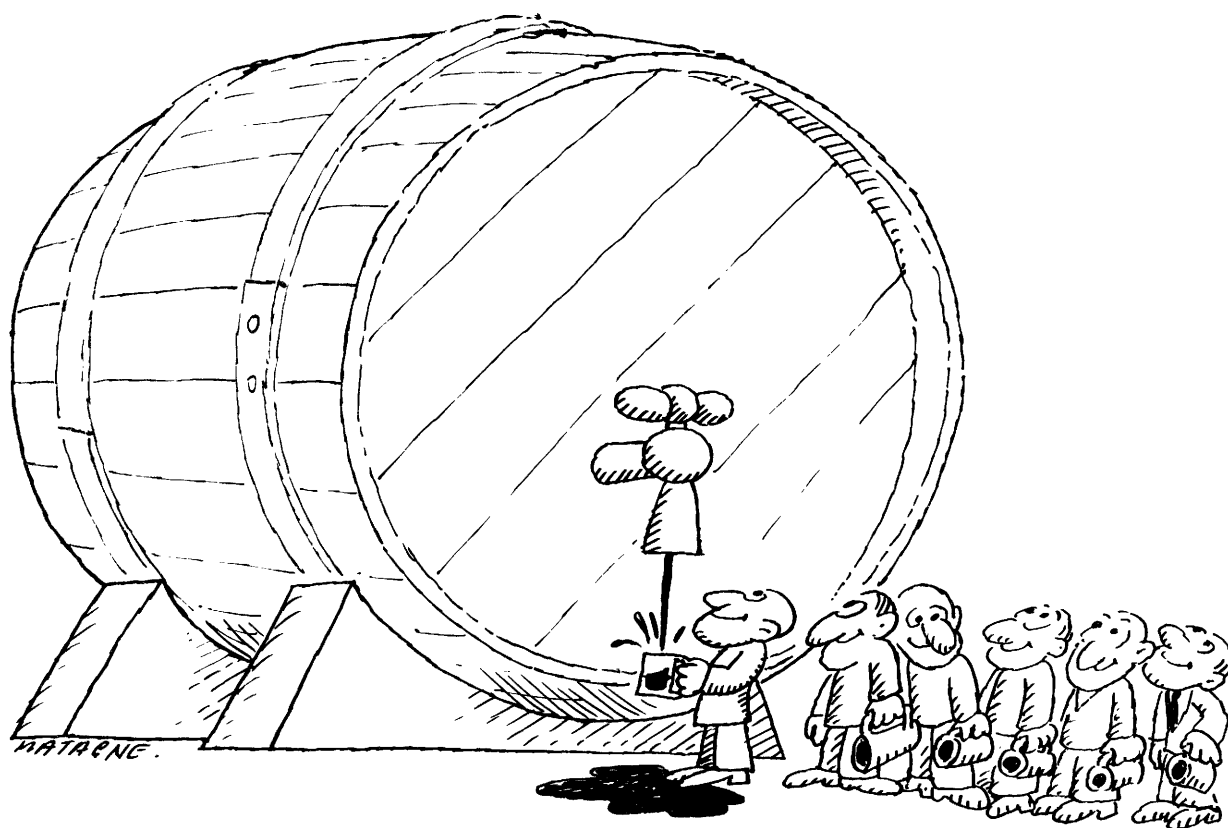


Brussels, 1 August 1978

N° 30/78



Europe's wine cup overfloweth but not without problems (see page 3).

Euroforum is taking a break for summer holidays. The next issue, N° 31/78, will be published on September 12th.

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++ WINE : PRODUCTION UP, CONSUMPTION DOWN

Wine production is increasing. Vines have been transplanted from slopes onto the plains where they are easier to cultivate and yields are higher.

Consumption is stagnating. High levels of excise duty in certain north European countries are spoiling the taste.

Measures proposed by the European Commission to correct this imbalance are discussed in Annex 1.

