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TURKEY'S
EUROPEAN UNION
COMMUNICATION
STRATEGY (EUCS)

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TURKEY'S EUROPEAN UNION COMMUNICATION STRATEGY (EUCS)

EUCS: A Two-Way Strategy: To communicate Turkey to the EU and to communicate the EU to Turkey

- I. Communication Strategy towards the EU (CSEU)
- II. Communication Strategy towards Turkey (CSTR)

MAIN ELEMENTS

The following elements are valid for both the CSEU and the CSTR. The differences will be indicated separately.

1. Comprehensive, Single and Flexible Strategy: Establishing a Communication Strategy on which an overall consensus is reached

The aim is to develop and implement a comprehensive, flexible, dynamic, effective Communication Strategy, which is supported by an institutional structure; has the necessary financial sources and will always be open to the participation and contribution of all actors.

This draft Communication Strategy will be updated with the contribution of all relevant public institutions, civil society organizations, (CSOs), academia and communication experts. Moreover, the European Commission and the Member States will be consulted to this effect.

Under the general Communication Strategy, within the context of CSEU, differentiated **COUNTRY STRATEGIES** for the Member States (considering various parties and differences) will also be drawn up.

The CSEU is addressing all Member States and the EU Institutions. The special emphasis will be put on those MSs where there seems to be the lowest support for the Turkish accession.

Under the CSTR, differentiated strategies addressing various social groups (such as business environment, students, consumers, media etc.) might also be separately developed.

With the contributions of all participants, **ANNUAL PROGRAMMES** will be prepared and announced on the web site of the EUCS.

2. Structure and Actors: Establishing the structure and identification of the main stakeholders which will be valid for CSEU and CSTR

- I. EUCS Coordination Secretary/Director of the EUSG Civil Society, Communication and Culture:** The person who will be in charge of implementing and updating the EUCS, can act flexibly and effectively, will work directly with related internal and external communication actors and will be in direct communication with the EU Institutions.
- II. EUCS Board of Consultation and Guidance (BCG):** The board will be composed of the main actors who can make direct and greater contribution to the preparation and implementation of the EUCS. The BCG, when required, will approve the project proposals and act in a flexible and dynamic manner. Other institutions that could provide effective contribution as regards communication might also be involved in the BCG.

BCG MEMBERS:

Public Institutions (9):

1. Office of the Minister for EU Affairs and Chief Negotiator/Secretariat General for EU Affairs (EUSG),
2. Ministry of Foreign Affairs
3. Ministry of Interior
4. Ministry of National Education
5. Ministry of Culture and Tourism
6. Undersecretariat for Foreign Trade
7. The Council of Higher Education
8. Office of the Prime Minister - Directorate General of Press and Information
9. Secretariat for Promotion Fund

Civil Society (6):

10. The Union of Chambers and Commodity Exchanges of Turkey (TOBB)
 11. The Turkish Industrialists' and Businessmen's Association (TÜSİAD)
 12. Economic Development Foundation (İKV)
 13. Istanbul Foundation for Culture and Arts (İKSV)
 14. EU-Turkey Joint Consultative Committee (KİK) Turkish Wing
 15. Confederation of Businessmen and Industrialists of Turkey (TUSKON)
 16. Independent Industrialists and Businessmen's Association (MÜSİAD)
- III. The EUCS Board of Participants (BP):** The board will be composed of all actors contributing to the EUCS by various means and participating in EU communication activities. (Office of the Minister for EU Affairs and Chief Negotiator/Secretariat General for EU Affairs (EUSG), Ministry of Foreign Affairs (ABİG, ABSY, TAGY, İKGY, ENFD, Embassies, Consulate Generals), Ministry of Interior (Department of Associations), Directorate General of Press and Information (BYEGM), Secretariat for Promotion Fund, other relevant

Ministries, the Union of Chambers and Commodity Exchanges of Turkey (TOBB), CSOs (the Turkish Industrialists' and Businessmen's Association (TÜSİAD), Economic Development Foundation (İKV), Istanbul Foundation for Culture and Arts (İKSÜ)), Think-Tanks, Academicians, European Commission and EU Embassies in Turkey, National and Foreign Companies), Honorary Consuls, Professional Organisations of Tourism, CSOs of Member States, CSOs of Turkey that are active in MS etc.)

The BP will be able to make suggestions and evaluations to the BCG to effectively implement and update the EUCS and support the communication activities. Additionally, it may also propose projects other than the submitted ones and implement these projects in collaboration with relevant public institutions and CSOs.

