

Session 'Plan D & EU Communication policy'

# Short assessment

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- ( Credentials: 9 country media network )
- Overall context of communication policy COM
- Comparing with our 12 recommendations ('Yellow Paper', Feb. 2006)

+ further references

# MY CREDENTIALS AS PRACTITIONER: CROSSLINGUAL NETWORK, LOCALISING FOR 9 COUNTRIES



**475,000** readers

**225,000**  
readers

**250,000**  
readers

**EurActiv.com: 3 core languages\***

- English 
- French 
- German 

*\* EU Commission working languages*

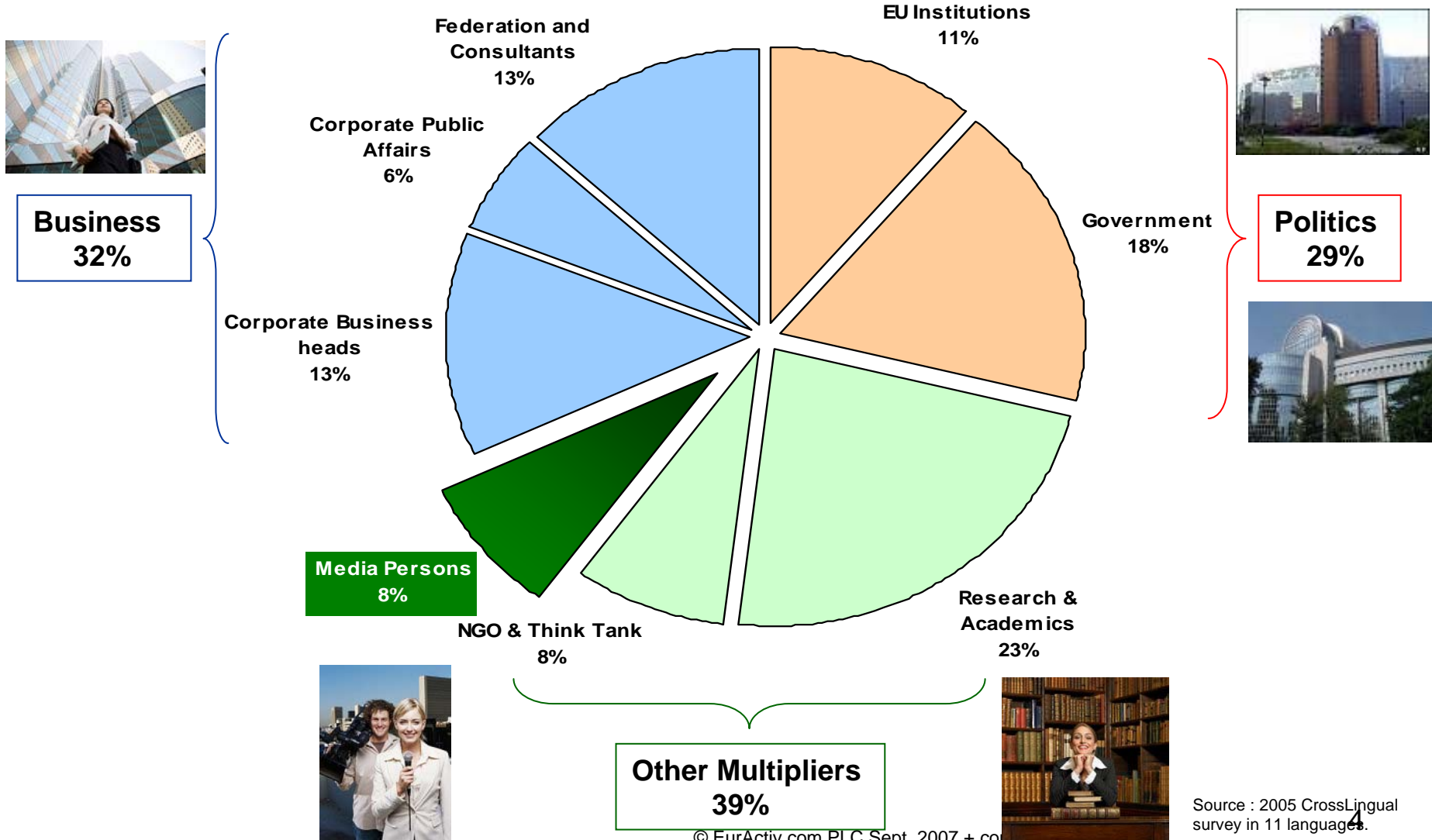
**Country portals: 7 languages**      **Partners:**

- France .fr  Acteurs d'Europe
  - Hungary .hu 
  - Slovakia .sk 
  - Czech Republic .cz 
  - Bulgaria .bg  DNEVNIK online  
European Perspectives
  - Romania .ro 
  - Poland .pl 
  - Turkey .com.tr  ZEGO EUROPA  
EUROPEAN STRATEGIES FOR TURKEY
- Additional countries considered