++ ARTISTES BETWEEN JOBS

"Cultural workers" in the theatre, opera, cinema and the circus are not doing too well. The pause between jobs is getting too long.

In Annex 2, Euroforum discusses the reasons for under-employment among artists and some solutions put forward.

++ CONSUMER CONFIDENCE RISES SLIGHTLY

The economic survey carried out last May amongst 20 000 households throughout the Community has revealed that consumer attitudes have stabilised since January except in the UK and Ireland. The consumer index has scarcely changed and represents a moderate improvement compared to the poor levels recorded between 1974 and 1976. Though for the Community as a whole confidence is stable, there are certain variations according to country:

Denmark : 47% of persons interviewed expect the economy to deteriorate. Germany : the confidence index has improved slightly. For the first time for five years, more than 85% of people interviewed thought that their financial situation had improved over the last year or was unchanged.

France : consumers are quite optimistic about the financial outlook, though 30% fear an acceleration in inflation and 45% (against 33% in January) expect unemployment to increase.

In Ireland and the UK, confidence dropped 6 points between January and May 1978 (partly in reaction to the record increase recorded between May 1977 and January 1978 which topped 30%). In both countries consumers have never been so inclined to make major purchases as in May.

Italy recorded the greatest rise in consumer confidence since the last survey, and the index rose from 104 to 110. Consumers are optimistic about both the economic outlook and their own financial situation.

Netherlands recorded a slight drop in confidence with the prospect of further unemployment clouding people's optimism.

In Belgium the general economic outlook has not improved much on the beginning of the year. The fear of further unemployment has decreased slightly however and only 55% expressed deep concern as against 69% in the previous survey.

++ UNEMPLOYMENT INCREASES 0.3%

At the end of June, 5.6 million persons - or 5.3% of the working population - were registered unemployed in Community countries. This represents an increase of 0.3% on the previous month whereas in the corresponding period last year, the Community experienced an increase of 2.5%.

The rise in unemployment when compared to the end of June 1977 is 3.7% which includes a 9.2% reduction in Ireland, -5.8% in Germany, -1.8% in the Netherlands and -0.3% in the United Kingdom. Unemployment increased in other Community countries, particularly Luxembourg.

The drop in the number of women out of work in June was much smaller than in previous months. In mid 1978, 43% of all unemployed in the Community were women, though the average in Belgium, Germany and France is over 50%. The average in the UK and Ireland is less than 30%.

++ EQUAL PAY FOR EQUAL WORK

The principle of equal pay for equal work is written into the Community's founding Treaty of Rome and has been formalised in a Community directive. The principle is rarely respected however which is of great concern to the European Commission.

Women's campaign against discrimination at work has suffered a further setback : Gabrielle Defrenne, the former air hostess with Belgium's Sabena airlines has lost her third case at the European Court of Justice (c.f. Euroforum N° 14/78).

The main stumbling block was the interpretation of article 119 of the Treaty of Rome. Does it imply equal pay in the strict sense or does it have a wider sense implying equal working conditions - without which, Defrenne's lawyers argued, equal pay is an abstract and even hypothetical right.

Requested to give an interpretation of this point by the Belgian Labour Court, the European Court of Justice has ruled that:

- article 119 only concerns pay;
- that at the time of Mlle Defrenne's dispute (1968), there were no legal provisions prohibiting discrimination other than on grounds of pay.

This year a new law is to come into force and from August 12, the nine Community countries will have to apply a European directive ensuring equal treatment for men and women. The aim of this is to remove any discrimination based on sex when offering jobs, training, promotion and working conditions. Discrimination over social security is not yet forbidden, though proposals to this effect have been drafted by the Commission and forwarded to the Council of Ministers.

Without doubt the application of the new directive will meet the same difficulties as that prescribing equal pay for equal work. For European law to be worthwhile, it has to change people's mentality. August 12 could be a legal springboard which women can use on the road to achieving equality.

