

> Enlarge Your Knowledge

Knowing each other in a bigger EU



**European Movement
Mouvement Européen**

Message of the President



On the 1st of May 2004, the European Movement joined in celebrating a great day for Europe, when the fundamental objective of uniting countries from Eastern and Western Europe within the European Union was largely realised.

The European Movement welcomed the European Union's new citizens, who, through the national councils of the European Movement in their respective countries, have expressed their support for this historical occasion time and time again.

We are all very aware of the enormous efforts made by the new Member States to integrate into the European Union under the best conditions and as such, we call on all European citizens to pursue this common effort in the name of solidarity, peace and prosperity.

We aspire to the formation of a community, founded on the pursuit of a common interest under the aegis of democratic institutions and endowed with a Constitution. However, a community of common laws and values will be deemed void without the involvement of all Europeans. This is why we are counting on their participation in the ratification of the Constitution Treaty, which is now under way.

Welcome & vive l'Europe!

José María Gil-Robles
President of the EMI

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With the support of the European Commission



Foreword



The enlargement of the European Union realised on 1st of May 2004 was one of the most important milestones in the history of the European Union. It was a unique, historical event.

Public opinion was to play a very important role for the effectiveness of the process. The European Movement thus decided to take up the challenge and launch a Europe-wide public opinion information and consultation campaign entitled “Enlarge Your Knowledge. Knowing each other in a bigger EU”.

The campaign aimed to enhance understanding and to create a common sense of identity amongst Europeans whilst at the same time raising public awareness and support for enlargement.

The campaign proved to be a resounding success.

- It included **15 project partners in 11 countries** from Ireland to Greece
- **More than 120 activities**, radio/TV shows, debates, films, quiz's concerts and competitions with more than 30,000 participants
- **2 video-conferences** between project partners

- **A Special project website** including background information on enlargement, reports on project activities, a quiz on enlargement, opinion polls, special “Focus on” section (450,000 hits were recorded during the project period)
- A **DVD “Coming home to Europe”** – short video-clips on the 10 new Member States of the EU, which also proved to be an excellent didactical tool for teachers all over Europe
- **20 million people** being reached through extensive media coverage.

The project was only possible due the close cooperation of the EMI network of national councils, its member organisations, partner universities and the support of the European Commission.

All partners deserve our sincere gratitude.

Brussels, 26th November 2004

H. H. Kröner
Secretary General of the EMI



Activities organised at the national level



The basic formula for the campaign activities organised at the national level was a combination of traditional and interactive project tools based on learning through fun principle. This formula proved to be very successful and was well received by audiences across Europe. Many people who would not ordinarily be interested in the developments of the EU and its policies were targeted and influenced.

Activities at the national level were organised in co-operation with a number of local and regional partners with the involvement of representatives of EC Delegations, Information Offices of the EP and Embassies of the new Member States. Furthermore, a wide network of representatives from cultural, social and economic organisations including many volunteers (particularly students from the new Member States) was established.

The Enlargement Rally in Brussels (**Belgium**) connected over 70 locations during an entire weekend, free of charge on the theme of the new Member States. Thousands of participants attended the event, offering the public the opportunity to experience the various cultures of an enlarged EU and to meet their citizens. The day also saw a wide range of entertainment activities such as a quiz and concerts. This was followed by a wide-reaching advertisement campaign on radio.

The **European Weeks**, organised in **Ireland** included a wide range of activities such as debates, training seminars, schools competitions, film and cultural evenings. A new Member State of the EU was introduced during each series of events across the country. The events were organized in co-operation with local authorities, the Embassies of the new Member States and a large number of Irish regional and city authorities.

Training and information seminars took place in **Belgium and Finland**. These sessions provided information on the enlargement process with particular emphasis on the implications for the countries involved. They also included simulation games, focusing on new Member States, delivering an insight in their culture, history, economy and politics and meetings with representatives from the countries involved.



Radio and TV programs were broadcast in the framework of the campaign.



In **Greece** for example; a radio competition on enlargement, promoting new Member States was run on two radio stations in Komotini and Samos Island. In **Italy**, three TV programmes on the different aspects of enlargement were produced and shown on the Europa 7 channel. In **Germany**, radio programs called “Europe, yesterday, today and tomorrow” and “enlargement with the special focus on Poland” were produced. In **Spain** TV debates (“Debatiendo la Ampliación”) discussing the implications of enlargement for **Spain** were broadcast on TV Popular.

