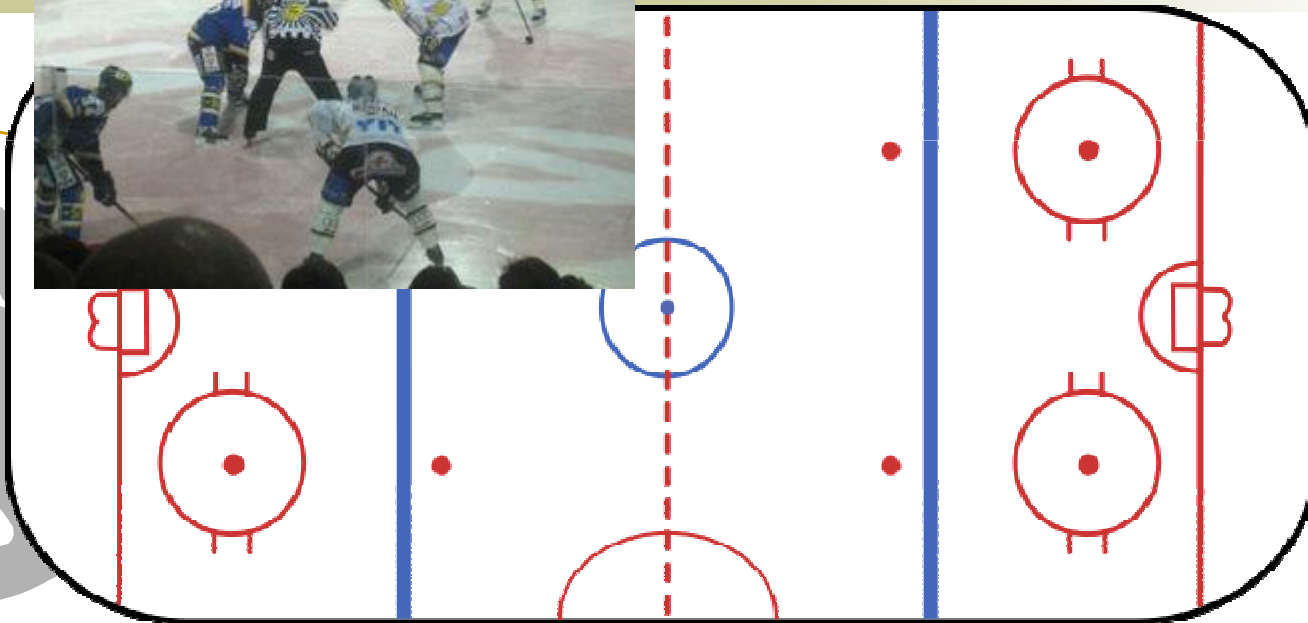


[Is anyone listening?]

The double dilemma of EU communication:
public image and media bias



The EU Communication Game



[Diagnosis: why is the game so boring?]

- Lack of communication policy
- Lack of communication principles
- Brussels focus
- Monologue
- Wrong communication channels
- Faceless machine



Medicine: how to bring back the crowds?

- A face for the Commission
- Inclusiveness: target groups and information sources
- Diversity: respect for differences of opinion
- Participation: dialogue between citizens and decision-makers



The new rules

- **Action Plan to Improve Communicating Europe** SEC(2005) 985
 - Internal change: redirecting resources and prioritising communication

- **Plan D: democracy, dialogue and debate** COM(2005) 494
 - Dialogue with citizens
 - Organising national debates

- **White Paper on a European Communication Policy** COM(2006) 35
 - A new policy area
 - European public sphere



[Recent documents]

- Communicating Europe in Partnership, COM(2007) 568:
coherent and integrated communication
- Communicating about Europe via the Internet:
Engaging the citizens, SEC(2007) 1742: tool for involvement &
strategy for improvement
- Debate Europe — building on the experience of
Plan D for Democracy, Dialogue and Debate,
COM(2008) 158:



[Listening]

- Dialogue
- Debate
- Consultation (Your Voice in Europe)
- Opinion surveys (Eurobarometers)



[Communicating]

- Better information about EU policies
- Fight the fog: use language people understand
- Citizen's perspective
- Partnership between the main players
- New communication channels and tools
- Debate Europe, commissioners' blogs, EUTube



[Going local]

- Decentralised communication
- Local, regional and national debate
- Adapting to & working with all stakeholders
- Multilingualism



[Multilingualism and translation]

Why do we translate?

To enable citizens of the EU Member States:

- to understand the laws that they have to comply with;
- to play a full part in EU activities;
- to make their contributions to the work of the EU institutions without having to learn a foreign language for the purpose.



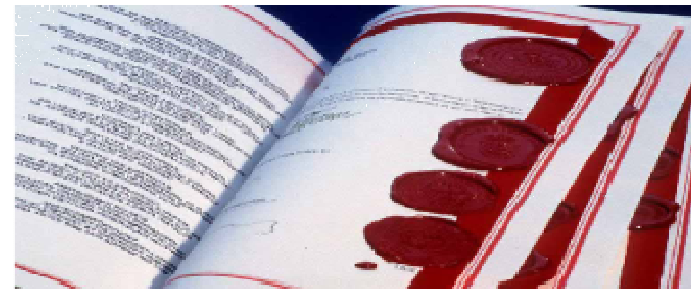
The legal basis

- Council Regulation No 1/58:

Regulations and other documents of general application shall be drafted in the official languages.

