



FROM 'INFOPOLITIK REPORT'

(Foreign Policy Centre, London)

November 2005

- **“The reality is that the EU is still profoundly misunderstood beyond its borders.... But despite political and organizational hurdles, it would be naïve and irresponsible of policy makers of both in the EU and outside its borders to ignore completely the possibilities afforded by public diplomacy...”**

- **Report advocates making the EU’s engagement with the wider world a strategic priority.**

- **Public diplomacy is the “current Cinderella of the EU’s global engagement’s strategy”.**



11 RECOMMENDATIONS for NCRE and EU Centres Network

- **Continue EU Perceptions project in NZ, Korea, Thailand**
- **Expand EU Perceptions to new countries (Japan, China, Singapore)**
- **Expand EU Perceptions to new themes (development)**
- **Greater visibility of research at the level of EU institutions**
- **Involvement in FP7 “Europe in the World” thematic priority**
- **Involvement with research centres in the EU**
- **Extend MA/PhD theses regionally using the datasets**
- **Maximise academic publications from the project**
- **Organise conferences on the Perceptions focus**
- **Maximise wwwpage impact**
- **Promote Erasmus Mundus exchanges**



16 RECOMMENDATIONS

European Commission and Delegations

- Economic:**
- Increased budget allocation for activities
 - Utilise EU “Diaspora” in third-countries to promote ties
 - Profile the EU’s key development role for the region
 - Co-sponsor trade fairs
- Education:**
- Promote educational links
 - Introduce School Teachers awards
 - Lobby to incorporate the EU into the school curriculum
- Information:**
- Extend cultural activities
 - Establish a public EU information bureau
 - Raise profile of new members and candidate countries
- Media:**
- Extend links between press officers and EU research centres
 - Increase EU Journalism/ VIP awards
 - Introduce outward EU journalists awards
 - Introduce EU briefing workshops for journalists
 - Co-fund documentaries on EU topics - MEDIA II programme
 - Strengthen PR/ media liaison role



7 RECOMMENDATIONS

NZ Parliamentarians/ Government

- Increased profile and support for the “Europe’s Friends” parliamentary groups**
- Regular NCRE/ EUCN presentations to Select Committee on Foreign Affairs and Defence**
- Utilise research-based expertise of NCRE/ EUCN for MFAT policy reports**
- NZ Government co-funding for NCRE/EUCN activities/ internships/ scholarships**
- Enhanced dialogue with MEPs**
- Promote sister-city local government links**
- Develop civil society/ NGO EU-NZ links**



8 RECOMMENDATIONS

Asia-Pacific Media

- **Increase limited TV coverage of the EU**
- **Explore cooperation with Deutsche Welle, Arte, EuroNews**
- **Develop documentaries/ features on EU issues**
- **Focus on information gap on the new member States**
- **Relate EU developments more to local/ domestic issues**
- **Focus on growing European knowledge-wave migration impact**
- **Use of European-based correspondents (other than London)**
- **Present the European Single Market as the bilateral framework**