IV. EUCS Board of Monitoring and Evaluation (BME): It will evaluate all kinds of communication activities and prepare the necessary financial and activity reports.

- a. Representatives of institutions organizing the activities,
- b. Representatives of diplomatic missions in the country or city where the activities are organized,
- c. Independent observers determined by the BCG,

will act as BME.

V. EUCS Volunteers/Ambassadors: Prominent singers, writers, artists, retired Turkish and foreign diplomats, students, foreign friends of Turkey, think-tanks, EU specialised academicians, etc.

VI. EUCS Contact Points: The CPs will be assigned by all the participating actors and will be in charge of EUCS activities. There will be contact persons at Turkey's diplomatic missions in the EU Member States, MS Embassies in Ankara and from the capital cities of MS who would like to cooperate and take part in activities, the central public institutions and their provincial organizations, governorships, municipalities, communication and EU departments of universities, think-tanks, national channels, newspapers, political parties, vocational organizations, trade-unions, CSOs, the Representations of CSOs in the EU Member States, Delegation of the European Union to Turkey in Ankara, EU Commission and other EU institutions who would like to be involved.

VII. EUCS Working Groups: Different working groups comprising EUCS volunteers, EUCS contact points and professional communication experts will be established based on various groups, sectors or subjects, when deemed necessary.

VIII. EUCS Web Site Team: The team will create and update the database, announce and schedule the EUCS activities, follow the project applications and publish documents. Internet tools like Facebook, Twitter and blog may also be used.

3. Working Method: Flexible, Effective and Transparent

The projects which necessitate networking or financial support, exchange of views or coordination are prepared in a certain format (Project Identification Form) and submitted simultaneously to the EUCS Board of Consultation and Guidance and the Board of Participants. Opinion on the project proposal is delivered as soon as possible by the Board of Participants. The Board of Consultation and Guidance will decide about the feasibility of the project, taking into consideration the views of the Board of Participants.

The projects which do not necessitate support will be transmitted to the EUCS BCG in order to provide coherency with the EUCS objectives and ensure coordination with the other EUCS activities. The feasible projects will be labelled as “EUCS activities” and be displayed on the EUCS web site.

All the applications are submitted and approved via e-mail and in a transparent way. It is possible to use the “silence procedure” in order to conclude the approval process of projects in a rapid and flexible manner. All activities are planned, scheduled and announced in time on the EUCS web site.

At the completion of every project, financial and impact assessment (Project Evaluation Form) report will be prepared and improvement suggestions will be given by the Board of Monitoring and Evaluation to the EUCS BCG and BP.

In addition to the projects submitted by different actors, the EUCS BCG and BP may also propose projects related to various subjects and implement them with the relevant public institutions and the CSOs.

The EUCS, without requiring a new legislation or structure, will be functioning within the current institutional structure of governmental organisations under the coordination and guidance of the Office of the Minister for EU Affairs and Chief Negotiator/EUSG and in coordination with the Ministry of Foreign Affairs and where necessary, with other stakeholders.

The Civil Society, Communication and Culture Directorate which was established with the new law (No: 5916) of the EUSG will function as the EUCS Secretariat and will be in charge of general coordination of the EUCS activities, where necessary, with other stakeholders.

4. Budget: Possible financial sources will include relevant budget items of the relevant institutions; in-kind or financial support from the private sector; establishment of sponsorship mechanism with companies; possible financial support from the European Commission; voluntary contributions. Provision of a special fund for EUCS, preparation of an annual budget and 3-year-financial frames are sought.

5. Duration and Timing: The EUCS is a sustainable strategy including short, medium and long term priorities (activities).

Messages and timing of activities are as important as the activities themselves. In all activities the most appropriate timing will be preferred for all parties. In this respect, scheduling of all activities with the contributions of all relevant actors in time is essential.

6. The Preparation Process:

- ✓ Drafting, March – September 2009
- ✓ Endorsement by the Council of Ministers- 14 September 2009
- ✓ Receiving contributions to the draft EUCS from the relevant public institutions- 15 September 2009
- ✓ Receiving contributions to the draft EUCS from the directly involved CSOs and think-tanks- 30 October 2009
- ✓ Completion of the organizational structure - end of December 2009
- ✓ Receiving contributions to the draft EUCS from the media – 23 December 2009
- ✓ Gradual implementation as of January 2010

