



European Commission

The EU's 50<sup>th</sup> anniversary celebrations around the world

# A glance at EU public diplomacy at work



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Child's drawing from Venezuela

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The EU's 50<sup>th</sup> anniversary  
celebrations around the world

# **A glance at EU public diplomacy at work**

**ToGether**<sup>®</sup>  
SINCE 1957



EUROPEAN COMMISSION  
External Relations





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# Summary

European Commission delegations used the 50th anniversary to organise a cycle of activities publicising the European Union and its achievements.

The many conferences allowed politicians, academics and civil society to evaluate the EU and its achievements and set out the kind of relationships they want it to develop with its partner countries around the world.

The events portrayed the EU as a model for regional cooperation respecting national diversity and committed to democracy, human rights, the rule of law and good governance.

Many delegations added to the more traditional conferences and receptions, numerous cultural and

sport activities involving young people, the media, and the wider general public. The aim was to raise awareness about the EU but also promote its core values.

School children were involved in drawing exhibitions, quizzes to test their knowledge of the EU and direct discussions with diplomats. For the wider public, there were photo exhibitions, concerts, theatre and food festivals, film festivals and special TV and radio programmes.

Throughout, delegations worked closely with the EU Presidency and with Member State embassies and cultural institutes coordinating activities and messages.



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Conference in Nicaragua

This public diplomacy exercise succeeded in a number of ways.

- It touched a wider public than the usual circle of people interested in EU activities, raising interest in the EU's work worldwide.
- The more general character of these activities encouraged the use of concise and credible messages to promote the EU's core values and explain its external policies, development assistance and disaster relief.
- It told the story of the EU, which gives it a type of brand, raising its profile.
- It generated wide press coverage, with newspapers in certain countries publishing supplements on the EU or running a series of articles and special television and radio programmes.
- Member State embassies and cultural institutes in the different countries were often involved in the design and organisation of these activities, reinforcing cooperation.

Some of the figures illustrate the above:

- 78 special press supplements in leading national dailies and TV and radio programmes;
- 12 special newsletters;
- 4 journalism awards;
- 105 conferences, workshops and seminars;
- 62 exhibitions and stands at fairs;
- 73 events specifically for young people;
- 106 cultural events, including concerts and musical events, film festivals, dance and theatre;
- 48 competitions and quizzes;
- 19 sport events.

Delegations promoted the article signed by Commissioner Ferrero-Waldner, marking the 50th anniversary. A total of 77 daily newspapers and magazines across the world published it. Latin America, eastern Europe, and central and south-east Asia gave it the highest coverage.



# The messages

The delegations used the 50th anniversary events to reinforce the EU's core messages.

Competitions, quizzes, exhibitions and film shows tackled sensitive questions concerning national identity, nationalism, press freedom, human rights and equality.

The many activities highlighted the EU's core values to a wider public. For example:

- A journalism competition in Australia looked at the significance of EU integration.
- An essay competition in Bolivia for school children focused on the benefits of integration.
- A university students' essay contest in Brazil looked at '50 years building the EU'.
- A dance performance in India depicted the making of the EU.
- A journalism competition in Mauritania concentrated on the theme of democracy and press freedom.
- A painting contest for high-school students in Moldova portrayed democracy, freedom and liberty.

Conferences, workshops and seminars examined the EU's history, its economic and trade relations with the rest of the world and its future development, notably its world role. They involved:

- hundreds of participants from the academic world and civil society;
- national and local personalities;



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School event in Mauritania

- national and local politicians, including members of government, providing an alternative platform to debate the EU;
- the media.

Speakers and participants recognised that today the EU is the world's largest donor of international assistance tackling poverty and providing humanitarian assistance. It is not just an economic power but a global political player and a trading partner of increasing importance.

In Asia, Africa and Latin America, they examined the EU as a model for regional cooperation and de-

velopment and highlighted a number of key factors accounting for the EU's longevity.

- It has delivered 50 years of peace, stability and prosperity.
- It has done this while respecting democracy, human rights and the rule of law and promoting good governance.
- It is a firm believer in multilateralism and partnership.
- It has achieved a union of Member States while respecting the cultural diversity of its nations.



© European Commission

Child's drawing from Venezuela

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# Working with Member States

All the delegations worked closely with the presidency and Member States present in the country concerned when planning and organising the events. The presidency spearheaded a number of events lending its support, funds and staff time to work with Commission delegations.

In addition, Member States' cultural institutes such as the Goethe Institute, the British Council and the Alliance Française played a crucial role in organising, publicising and hosting events.

In many cases, delegations said it was the first time that Member State embassies had worked so closely with them. Having cemented these relationships, delegations expect to continue this cooperation in the future.

Delegations found that Member States readily cooperated with them on cultural events such as organising film festivals and supporting artists and musicians from their countries.

They also emphasised the importance of delivering a joint message.