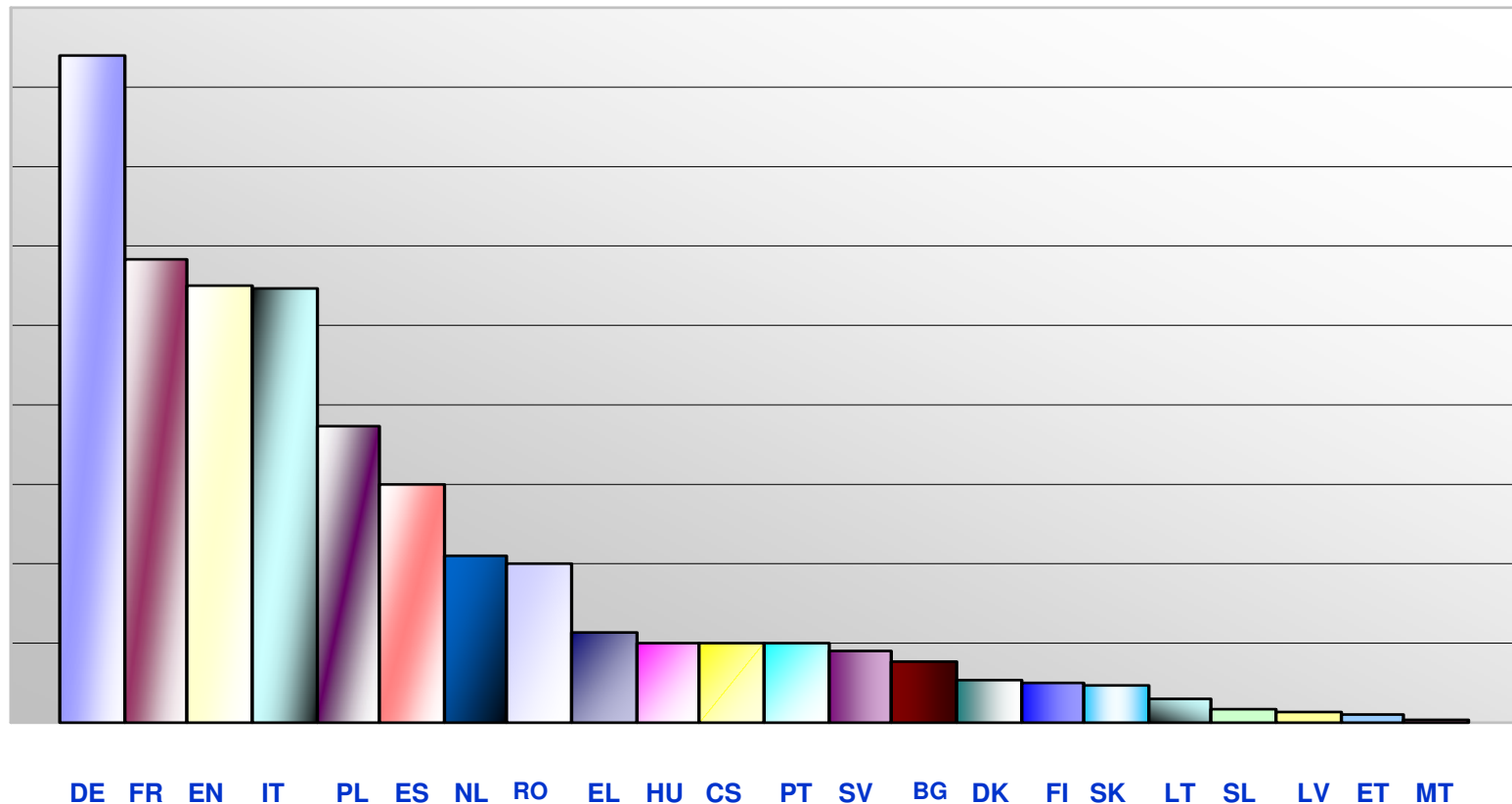
- Treaty establishing the European Community:

Citizens have a right to address the official EU bodies in any of the EU's official languages and to receive a reply in that language.