Public Institutions Directly Involved in the CSEU

- Grand National Assembly of Turkey–Presidency of EU Harmonization Committee
- General Secretariat of Presidency of the Republic of Turkey
- Prime Ministry
- Turkish General Staff
- Ministry of State (Turkish Expatriates)
- Ministry of National Defence
- Ministry of Interior
- Ministry of Foreign Affairs
- Ministry of National Education
- Ministry of Industry and Trade
- Ministry of Culture and Tourism
- Council of Higher Education
- State Planning Organization
- Undersecretariat of Treasury
- Undersecretariat for Foreign Trade
- Radio and Television Supreme Council
- Human Rights Presidency
- The Scientific and Technological Research Council of Turkey
- Directorate General on the Status of Women
- General Directorate of Youth and Sports
- State Planning Organization- Centre for EU Education and Youth Programmes
- General Directorate of Turkish Radio and Television
- General Directorate of Press and Information
- General Directorate of Anadolu News Agency
- Secretariat for Promotion Fund
- Coordination Council of Agency of İstanbul 2010 – European Capital of Culture
- General Directorate of Turkish Airlines
- Presidency of Religious Affairs
- Central Finance and Contract Unit
- Prime Ministry Investment Support and Promotion Agency

I. COMMUNICATION STRATEGY TOWARDS THE EU (CSEU)

A) Main Objective:

- ❖ Conveying the characteristics and messages of Turkey to the EU States and institutions in a positive manner and fostering EU public support for Turkey's EU membership.
- ❖ Coordination of communication activities in order to provide effectiveness
- ❖ Providing factual information regarding the progress in Turkey's reform and negotiation process
- ❖ Contribution to and enriching discussions about the EU and Turkey
- ❖ Demonstration of contributions of Turkey's membership to the EU
- ❖ Drawing parallelism with the EU's (Commission) Communication Strategy for enlargement
- ❖ Drawing parallelism with the Member States' (MS) Communication Strategies for enlargement

B) Messages: Formulating general and specific messages for the EU Institutions and the Member States and rendering a two-way functioning of the system

The CSEU will function in two ways. It requires listening and better understanding of the target groups (first direction) and preparing responses and appropriate messages accordingly (second direction).

The messages will be prepared and updated with the contribution of all actors.

General Messages which are considered as important at this stage:

- ❖ Turkey is a key contributor to the European energy security
- ❖ Turkey's influential role within the Alliance of Civilizations
- ❖ Turkey's role and weight in foreign policy
- ❖ Turkey is a key contributor to the Security of Europe and European Security and Defence Policy
- ❖ Turkey's accession: Establishing a peaceful and stable European history hand in hand
- ❖ EU would be incomplete without Turkey
- ❖ Turkey is a European barrier to the illegal migration
- ❖ Turkey is a key contributor to the security of Europe in terms of fight against organised crime and drug trafficking
- ❖ The size and weight of the Turkish economy ranking 6th in Europe and 17th in the world
- ❖ Turkey is already in the economic EU by the Customs Union tie.
- ❖ Dynamic, trained and qualified young population may be a remedy to the crippling social security systems of the western EU countries.
- ❖ Turkey: cradle of civilizations and religions
- ❖ Secular and modern Turkey
- ❖ Turkey as a country sharing common values with the EU
- ❖ Not today's Turkey but Turkey of tomorrow, when ready, will join the EU

- ❖ Turkey as a model country where different cultures have been living together in peace
- ❖ Turkey as an “Intercultural Bridge”
- ❖ Turkey as part of the European System

Specific Messages:

The specific messages will be prepared separately for target countries and institutions. It is also necessary to generate different messages to be given to the different segments of the same country.

C) Target Group: Identification and prioritization of the target groups from the EU institutions and the Member States

- ❖ Governments, Parliaments, Political Parties, European Party Families
- ❖ Representatives working in the government and public institutions of the Member States dealing with the EU and communication.
- ❖ The European Parliament
- ❖ Diplomats of the Member States in Turkey
- ❖ Press, TV, Cinema
- ❖ Think-tanks
- ❖ CSOs, general public opinion
- ❖ Professional organisations
- ❖ Students, Youth
- ❖ Foreign civil and military staff serving in Turkey
- ❖ Universities of MSs
- ❖ MSs tourists coming to Turkey

D) Instruments/Activities: Identification and prioritization of the instruments and the activities

Proposed Instruments and Activities:

(At this stage it does not contain a special priority order)

1. Creation of a database

- Analysis of the EU Member States’ views regarding Turkey
- List of all studies which are realized on communication and perceptions
- Preparation of lists (academicians, press, think-tanks, activities, contact points, board of participants etc.)

