



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 18.03.1999
COM(1999)131 final

COMMUNICATION FROM THE COMMISSION
TO THE COUNCIL AND THE EUROPEAN PARLIAMENT

"EXPO 2000 HANNOVER"

With the approach of a new Millennium, various events are being planned within the Member States of the European Union, and indeed worldwide, to celebrate the occasion in suitable fashion.

In the year 2000, the Federal Republic of Germany is organising in Hanover from 1 June to 31 October a universal exhibition with the theme "Humankind – Nature – Technology".

This communication proposes that the EU participates at EXPO 2000 Hanover on the basis of the proposal described below.

1. Theme of EXPO 2000

The central theme of EXPO 2000 is "Humankind – Nature – Technology", which is based on the realisation that a humane and decent existence for every individual can only be achieved through a balanced and harmonious co-existence of the three. EXPO 2000 is committed to presenting current and future options to build this relationship between humankind, nature and technology in a memorable and compelling manner. This theme is closely linked to "sustainable development", a concept that the EU has decided as a main objective in the Amsterdam Treaty.

EXPO's theme is essential in most EU policies. The citizens of Europe are more and more concerned about nature and take a very active interest in finding the right balance between further economic and technological development in society, protection of the environment and improvement of quality of life in the widest sense.

2. Exhibition Site

EXPO 2000 will cover a total area of some 160 hectares. More than half of the Site will consist of the existing 90-hectare Hannover Trade Fairgrounds. A further 70 hectares of land to the east of these grounds are being developed for EXPO 2000. This new development will include the EXPO Plaza and the pavilions for the Official Participants.

The EXPO Plaza, covering some 12 hectares, is intended to be the hub of EXPO 2000, acting as a link between the east and west parts of the Site. Located in the centre of the Plaza will be the Arena, with a capacity of about 17,000 spectators and available to participating nations for their events, e.g. National Days.

The EXPO 2000 organisers are in the process of creating a European Boulevard, where almost all EU Member States' pavilions are located and at the top of which would feature the EU Pavilion and the Robert Schuman Square.

It is understood that, in respect of the need for sustainability, the EXPO 2000 organisers have arranged for the eastern part of the Site to be recycled for further education purposes.

3. Participants

Some 180 nations and international organisations have already announced their presence at EXPO 2000.

More than 40 million visits – by mainly European citizens – are expected to be made to EXPO 2000 in Hanover. This is 4 times as many visits to EXPO 98 in Lisbon, where there were more than one million visits to the EU Pavilion. It can be realistically estimated that there will be between 2 and 4 million visits to the EU Pavilion in Hanover.

All EU Member States have confirmed officially that they will be present.

4. EU Participation

Since 1958, the European institutions have participated in the following universal or world exhibitions: Brussels 1958, Turin 1961, Seattle 1962, Munich 1965, Montreal 1967, Osaka 1970, Okinawa 1975, Knoxville 1982, New Orleans 1984, Tsukuba 1985, Vancouver 1986, Brisbane 1988, Genoa 1992, Seville 1992, Taejon 1993 and Lisbon 1998. Such exhibitions are governed by the rules of the Bureau of International Exhibitions which is responsible for the implementation of the Convention of Paris (1928) on universal and international exhibitions.

The European Union participation in Lisbon 98 was generally considered to have been highly successful, with over one million visitors to the EU Pavilion.

President Santer has already in 1995 indicated to the then Chancellor Kohl that the EU's institutions would be present at EXPO 2000 as one grouping.

All EU institutions will wish to play a full and active part in ensuring that the EU's exhibition is presented in a coherent way and that, in particular, the EU's messages are fully in line with EU policies. In this respect, experience gained from previous EU participation in EXPOs, especially those of Seville (1992) and Lisbon (1998), will be applied to the organisation of a coherent EU presence at EXPO 2000.

As such, the Commission will ensure that all its interested services and other EU institutions participate fully in preparing the EU's presence at EXPO 2000. To this end, a work programme, with timetable, will be established.