The events also included film evenings (**Germany**), information stands (**Spain**), cultural activities (**Germany**), food tasting (**Italy and Portugal**) and language courses (**Italy and Germany**), which were all open to the general public.

A special leaflet on enlargement was designed in **Denmark**. The leaflet pointed out the 10 main arguments regarding the impact of enlargement for **Denmark** and for the rest of Europe. The leaflet provided easy to read information on the positive implications of enlargement and gave positive answers to the negative arguments.

Furthermore, a series of **debates, seminars and conferences** was organised in **Austria, France, Germany, Greece, Italy, Portugal and Spain**. The discussions focused on the wide range of implications of enlargement for the individual Member. They were accompanied by presentations on culture, history, tradition and future perspectives of the new Member States.





Furthermore, representatives from the new Member States were invited to present the views and the positions of their country vis a vis the hopes and expectations of their citizens of enlargement. This approach

allowed for a presentation from both sides, i.e. that of citizens of current and the incumbent Member States.



It was pointed out that enlargement could give the European Union a stronger voice when faced with external competition in the future.

The **conference in Austria** focused on the role of the enlarged European Union in the world. It was underlined in the debates that the current enlargement represents a unique opportunity for stability and security in Europe. It was thus concluded that the EU could soon be regarded as one of the greatest peace building institutions of recent times.

In some countries there was a **special focus on particular groups**. In **Germany** the situation of women in the new Member States was one of the main topics of the projects activities. Exchanges with representatives of womens organizations in the Czech Republic and Poland brought an insight into the problems of these groups in the new Member States and also offered an opportunity to begin co-operating on new projects.

The focus of the **debate in France** was on the implications of enlargement for the EU decision making process and the Common Foreign and Security Policy in an enlarged Union.





A series of conferences in Greece analyzed the economic and political aspects of enlargement. It was pointed out that this was particularly necessary for the sake of stability and growth in Europe. Also underlined was the importance of future steps Europe must take in order to improve its internal balance and administrative functions.

In Spain a series of debates "Seminario sobre la Ampliación Europea" focused on the implications of enlargement for the fields of politics, economics and culture. Information stands were made available during the "Feria del Libro", which took place in Madrid this year under the motto, "Europe is built by Books".

In Italy, the implications of enlargement for the economic development of the EU were discussed. It was underlined that enlargement offered a unique opportunity to use the dynamic development of the new Member States economies to revitalise the European economic area.

The University of Bielefeld (Germany), the University of Trieste (Italy) and AEGEE Cagliari (Italy) focused on Youth and raised questions relating to enlargement and the needs of this particular group. They covered a wide range of themes linked to the impact of enlargement for individual countries and future co-operation with new Member States. The opportunities which an enlarged EU offers young people, in terms of mobility, education, careers and trans-national exchanges, were also discussed. ■

Under the motto "New borders of Europe: Enlargement of the EU: challenges and consequences" a series of three debates were organised in Portugal. The debates gathered many participants and dealt with questions related to the implications of enlargement for Portugal in the fields of politics, economics and culture.



Video-connections

Two video-connections were organised in the style of video conferencing, whereby two interactive debates could be linked simultaneously from different locations. State of the art technology was used throughout the project in order to allow long distance sharing of experiences between participants and opinion makers.

**“European Elections
in an enlarged European Union”
Bielefeld – Berlin (Germany), 13th of June 2004**



A video debate on the occasion of the first elections to the European Parliament in the enlarged European Union was organised between European Movement Germany and University of Bielefeld. More than 200 participants followed the connection, which was opened by Ms. **Monika Wulf-Mathies**, President of the European Movement Germany and former EU-Commissioner. She emphasised the importance of EU enlargement, stressing the significance of its new dynamic for Europe. The main focus of the debate was the presentation and the analysis of the results of the European Elections in the new Member States. An expert on election-analysis from the Institute for Social Science of the Humboldt-University Berlin, **Kai Mühleck**, gave background information on various election-systems, streams and developments in the different countries and in summation presented an analysis of the actual results. The students from the University of Bielefeld participated in the debate raising different aspects and continued the debate afterwards.