++ HOTEL CHILDREN

"Does the Commission think it right that minors are employed in the hotel industry" asks Mr. Nolan of the European Parliament. The Commission has replied that all Community countries make an exception and permit children under the legal working age to work in family businesses. Even then, there are conditions, such as obligatory schooling and health and safety protection. There are no special provisions in the Nine concerning children working in family run hotels.

To ensure that children are adequately protected even in family enterprises, the Commission recommended in 1967 that the minimum age be set at 12 and that only light work should be permissible and not work likely to harm children's health, welfare or education. Any work should be short or temporary and should not be permitted at night, Sundays, holidays or before school work is done.

**++ AUDIOVISUAL ON ENERGY**

What is the best way to use imported oil? When should we use nuclear power? What are the alternative energy sources and how can we save energy?

An audiovisual programme produced by the information services of the European Commission attempts to provide answers in simple terms to these and other problems which have confronted the Community since the energy crisis.

The fifteen minute programme consists of 48 slides and commentary on cassette (languages : English, Danish, Dutch, French, German, Italian). The programme is available free to groups prepared to organise projection facilities (particularly trade unions, schools, environmental and consumer protection organisations etc.). For further information, contact "Euroforum" or a local Community information office.

**++ MARRIAGE BUREAU : GOOD RECORD**

The Community's industrial "marriage bureau" or Business Cooperation Centre was set up to search out firms wishing to make cooperation agreements across Community frontiers.

According to its latest annual report, most requests for assistance in 1977 came from the United Kingdom where small and medium sized companies are trying to expand onto the continent where they have little experience. Interest in transnational agreements has also increased in France in parallel with France's export drive. German interest in European cooperation has slightly decreased and it would seem they are more interested in third countries. The most popular countries for making agreements with are Germany, France and the Benelux. The Centre's activity in 1977 was as follows:

Information : 515 requests

Partner research : 84 requests and 894 replies

Contacts established : 75

Agreements confirmed : 18

**++ OFFERS FOR ALTERNATIVE ENERGY**

The European Commission has decided to offer financial assistance for projects demonstrating new energy saving techniques or developing alternative energy resources : geothermal, gasification and liquefaction of solid fuel,

solar energy etc. The Commission's aim is to reduce the Community's dependence on imported oil.

To distribute this financial aid the Commission has made four calls for tenders. Firstly the Community will finance (up to 49% maximum and 25% minimum) of the installation and testing of energy saving techniques and processes. This aid will be reimbursed if the process is a commercial success.

The three other offers deal with the exploitation of the alternative energy sources and financial support could exceed 40% of the cost of the projects. Up to half will have to be reimbursed if the installation can be exploited industrially.

Applications should be sent to the European Commission by September 30 at the latest and should be presented on the form published with the call for tenders in the Official Journal Nos C 158, C 153, C 154, C 170.

**++ FARM POLICY AND ENVIRONMENT**

The impact of the Community's agricultural policy on nature and the environment is the theme of a seminar to be held by the European Environment Bureau, September 19-21st coming. Concrete problems to be dealt with cover : the effects of agricultural problems on the quality of food, the future of the small farmer, the protection of the countryside, etc.

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WINE : PRODUCTION UP, CONSUMPTION DOWN

Wine production in the European Community has been increasing by 1% per year whilst consumption has been stagnating. Though there is no risk of surplus at the moment, production of table wine is nevertheless tending to exceed requirements by 6-10 million hectolitres per year out of a total production of around 100 million hectolitres (the term table wine only covers ordinary wines and not the "V.Q.R.D." classification wines or quality wines produced in specific regions (these types are more easily exported and production increases do not cause problems)).

To remove the imbalance threatening the market for table wines, the European Commission has proposed an action programme for the period 1979-1985. This programme basically aims to improve the structure of the industry and eliminate the need for expensive intervention measures. These structural measures should complement measures being proposed to expand market outlets for wine.