For example, in Ukraine, the delegation organised a 'European village' of some 50 tents. The delegation had two information tents and Member States one each. As Member States were also promoting the same 50th anniversary messages, the impact on the public was much greater.

But there were also some cautionary remarks. Attempts to bring all countries on board can make decision-making slow and even endanger a project. To be



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*Street party in Canberra (Australia)*

more effective, some delegations suggested cooperation with a limited number of Member States for organisational matters that need quick decisions directly affecting only some embassies. This was the experience in New York, for example.

Delegations took more time to organise events in partnerships (especially when many partners were involved). The embassies, like delegations, often did not have the extra human capacity to help substantially with organisational practicalities. This did not lessen the importance of Member State support — their cooperation usually attracted more people and greater media interest. But delegations had to be aware they had to take on a lot of the practical work to ensure success.

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# Working with the media

Delegations worked with the media creatively. Many warned that the media had to be prepared well in advance and be given information in good time.

The delegations held press conferences often in co-operation with Member States and especially the presidency. These were always well attended.

They cooperated with the media in a number of ways, including:

- co-funding or co-producing documentaries and radio shows;
- providing information for radio quizzes and games and offering prizes;
- finding speakers for panel discussions;
- arranging for interviews by the head of delegation;
- placing adverts in the written press;
- producing TV spots;
- co-financing press supplements;
- holding round-table debates with the press;
- providing articles ready for publication.

Many newspapers but also television and radio channels used the occasion to publish supplements or broadcast special programmes over a number of weeks or even days. In addition, the range of activities ensured the EU appeared as a story in its own right in newspaper sections that would not normally cover it, such as the cultural pages, thus reaching new audiences.

Here are some examples of the extensive press coverage.

- Australia's 666 ABC radio station, working with the delegation, presented a three-hour live broadcast on Europe. It included a European themed quiz and competition as well as discussion panels and interviews with ambassadors and other guests.
- In Bolivia, there was a live one-hour programme on European integration, broadcast on a national

TV channel and a national daily published a 20-page supplement.

- Papua New Guinea, Vanuatu, Niue, Cook Islands, Samoa, Tonga and Fiji broadcast TV spots and radio soundtracks over three weeks with both general EU messages and project-related messages. A specially composed Pacific-EU song accompanied them as background.
- In Russia, *Izvestia*, with a national circulation of 250 000, published an eight-page colour supplement on the EU.
- In Brazil, TV Globo, the leading national broadcaster, in the week before 25 March, broadcast a series of reports on EU-Brazil relations.
- Globonews, a pay-per-view channel, in the weeks leading to 25 March, presented each week a 25-minute programme called *Sem Fronteiras*, dedicated to aspects of European integration.
- In the USA, more than 25 national and local television and radio stations featured the anniversary. The amount of coverage exceeded by far coverage of other major EU events such as the EU-US summit.
- Uganda broadcast a one-hour TV and radio show.
- The Japanese press published 30 articles during the anniversary weekend.
- In Peru, there was a TV documentary with interviews on 50 years of European integration and a supplement in a daily newspaper.
- Jordan's *Ad-Dustour* daily published three 24-page supplements.
- In Mexico, the daily *Reforma* published a supplement.
- In Nicaragua, there was a 30-minute radio programme on the EU's anniversary and three radio programmes on the association agreements and a historical TV programme.

In general, media coverage pointed to the EU's successes since its creation. But there was also a lot of discussion about the EU's future. Stories:

- described the EU's historic achievements including securing peace and democracy and creating stability and prosperity on the continent;
- covered key issues such as global warming, terrorism, energy security, border controls and illegal immigration, the euro, the EU's agricultural, trade, foreign and security policies, future EU enlargement and what the papers described as enlargement fatigue, Member State divisions and the economic stagnation and growing economic gaps of recent years;
- recognised the EU's increasing clout in world affairs and explored its current and future role on the world stage;
- analysed the EU to see how far it could serve as a regional cooperation model for other parts of the world.

Many stories said the EU was going through an identity crisis. Some pointed to a discrepancy between its aspirations and the reality which, combined with the EU's regulations and bureaucracy, resulted, they said, in a lack of public support and a widening gap between institutions and citizens despite the achievements.

Delegations helped to place Commissioner Ferrero-Waldner's signed article entitled '50 years of the EU'. It traces the history of the EU and sets out the challenges.

The press take-up was impressive. Figures show that at least 77 daily newspapers and magazines across the world published it. Latin America, eastern Europe, and central and south-east Asia gave it the highest coverage.