“National Identities and the future of the social model after Enlargement with the special focus on Czech Republic and Slovakia – the role of youth organisations in this process”
Roma – Cagliari (Italy), 25th of June 2004

More than 500 participants attended the debates in Roma and Cagliari which followed an interesting debate gathering speakers such as Mr. **Josef Liklosko** (Ambassador of Czech Republic in Italy), Mr. **Jiri Slavik** (Ambassador of Slovakia in Italy), Mr. **Giacomo Filibeck** (President of Youth Forum), Mr. **Nicola Rega** (President of AEGEE Europe), Mr. **Francesco Gui** (Professor at University of Roma) and Mr. **Giovanni Soffietti** (President of AEGEE Cagliari). The debate was moderated by Ms. **Carmina Conte** from the TV station Videolinia and hosted in Cagliari by the Tiscali Europe.

The concept of “European citizenship” established by the Maastricht Treaty was debated. It was underlined that citizenship of the Union shall complement and not replace national citizenship. Several speakers stressed that many citizens regard the Union as merely a remote political and economic entity. With the enlargements of 2004 and future enlargements, the total population of the Union will approach 500 million, representing an immense richness of cultural, social and linguistic diversity. In light of these developments, Europe’s citizens must have an opportunity to experience a feeling of belonging to the Union. The role of young people and youth organizations in this process was raised as they will build the future face of the European Union. The representatives of the Czech Republic and Slovakia, formerly one country and now two members of the EU family, debated with the students regarding their experiences. ■



Project website

www.europeanmovement.org/enlargement



The website www.europeanmovement.org/enlargement was developed in order to be a source of information on the fifth enlargement of the EU and furthermore as a reference point for the “Enlarge Your Knowledge” campaign. The website, **launched in November 2003, just a few months before E-Day** was widely promoted at national and international level. From the start, the website registered a high number of visitors from different EU countries, non-member countries of the EU as well as other non-European countries. The number of hits on the website (450,000 for 12 months) increased continually during the campaign and was particularly high in April and May 2004.

The website includes many different sections, providing **background information** on the campaign and an interactive area offering an attractive approach to the topic for the wider public.

The website presents the projects objectives as well as the national partners, the sponsors involved and provides background information on the enlargement process, including a chronology of the historical milestones in EU enlargement from 1951 to the present day. Also included is a section on public opinion, which demonstrated the attitude of European citizens towards enlargement. Furthermore, a sample of links provides further information on the countries and makes it available in different languages.

During the campaign the website was used to inform visitors on upcoming and completed project activities, providing short resumes of their results and feedback received by national organisers. The **special Photo Gallery** accompanied the events and additional materials such as audio and video materials were made available on the website.

A **specific “Focus on”** section examined the state of play before enlargement, and also showed a **country-by-country analysis** of all the new Member States, as well as the perspectives for future enlargements of the EU.

The section was changed periodically; however, past in-depth analysis is also available on the website.

The **interactive section** of the website includes:

- Monthly web-polls
- Enlargement Quiz changed regularly
- “Ask a question” section offering the EMI network, particularly in the new Member States which was at the visitor’s disposal for many types of questions linked to the enlargement process.

Finally, the **short films** on the new Member States produced in the framework of the campaign are available on the website. ■



www.europeanmovement.org/enlargement



“Coming home to Europe” DVD

The DVD comprising 10 short films (5 minutes each) on the new EU Member States has been produced within the campaign as a common tool in order to provide an interesting view of the new Member States to a wide European public. The films offer the opportunity to view the history, culture and society of the new Member States from a unique and distinctive perspective and present also the views of their citizens towards EU membership.

The films are the result of footage taken by a journalist who travelled to these countries during the summer of 2003. This original production was possible due to a wide support network in each of the countries, particularly the National Councils and International Member Organisations of the EMI.

The DVD was used at the events organised within each of the countries involved and was also presented on different occasions where enlargement activities took place (so e.g. during 1st of May 2004 celebrations in Brussels, different receptions and meetings).

