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# **TURKEY'S EUROPEAN UNION COMMUNICATION STRATEGY (EUCS)**

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## **INTRODUCTION**

The key word is “communication”... Communication is the key instrument to inform both domestic and EU public opinions in an accurate and timely way about Turkey’s efforts in its EU journey via establishing dialogue, mutual understanding and collaboration.

In this sense, EU Communication Strategy, devised with the contributions of relevant Ministries and public institutions, NGOs, media, academia and other circles, was put into practice in 2010.

Turkey’s EU Communication Strategy was designed as a strategy with two components, based on the ascertainment that Turkey’s EU membership will be the most difficult to achieve, but the most beneficial for both parties. While aiming to provide up-to-date, practical, tangible and clear information to the Turkish public opinion within the scope of the Communication Strategy for Turkey (CSTR), consisted the first component, informing the EU public opinion on the developments, reforms made in Turkey and the contributions of Turkey to the EU was intended with The Communication Strategy for the EU (CSEU), as the second component.

Numerous events and informative activities on political reforms and socio-economic transformation processes as part of the EUCS were organized during the implementation period, with the objective to raise awareness in Turkish/EU public opinion and to spread the achievements in this process at the grassroots. Different segments of the society were reached out through 9 May Europe Day events, informative meetings, contacts with the media, activities for children and youth, conferences, workshops, contests, civil society meetings, documentaries on successful EU projects, film days and publications as part of the EUCS. Thus, a contribution was made to the elimination of info pollution and clarification of the main issues regarding the EU in a plain language.

Turkey’s EU harmonization process requires particularly the active participation and support of all segments of society, the civil society in particular, alongside public institutions and organizations. Keeping the dialogue and communication channels open with all segments of the society constitutes yet another essential dimension of this process. Hence, nationwide activities are implemented in order to keep the public informed on the negotiations at political and bureaucratic levels as well as the works at technical level so as to ensure better understanding of the EU membership process and eliminate mutual prejudices. On the other hand, the EUCS aims to remedy the current lack of knowledge in Turkish and EU public opinion by organizing numerous sports, cultural and academic activities, to anchor the ongoing discussions both in Turkey and the EU regarding Turkey’s membership on concrete facts and to transform the standpoints based on “perception and concern” into “exchange of information and experience”.

The EUCS, aspiring to keeping the dialogue and communication channels open at all times regardless of the periodic difficulties in Turkey-EU relations, continues to be implemented with a flexible, transformative and inclusive approach vis a vis changing conditions. The driving force of the EUCS is witnessing how the reforms carried out for Turkey’s accession process affect each and every individual level,

taking part in building bridges of dialogue between peoples of Turkey and the EU, and more importantly, individuals and institutions writing success stories from Ardahan to Edirne.

It is very important for relevant public and private communication actors to endorse and claim the ownership of the EUSC as well as to contribute within their specialization areas to the future success of the strategy, as it was the case in the past.

The EU membership process of our country is the most important modernisation and democratisation project after the proclamation of our Republic. We would like to thank all parties involved in this modernization process and all public institutions and organisations for their contributions to the preparation and implementation of the EUCS, which serves as a guide to ensure a better understanding of this project.

**Faruk Kaymakçı**  
**Ambassador**  
**Deputy Minister of Foreign Affairs**  
**and**  
**Director for EU Affairs**

## **TURKEY'S EUROPEAN UNION COMMUNICATION STRATEGY (EUCS)**

### **EUCS: A Two-Way Strategy**

#### **To communicate Turkey to the EU and to communicate the EU to Turkey**

- I. Communication Strategy towards the EU (CSEU)
- II. Communication Strategy towards Turkey (CSTR)

### **MAIN ELEMENTS**

The following elements are valid for both the CSEU and the CSTR unless stated otherwise.

#### **1. Comprehensive, Single and Flexible Strategy: Drawing up a Strategy generally agreed upon**

The aim is to develop and implement a comprehensive, flexible, dynamic, effective Communication Strategy, which is supported by an institutional structure, has the necessary financial sources and is always open to the participation and contribution of all actors.

This draft of Communication Strategy will be updated with the contribution of all relevant public institutions, civil society organizations (CSOs), academia and communication experts. Moreover, the European Commission and the Member States will be regularly communicated if it is required.

Under the general Communication Strategy, within the context of CSEU, differentiated **COUNTRY STRATEGIES** for the Member States (taking various parties and differences into consideration) will also be drawn up.

The CSEU is addressing all Member States (MS) and the EU Institutions. Priority will be given to the MS where the support for Turkish accession seems to be the least. Within this framework, the efforts made by the Ministry of Foreign Affairs would form a base for further initiatives.

Under the CSTR, differentiated strategies addressing various social groups (such as business environment, students, consumers, media etc.) might also be separately developed.

In conformity with the jointly designed agenda by other relevant partners, **ANNUAL PROGRAMMES** will be prepared and shared accordingly.