The External Relations Directorate-General also produced a video news release (VNR) showing 50 years of the EU's external service. TV stations such as Sky News, Société Radio Canada, Phoenix and Rai News 24 requested it. In total 43 stations expressed an interest in receiving a copy of the VNR. The majority of interested stations were from the EU. However, there was also a good spread of interest from other regions. Comparing the initial interest in the report to the broadcasts actually secured, few used the VNR in their coverage of the event. Stations reported receiving many reports from various EU institutions and Commission Directorates-General (DGs), many of which relied on the same archival footage as the External Relations DG's VNR, though in a different context. The broadcasts that were secured happened both in March, for the anniversary, and also in early May to coincide with the 9 May celebrations.

The External Relations DG also sent to all delegations a DVD of this via the diplomatic pouch. It is available in eight languages.

The infographic '欧州の50年' (50 Years of Europe) features a central map of Europe with the text 'ToGETHER SINCE 1957'. It includes a list of historical milestones on the left and right sides, and a list of EU member states on the right side, each with its flag and name in Japanese. The milestones include:

- 1950年5月9日: フランス外相のロベール・シューマンが議会の演説で「ヨーロッパ」の理想を述べた。
- 1954年: 米国ワシントンにEUの代表部を開設。これにより世界各所にEUの代表部を設立する計画が発表された。
- 1957年3月25日: EUの創設60周年の記念式典がロンドンで開催された。
- 1957年: 最初の人工衛星「スピルバーク」打ち上げ。
- 1961年: 欧州経済共同体(EEC)がギリシャおよびトルコと協定を締結。中東地域に広がるパートナーシップの土台を築いた。
- 1963年: EEC、アフリカの18か国を対象とする最初の援助協定に署名。
- 1969年: 人類初の月面着陸。
- 1973~74年: オイルショックが欧州を襲い、ガソリンを多量に消費する車に課税された。
- 1974年: EUの創設とは、その後の歴史として豊かな地域から新しい地域へ資金を充てる地域開発基金を創設し、インフラ整備・投資促進・雇用創出に貢献することになった。特に、開発途上国の支援の90%はもたらしている。
- 1979年6月: EU市民が初の直接選挙で、欧州議会議長を選出。
- 1989年: ベルリンの壁が崩壊し、冷戦が終結。欧州は再統一に向けて動き出した。
- 1993年: 単一市場が誕生し、人、物、資本、サービスの自由移動が実現。
- 1995年: シェンゲン協定により、国境警備なしで国境を越えることが可能となった。
- 2001年9月11日(ニューヨーク): 米国同時多発テロ。
- 2002年1月1日: 欧州単一通貨ユーロの導入開始。
- 2003年: EU、初の軍事行動としてアフガニスタンに派遣された。平和維持活動に従事。欧州の安全保障・防衛能力が向上した。
- 2005年: 地球温暖化防止と資源枯渇防止の目的達成を目指す国際条約「京都議定書」が発効。
- 2006年: EUの創設50周年を記念して「欧州の50年」のロゴが、初めて世界の主要な国際会議で採用された。
- 2007年3月25日: EU 50年を記念して、市民が「平和・繁栄・安全をもたらした」としてEUを称賛した。

The member states listed on the right are: EU加盟27カ国 (カッコ内は首都): ベルギー (ブリュッセル), ドイツ (ベルリン), フランス (パリ), イタリア (ローマ), ルクセンブルグ (ルクセンブルグ), オランダ (アムステルダム), デンマーク (コペンハーゲン), アイルランド (ダブリン), 英国 (ロンドン), ギリシャ (アテネ), ス페인 (マドリード), ポルトガル (リスボン), オーストリア (ウィーン), フィンランド (ヘルシンキ), スウェーデン (ストックホルム), チェコ (プラハ), エストニア (タリン), キプロス (ニコシア), ラトヴィア (リガ), リトアニア (ヴィルニウス), ハンガリー (ブダペスト), マルタ (ワレッタ), ポーランド (ワルシャワ), スロヴェニア (リュブリャナ), スロヴァキア (ブラチスラヴァ), ブルガリア (ソフィア), ルーマニア (ブカレスト).

European Commission Japanese panel: 50 years of Europe

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# Engaging, informing and influencing

All delegations reported that the public embraced the many events they organised, participating in high numbers.

Film festivals, music events, Europe day festivities and radio quizzes attracted most people. Events involving children and youngsters were also well attended.

A number of factors ensured high participation:

- clear messages;
- well targeting the event;
- early preparation and publicity;
- cooperation with Member States;
- cooperation with the appropriate national and local authorities and groups.

The private sector was a willing partner giving its backing to the anniversary celebrations. European companies provided prizes, sponsorship, co-organised events and gave out EU promotional material to their clients. For example:

- More than 30 companies with some 800 outlets in 29 provinces and regions across China offered special birthday promotions to their customers in what was the biggest nationwide European event in the country.
- Eighteen major hotels in Indonesia joined forces with the EC delegation there to organise an EU food festival celebrating the 50th anniversary.
- Lufthansa Airlines provided the prize of a return trip to Europe for two for the winner of the journalism competition in New Zealand.