If adopted, the programme should modernise some 200 000 hectares of vineyards and convert further 100 000 hectares to different uses. The cost of this would be around 880 million European units of account (1 EUA = + 1.2 dollars approx.) for the seven years of the programme.

High tax in the North

Stagnation of consumption is directly linked to the high excise duty rates levied on wine in certain Community countries. Of the total retail price of a litre bottle of wine, the producer's and retailer's share is only 0.5 EUA. The taxman's share (VAT and excise duty) is : 0.98 EUA in Ireland, 1.29 EUA in Denmark and 1.34 in the United Kingdom. Tax authorities in Belgium receive 0.43 EUA, in France 0.108, in Germany 0.06, in Italy 0.03, in Luxembourg 0.025 and in Holland 0.28 EUA.

The price paid by consumers is directly related to this and the same bottle of wine can vary from 0.52 in EUA in Luxembourg or Italy to 1.84 in the UK.

Soft drinks or plonk

Such high excise duties evidently keep consumption down. Wine consumption is not surprisingly stagnating whilst, by contrast, beer consumption is rising 3% per year, and alcohol + 3.2%. Soft drinks and non-alcoholic drinks are increasing at around 9.4% per annum. To expand the outlets



for wine, the European Commission has reiterated its appeal to the countries with the greediest tax authorities to reduce excise duties on wine. It has also proposed information and promotion campaigns and has suggested that part of the surplus be processed into must (concentrated wine with a high alcohol content which could replace sugar when enriching certain wines). This process would benefit the quality wines most, which is good for the consumer.

These measures are intended to expand the market and complement structural measures.

#### Vine transfers

Increasingly vines have been taken off the slopes - their traditional growing area - and transplanted on the plains which are easier to cultivate. The result is more wine production but lower quality. The reorganisation which has been proposed aims to move production to those areas most suited for good wine production. The Commission has proposed classifying vineyards in three categories based on natural criteria (rain, temperature, slope of the terrain). The programme stipulates that:

- for the first category (some 450 000 hectares of slopes in France and 580 000 in Italy) : authorisations for new plantations which lead to a certain reduction in the productive potential; freedom to replant certain specific varieties; an aid programme to improve and modernise wine producing organisations; specific aid to improve vineyards and priority for investments in processing and commercialisation.
- for the second category (e.g. rather arid plains) of which there are around 100 000 hectares in France and 170 000 hectares in Italy); a ban on new plantations; authorisations for replanting certain specific varieties; aid to improve vineyard structures and also aid for the reconversion of production to other crops and/or the abandoning of wine production.
- for the third category (alluvial plains suitable for conversion to other crops such as maize and certain fruits and vegetables of which there are about 200 000 hectares both in France and Italy); reorganisation will be encouraged particularly by offering premiums for reconversion, for abandoning wine production and for retirement; all investment in wine production should be prohibited.

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ARTISTES BETWEEN JOBS

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"To a comedian the word "resting" can have several meanings. They rest after a long tour as they must rest after, say, a difficult film. Rest is sacred but it ceases to be sacred when it becomes permanent. Then it is no longer rest but unemployment. Being an out of work comedian means not having any job offers to refuse, no more scripts or parts to learn. It means having a telephone that doesn't ring. As we like to use images we euphemistically call such periods the "bottom of the waves". Some waves have no bottom".... (from Simone Signoret "Nostalgia is not what it was". Paris 1976).

In all Community countries artistes have seen their ranks dwindle in a disturbing way. In Germany the number of musicians has dropped by 19 000 in twenty years. In France, 25% of comedians left the profession between 1968 and 1975, and 32% of musicians and 45% of variety artistes.

Concerned about the lack of jobs available, the European Commission requested an independent expert, Mrs. Marie-Madeleine Krust, to draw up a report on the problems facing actors, singers and musicians.