## **2. Structure and Actors: Establishing the structure and identification of the main stakeholders which will be valid for CSEU and CSTR**

- I. EUCS Coordination Secretary/Director of the Directorate for EU Affairs Press and Public Relations Office:** The person who will be in charge of implementing and updating the EUCS, shall act flexibly and effectively, will work directly with related internal and external communication actors and will be in direct communication with the EU Institutions.
- II. EUCS Advisory, Consultation and Coordination Board (ACCB)** The board will be composed of the main actors who can make direct and great contribution to the preparation and implementation and update of the EUCS. The ACCB when required will approve the project proposals and act in a flexible and dynamic manner. Other institutions that could provide effective contribution as regards communication might also be involved in the ACCB.

### **ACCB MEMBERS:**

#### **Public Institutions:**

1. Presidency of the Republic of Turkey Directorate of Communications
2. Directorate for EU Affairs
3. Ministry of Foreign Affairs (DG for Overseas Promotion and Cultural Affairs, Our missions abroad)
4. Ministry of Interior (Department of EU Affairs and Foreign Relations, DG for Relations with Civil Society, DG of Provincial Administration)
5. Ministry of Environment and Urbanization (DG for Local Authorities)
6. Ministry of National Education (DG for Higher Education and Foreign Education, DG for European Union and Foreign Relations)
7. Ministry of Culture and Tourism (Department of EU Affairs and Foreign Relations, Yunus Emre Institute, Presidency for Turks Abroad and Related Communities, Turkish Cooperation and Coordination Agency-TİKA, DG for Promotion)
8. Ministry of Trade (DG for International Agreements and European Union)
9. Ministry of National Defence
10. Ministry of Youth and Sports (DG for International Organizations and Foreign Relations)
11. Ministry of Family and Social Services
12. Council of Higher Education - YÖK
13. Grand National Assembly of Turkey (GNAT) (EU Harmonization Committee and Turkey-EU Joint Parliamentary Committee)
14. Turkey's National Agency
15. Turkish Radio and Television Corporation - TRT
16. Union of Municipalities of Turkey

#### **Civil Society Organisations**

17. Turkish Exporters Assembly-Türkiye Promotion Group
18. The Union of Chambers and Commodity Exchanges of Turkey - TOBB

19. Turkish Industry and Business Association - TÜSİAD
20. Economic Development Foundation - İKV
21. Istanbul Foundation for Culture and Arts - İKSV
22. Foreign Economic Relations Board of Turkey - DEİK
23. Independent Industrialists' and Businessmen's Association - MÜSİAD
24. The Economic Policy Research Foundation of Turkey - TEPAV
25. Civil Society Development Center - STGM
26. Third Sector Foundation of Turkey - TÜSEV
27. Turkey-EU Association - TURABDER
28. Turkish Enterprise and Business Confederation - TÜRKONFED
29. European Union and Global Research Association - ABKAD
30. Turkish Economic and Social Studies Foundation - TESEV

**III. EUCS Board of Stakeholders and Supporters:** The board will be composed of all actors contributing to the EUCS by various means and participating in EU communication activities:

Presidency of Religious Affairs, Turkish Airlines, State Opera and Ballet General Directorate, Secretariat for the Promotion Fund Council, CSOs providing financial support, think-tanks, Academics, European Commission and EU Embassies in Turkey, National and Foreign Companies, Honorary Consuls, Professional Organisations of Tourism, CSOs of Member States, CSOs of Turkey that are active in MS etc.

The **EUCS Board of Stakeholders and Supporters** will be able to make suggestions and evaluations to **Advisory, Consultation and Coordination Board (ACCB)** to effectively implement and update the EUCS and support the communication activities. Additionally, it may also propose projects other than the submitted ones and implement these projects in collaboration with relevant public institutions and CSOs.

**IV. EUCS Board of Monitoring and Evaluation (BME):** It will evaluate all kinds of communication activities and prepare the necessary financial and activity reports.

- a. Representatives of institutions organizing the activities,
- b. Representatives of diplomatic missions in the country or city where the activities are organized,
- c. Independent observers, those could be determined by the BCG,

will act as BME.

**V. EUCS Volunteers/Ambassadors:** Prominent singers, writers, artists, retired Turkish and foreign diplomats, students, foreign friends (“foreign friends”) of Turkey, think tanks, EU specialised academics and EU Communication Volunteers etc.

**VI. EUCS Contact Points:** The CPs will be assigned by all the participating actors of Turkey and the EU. There will be contact persons at Turkey’s diplomatic missions in the EU Member States, MS Embassies in Ankara and

from the capital cities of MS who would like to cooperate and take part in activities, the central public institutions and their provincial organizations, governorships, municipalities, communication and EU departments of universities, think-tanks, national / regional and local media companies, vocational organizations, trade-unions, CSOs, the Representations of CSOs in the EU Member States, Delegation of the European Union to Turkey in Ankara, EU Commission and other EU institutions who would like to be involved.