5. Objectives of EU Participation

EXPO 2000 Hanover will be an exceptional opportunity to bring the European Union closer to its citizens. Indeed, all EU institutions will no doubt wish to be actively associated in presenting collectively the crucial rôle the European Union plays as a forward-looking, dynamic actor on the world stage at the dawn of the 21st century. EU participation should, therefore, be based on a clearly defined concept and message(s), for which a communication strategy and plan will be devised.

The major objectives of the EU's participation are:

- to demonstrate the added value of the EU Member States working together, through the EU's Institutions;
- to present a coherent and global vision, as shared by all EU Institutions, of how to achieve a balanced and harmonious co-existence of humankind, nature and technology;
- to show to the citizens of Europe, in a visual and challenging way, how Europe has developed democratically over the past 50 years since the Schuman

Declaration in 1950 and how it is capable of meeting the challenges of the next 50 years.

The impact of modern technology on humankind and the environment has been recognized for decades. The political responses to this recognition have often been slow and insufficient. Public opinion polls have for many years shown the need for better environment policies, improved working conditions and reduced unemployment. Indeed, these are areas where expectations of the EU's citizens are very high.

The following represent examples of further areas in which the EU's efforts can be illustrated:

- developing environmental policy towards sustainable partnership;
- promoting sustainable agriculture as part of a sustainable development of rural areas;
- developing energy policy and technology in order to meet the commitments agreed in Kyoto on greenhouse gas emissions;
- strengthening a common European strategy to create employment, notably by encouraging new job opportunities offered by the new technologies for the environment;
- reducing social exclusion and other social problems through the new opportunities provided by technological development;
- developing action in the field of cultural and audiovisual creation, with a view to promote European culture and to strengthen awareness and knowledge of European cultural roots and identity;
- contributing to a high level of health protection based on sound scientific advice and supporting the development of health-care systems;
- developing sustainable transport policies, in the light of the expected strong growth in transport volume;
- producing statistics as a tool to help EU decision makers and citizens assess EU policies;
- maintaining close dialogue with the citizens of Europe on all these issues.

Any EU contribution will have to be worked out against the background of the completion of the single market, the introduction of a common currency, the commitment to create employment and to fight unemployment, the enlargement to Central and Eastern Europe and the increasing globalisation of industrial and financial markets.

Within this context, the EU should seek high visibility at EXPO 2000 by presenting a truly political message about the role the Member States, acting as one, can play and indeed are playing in facing up to the technological and environmental challenges of the 21st century.

At the same time, the year 2000 is also the 50th Anniversary of the Schuman Declaration and this would be an ideal occasion to present visions for the next 50 years of European co-operation and integration, particularly in relation to European culture and identity and the European social model.

Hence, within the overall EXPO theme, it is proposed that the theme statement of the EU Pavilion should focus on the need for the European Union to seek a better society for its citizens through sustainable development, within a rural and urban context, as follows:

Meeting the challenges for a better quality of life in the 21st century.

Such a presentation should be eye-catching and make use of the latest interactive audiovisual and electronic technology available.

6. Pavilion for EU

EXPO 2000 has submitted a proposal for the EU Pavilion to be prominently situated on the edge of the Plaza and opposite the German Pavilion (16.000m²). The EU Pavilion will be built by the company NILEG which is contracted to EXPO 2000 to commercialise the eastern part of the Site both during and after the EXPO. The EU Pavilion will be put at our disposal by EXPO 2000 and rented on a contractual basis. The EU would occupy up to 3.000m², and the upper floors of the building would house the administration of EXPO 2000.

Rental cost of the EU Pavilion is +900 euro/m² (1.800 DM/m²) for the whole period of the EXPO, i.e. some 2,7 MEUR.