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*Georgia celebrating the 50th anniversary*

Display panels provided by the External Relations DG were widely used in exhibitions and other events. They include a map of Europe, the 27 Member State flags as well as pictures and captions featuring key milestones of the past 50 years. They use dates that people can identify with such as the first moon landing. The panels exist in 11 languages including Chinese, Japanese, Russian and Arabic (see below).

The Communication DG also produced a series of products that delegations appreciated, although some delegations complained that they received material too late or in insufficient quantities. Some events attracted over 100 000 people, for example.

# The lessons learned

Public diplomacy deals with the influence of public attitudes. It seeks to promote EU interests by understanding, informing and influencing. It means clearly explaining the EU's goals, policies and activities and fostering understanding of these goals through dialogue with individual citizens, groups, institutions and the media.

The 50th anniversary celebrations provided the incentive to launch this huge public diplomacy exercise across the world.

Delegations used a string of activities — film festivals, concerts, exhibitions, conferences, festivals, quizzes and competitions, sports events and so on — to

increase the understanding of EU policies, inform the general public and broaden the dialogue.

A cultural activity such as a film festival shows another aspect of the EU. The Mauritius delegation said, for example, that the EU had received 'a lot of negative press in Mauritius due to the sugar market reform. For me, one of the biggest achievements of the film festival was to show a positive, more down-to-earth side of the institution. Many people expressed their appreciation of the festival'.

Delegations worked closely with the presidency and Member State embassies and cultural institutes coordinating activities and policy messages.



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Children in Fiji



Exhibition in Nicaragua

A number of conclusions can be made.

- Delegations need the close cooperation of Member State embassies to coordinate activities and messages.
- The messages need to be clear, concise and credible, avoiding jargon.
- The EU's policy delivery is enhanced when Member States integrate EU policy messages into their diplomatic and public messages and policies.
- Visual language is important. The wide use of the anniversary logo helped promote the common image and core messages of the anniversary.
- Channels for dialogue need to be maintained and developed.
- EU-funded projects can be better publicised so that the public can see where the aid money is spent and how it is benefiting.
- Delegations need to adapt the way they relay information to meet the needs of different local audiences.
- National formal and informal networks are important for information sharing and exchange and for building a stronger support base in the country.
- The many public events allowed the public to have a direct dialogue with diplomats and officials and so improve understanding. The same applies whether it is a high level event or a discussion with school children or students. In all cases, these events strengthen the EU's presence in a country by building trust and understanding.
- The local and regional media needs to be targeted. In many countries, local press, television and radio may be more appropriate to reach certain audiences such as young people, for example, than the national press.
- The EU is a brand name able to attract the private sector, with European companies ready to provide support in kind in order to associate themselves with public events organised by the EU.
- Targeted placement of information material can be effective for specific events or to reach specific target groups. Especially successful were radio programmes mixing political discussion with music, quizzes and question and answer sessions.
- The many cultural events underlined the EU's diversity and at the same its unity.

The huge number of activities promoted EU policies and models and increased the EU's visibility. They reinforced a positive image of the EU and raised awareness about what it does around the world and its ability to act as an economic but also a political power.



# Some examples

## Celebrations at the United Nations

A visit of the world-renowned Norddeutsche Rundfunk (NDR) symphony orchestra to Carnegie Hall turned into a major event celebrating the EU's 50th anniversary. The EU delegation with the EU Presidency invited the orchestra to extend its stay so it could play at the UN General Assembly hall. All Member States gave their backing and co-organised the reception that followed.

Over 1 600 people heard Commission Vice-President Siim Kallas alongside Deputy Secretary-General Asha-Rose Migiro for the UN. The orchestra played

Beethoven's Eroica symphony with Christoph von Dohnanyi conducting.

Video images of the 50th anniversary celebrations in Berlin followed the speeches and the delegation placed copies of the Berlin Declaration in the concert programmes.

UNTV televised the opening speeches and the concert's first minutes. It made this available as a feed for the international broadcast media. NDR German TV and Estonia TV also broadcast part of the concert.



© European Commission

*50th anniversary concert at the United Nations General Assembly*



*A school in Japan opens its doors to the European Union*

## **Japan's schools welcome the EU**

Japanese schools opened their doors to EU diplomats to hear more about the EU and its Member States.

In total 75 speakers from all EU Member States including 24 ambassadors visited 77 middle and high schools mainly in the Tokyo area but also as far afield as Hokkaido and Kyoto.

More than 20 000 students participated in the event which had the backing of the Ministry of Education. The aim was to awaken the student's curiosity for Europe and its countries.

It was the first time a delegation organised such a massive awareness event explaining the origins of the EU and its aims.

In January, it sought out schools interested in participating by publishing a call for applications on its website. School interest was so high that the delegation had to search for additional speakers to meet the demand.