Furthermore, the DVD proved to be an excellent learning tool, combining high quality content with an excellent opportunity for students to improve their English language skills. Thanks to the help of European Teachers Association (AEDE), an educational accompaniment will also be produced by an expert group of teachers. A Europe wide distribution of the DVD in all the countries covered by AEDE & European Movement sections (41 European countries) is planned for 2005.

The video clips are also available on the project website: www.europeanmovement.org/enlargement and can be ordered there. ■





> Feedback & Results

The project activities organised in 11 EU countries received a huge amount of interest and a generally positive attitude towards EU enlargement and the new Member States. More than 30,000 citizens participated directly and around 20 million people were reached via extensive media coverage.

The results of the opinion polls carried out on the project website and also during activities at national level, demonstrated that despite some fears and criticism of the enlargement process, people were generally positive about the accession of the new Member States.

The majority considered **enlargement as a historic milestone for the EU**, which will have a **positive impact** on Europe. Furthermore, enlargement is seen as an **enriching factor** for the whole European Union and their citizens.

Additionally, it was generally agreed that enlargement will give the **European Union a stronger voice** on the international scene and **reduce the risk of wars and conflicts in Europe**.

However, **citizens of the EU still do not feel well informed on enlargement** and its implications for their countries and their daily life; nevertheless the campaign demonstrated the desire to become better informed about the EU and enlargement. The positive feedback received during the campaign confirmed once again the need to continue the work of the “Enlarge your knowledge” campaign.

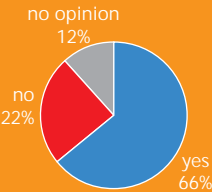
The enthusiasm of the participants confirms that people can be actively and positively involved in complicated, sometimes controversial thematic campaigns where large scale objective information dissemination is necessary. ■

Some of the most important results of the project were possible thanks to the **added value of the EMI network**:

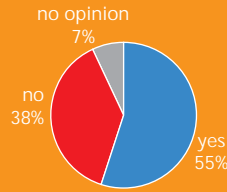
- The offer of a **direct line to visitors** who requested information about enlargement, which allowed for information requests to be answered directly by representatives of those countries or parties concerned.
- The co-operation with **new partners and sponsors** were established offered the opportunity to extend and strengthen the network established during the campaign for future projects.
- A **high number of hits** on the project website (around 450,000, particularly high during the April/May accession period).
- A **large number of requests for the DVD** “Coming home to Europe” were received from all across Europe.

Opinion Poll results

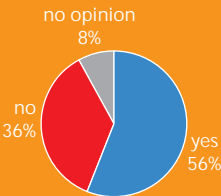
Do you think that enlargement will have a positive impact on Europe?



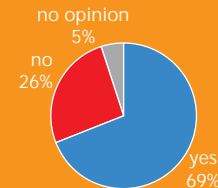
Will the new member states benefit more from the enlargement than the old member states?



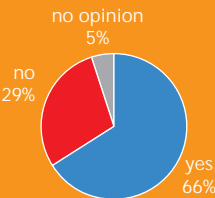
Do you think that enlargement will have a positive impact on your country?



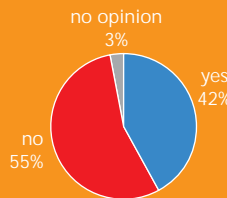
Future limits of the EU – Do you feel that there should be a geographical limit to the future expansion of the EU?



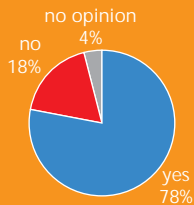
Do you think that after enlargement the European Union will have a stronger voice on the international scene?



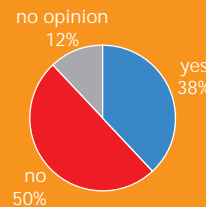
Do you feel that the EU is sufficiently prepared for enlargement?



Do you feel that enlargement will reduce the risks of wars and conflicts in Europe?



Do you feel that you know enough about the enlargement of the European Union?