7. EXPO and the euro

A special feature of EXPO 2000 will be the promotion of the European single currency. Given the start of monetary union on 1 January 1999 and the entry into circulation of euro notes and coins as from 1 January 2002, EXPO 2000 will be an ideal platform to communicate to the citizens the practical implications arising from the introduction of the euro. In particular, EXPO 2000 organisers, in association with the Lower Saxony Savings Banks Association, wish actively to encourage the use of card-based payment in euro on the EXPO site. The exhibition will thus be a stimulus towards the goal of cross-border operability of electronic purses. This will be an important contribution towards allowing citizens to familiarise themselves with the euro before notes and coins are introduced in 2002. The Commission thus intends to support this initiative, which will enable visitors to experience, in a practical way, the benefits of payment in euro.

The Commission furthermore intends to support the promotion of the euro especially during celebrations of Europe Day at EXPO 2000.

Statistics on the euro zone shall give the basic figures on the most important economic sectors and social aspects about the European area where the single currency will be used in 2002.

8. EXPO and the Thematic Area

In addition to the pavilions of more than 180 nations and international organisations, EXPO 2000 will have a Thematic Area, consisting of 11 sub-themes. This area will

provide an opportunity for international partners from all areas of society to contribute to proposing project-based solutions for a future-orientated co-existence of the human race.

In the interests of coherence, the Commission shall coordinate the presence of any such projects where they are co-sponsored by its services. In particular, the Commission shall ensure that clear rules are established for the selection of such projects and that any messages conveyed by these projects are fully in accordance with those messages conveyed generally at EXPO 2000 and in particular within the EU Pavilion.

The 11 sub-themes are "The future of the Past", "Knowledge, Information, Communication", "The 21st Century", "Humankind", "Environment: Landscape, Climate", "Mobility", "The Future of Work", "Energy", "Health", "Nutrition", "Basic Needs".

9. EXPO and Cultural Events

The presence of the EU at EXPO 2000 should mainly be done through the pavilion. However, EXPO 2000 represents the ideal communication platform for a mix of exhibition and events. It is important that the EU and its institutions involve themselves in EXPO 2000 events (e.g. cultural and regional) beyond the pavilion – still bringing into focus the main messages according to the EU's priorities. It will be a challenging task for the EU to deal with the curiosity and expectations of the citizens.

The organisation of Europe Day, European Weeks and other European events will require the close involvement of the EU's Institutions and interested EU agencies and organisations.

10. Budgetary Aspects

The budget for the EU Pavilion is estimated in euro as follows:

10.1 Operational costs on part B of the budget:

Rental of EU pavilion	2.700.000
Stand erection and decoration	9.500.000
Running costs	1.000.000
Communications and events	600.000
Contingency	<u>200.000</u>

Total : 14.000.000

10.2 Human resources and provision for missions:

Human resources:	1.190.000
Provision for missions:	<u>250.000</u>

Total: 1.440.000

The total estimated cost of the action is therefore **15.440.000 euro**.

It is also intended to seek appropriate sponsorship from the private sector for various aspects of the EU's participation at EXPO 2000. In particular, sponsorship will be sought, through the appropriate European professional associations, in respect of computer hardware, audiovisual equipment and telecommunications equipment. Clear criteria on the procedure for selecting sponsors will be established. It is estimated that such sponsorship could amount to approximately 1 MEUR for all three areas.

11. Organisational Aspects

Interservice consultations will continue to take place between the services of the Commission on all questions affecting the organisation of the EU's participation in EXPO 2000 on the basis of an Interservice Task Force, which will be constituted after the adoption of the present Communication and which will include the most interested services of the Commission. Moreover, inter-institutional meetings will take place between the Commission and other participating EU institutions.

Conclusion

The Council and the Parliament are informed of the intention of the Commission to ensure the participation of the European Union, through its Institutions, at EXPO 2000 Hannover on the basis of the proposal put forward above.

Expenditure for 1999 will be covered by the appropriations in the 1999 budget. The appropriations needed for 2000 will be requested in the 2000 PDB.