2. Creation of EUCS web site (Turkish, and when possible English, French and German)

- Creation of sections in the web site specifically designed for priority target countries under the EUCS
- Use of electronic communication and discussion methods (Facebook, Twitter and blogs)

- Announcing a calendar of the EUCS activities (CSEU and CSTR)
- Releasing of Project Forms to be submitted via internet
- Creation and update of databases on critical areas.
- TR-EU Information Database (information notes, books, theses and articles)
- List of academicians in Turkey and the EU countries, specialized in the EU area
- Preparing and updating list of think-tanks (based on country and subject)
- Preparing and updating list of actors
- Creation of mechanisms to warn CSOs about the defamatory campaigns and polling against Turkey in the internet
- Establishing a platform to receive citizens' ideas regarding Turkey-EU relations
- Linking to web sites prepared for the promotion of Turkey

3. Image study

- Turkey's image in Member States
- Identification of issues which necessitate improvement or change
- Determination of appropriate methods for further improvement with the collaboration of communication experts

4. Creation of the "Turkey Brand"

Creating a "Turkey Brand"

- Based on the views on Turkey and the corresponding messages
- Including slogans and mottos
- Based on a professional communication approach
- Having an advertisement dimension

and timely organisation of specific advertising campaigns for important international organisations, sport activities, artistic and cultural activities and fairs and including these in the communication tools of the target MS

5. Parliamentary cooperation

- Relations and activities with the European Parliament and trainees
- Turkey Friendship Group at the EP
- Political Groups/Parties and providing advisers to the European Political Groups and Parties
- European Political Party Families: Membership of Turkish political parties and their active participation in their meetings
- Contacts with and visits to the Member States' Parliaments, establishment of Friendship Groups
- Cooperation with the Grand National Assembly of Turkey (GNAT) EU Harmonization Committee
- Establishment of "Mixed Youth Parliaments" consisting of the youth of the Member States and Turkey
- Cooperation with the GNAT Committees on Foreign Affairs, Equal Opportunities for Men and Women as well as Human Rights

6. Media

- Regular informing sessions and visits for capital correspondents, other EU correspondents and editors
- Strengthening of the EU orientation of the Directorate General of Press and Information (BYEGM)
- Communication with TVs and radios
- Strengthening relations with Euronews, broadcasting in Turkish and TR-EU news
- Increasing the EU oriented cooperation between TRT and MS state televisions
- Cooperation with the major (the mostly watched channels of the EU states) TV and Radio Channels (determination of these channels and listing)
- Communication with regional and local TV channels and press
- Cooperating with the Turkish Journalists Associations
- Benefiting from the European Commission's MEDIA programme
- Establishing common platforms and organising activities for EU and Turkey's press members
- Timely responses to the negative broadcasting in the EU with explanatory information
- EUCS activities of Turkey's press counsellors in the EU
- Regularly informing EU origin or guest press members in Turkey
- Meeting content and sponsorship demands of the EU newspapers and journals regarding their Turkey special editions
- Information programmes for Turkish press members working in the EU countries
- Embedding positive informative messages about Turkey into programs of the national channels broadcasting abroad with the logo "Int"
- Constitution of a Media Monitor/Analysis Centre with an EU focus.

7. Cooperation with the EU Institutions and the relevant public institutions of the Member States

- Relations with the Enlargement Group of the European Council
- Relations with EU Ministries of the Member States
- Cooperation with the communication institutions of the Member States
- Communication dimension to the Twinning Projects

8. Think-tanks

- Incentives to prepare papers and to organize meetings
- Provision of academic support to think-tanks
- Activities between Strategic Research Centre (SAM) and its interlocutors
 - Turkey- Italy Media Forum / Summits
 - Turkey- Spain Conference / Summits

- Aspen, Wilton Park, Chatham House, EPC, CEPS, IFRI ...
 - Cooperation with the Strategic Communication Centre (STRATİM)
- Regularly informing the “EU Reflection Group” and “Independent Turkey Commission”
- Establishment of and support to “Wise Men Groups” in target Member States.

