutions and problems.

50. Attention is being given to the possibility of Information Offices increasing their capacity to receive groups, thus supplementing the activities of the Schuman Centre in Brussels and the new Schuman Centre in Luxembourg which will begin to operate during the coming year.

Exhibitions

51. A fundamental distinction must be made in particular between universal and international exhibitions on the one hand and international trade fairs on the other, without forgetting, at the other end of the scale, the mobile exhibitions placed at the disposal of the Information Offices and supplementary information services to accompany these operations and make them fully worthwhile.

52. Universal and international exhibitions.

As regards this first category of non-commercial exhibitions of a cultural and informative nature, the Commission proposes, in view of their worldwide scope and their political and prestigious nature, that the Community as such should be represented provided that a majority of the Member States participate and a joint presence is possible.

53. International trade fairs.

There are no plans to participate in trade fairs in the major industrialized countries of Western Europe and North America (except for certain very specialized ones), since the cost is generally too great to achieve a worthwhile connection level.

However, the Commission will participate in trade fairs held in countries which are still relatively underdeveloped and where the political significance of such events is considerable, and will choose the venues where it exhibits on the basis of the ties existing between the Community and the countries in question or the problems arising in its relations with them (which is how we came to participate in the Tunis, Izmir and Mogadishu international trade fairs in 1973).

(e) The role of the Information Offices

54. The Information Offices are the most important means available to the Commission for communicating direct with the member countries. Not only are they in permanent contact with national circles and in a position to pass on information from the Commission, but they are also well placed to provide the Commission with information on the preoccupations and interests of the public in each of the member countries, which it needs if it is to conduct an effective dialogue. A great deal needs to be done as regards staff, equipment and communication channels to enable the Offices to operate with optimum efficiency. During the past year new Offices have been set up in Copenhagen and Dublin and the staff of the London Office has been strengthened.

55. To enable the Information Offices to give swift and precise answers to specific questions, a central documentation service is currently being created in conjunction with the Spokesman's Group and in the context of the ECDOC projects.

56. However, one of the main problems to which a satisfactory solution will have to be found in the next two years is that of the decentralization of information at regional level either by setting up branches or suboffices or by other suitable means such as the creation of mobile teams.

II. INFORMATION ON DEVELOPMENT AND COOPERATION

57. An important branch of information policy in which activities overlap both in member and in non-member countries is the promotion of the Community's connections with the developing countries, especially those in Africa south of the Sahara.

With the negotiations currently taking place to renew the Association Agreements, this aspect of information work will cover a wider field and assume greater importance.

Action in the Member States

58. Information policy will aim to improve the supply of information on the Community's development and cooperation policy and make this policy more attractive to the public.

59. In this context the information work begun in the Member States must be developed and intensified by the means used so far - certain television programmes, trips by European journalists, lectures, films and debates in the universities, and so on.

60. In addition to these methods the appropriate Commission departments will make systematic contact with nongovernmental bodies which influence public opinion with a view to working in close collaboration with them so that they can amplify their information activities in the areas and social spheres in which they work.

Action in Africa and the Caribbean

61. A similar effort will be made to develop the same sort of information links as those set up with the present associated countries for all the potential associates. Here radio is still fundamental to our work. Excellent relations have been built up over the years with the African and European broadcasting stations cooperating in their field with the developing countries.

III. INFORMATION POLICY TOWARDS AND IN NON-MEMBER COUNTRIES

62. The provision of information for non-member countries presupposes coordination and a detailed and steady exchange of information between ~~Directorate-General for Information and Directorate-General for External Relations~~ and ~~Directorate-General for Information and Directorate-General for External Relations~~. This cooperation already exists and needs to be extended and made more systematic.