The delegation prepared a presentation for the speakers to adapt as they liked. They were encouraged to speak in Japanese, otherwise the delegation arranged interpretation. It also gave them the short

animated film *You control climate change* from the Europa website, maps, flags and some promotional items. It briefed speakers to encourage questions and where possible introduce games and even quizzes.

Twenty-two ambassadors and chargés d'affaires attended the press conference to launch the event held at the German Embassy.

The press widely covered the event with NHK TV broadcasting an interview with the head of delegation. It reported that teenagers who had listened to his presentation found the EU's history impressive especially when they discovered that the six founding countries had come up with the idea out of a need to nurture peace in the region.

The strong cooperation between the embassies and the delegation was crucial to the event's success. It has created a good network with the schools that it plans to reinforce through more activities targeting the young.

## Children in Venezuela paint their EU vision

Nine European schools in Caracas embraced the EU 50th anniversary celebrations when they agreed to back the 'Lets paint together!' competition.

Between March and April 2007, the delegation talked to some 800 children aged 7 to 13 in the nine schools explaining the EU's past, future, goals and values.

After each presentation, they asked the children to participate in a drawing contest under the theme 'Juntos/together' portraying what Europe meant to them.

Originally the delegations planned to select 13 winners to use their drawings to illustrate the delegation's calendar for 2008. However, the quality and the quantity (750 received) of the entries were so high that the delegation organised an exhibition of all the entries and not only the winning ones, in the Universidad Central de Venezuela (UCV), who held the exhibition in their central library.

The exhibition opened on May 14 for two weeks, and was visited by over 35 000 people.

## Ukraine's 'Europe village' tells EU history

A birthday tent telling the history of the EU marked the 50th celebration in Ukraine. Every year the EC delegation organises a European village by erecting tents in the city centre.

In total, 50 tents went up. In addition to the birthday tent, each Member State occupied a tent as well as the EC delegation. Other tents housed drawing competitions, public discussions on political and economic issues and so on.

Visitors received information on the EU, its creation, achievements and challenges. They also learned about its relations with Ukraine. They could visit an exhibition dedicated to the 50th anniversary or participate in quizzes on the EU's history.

Member States also promoted the 50th anniversary in their tents and gave a clear message of unity.

Additional events drew in the crowds. There was a mini football tournament and a rock concert with two Ukrainian and one Latvian band closing the Europe village day.

The delegation worked closely with the Member States but also the Kyiv City Administration and the



© European Commission

Child's drawing from Venezuela

Ukrainian government to organise the event, in particular the Foreign Affairs Ministry and the Ministry of Sports, Youth and Family.

Between 50 000 and 60 000 people participated. Nearly all weekend news programmes on national channels covered it on the day while newspapers printed articles announcing it.

### **Birthday greetings from China**

EU Member State embassies and consulates, European chambers of commerce and more than 30 European companies with some 800 outlets in 29 provinces and regions across China jointly celebrated the EU's 50th anniversary. They offered special birthday promotions to their customers in the biggest nationwide European event in the country.

The EU Embassy in Beijing and the delegation worked together on the 'Happy birthday Europe' campaign to shape the concept and develop the visual identity. The campaign brought together the Chinese people who like to shop and eat out and the increasing number of European retailers. All EU Member States participated with ambassadors and consuls present at outlets to talk with customers and even have their picture taken with them.

Ten EU ambassadors, for example, cut a huge birthday cake at IKEA and shared it with customers.

The supermarket chain Metro offered special promotions in its stores and weekly mailings to customers and had a wine and food tasting session for invited companies mainly from the gastronomic industry.

Participating airlines such as Austrian, Air France-KLM and Lufthansa handed out the birthday postcard (see below) and other gifts while their crew wore a special pin with the anniversary 'Together' logo on flights between the EU and China.

Hotel chains such as Novotel, Mercure, Kempinski, Sofitel and Swissotel served European specialities in their restaurants to mark the anniversary.

National and local print, online and television media widely covered the campaign. The light-hearted approach of much of the coverage complemented the more formal reporting of the special EU summit and the Berlin declaration.



*Postcard from China*

### **Europe's capitals in open-air exhibition in Dominican Republic**

A photo exhibition of the EU's 27 capitals opened in the Parque de la Independencia in the Colonial Zone of Santo Domingo to mark the EU's 50th anniversary. The exhibition was to run for six weeks but the delegation extended it to seven after a Ministry of Culture request.

Commissioner Ferrero-Waldner, in the country to attend the EU-Rio Group ministerial meeting, opened the exhibition on 19 April with the Dominican Minister for Culture, José Rafael Lantigua. Over 100 000 people visited the exhibition's 138 panels with photos and information displays about the EU and its relations with the Dominican Republic.

