

28 July 1993

**THE COMMISSION'S INFORMATION
AND COMMUNICATION POLICY:
THE PRACTICAL IMPLEMENTATION OF THE
INFORMATION PLANS**

**Communication from
Commissioner João de Deus Pinheiro**

(adopted by the Commission on 28 July 1993)

COMMUNICATION TO THE COMMISSION

On a proposal from Mr. Pinheiro the Commission adopted on 30 June 1993 the principles of a new approach to information and communication (SEC(93) 916/9). It noted that further proposals would follow, including a communication on "The practical implementation of the information plans".

In SEC(93) 916/9 information plans are presented as a mechanism "to ensure that the information and communication dimension is integrated into all Commission policies with external implications". Such plans are to be prepared by DGs and Services in co-operation with DG X and the Spokesman's Service.

The Commission is requested to adopt this draft communication which presents proposals indicating how information plans should be initiated, developed and approved within the already agreed framework of procedures and structures introduced to give political authority to the management of information and communication policy. The proposals are based on a check-list conceived as an effective, flexible and non-bureaucratic tool, facilitating the participation of all DGs and Services in the new approach to information and communication.

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1. Introduction

The Commission's decision that an information plan should be attached to all policy proposals recognises that almost every action to be taken by a Commission DG or Service may have an information or communication dimension. All such information plans would be internal documents intended solely for operational guidance. It is important that any mechanism introduced to facilitate the preparation of information plans should be simple and non-bureaucratic. The indicative check-list approach proposed has been conceived as a flexible and experimental working tool which may help all DGs and Services give priority consideration to the possible external consequences of their work.

2. Check-list approach

The check-list proposed in the Annex is intended to be used when a Directorate-General or Service is beginning to prepare an initiative scheduled in the Commission's Work Programme or is planning a major event or policy proposal of public interest.

It is envisaged that the Check-list : Part A would be completed by the Information Correspondent, or other appropriate official, in consultation with DG X and the Spokesman's Service. If it was agreed that no Information Plan proposal was required that would be the end of the matter. Responsibility for the completion of the Check-list : Part B would lie jointly with DG X and the Directorate-General or Service primarily concerned.

All information plans prepared with the help of the indicative Check-list mechanism will be placed before the Information Strategy Group which will review the content of each plan and consider the action proposed in terms of timing and political priority.

3. Political Objectives

The fundamental objective is to facilitate a more effective information and communication effort.

The functioning of this Check-list mechanism must be kept under review. Practical experience will quickly reveal how it may be made more effective in promoting the wider awareness of the importance of information and communication sought by the Commission. Other elements in the Commission's new approach to information and communication, such as the engagement of Commissioners and Directors-General, the impact of improved training, and the re-organisation of DG X, will clearly complement and improve the framework in which the Check-list mechanism works.

Among priority consideration for the Steering Committee and Strategy Group when reviewing the Check-list mechanism must be its effectiveness in helping the Commission to identify at an early stage matters of likely sensitivity for regional, Member State or third country audiences.

4. Conclusions

The Commission is asked to approve this document and to transmit it to all DGs and Services so that the Check-list is introduced as a mechanism facilitating the preparation of information plans as from 1 September 1993.

The Commission is also asked to request that the information Steering Committee and the Strategy Group examine within four months of its launching the effectiveness of this mechanism.

ANNEX

CHECK-LIST MECHANISM : PART A (*)

0. DG(s) and/or Service(s) responsible :
1. Title of Work Programme Initiative, major event or policy proposal :
2. Nature and outline of proposal :
3. Timetable leading to publication (dates) :
4. Likely reaction from the following groups (give details where significant positive or negative reactions are anticipated) :
- | | | |
|--|-----|----|
| a) Member State/Regions (specify) | YES | NO |
| b) General Public : | YES | NO |
| c) Special Interests : | YES | NO |
| d) Opinion formers : Which : | YES | NO |
| e) Policy Makers (specify Institutions and Member States or third country) : | YES | NO |
6. Any relevant opinion poll material available YES NO
7. Information Plan Proposal Required : YES NO

If no, do not fill out Part B of this Check-List

8. Signature : Visa :

Information Correspondent DG X (Head of Unit) SPP (Member)

(*) In using this indicative Check-list Commission services may wish to add additional elements. Its primary objective is to identify the likely external impact of the proposal referred to. Should DG X refuse its visa, the matter is referred to the Strategy Group.

**CHECK-LIST MECHANISM : PART B
INFORMATION PLAN PROPOSAL**

(i) Objective of the initiative :

(ii) Target groups :

(iii) Key messages

(iv) Means :

Opinion polls and surveys needed

Television

Written Press

- national

- regional

- specialist

Radio

Video/Film

Interactive

(database, minitel, etc.)

Communication Campaign

(multimedia etc.)

Public relations

(conferences, events etc.)

(v) Programme : Organisation required

<u>Definition of Information and Communication Message</u>	<u>Responsible Service(s)</u>	<u>Target Dates</u>
Basic Documentation and Argumentaires, including draft Press relase and supporting material for SPP.....	_____	_____
.....	_____	_____
.....	_____	_____
Translation requirements	_____	_____
Press Conferences (*)	_____	_____
Brussels	_____	_____
Commission Offices	_____	_____
Delegations	_____	_____
Elsewhere	_____	_____
Other Events (*) (press seminars, conferences, public relation events, etc.)	_____	_____
Audiovisual (with distribution plan)	_____	_____
Stock shot material for TV	_____	_____
Film, video etc.	_____	_____
Other	_____	_____
Publications (with distribution plan)	_____	_____
Fact sheets	_____	_____
Argumentaires	_____	_____
Brochures	_____	_____
Leaflets	_____	_____
Other	_____	_____

(*) Include as appropriate reference to interpretation and conference requirements

(vi) Campaign

Monitoring

TV

Press

Survey

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(vii) Other actions

(viii) Projected timetable

(ix) Cost forecast and possible budget line(s)

(x) Strategy Group Consultation (Date)

(xi) Visa :

(DG X)

(Lead DG or Service) SPP