9. Cooperation and support of business environments

- Organizational cooperation between Turkish and the EU business environments (TÜSİAD, TOBB-Eurochambers, Turkish Confederation of Employer Associations (TİSK)- Business Europe)
- Provision of support of the Turkish businessmen investing in Europe to the accession process
- Provision of support to the CSEU
- Creation of a “sponsorship mechanism” for companies
- Cooperation with international organizations like EUROTEx, EUROFER etc.
- Promoting active participation of private sector establishments of EU origin in Turkey

10. Military Cooperation

- Demonstrating the existing good relations between Turkish and European Armies
- Increasing visibility of our contributions to the operations of European Security and Defence Policy (ESDP)
- Efforts to get supportive messages from the NATO members and/or General Secretary of the NATO for our EU membership

11. Networking of Turkish Civil Society Organizations and the Vocational Organisations with their EU Counterparts

- Organizational cooperation
- Support to the CSEU
- Establishment of Turkey- Member States Civil Society Forums
- Establishing institutional relations with the cultural centres of the EU Member States (French Cultural Institute, Goethe Institute, British Council ...)
- Active participation of Turkish CSOs established in the EU, in the European Council, United Nations, EU and OSCE
- Determination of opinion leaders and organisation of CSO activities under leadership of these leaders
- Provision of guidance by governorships and districts to local associations interested in EU issues

12. Cooperation with the European Commission and establishing coordination and parallelism of the Civil Society Dialogue with CSEU

- Planning and implementation of the “Media” component and the other activities foreseen in Civil Society Dialogue 2010 supportively to the CSEU
- Making impact assessment of Civil Society Dialogue Projects

13. Academic and student cooperation

- Cooperation between universities, promotion of academician and student exchanges
- Increasing the number of the Turkish universities which benefit from the EU education/exchange programs
- Closer cooperation with universities (centres, institutions) which has EU programmes and support EU research studies
- Preparation of Turkish exchange students together with the Centre for EU Education and Youth Programmes in the framework of Erasmus, Europe Voluntary Service, Comenius Programmes
- Establishment of networks of Turkish Exchange Students
- Establishment of mixed youth parliaments with the EU Member States (in the Organization for Security and Co-operation in Europe (OSCE) model)
- Organisation of EU model conferences
- Cooperation with the Centre for EU Education and Youth Programmes
- Further activation of Jean Monnet platforms, scholarships and alumni
- Support to Turkish chairs at universities of the EU Member States
- Increasing EU dimension of TÜBİTAK and TÜBA studies
- Support to scientific studies in the EU area, provision of support to research studies on topics determined beforehand through research fund and other financial facilities
- Evaluation of participation in Erasmus Mundus Programme in case of provision of national contribution for this programme
- Increasing cooperation among Turkey’s national library and EU’s libraries
- Preparing and updating lists of the students and academicians abroad on country basis
- Close cooperation with Centre for EU Education and Youth Programmes
- Increasing number of students in the EU programs
- Increasing number of the foreign students coming to Turkey
- Concentration of the state scholarships on the EU programmes
- Activation of the Jean Monnet Scholarship and its graduates
- Increasing internship opportunities in the EU Institutions
- Providing support to student activities (the Turkish Days, parties)
- Communication with Turkish academicians working at EU universities

14. Cooperation between local authorities

- Organization of common festivals with important cities in the EU
- Common activities with the Turkish Union of Municipalities
- Town-twinning projects
- My City, Communication Bridges, Digital Bridges ...
- Children/holiday exchange programmes
- Cooperation between Local Agenda 21 Women Parliaments and counterpart organizations in the EU Member States

15. Cooperation with the Turkish societies in EU Member States

i) Turkish Associations in EU States

- Preparation of country-based list of associations
- Raising their awareness about the EU
- Contributing to the acceleration of their integration into EU societies
- Raising their awareness about national and the EP elections
- Europe-wide coordination meetings
- Cooperation with city associations in Europe through governorships, districts and municipalities

ii) Cooperation with Turkish-origin parliamentarians in EU Countries

- Preparation and update of list of MPs and MEPs
- Regular exchange of views
- Bilateral information sessions

iii) Informing Turkish citizens who go to the EU countries to work

- Increasing the number of Turkish religious officials and teachers working in the EU countries in order to contribute to the EU integration and raise EU awareness of Turks or Turkish origin citizens
- Organisation of trainings and meetings in the EU countries by the relevant public institutions and CSOs
- Sending materials to Turkish associations in the EU countries
- Promoting the activities performed by the Turks living the EU countries as EU citizens in order to provide publicity to Turkey among the EU countries using the EU financial opportunities effectively