Unemployment among artistes is not so easy to see. In contrast to other workers, they work in an irregular way. They have to prepare a play or a film and then rest after a series of shows. But, as explains Simone Signoret, a long rest can be called unemployment. There are numerous artists who only have a few short bookings during a year. They are underemployed.

Apart from the material problems, unemployment rarely earns them the right to social security. Unemployment harms an artiste's career even further since they have to appear in public to keep their names on the billboards.

The "star" system

According to the author of the study, underemployment is linked to the inequality of work opportunities in showbusiness, i.e. the star system which favours a minority of names and

penalises the majority of actors. The cause of this is : the inability of public employment services to place artistes, the quest for profit in show business, the behaviour of employers whether they are theatre directors, producers, etc. This system benefits those artistes with financial resources, with contacts and the backing of an agent or producer. If an artiste has talent, his chances of making it are not certain. Without help and without contacts, he can face numerous difficulties everyday, trying to get into the profession. Most often, he will be forced to have another side-line which may compromise his career. Imagine an engineer trying to have a career in a research laboratory and being forced to take another job for nine months of the year to keep himself alive.

Unequal opportunity is also a question of sex. Women are a minority in the artistic world, principally because of the lack of job outlets. Cinema and TV scripts have traditionally more male than female roles. Discrimination has not been abolished. Female membership of the French comedy theatre is limited to one third of the staff, by dint of a 1946 decree which is still in force.

#### Empty cinemas

Public disaffection with the cinema is most evident in the United Kingdom and Germany where, in 1973, attendance had dropped 83% in Germany and 90% in the UK, in relation to the peak years of 1956 and 1948.

The cinema's loss of popularity is partly due to the growth of TV and partly to the exodus of people from the cities to the suburbs and country, whilst cinemas are still concentrated in the town centres. Commuters are not particularly inclined to repeat a long journey to the city centre to watch a film in the evening. Outside of the main centres, facilities are poor. Cinema attendance is directly linked to the number of auditoriums in the town.

#### Competition at the opera

French singers are particularly short of outlets and their numbers have dropped 50% in fifteen years. They have also tended to be overshadowed by foreign singers who now take most of the major roles at the Paris Opera. With this sort of situation arising, the author of the report questions the worth of permitting the free movement of workers within the European Community. In this particular case, it works in favour of foreigners to the country, and harms France's own singers most.

Moscow threatens the circus

The financial cost of running a circus is high - transport, publicity, equipment. A circus also has to continuously find outrageous original acts to attract the crowds and earn a decent living. European circus artistes are under great pressure from their East European competitors who are in fact State employees and consequently protected from long periods out of work. Western artistes are not always in the position to ride out slack periods, and their training can suffer. To ensure that the circus maintains its place as a live show with public participation, European artistes need the opportunity of high level training in circus colleges subsidised by the State (Moscow has had a circus school since 1927).

Agents rule O.K.

The Community's "cultural workers" are frequently forced to use the expensive service of agents and impresarios. The main reasons for this, according to the author, are : unsuitability of the public employment agencies to the specific problems of cultural workers, the lack of specialised bureaus and the inadequacy of regulations dealing with artistic agents and impresarios.

Here again, the inequality of opportunity is evident. Though well known artists can obtain the services of competent impresarios, the large majority of unknown artistes are forced to use unscrupulous intermediaries who can demand as much as 50% of the proceeds .

The Nine suggests :

To protect the rights of cultural workers, Mrs. Krust suggests that the Nine should:

- introduce legal provisions to regulate the activities of promoters and agents to avoid the abuses which occur;
- encourage the development of specialised employment bureaus to cater for the artistic professions.

At the Community level, she suggests that:

- the European job placement system (SEDOC) be expanded to include the artistic professions. When vacancies are not filled in one country, they can be transferred to another. This may enable less well known artistes to get bookings in neighbouring countries;
- statistical knowledge of the job situation facing cultural workers be improved. Available data is not reliable nor kept up to date.

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