A catalogue for schools accompanied the exhibition. Many creative activities were organised in the square for visiting youngsters. Some 2 500 school children participated. They painted pictures of the capitals, made monuments and maps of Europe out of cardboard, flew kites and so on.

The delegation closely collaborated with the six Member State embassies present in the country and

with the country's Ministries of Culture and Foreign Affairs. The French Embassy had organised the first such exhibition in 2006.

### **Cameroon/EU programme widely aired**

Some 35 African television channels and five in the EU and the USA broadcast a programme on EU and Cameroon cooperation produced by the country's main television company (CRTV) between 8 and 10 May.

CRTV produced the one-hour-long show in French, English, Spanish and Portuguese. The EC delegation closely cooperated, using funding from the Development DG. It also produced a series of short radio programmes using the television clips. The television show combined a panel discussion with four documentaries. The first examined the peaceful resolution of conflict looking at the EU's role in the 2006 agreement between Nigeria and Cameroon on the Bakassi peninsula. The other three documentaries looked at regional integration, sustainable development of the country's forests, and rural development, using EU-aided projects as examples.

The radio programmes covered the same four themes with a short clip followed by a discussion with a studio guest.

### **Looking for answers in Beirut**

In the informal atmosphere of a popular cafe in Beirut, the delegation organised a political debate to explore if Europe's road to peace could offer answers to today's Lebanon.

The delegation selected the Time Out cafe because it has many student clients but also older professionals.

The head of delegation, a representative from the German Embassy as well as two invited academics presented their case. A discussion followed with a *Daily Star* journalist animating.

Some 60 people participated. The cafe environment guaranteed a lively debate.

One indicator of the event's success was the wide press coverage that it received.

### **Aspiring journalists in New Zealand explain EU**

To mark the EU's 50th anniversary, the New Zealand delegation transformed its annual competition

for working journalists into one for young people aspiring to enter the profession.

To take part, they had to either write an article (1 500 to 2 500 words) or produce a podcast (two to three minutes) on the topic 'EU — What does it mean 4U?'

The delegation cooperated with the presidency and Member State embassies in the country. They selected a shortlist of nine winners to attend a two-day European workshop in Wellington at the end of June.

The head of each of the nine European missions present in the city sponsored and hosted one of the winning students.

The workshop selected the final overall winner. Lufthansa Airlines provided the prize of a return trip to Europe for two, with a one-week stay in Brussels and Strasbourg.

### **First European film festival in Mauritius marks anniversary**

For the first time a European film festival took place in Mauritius as part of the 50th anniversary celebrations. The delegation wanted to reach a wider audience and opted for this event. It selected two cinemas for easier access and kept the ticket prices low.

It approached the French and British Embassies, the two Member States present in Mauritius. They agreed to participate and gave the lead role to the Centre Charles Baudelaire and the British Council. They also agreed to share the cost of renting the cinemas. In addition, the British High Commission assigned one of its trainees to work on the event.

Nine Member States submitted films for the festival while the Belgian Embassy in Kenya contributed to the opening reception.

The delegation made an agreement with a media company to advertise the festival free of charge. In return, it gave it exclusive publication rights of the event. It also found other local sponsors and worked closely with local cultural groups to promote it.

The festival was the most talked about event in Mauritius during the months of March and April and had extensive press coverage.

All major newspapers, magazines, radio and television stations picked up the event. For example, one of the main newspapers donated a full back page to the festival. In the two-week run-up, at least one medium featured the festival nearly every day.

In addition, in cooperation with the delegation, the popular Radio 1 station ran an EU quiz for the public over a week with tickets to the festival as prizes.

### **Beach festival attracts the young in Havana**

A two-day beach festival to commemorate the EU's 50th anniversary took place in Playa Megano, 20 km east of Havana. It brought together some 130 extreme sports participants including sky divers, BMX, inline skaters, skateboarders and wind and kite surfers.

It is the third year the EC delegation has organised such an event, this time dedicating it to the 50th anniversary celebrations. It cooperated with the national and provincial sports authorities.

The number of people at this year's event doubled, with more than 4 000 attending. It was the largest number of people participating in a non-official activity in Cuba. The EC delegation opted for a sports event to attract the young and give a fresh image of the EU.

An open-air disco with house and dance music played by four DJs turned the event into a beach party.

The delegation set up a stand decorated with EU and Member State flags and gave out EU promotional and information material.

### **Bolivia issues new anniversary stamp**

To mark the 50 years of the EU, the Bolivian post office issued a commemorative stamp.

The post office unveiled the first of the 100 000 stamps at a ceremony on 27 March at the La Paz

stamp museum. EU ambassadors and the country's Vice-Minister for Telecommunications attended.

The EC delegation approached the Bolivian post office to see if they were interested in producing such a stamp. It also brought on board the Bolivian Federation of Stamp Collectors.

All Member States present in Bolivia backed this initiative and attended the official launch which was widely covered by the newspapers and radio and television.