16. Cooperation with Turkey-resident EU citizens

- Communicating with and informing Turkey-resident EU citizens

- 17. Close cooperation with Turkey originated CSO Representations in the EU countries (the Turkish Industrialists' and Businessmen's Association (TÜSİAD), the Union of Chambers and Commodity Exchanges of Turkey (TOBB), İstanbul Centre, KAGİDER Brussels Office, TURBO, TUSKON etc.)**
- Preparing and updating list of major CSOs
 - Support to and coordination of their activities
- 18. Relations with prominent European Schools**
- Preparing and updating lists on country basis (College of Europe, LSE, ENA, EUI etc.)
 - Increasing number of Turkish students in these schools
 - Increasing scholarship facilities for master and Ph.D. programmes in selected universities which have EU programmes
 - Provision of Turkish academicians to lecture in influential universities
 - Sending sufficient number of students to all departments of College of Europe and the establishment of Turkish National Selection Committee for the College of Europe
- 19. The efforts aiming to balance the negative attitudes of EU sceptical and anti-EU groups**
- Organisation of discussion platforms and fair debates
- 20. Improvement of inter-religious dialogue**
- Enhancing the relations and dialogue among the religious officials
 - Getting more vocal support from Vatican for the Turkish accession
 - Working with DG of Religious Affairs in the EU countries
 - Providing positive messages mutually between religions
 - Studies to overcome the Islamophobia
 - Increasing communication between the churches and synagogues of the religious minorities in Turkey with their counterparts in the EU and provision of their support to the process
- 21. Arts**
- Enabling the concerts of our artists in Europe to reach appropriate target groups
 - Setting a right time schedule for the artistic events
 - Delivering appropriate messages during the activities
 - Bringing EU dimension to the Eurovision Song Contest
 - Promotion and translation of important literary works of Turkish literature
 - Use of professional methods for advertisement of artistic activities
 - Promotion of different elements of Turkish culture and arts as European Tours to include various member states
 - Activities and projects in the context of performing arts, especially theatre

22. Cinema and DVD

- Incentives to make films about relations and shared values between Turkey and the EU
- Preparation of films in opposition to defamatory films against Turkey's image
- Following film festivals and promoting the participation of Turkey to such organisations
- Promotion of advertising films

23. Sportsmen and our teams

- Informing sports federations of Turkey about the EU accession process
- Bringing the EU dimension to matches of Turkish teams in the EU countries with side activities
- Emphasizing our Europeanness during European competitions

24. Benefiting from the important events and activities

- July 2009- March 2010, Turkey Season in France
- The activities to be performed within the context of "İstanbul-2010 European Capital of Culture"
- 2012- Activities for the 400th anniversary of diplomatic relationships with the Netherlands
- The Candidacy of Turkey to host the 2016 European Football Championship
- Establishing a prospective calendar

25. Benefiting from tourism and our cultural heritage, promotion and informative activities

- The projects of the Ministry of Culture and Tourism and of the private sector
- Projects of pilot "Turkish Houses"
- Development of effective communication methods by Turkish Airlines for EU passengers
- Encouraging initiatives to present Turkish Cuisine in major cities of the EU countries
- Organisation of exhibition, symposium, conference etc. to promote movable cultural goods
- Projects with the European Association of Historic Towns and similar associations
- Promotion of the tours to the cultural and historical regions

- 26. Getting vocal support and declarations in favour of our EU membership from the International Organizations of which we are a member**
- UNSC, the Council of Europe, NATO, OIC, BSEC etc.
- 27. Benefiting from our trans-Atlantic relations within the European context**
- Activities in USA, Canada, EU and Turkey
- 28. Benefiting from the lobby, PR and communication companies to develop and implement the Communication Strategy**
- When resources are available and with the proposal of Turkey's external offices (Embassies, Permanent Representations) when required
- 29. Making use of Turkey and EU special days**
- 23 April,
 - 9 May,
 - 19 May
 - 29 October: Bringing EU dimension to the receptions organised on special days and organisation of cultural and artistic activities representing Turkey in the EU countries on these special days
 - Organisation of "Traditional Turkish Days" in the member states and the candidate countries for the purpose of introducing Turkish culture
- 30. Other activities**

II. COMMUNICATION STRATEGY TOWARDS TURKEY (CSTR)

A) Main Objective:

- ❖ Informing citizens and all sectors about the EU and our accession process to obviate the information deficiency, to remove prejudices and misperceptions
- ❖ Informing citizens and all sectors about our accession process and the prospective impact of the EU membership on our daily lives
- ❖ Demonstrating the benefits of the EU Financial Cooperation Projects
- ❖ Improving the quality of the debates related to the EU and setting the debates on scientific grounds
- ❖ Forming a healthy public opinion about Turkey's accession process and providing the public embracement of the reform and accession process
- ❖ To coordinate the communication activities to enhance their impact

B) Messages: Formulating general and specific messages based on the necessities of the different groups

The CSTR will function in two ways. It requires listening and better understanding of the public's information needs, interests, concerns, necessities (first direction) and preparation of the responses and messages accordingly (second direction).