FINANCIAL STATEMENT

1. TITLE OF OPERATION

Participation at "Expo 2000", the universal exhibition to be held in Hanover from 1 June to 31 October 2000.

2. BUDGET HEADING INVOLVED

Part A A1, A2, A4, A5

Part B B3-309

3. LEGAL BASIS

Autonomous action by the Commission.

4. DESCRIPTION OF OPERATION

4.1 General objective

To organise the participation of the European Union at the first universal exhibition of the 21st century, to be held in Hanover in 2000.

The main theme of the universal exhibition is "Humankind - Nature - Technology" with eleven sub-themes: "The Future of the Past", "Knowledge, Information, Communication", "The 21st Century", "Humanity", "Environment: Countryside and Climate", "Mobility", "Work in the Future", "Energy", "Health", "Nutrition", and "Basic Needs". All the Member States have confirmed their participation in Expo 2000.

The aim is to bring together in a large forum ideas from over 180 countries and international organisations, to be presented in the form of projects demonstrating what people can do together to bring about a balance between man, nature and technology, while preserving social, cultural, ecological and economic aspects.

It will be an innovative exhibition with 100.000 m² for the exhibits, which will be grouped by theme and will present original solutions for the future coexistence of man and the environment, as well as traditional features such as national contributions and a cultural programme.

The proposed theme is an opportunity for the Commission to highlight the synergies which have developed between the institutions and the Member States.

This proposal takes into account the experience gained from the last two exhibitions in which the Commission participated: Seville '92 demonstrated that it was not wise to enter into a commitment to construct buildings; Lisbon '98 has provided, through a technical audit carried out by the company SGS, reliable parameters for calculating the construction of stands and has demonstrated the need to have one budget line only (in this case, B3-309), instead of 18 lines as was the case in 1998.

Line B3-309 represents the total amount for the European Union's participation at Hanover 2000; this amount covers all the Institutions (Directorates General of the Commission, Services and other Institutions). The Commission (DG X) shall ensure the role of coordinating all Union participants and shall keep close contacts with each of them in order to define their communication strategy.

4.2. Period covered and arrangements for renewal

Expo 2000 will take place from 1 June to 31 October 2000. Design work started in 1998 and the project will be wound up at the end of 2000.

5. CLASSIFICATION OF EXPENDITURE OR REVENUE

- 5.1. Non-compulsory expenditure
- 5.2. Differentiated appropriations

6. TYPE OF EXPENDITURE OR REVENUE

Under contracts awarded for the design and production of the stand, following a notice of competition, invitations to tender and examination by the Advisory Committee on Procurements and Contracts; by direct agreement for rental of space at the exhibition.

7. FINANCIAL IMPACT

7.1 Method of calculating total cost of operation (relation between individual and total costs)

- Administrative expenditure is specified under 10.
- The cost of renting the European Union stand is based on a price of EUR 900/m², as announced by Expo 2000, for a space of 3 000 m². The Commission has negotiated the use of a storage area of 600 m² free of charge, representing a saving of EUR 160 000 (Expo '98 Lisbon cost EUR 2.5 million for a space of 2 800 m²).
- Design, construction and management costs are calculated on the basis of previous exhibitions, adjusted for the space concerned and the cost of living index. The universal exhibition in Seville cost EUR 18.2 million and the international exhibition in Lisbon EUR 11.5 million.
- The Commission hopes to obtain sponsorships amounting to some EUR 1 million. Promotional material, estimated about EUR 300.000, will be financed from line B3-309.
- With reference to Lisbon '98, where 18 budget lines from Parts A and B of the budget led to significant management complications, DG X requested, already in the 1999 PDB, that one specific budget line be established for Hanover 2000.

7.2 Itemised breakdown of cost

The figures reflect the negotiations held in mid-1998 between DG X and the organisers of Hanover 2000. These figures differ slightly from the first overall estimates drawn up for the 1999 preliminary draft budget, some components having been unknown at the time (final space, price/m², fitting out needed) but the amount is of the same order of magnitude (slightly lower).