Geographical areas

63. Priorities are determined by political and economic realities such as the need to safeguard the Community's economic interests vis-à-vis our main trading partners, the enlargement of the Community (which has posed problems for the neighbouring EFTA countries which did not apply for membership and with which the Community has concluded free-trade agreements), links with the associated countries, etc. Given these criteria, the following are regarded as priority geographical areas:

(a) main trading partners, in particular:

the United States, Japan and Canada;

(b) neighbouring countries in Europe (free-trade area agreements), in particular:

Norway, Sweden, Austria and Switzerland;

(c) associated countries in Europe:

Turkey (Greece), also Malta and Cyprus;

(d) other European countries:

Mediterranean countries (Spain and Yugoslavia in particular);

(e) Latin America.

Subjects

64. The subjects of interest to non-member countries differ according to whether they are, for example, major trading partners outside Europe, highly industrialized neighbouring countries in Europe or developing Mediterranean countries. A number of subjects such as commercial policy and agricultural policy are of interest to all countries, while others such as transport policy, for example, chiefly concern our neighbours in Europe.

65. Generally speaking, the principal Community activities concerning non-member countries (and falling under the main head of "The Community in the World") are the following: commercial policy, monetary policy and matters relating to the reform of the international monetary system, agricultural policy (especially the social and political motivations behind it), policy towards developing countries, policy for industry, research, energy and the environment.

Groups

66. The Commission's information activities must of necessity be directed at the leading figures in the world of politics, labour and business in non-member countries. The priority groups are the following:

- (i) political groupings: governments, parliaments, political parties, high-ranking civil servants;
- (ii) the mass media: press, radio and television, which are both recipients and disseminators of information;
- (iii) business groupings: industry, agriculture, finance, trade and, in particular, the heads of organizations in these fields;
- (iv) trade unions;
- (v) the universities.

Means of information

67. In view of the geographical dispersion of the opinion leaders-abroad which the Commission endeavours to reach, the language problems and the problems resulting from the diversity of subjects which must be dealt with, the choice of the means of information is of capital importance. The most efficient means is direct personal contact bolstered by documentation and a follow-up service in the form of publications regularly supplied.

Information visits to Brussels by individuals or groups. Personal contacts between leaders of the groupings chosen or politicians and officials acquainted with Community activities are the most efficient means of providing information.

Lecture tours, seminars and discussion groups in non-member countries. The Commission will do its utmost to take part in the European events organized in priority non-member countries in Europe and in meetings dealing with international relations held in countries such as the United States, Canada and Japan. The establishment and development of "correspondents" comprising associations outside the Community which are capable of offering a platform to Community speakers should be one of the priority tasks.

Publications. The visitor must be provided with adequate documentation to make his visit an effective one. The regular forwarding of publications is a follow-up measure which maximizes the benefit from the direct contacts by which a national of a non-member country is made aware of Community affairs.

Apart from direct contacts, which are of necessity still limited, the Commission is endeavouring to reach as many chosen groupings abroad as possible, particularly by publications printed in their own languages and dealing with subjects in which they are likely to be interested.

Implementation of an information programme for non-member countries

68. The implementation of an information programme depends, to a large extent, on the existing infrastructure in non-member countries through which information in its various forms is channelled.

This infrastructure may be the responsibility of Commission departments (Information Offices in non-member countries) or of the Member States (information counsellors, press attachés and consuls in the Member States' diplomatic missions in non-member countries), or it may take the form of voluntary correspondents such as the national sections of the European Movement in Scandinavia, the local or foreign chambers of commerce in associated countries in Europe or Latin America, and associations such as the Council on Foreign Relations in the United States.

An Information Office in a non-member country is clearly the most reliable and most regular means of disseminating information because it enables a continuous and thorough information policy to be conducted.

69. The Commission intends to exploit fully the possibilities for cooperation between its Information Offices and information counsellors in Member States' embassies in non-member countries where such an Office exists (Council Decision, taken at the Commission's initiative on 31 January 1972). This cooperation also provides for the establishment of relations between the Directorate-General and those responsible for information matters in the diplomatic missions of the Member States in non-member countries by means of reports addressed to the Council and the Commission, ~~twenty or so of these reports have already come in.~~ the reply to the Council and the Commission of these reports have already reached the Commission.