The messages will be formulated and updated with the contribution of all actors.

General Messages:

- ❖ The importance of the EU as a structure and set of shared values
- ❖ EU membership as a modernization project for Turkey
- ❖ The benefits of accession period and the membership for specific sectors (workers, students, women, consumers, handicapped, health sector, artists etc.)
- ❖ Contribution of Customs Union to the growth of the Turkish economy
- ❖ The messages to overcome the misperceptions (that we will lose our sovereignty, the EU is an integral block and doesn't want Turkey's membership, the EU imposes its own conditions, the EU will divide Turkey, the Customs Union is disadvantageous for Turkey, Turkey will lose its cultural identity after membership etc.)
- ❖ The "Ankara Criteria" approach

Specific Messages:

Specific messages will be generated for different groups. The messages towards tourism sector, students, women, consumers, handicapped, business environment, agriculture sector, health sector, etc. will be created in cooperation with the relevant public institutions and CSOs.

For different social stakeholders:

- ❖ The requirements of the accession process
- ❖ The specific impact of membership for the relevant social parties in every negotiation chapter

- ❖ The financial opportunities of accession process and the membership
- ❖ The EU community programmes (particularly about education and youth)
- ❖ Progress made by Turkey during the negotiation process

C) Target Group:

- ❖ Political parties and their groups in the GNAT
- ❖ Media
- ❖ Chambers of Trade, Industry and Agriculture and SMEs
- ❖ Trade Unions
- ❖ Universities, Youth, Students, Children
- ❖ Women
- ❖ Think-tanks and Research Institutions
- ❖ Religious Officials

D) Instruments/ Activities: Identification and prioritization of instruments and activities

Proposed Instruments and Activities:

1. Creation of a Database

- Collection of data
- List of activities conducted
- List of institutions, organisations, contact points etc. involved in the EUCS

2. Creation of EUCS web site (Turkish, and when possible English, French and German)

- Creation of sections in the web site specifically designed for priority target countries under the EUCS
- Use of electronic communication and discussion methods (Facebook, Twitter and blogs)
- Announcing a calendar of the EUCS activities (CSEU and CSTR)
- Releasing of Project Forms to be submitted via internet
- Creation and update of databases on critical areas.
- TR-EU Information Database (information notes, books, theses and articles)
- List of academicians in Turkey and the EU countries, specialized in the EU area
- Preparing and updating list of think-tanks (based on country and subject)
- Preparing and updating list of actors
- Creation of mechanisms to warn CSOs about the defamatory campaigns and polling against Turkey in the internet
- Establishing a platform to receive citizens' ideas regarding Turkey-EU relations
- Linking to web sites prepared for the promotion of Turkey

3. Image Study

- Image of the EU in Turkey
- Identification of issues which necessitate improvement or change
- Determination of appropriate methods for further improvement with the collaboration of communication experts

4. Working with the Grand National Assembly of Turkey (GNAT)

- Informing political party groups and members
- Working in coordination with the EU Harmonization Committee
- The European Political Party Families: Membership of our parties and their effective participation in the meetings
- Establishing contacts with and visits to the Member States' Parliaments
- Intensification of contacts with the EP
- Staff exchanges and internship opportunities

5. Media

- Regularly informing editors, columnists and correspondents about the accession process
- Enabling the media representatives to participate in common discussion platforms with their counterparts from the EU member states
- Informing the local press about facilities and developments of their regions
- Benefiting from the European Commission's MEDIA Programme
- Constitution of a Media Monitor/Analysis Centre with an EU dimension
- Provision of planning support and information and documents for the broadcasting of EuroNews in Turkish
- Preparation of programmes with the national and local TV and radio channels
- Production of short films regarding the impacts of EU membership on Turkish citizens' daily lives, to be broadcasted on national TV channels
- Presentation of projects implemented in different regions
- Using the 'Local Media Training Seminars' as informative platforms to inform the local media on the EU
- Increasing the EU dimension of the broadcasting for media
- Embedding appropriate messages promoting EU in the TV series

6. Think-tanks

- Collaborating for the preparation of the messages for the public
- Organisation of activities and meetings in order to discuss the EU and Turkey's accession process
- Providing academic support