Commitment appropriations
EUR million (at current prices)

Breakdown	Year 1999	Year 2000	Total
B3-309 : Expo 2000 Hanover			
- Stand rental ¹ 900 EUR/m ² for 3000 m ²	2.700.000	-	2.700.000
- Fitting out	4.800.000	4.700.000	9.500.000
- Running costs		1.000.000	1.000.000
- Communication and cultural events, including promotional material		600.000	600.000
- Miscellaneous and contingencies		200.000	200.000
Total	7.500.000	6.500.000²	14.000.000

7.3 Operating costs for studies, experts, etc. included in Part B of the budget : n.a.

8. FRAUD PREVENTION MEASURES

The design and supervision contracts will be awarded under an open procedure.

All implementation, construction and equipment contracts will be awarded under tendering procedures held in accordance with the Commission's Financial Regulation.

9. COST-EFFECTIVENESS ANALYSIS

9.1. Specific and quantifiable objectives; target population

Specific objectives:

- to show the general public some of the Union's achievements in bringing about a balance between man and nature and promoting his harmonious integration into the technological environment;
- to present the synergies brought about by the European approach to major policies, in line with the subsidiarity principle and in the context of globalisation;
- to provide information about major European Union projects, emphasising a resolutely forward-looking approach.

The target population will consist of the general public and will comprise all nationalities and age groups.

¹ Plus 600 m² made available.

² Subject to approval of the budget by the budgetary authority

9.2. Grounds for the operation

The Union's participation in Expo 2000 is fully justified by the need to hold a universal exhibition to mark the start of the third millennium, by the opportunity to communicate with millions of people, and by the relevance of the proposed themes to Union policies.

9.3 Monitoring and evaluation of the operation

Performance indicators:

- 40 million people are expected to visit Expo 2000 Hanover. The number of visitors will be counted by meters placed at the entrances to the pavilion;
- it is foreseen to use a conference room for 150 to 200 persons. The numbers attending lectures, plus a questionnaire on satisfaction levels, will provide a measure of the impact made by this activity;
- the impact of the stand on visitors will be assessed by a number of qualitative random surveys;
- an outside expert will assess the presentation during and after the exhibition.

10. ADMINISTRATIVE EXPENDITURE (SECTION III, PART A OF THE BUDGET)

Actual mobilisation of the necessary administrative resources will derive from the Commission's annual decision on the allocation of resources, in the light of whatever additional staff and amounts are awarded by the budgetary authority.

10.1 Effect on the number of posts

Type of post		Staff to be assigned to managing the operation		Source		Duration
		Permanent posts	Temporary posts	Existing resources in the DG or department concerned	Additional resources	Officials: 24 months Temporaries: 12 months
Officials or temporary staff	A	2.0		2.0		
	B	2.0		2.0		
	C	1.0		1.0		
Other resources			2.0	(AUX) 2.0		
			1.0	(NED) 1.0		
Total		5.0	3.0	8.0		

10.2 Overall financial impact of human resources

(EUR)

	Amounts	Method of calculation
Title A1, A2, A4, A5 – officials	1.080.000	108.000/yr x 5 x 2 (1999 and 2000)
Temporary staff A7000 AUX	69.000*	4.260 X 9 months (2000) = 38.340 3.335 x 9 months (2000) = 31.015
National expert detached	41.000*	3.416 x 12 months (2000) = 40.992
Total	1.190.000	

* Rounded up.

10.3 Increase in other administrative expenditure as a result of the operation
(EUR)

Budget heading	Amounts	Method of calculation
A-130 missions	50.000 200.000	Year 1999: 50 missions (2/3 days) Year 2000: 200 missions (2/3 days)
Total	250.000	

ISSN 0254-1475

COM(99) 131 final

DOCUMENTS

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16 15 09 01

Catalogue number : CB-CO-99-130-EN-C

Office for Official Publications of the European Communities

L-2985 Luxembourg