### **Theatre plays with myth of Europe in Tanzania**

Many young people in Africa see Europe as the number-one destination. The EC delegation commissioned a local theatre troupe to write a play taking a light-hearted look at this dream of going to Europe. Eight Member States present in the country backed the project providing some of the funds.

The authors called the play 'Going to Europe'. They explored young people's expectations and myths using a mixture of English and Swahili — 'Swanglish' — popular among Tanzania's youth.

The theatre company performed the play in Dar es Salaam with the press giving it wide coverage. Tanzanian radio also recorded and broadcast the play reaching a country-wide audience.

### **Malawian children design EU-inspired stamp**

Malawian primary and secondary school children gave their impression of the EU in drawings and



Commemorative Bolivian stamp

© European Commission

paintings submitted as part of an art competition on the theme ‘50th anniversary of the EU: Thoughts about the EU–Malawi friendship’.

The delegation organised the competition working closely with the Malawi government and the country’s post office. Over 80 children sent their drawings.

The delegation, the Malawi Post Office Corporation and a representative from the German and UK Embassies selected the two winners — one from a primary school and one from a secondary. As a prize, the two drawings will be printed as stamps and posters and the children received MWK 50 000 in cash.

### **Sri Lanka airs programmes about EU**

For over a year, the delegation had been supporting Sinhala and Tamil radio programmes. The Sri Lanka Broadcasting Corporation’s island-wide services broadcast them. It was convinced the radio reached a wide audience as many listeners got in touch.

To mark the 50th anniversary, it supported a new cycle of shows entitled [the] ‘EU and you’ using the same format. They last for 15 minutes and end with a radio quiz about an item mentioned during the show. The number of listeners responding to the quiz but also asking for additional information has grown steadily.

### **Israeli conference looks back**

The delegation in Israel gave its backing to a major two-day international conference looking at 50 years of European integration. It was held in Jerusalem in April.

The Ben Gurion University Centre for the Study of European Politics and Society and the Konrad Adenauer Stiftung were the main organisers.

Keynote speakers included Prof. Georg Millbrandt and the Saxony Premier and former Commissioner Fritz Bolkestein.

The Israeli Ministry of Foreign Affairs, the EU Presidency, the Bar Ilan University, the Embassy of Italy and the Jean Monnet Workshop also gave their support.

### **School student quiz in Libreville**

Students from Libreville schools participated in an EU quiz as part of the 50th anniversary celebrations.

The competition targeted fourth year students who were studying the EU as part of their year’s school curriculum.

Working in collaboration with the Ministry of Education, the EC delegation contacted schools throughout the city. Ten attended the information session and agreed to participate involving 40 to 50 students each.

The participating schools then received the 85-question quiz. Teachers worked with the students over the month of April going through the questions.

Based on the answers, the delegation selected four schools to compete in the finals with the winning school, the Lycée Nelson Mandela, receiving valuable computer equipment worth some EUR 3 200.

### **Jazz at Chellah**

This year’s annual jazz festival at the Chellah historical fortress celebrated the EU’s 50th anniversary.

The EC delegation started this festival 12 years ago. The idea was to promote inter-cultural dialogue through music. It brings together European and Moroccan musicians in a celebration that mixes traditions from both sides of the Mediterranean.

Artists from 11 EU countries participated in this year’s festival, which ended on 19 June, alongside established but also new Moroccan musicians.

The EC delegation organises the festival with Member State embassies and cultural institutes and the Wallonia-Brussels delegation and works in partnership with the country’s Ministry of Culture and the Wilaya de Rabat-Salé-Zemmour-Zaÿers.

### **Brazil awards journalists for EU stories**

The Brazilian delegation promoted EU coverage in the media by organising a contest for the best piece of journalism in television, radio and the written press.

All Brazilian journalists could submit pieces they had published or broadcast on EU-related themes between 1 January and 15 May.

The selection committee comprised the ambassadors of Germany and Portugal, the head of the EC delegation in Brazil, and representatives from the National Federation of Journalists (FENAJ) and the Communications Department of the University of Brasília.



Poster for the journalism contest in Brazil

The winning journalists will visit Brussels and the EU institutions in autumn 2007.

### Beethoven's Ninth in Managua

Two performances of Beethoven's Ninth with musicians from Nicaragua, Costa Rica, Honduras and El Salvador celebrated the EU's 50th anniversary in the capital's famous concert hall, the Rubén Darío National Theatre.

The delegation organised the concert with the German Embassy. The performers included one of Nicaragua's most famous chamber orchestras, the Camerata Bach.

The concerts sold out with over 2 000 people attending and the written press and television covered it widely.

### A taste of Europe in Indonesia

Eighteen major hotels in Indonesia joined forces with the EC delegation there to organise an EU food festival celebrating the 50th anniversary by showcas-

ing the different culinary traditions of the 27 Member States.