7. Cooperation and support of business environments

- Informing business community about technical work and political developments
- Support of the business community to reach the target groups
- Contribution of Chambers, Stock Exchange and Unions (primarily from the Union of Chambers and Commodity Exchanges of Turkey (TOBB) and Industrialists' and Businessmen's Associations (SIADs)) to the CSTR
- Provision of financial and in kind support to the CSTR
- Creation of communication network

8. Military Cooperation

- Effective collaboration with the military institutions during the EU accession process
- Giving information on EU-Turkey relations during military service

9. Cooperation of the Civil Society and Vocational Organisations with their EU counterparts

- Support to reach the relevant target groups
- Cooperation with the Civil Society Development Centre
- Organisations for informative purposes
- Provision of financial and in kind support to the CSTR
- CSOs' idea exchanges with their counterparts in the MS
- Further developing the "European Union: Our Common Future" project in collaboration with the Union of Chambers and Commodity Exchanges of Turkey (TOBB)
- Inclusion of "EU Citizenship and EU Vision Module" in the "Vocational Development Modules" of the Ministry of National Education addressing vocational training of adults
- Execution of studies via governorship and districts' units of associations

10. Civil Society Dialogue Project 2010 – The Media Component

- Preparation and implementation of common projects by local and national TV channels, radios, and newspapers of Turkey and the EU and establishment of a long-term dialogue among them
- Training for media members in Turkey
- Training for CSOs in Turkey to make contacts with the media about their activities

11. Academic and Student Cooperation

- Joint activities with universities to inform students about the EU process
- Establishment of an academic discussion platform regarding relations between Turkey and the EU and also certain sectors
- Activation of EU Research and Implementation Centres at the universities
- Organisation of panels and forums at the universities about specific aspects of the EU
- Informing students and teachers in primary and secondary schools
- Emphasis on Turkey's European aspects in school and university text books
- Training of teachers to reach the students (such as the ABC in Primary School Project of Economic Development Foundation (İKV))
- Benefiting from the Media Literacy Program, preparation of the EU Literacy Program and including this program into the primary education curriculum
- Inclusion of EU lectures in training programmes

12. Cooperation with Local Authorities and EU dimension in Governorships and Districts

- Organisation of common festivals in Turkey with the Member States
- Development of Town- Twinning Projects
- Informing local authorities about EU financial sources
- Bringing visibility to the local authorities' EU projects
- Monitoring of EU issues at the governorships
- Working with Regional Development Agencies
- Use of materials about the EU in the public service areas determined by governorships and districts

13. The efforts aiming to balance the negative attitudes of EU sceptical and anti- EU groups

- Organisation of discussion platforms and fair debates

14. Improvement of inter-religious dialogue

- Organisation of visits and common activities for religious officials
- Improvement of relations and dialogue among religious institutions

15. Advertisement

- Preparation of slogans and messages about the benefits of EU membership with communication experts
- Preparation of messages for TV, radio, newspaper, billboards with advertisement agencies
- Publication of brochures and posters
- Preparation of informative programmes about the EU
- Use of materials about the EU in the public service areas

16. Cultural, promotional and informative activities

- Adding an EU dimension to the “İstanbul 2010- the European Capital of Culture Project “activities
- Organisation of common concerts with the artists of the EU countries
- 9 May Europe Day activities including promotional advertising
- Organisation of activities like festivals in big cities on 9 May
- Organisation of European film festivals in different cities
- Organisation of competitions for students about different aspects of the EU
- Establishment of a call centre for questions about the EU (ALO EU!)
- Organisation of promotion tours (road shows) all over the country
- Preparation of visual materials about Turkey and the EU and visibility activities in cities with “EU-Turkey Promotion Buses”
- Increasing number of the EU Info Centres (at university and city libraries)
- Establishment of an EU Info Centre at the Secretariat General for EU Affairs
- High level activities which are organized in collaboration with the EU or some Member States for messages to Turkish public
- Organisation of activities with the EU artists (concerts, shows, plastic arts exhibitions, workshops etc.)
- Temporary exchange of experts from Turkey and the EU for “training on arts” and creation of common platforms in this field
- Activities in the context of performing arts (opera, theatre, ballet etc.)
- Provision of resources through EU Culture Programme, Universal Exposition (EXPO), EURIMAGES, European Audiovisual Observatory, Union for Mediterranean, European Heritage Days

17. **Demonstrating results of the EU financial cooperation projects to the public**
18. **Benefiting from the lobby, PR and communication companies to develop and implement the Communication Strategy**
19. **Making use of Turkish and European special days**
 - 23 April
 - 9 May
 - 19 May
 - 29 October
20. **Other activities**

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