

ORAL QUESTION O-0074/99

pursuant to Rule 42 of the Rules of Procedure

by Ole Andreasen, Willy De Clercq and Maria Sanders-ten Holte, on behalf of the ELDR Group to the Commission

Subject: The information and communication strategy of the EU

In her opening speech at the hearings Mrs Reding spoke, with reference to the importance of information for and communication with the general public, of 'a dramatic shift in the information strategy' and said that in the past there had been 'too much propaganda'.

The general public has a poor awareness of the activities and opportunities of the Union, reflected in the increasing sceptical attitude towards further European integration.

There is also a lack of a genuine public debate about the major challenges the EU is currently facing, in particular enlargement, monetary union and European defence policy.

In view of the above:

1. What specific measures on information and communication policies does the Commission plan to propose in order to bring increased legitimacy to the EU?
2. How will the Commission implement its information and communication actions, ensuring that the implementation is as decentralised and close to the citizens as possible, and how will it provide these actions to all citizens and not only those involved on a professional basis?
3. How will the Commission differentiate its information and communication strategy towards the different groups in society?
4. The new information technologies are one of the key factors. How does the Commission intend to adapt and apply these tools in order to increase the level of information and to ensure a transparent communication policy?
5. Which initiatives might the Commission propose in order to improve and strengthen the cooperation between the Commission and the European Parliament and the Commission and the Member States on the communication and information strategy?

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Deadline for reply: 23.12.1999