During May, they served European dishes for lunch and/or dinner with cuisines from the 27 Member States represented. Some hotels participated for a week or even a weekend, others throughout the month. For every bill, each hotel donated 5% to two charitable organisations educating needy children

The delegation publicised the event and the hotels also launched their own publicity and placed blue and yellow EU Food Festival banners outside their buildings.

### The comic tradition on view in Hanoi

The world-famous Belgian comic strip and cartoons tradition went on display in Hanoi to mark the EU's 50th anniversary celebrations.

L'Espace, the representative office of Belgium's French-speaking community to Vietnam, organised the 10-day exhibition to explore the history and achievements of this artistic form.

It included the work of Vietnamese comic strip artists Ta Huy Long and Pham Huy Thong and the cartoons of Belgian artist Eddy Coubeaux that have been published in Vietnam.

Nearly 400 people visited the exhibition which also received wide press coverage.

### School quiz on EU fought out on television in Guinea-Bissau

Five primary schools in Guinea-Bissau participated in a televised school quiz to celebrate the EU's 50th anniversary. Each school picked five students and assigned a teacher to coach them.

The delegation divided the competition into three sessions. In the first, the 8- to 11-year-old pupils had to answer general questions about the EU and how it works. During the second session, the quiz tested their knowledge of the EU and ACP relations. The final session focused on relations between the EU and Guinea-Bissau.

Before starting, the pupils participated in a trial run getting used to the studio and the cameras. The country's national television broadcast the competition live.

The first round took place on 31 March. The second round on 14 April eliminated two schools. The



final show took place on 21 April with the school 'Associacao da Escola Portuguesa' winning.

### **India celebrates with Jean Monnet**

A string of organisations cooperated to arrange the Jean Monnet Exhibition in New Delhi as part of the EU's 50th anniversary celebrations. The Auroville-based Pavillon de France came up with the idea. The delegation worked with them and widened the exhibition into a discussion on regional cooperation and development.

It combined forces with the French Embassy, the Centre des Sciences Humaines (New Delhi), the Jean Monnet for Europe Foundation (Lausanne), the Pavillon de France and the Sri Aurobindo International Institute of Educational Research (Auroville), the Indian Council for Cultural Relations and the India International Centre.

The result was a 10-day exhibition, a day-long seminar and a round-table discussion with experts, former ambassadors and the current ambassadors of France and Germany as well as the head of the EC delegation to India. The theme of the three events was 'Uniting people'.

The exhibition looked at Monnet's contribution to building the EU and at regional experiences such as SAARC and ASEAN.

The seminar and round table also explored Monnet's vision and what it meant for today's EU and its relations with Asia. Central to the debate was how regional unions can resolve old divisions.

The press, including *The Hindu*, *The Pioneer* and *The Indian Express* covered the event.

### **Old and new European films celebrated in Brazil**

Brazil celebrated the 50th anniversary with a month-long European film festival that showed a collection of old (by at least 50 years) and new European films. It was one of the many activities the delegation organised in the country to mark the anniversary.

The presidency opened the festival in Brasília and Porto Alegre. The last event was a joint weekend showing one German and one Portuguese movie and a ceremony symbolically transferring the EU presidency from one country to another.

### **Over 50 events mark EU birthday in USA**

The United States' EU birthday celebrations ran for 14 days with over 50 events in 19 states bringing on board all sections of society.

The Delegation and the EU embassies in the country pooled together their resources to mount a common European week. They could not squeeze the number of events into seven days and so had to stretch the final programme to 14, running from 18 to 31 March.

The Delegation worked in partnership with universities, schools, cultural centres and foundations, think tanks, research centres, museums, and federal and municipal bodies.

They organised their own events and adopted many EU-themed events organised by others under one umbrella.

In Washington, a presidency-inspired EU open house day attracted 38 000 people for a behind-the-scenes look. Member State embassies and the delegation agreed to open their doors to the public on 12 May.

The presidency rented six Washington Metro buses and drivers offering the public a free shuttle service between the embassies and the delegation. They also financed bus and metro adverts using the slogan 'Take metro to Europe'.

They sold the event as a chance to visit Europe without leaving DC. Visitors could collect stamps from all EU embassies and the delegation in a 'passport' specially designed for the event.

The European Poetry in Motion® project, also a big success, featured 135 European poems (five from each EU country). The poems appeared in their original language with an English translation on over 600 bus placards and 20 metro stations in the Washington DC metropolitan area during May.

The Goethe Institute hosted a marathon poetry reading of all the poems with American poet Ernie Wormwood moderating, and a downtown café and book store held an afternoon of poetry with over 10 EU Member States participating.

All EU embassies and the EC delegation partnered with the Washington Metropolitan Area Transit Authority and the Poetry Society of America to organise it. Many other organisations also gave their support.

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