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Anja-Simone Kleppsch, Maciej Paciorek (Trainees)

Local Partners & Sponsors



AUSTRIA:

JEF, UEF Austria, Info Point Europe Vienna, U.S. Embassy Vienna, Wirtschaftsförderung Wien;

BELGIUM:

La Libre Belgique, RTBF, De Standaard, Région de Bruxelles-Capitale, Wallonie-Bruxelles Relations internationales, 99.3 Bruxelles Capitale, Kinopolis Cinema, Le Vif L'Express;

FINLAND:

ESN – Eurooppalaisen Suomen Nuoret – Europeisk Ungdom I Finland (JEF Finland);

France:

Ministère des Affaires européennes, ARTE, Maison de l'Europe de Paris, Ministère de la Jeunesse et des Sports, Cité internationale universitaire de Paris, Union pour l'Europe fédérale, Bureau d'information du Parlement européen, Fondation Jean Jaurès, Fondation Hippocrène;

GREECE:

Region of East Macedonia –Thrace, ERA Komotinis, Radio Armonia –Samos, JEF Greece;

GERMANY:

Auswärtiges Amt, Deutsche Telekom, Delegation of the European Commission, European Parliament, Europa Union Deutschland, Konrad-Adenauer Stiftung, Deutsch-Polnische Gesellschaft e.V. Bielefeld, Deutsch-Ungarische Gesellschaft e.V. Bielefeld; Lichtwerk, Kino im Filmhaus (Bielefeld), Volkshochschule Bielefeld, Weser Gymnasium Vlotho, Staatsbürger-Akademie Bielefeld, Bunker Ulmenwall e.V. Bielefeld, Buchhandlung Eulenspiegel Bielefeld;

IRELAND:

Embassy of the Czech Republic, Letterkenny Institute of Technology, Donegal Creameries, Hungarian Embassy in Ireland, Mideast Regional Authority, Wicklow Town Council,

Slovenian Embassy in Ireland; Galway Chamber of Commerce, Galway City Council, Capital Route, Maltese Embassy, Waterford Chamber of Commerce, Waterford City Council, Greyfriars Municipal Art Gallery, Latvian Embassy in Ireland, Ballina Chamber of Commerce, Mayo County Council, Mayo Education Centre, Sligo Chamber of Commerce, Sligo Borough Council, Polish Embassy in Ireland, Letterkenny Town Council, Donegal County Council, Kerry County Council, Town Councils of Tralee, Killarney and Listowel and Killarney Chamber of Tourism and Commerce, Cork City Library, Art Projects Network;

ITALY:

Cosiglio Nazionale Dell'economia e del lavoro (CNEL), CdL in Scienze del Servizio Sociale – sede di Trieste (Consorzio universitario per gli studi internazionali), I.R.S.Se.S, Fondazione della Cassa di Risparmio di Gorizia, Università degli Studi di Cagliari, Regione Autonoma della Sardegna, Comune di Cagliari Assessorato alle Politiche Giovanili, Università degli studi Trieste, Fondazione Carigo Gorizia, Istituto regionale per gli studi di servizio sociale del Friuli-Venezia Giulia Trieste, Provincia di Cagliari, Videolinia, ADI Sarda (Associazione Piccole e Medie Imprese della Sardegna), BIC Sardegna, Tiscali Europe, BIC Business Innovation Center, L'Unione Sardo, Mediamente, SardaFidi;

PORTUGAL:

Governo Regional da Madeira, Associação de Empresários da Madeira, Universidade Lusófona de Lisboa, Livraria Almedina, Ordem dos Advogados Portugueses, Delegação portuguesa da União dos Adrogados Europeus (UAE);

SPAIN:

Foro Europeo de Debate entre Jóvenes (Organisation involved on the "Spring of Europe", European Commission initiative), TV Popular, COPE.

The European Movement, an international pan European organisation, represented in 41 European Countries, was founded in the wake of the Hague Congress in 1948.

Its objective is to contribute to the establishment of a united, federal Europe, founded on the respect of basic human rights and democratic principles, solidarity and citizen's participation by influencing decision makers and informing and mobilising citizens at all levels of European society.

Le Mouvement Européen, une organisation internationale paneuropéenne représentée dans 41 pays européens, a été fondé à suite du Congrès de La Haye en 1948.

Elle a pour objectif de contribuer à la réalisation d'une Europe unie à caractère fédéral, fondée sur le respect des droits de l'homme et sur des principes démocratiques, de solidarité et sur la participation des citoyens en informant et en mobilisant les citoyens et en influençant les décideurs à tous les niveaux de la société Européenne.



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