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## **EurActiv finishes Yellow Paper on EU communication: decentralize radically!**

True to its colours, EurActiv.com initially responded to the challenge of Commissioner Wallström's *White Paper*, by producing its very own DRAFT *Yellow Paper* on EU communication on the same day, 1st February 2006.

Since then EurActiv has consulted its wide ranging network of communication experts, *Fondation EurActiv* members and EU officials in several capitals. Building on the reactions, EurActiv's Yellow Paper is now completely revised and the resounding message from its 12 recommendations can be summed up in one word: Decentralise!

It is necessary to leave the Brussels perspective and *localise* information and communication.

Christophe Leclercq, EurActiv's founder declared: *"We recommend to decentralise radically and to empower national multipliers such as companies, trade unions, NGOs, media and other stakeholders that are closer to the everyday life of citizens."*

DG Communication explores giving more autonomy for other Services' communications to specialised stakeholders, and to its representations at national level. But this trend needs to be amplified, adapting rather than just translating the content, and giving modern tools to organizations already trusted by EU citizens.

Julian Oliver, Secretary-General of *Fondation EurActiv*, which produced the Yellow Paper, stated: *"The Commission announced a revised White Paper for Spring 2007! Indeed the first version was more of a Green Paper. Where is the strategy, with targets, resources and people in charge at national level? It is high time to follow another overall point we made: Decide!"*

Willy De Backer, chief editor of EurActiv, said: *"With only two years to go before the next European elections, the EU can not continue to "listen and talk" for ever. I will draw attention to this urgency to decide when I will speak at the Commission's "Europe in Vision" stakeholder conference in Helsinki on 4-5 December."*

For more in-depth information, please consult EurActiv's Yellow Paper [online](#).

Please contact:

Christophe Leclercq, Publisher Tel. +32 2 226 58 13, [publisher@euractiv.com](mailto:publisher@euractiv.com)  
Willy De Backer, Editor-in-Chief Tel. +32 2 226 58 14, [editor@euractiv.com](mailto:editor@euractiv.com)  
Julian Oliver, Secretary-General, Fondation EurActiv Tel +32 2 226 58 25, [secgen@euractiv.com](mailto:secgen@euractiv.com)

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