

Question for written answer P-005838/2014
to the Commission (Vice-President / High Representative)
Rule 130
Ionel-Sorin Moisă (S&D)

Subject: VP/HR - EU losing the communication battle in Moldova

Ever since the signing of the Association Agreement – including the DCFTA – between the EU and Moldova began to look like a real possibility, a ferocious propaganda campaign has been mounted in Moldova by forces eager to shape public opinion and mobilise the population against the EU and the benefits of integration with the EU. The campaign is well funded and includes the full spectrum of actions, ranging from door-to-door campaigning by well organised networks in rural areas to multi-media action. In contrast, the EU's communication seems pale, unexciting, excessively technical and/or dressed in wooden language. All this is taking place against the background of the Ukrainian drama.

A swift and dramatic change in our approach to communication is needed in Moldova. Resources need to be mobilised to that effect. Will the Commission provide a serious and detailed account of what it is planning in this regard, including concrete measures, a timetable, the amounts involved and, in particular, the means to ensure that communication is actually geared to the local context, knowledge and mentalities?