Official languages of the EU

Relative size of language communities



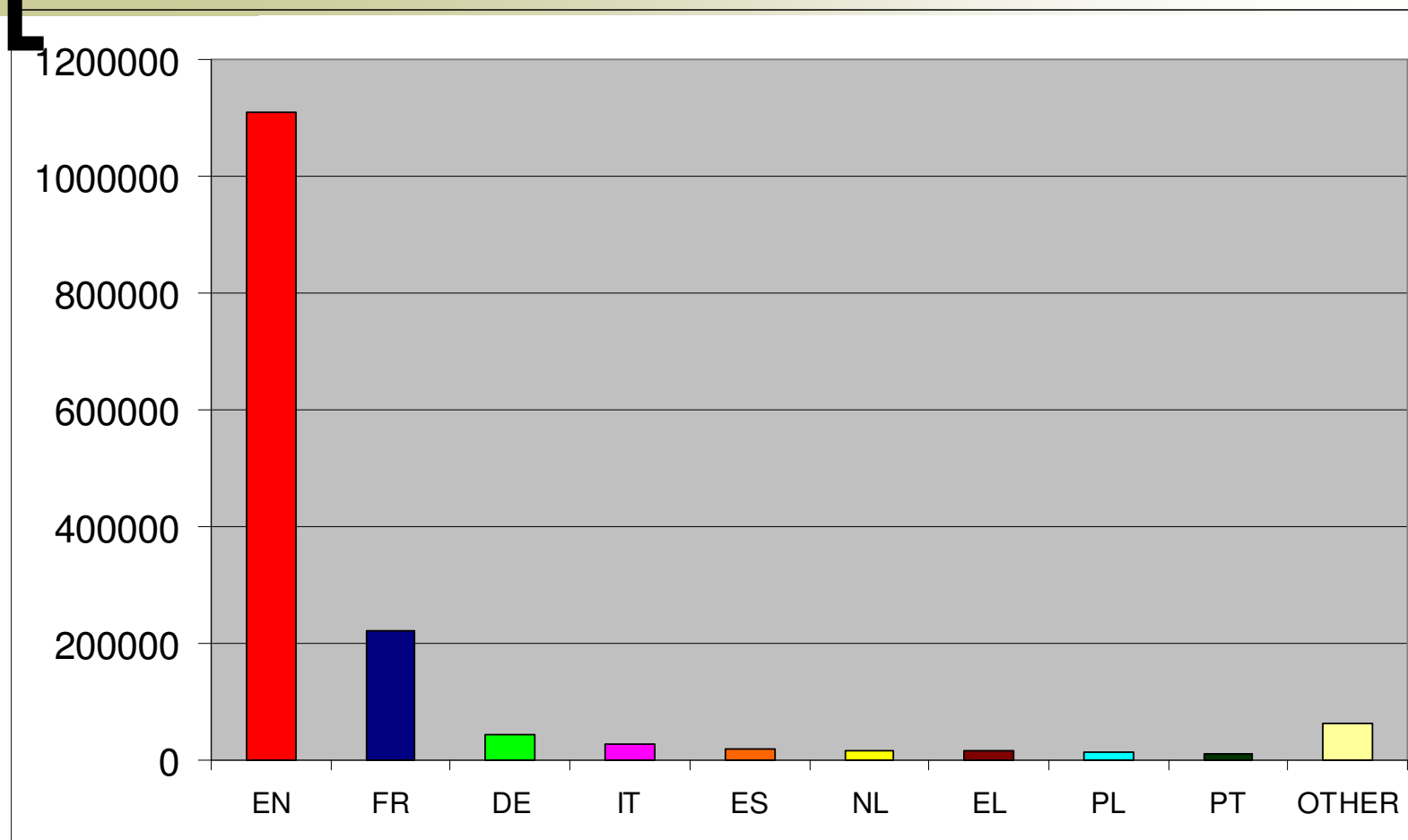
3.4.2008
Timothy Binham

EU Communication



12

Breakdown by source language (2006)



Commission Representation in Finland

- Staff of 20
- Two-way link between Brussels and Finland
- **Political section**
 - Communication towards Brussels
 - Reports and analysis
- **Media section**
 - PR, contacts with decision-makers, media, citizens
 - Information to the public
 - Visits to the Commission
 - Visits by Commissioners and Commission staff to Finland



Translators in Representations (1)

- Assisting in communicating EU
- **Helsinki**
 - Linguistic advice to public & internally
 - Localisation of press releases
 - Adapting other texts for the general public
 - Drafting webpages
 - Weekly newsletter and information on EU agenda



[Translators in Representations (2)]

Promoting multilingualism

- Presentations and lectures
- Contacts with language professionals & their associations
- Organising conferences and attending seminars
- Reporting to Brussels on language developments



[Commission press releases]

- Written for "the whole EU"
- Usually in EN, FR and DE, sometimes in all official languages
- Published in EU Press Room
- Localised in Representations



[Localisation]

■ Why localise?

- Europa site too extensive
- Insufficient information in Finnish
- Insufficient information about impact on Finland

”The laziness and ignorance of journalists cannot be overestimated” – which means that they are glad of any help they can get from the Commission, although they might not like to admit it



[Representation services



- EU information services
 - Info Point Mon–Fri 10.00–16.30
 - Hotline Mon–Fri 10.00–12.00
 - Library: by special appointment



[Contact information



■ Address

European Commission
Representation in Finland
Pohjoisesplanadi 31
00100 Helsinki

■ Internet:

www.ec.europa.eu/finland

■ Tel. (09) 622 6544

■ Fax (09) 6226 5478

■ E-mail:

comm-rep-hel@ec.europa.eu

[comm-rep-hel-
infolib@ec.europa.eu](mailto:comm-rep-hel-
infolib@ec.europa.eu)

dgt-helsinki@ec.europa.eu