*\* unique visitors CIM certified January 2007*

- Probably most difficult Commissioner portfolio...
- Coming after many documents: initial Action Plan, then Plan D (post 'non' & 'nee') then White Paper Feb. 2006
- COM 'Communicating Europe in partnership' is delayed since Spring 2007
- Legal basis didn't get in revised draft Treaty
- Numerous inter-institutional constraints & MS sensitivities
- Also Commission-internal resistance to stronger priorities and coordinated spending
- Plan D projects: first wave nearly over, provided input in priorities and good pilots


# EURACTIV READERSHIP: Sectoral overview




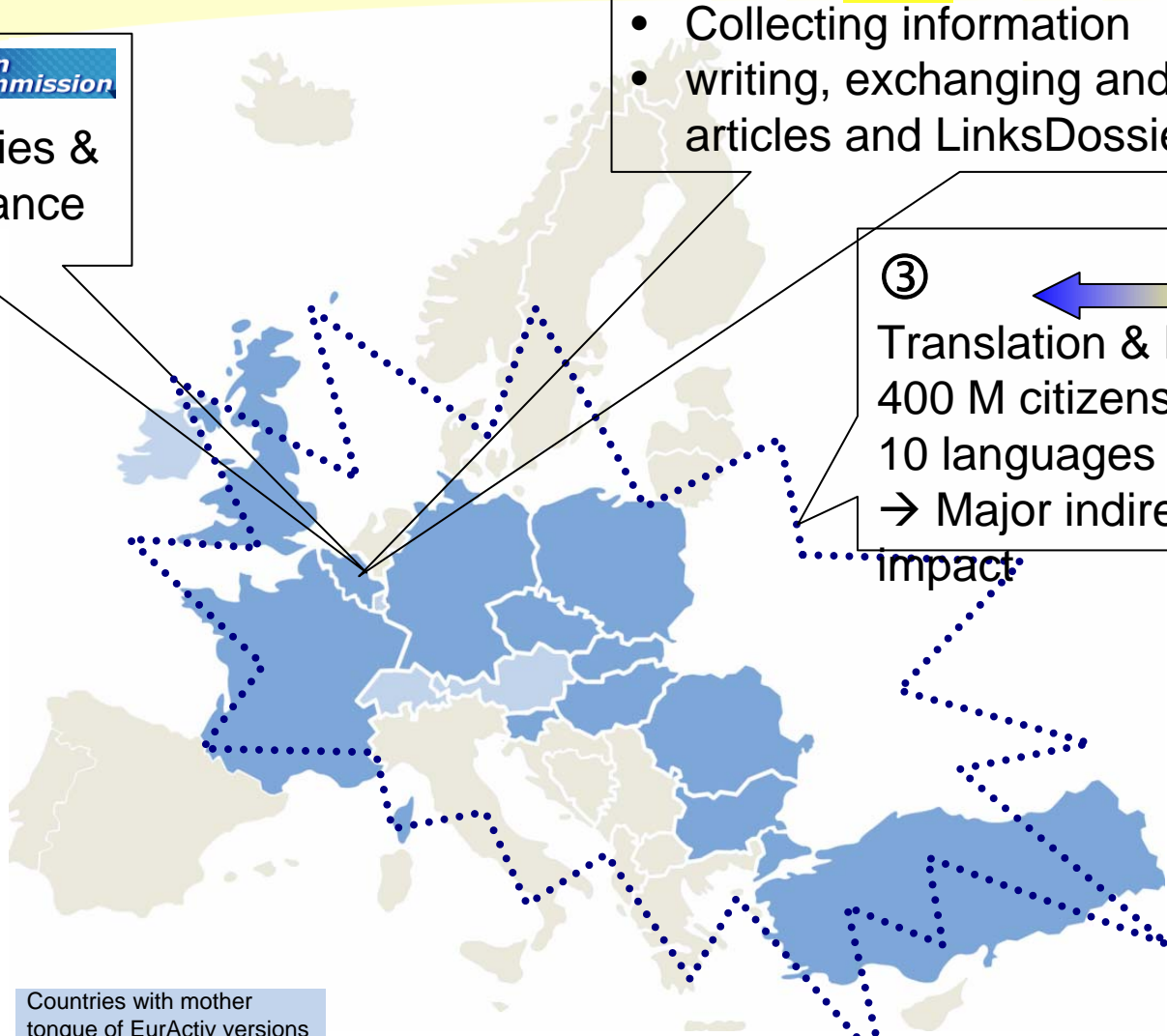
Source : 2005 CrossLingual survey in 11 languages.

# EURACTIV NETWORK COOPERATION EXAMPLE: ADAPTING TO COUNTRIES, MEDIA, CITIZENS

①   
policy priorities &  
news relevance

②   
• Collecting information  
• writing, exchanging and syndicating  
articles and LinksDossiers

③   
Translation & Localisation  
400 M citizens targeted  
10 languages  
→ Major indirect media  
impact



Countries with  
EurActiv portals

Countries with mother  
tongue of EurActiv versions