(a) Main trading partners

70. United States A detailed programme for the "Community's information policy in the United States" is contained in a Communication from the Commission to the Council dated 9 May 1973. The Commission is doing as much as it can to carry out this programme given the number of staff at its disposal.

Canada. The entry of the United Kingdom into the Community has multiplied this country's information needs. In the absence of an Information Office Directorate-General for Information is at present in the process of stepping up its activities in conjunction with the Member States' information counsellors and the appropriate Canadian bodies.

Japan. In 1972 the Commission decided to open an Information Office in Tokyo but was unable to implement its decision for want of an agreement with the Japanese authorities on how it should operate. There are plans at the moment to open a Commission Delegation in Tokyo which would include an Information Office.

Pending the establishment of an infrastructure, the Commission's information activities in Japan remain fairly limited, going no further than information visits to the Commission.

(b) Neighbours in Europe

71. Norway and Sweden. The Information Office which has just been set up in Copenhagen will have the additional task of meeting the information needs of the other Scandinavian countries. To this end, it should seek to cooperate with a network of correspondents in Norway and Sweden in particular.

The information counsellors in the embassies of the Nine in Stockholm and Oslo are willing to give on-the-spot cooperation.

The Copenhagen Office's information activities in Norway and Sweden should supplement and complement those of national organizations in those countries, which the Commission will continue to encourage. These activities should be concentrated mainly in the publications field. The Newsletter which is published twice monthly in Danish by the Copenhagen Office will shortly have a Norwegian and a Swedish supplement. Furthermore, a number of basic brochures, to be published in Danish by the Copenhagen Office, will be translated into Norwegian and Swedish and adapted to the information needs of those countries.

Directorate-General for Information

Finally, in close cooperation with D.G. II, the Copenhagen Office will organize information visits to Brussels and will contribute as far as possible to European events in Sweden and Norway.

Austria. The main aim of the information programme towards Austria will be to ensure that the public remain very favourable to the Community by explaining to them the possible areas of cooperation opened up by the Agreement between the Community and Austria. Visits to Brussels, participation in seminars in Austria and the setting-up of a network of correspondents are the main means available for carrying on such information activities.

Switzerland. The existence of an Information Office in Switzerland makes for better organization of the Commission's information activities for the Swiss and for the large number of international organizations in Geneva.

In several of these organizations, the Commission is the Community's spokesman and/or negotiator. So the Geneva Office has a dual responsibility: to remain in contact with the international community in Geneva and to meet the information needs of Switzerland.

(c) Associated countries in Europe

72. The associated countries in Europe, which are eventually to become members of the Community, are entitled to detailed information which is mainly aimed at opinion leaders in these countries.

Turkey. In 1973 the Commission celebrated the tenth anniversary of the Association between Turkey and the EEC with various events in the field of information. These events should be followed up by efforts in the press above all.

In 1972 the Commission decided to open an Information Office in Ankara. The discussions on how it is to operate should be concluded shortly.

Greece. The Commission, which is following the political situation in this country very closely, will renew its information activities of this year in 1974, the main features of which are the following :

publications : a Greek version of the Bulletin is published in Brussels and sent to readers in Greece ;

visits : every request for a visit is put before the Commission, which decides on each case individually.

Documentation and Information Centre in Athens : the services of this centre have been reduced to a minimum and are mainly available upon request.

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To conclude, it should be stressed that the Information appropriations only partly reflect the information activities actually going on. Contacts made, relations established, communication networks used, a good deal of information transmitted (daily press releases in particular) cannot be calculated in money terms and are obviously not dealt with in this document.

Annexe : - Comparative table - Information funds
1972-1973-1974

- Comparative table - Information in Member Countries and
Third Countries - 1972-1973-1974

- Comparative table of Information allocations 1972-1973-1974

- Information "Budget-Programme" for the 1974 financial year