**VII. EUCS Working Groups:** Different working groups comprising EUCS volunteers, EUCS contact points and professional communication experts will be established based on various groups, sectors or subjects, when deemed necessary.

**VIII. EUCS Website Team:** The team will create and update the database, announce and schedule the EUCS activities, follow the project applications and publish documents.

### **3. Working Method: Flexible, Effective and Transparent**

The projects in need of networking, in kind or in cash support, exchange of views or coordination are prepared in a certain format (Project Identification Form) and submitted to the EUCS Advisory, Consultation and Coordination Board, being the competent authority on the eligibility of the projects.

The projects which do not need any kind of support will be transmitted EUCS Coordination Secretary in order to provide coherency with the EUCS objectives and ensure coordination with the other EUCS activities.

All the applications are submitted and approved via e-mail and in a transparent way. It is possible to benefit from the "silence procedure" in order to conclude the approval process of projects in a rapid and flexible manner. All activities are planned and scheduled.

In addition to the projects submitted by different actors, the EUCS Advisory, Consultation and Coordination Board may also propose projects related to various, featured subjects and implement them with the relevant public institutions and the CSOs.

The EUCS will be applied without a new regulatory framework in the current institutional structures of the implemented authorities under the coordination and guidance of the Directorate for EU Affairs and where necessary, in consultation with other stakeholders.

Directorate for EU Affairs Press and Public Relations Office will function as the EUCS Secretariat and will be in charge of general coordination of the EUCS activities.

**4. Budget:** The budget of the EUCS accounts for appropriations of corresponding budget line of the relevant stakeholder authorities, in-kind or in-cash support from the private sector sponsorship agreements with companies; possible financial support from the European Commission; and voluntary contributions.

**5. Duration and Timing:** The EUCS is a sustainable strategy consisting of short, medium and long-term priorities (activities).

Messages, target groups and timing of activities are as important as the activities themselves. In all activities, the selection of best timing and the most appropriate target group will be prioritized... In this respect, scheduling of all activities with the contributions of all relevant actors in time is essential.

E-communication tools like Facebook, Twitter and blog may also be used.

## **I. COMMUNICATION STRATEGY TOWARDS THE EU (CSEU)**

### **A) Main Objective:**

- ❖ Conveying the characteristics and messages of Turkey to the EU Member States and institutions in a positive manner and fostering EU public support for Turkey's EU membership.
- ❖ Coordination of communication activities in order to provide effectiveness
- ❖ Providing factual information regarding the progress in Turkey's reform and negotiation process
- ❖ Contributing to and enriching the discussions about the EU and Turkey
- ❖ Demonstrating contributions of Turkey's membership to the EU
- ❖ Synchronizing with the EU's (Commission) Communication Strategy for enlargement
- ❖ Synchronizing with the Member States' (MS) Communication Strategies for enlargement

### **B) Messages: Formulating "General and Specific Messages" for the EU institutions and the Member States and ensuring a two-way communication system.**

EU will function in two ways. It requires listening and better understanding of the target groups (first direction) and preparing responses and appropriate messages accordingly (second direction).

The messages will be prepared and updated with the contribution of all actors. National and international studies on this subject will be taken into consideration.

### **"General Messages" which are considered to be relevant at the current state of the Turkey-EU relations:**

- ❖ Our position and role inside the European System and Institutions
- ❖ Turkey as a country sharing common values with the EU
- ❖ Turkey's role and weight in foreign policy
- ❖ Our active role in the fight against illegal immigration
- ❖ Our trade volume up to 60% with the EU and our Customs Union relationship
- ❖ Turkey is a key contributor to the security of Europe and European Common Security and Defence Policy
- ❖ Turkish economy's volume and place among World and Europe economies
- ❖ Our role in the "Alliance of Civilizations"



- ❖ Peace and stability history created together
- ❖ EU would be incomplete without Turkey
- ❖ Our contribution to European energy security
- ❖ Turkey is a key contributor to the security of Europe in terms of the fight against organised crime and drug trafficking
- ❖ Dynamic, trained and qualified young population
- ❖ Turkey: cradle of civilizations and religions
- ❖ Secular and modern Turkey
- ❖ Turkey as a model country where different cultures have been living together in peace
- ❖ Turkey as an “Intercultural Bridge”

### **Specific Messages:**

The specific messages will be prepared separately for target countries and institutions. It is also necessary to deliver different messages to different segments of the same country. The Ministry of Foreign Affairs and the Directorate for EU Affairs had already worked on this issue and specified the predominantly discussed topics regarding Turkey in each particular country. As a follow up to the work of the Ministry, the analysis will be deepened, and corresponding messages will be prepared with the help of institutions and academics for the purpose of better implementation. Finally, the third step is to determine the format and the way of spreading the messages with professional communicators.

### **C) Target Group: Identification and prioritization of the target groups from the EU institutions and the Member States**

- ❖ Governments, Parliaments, Political Parties, European Party Families
- ❖ The European Parliament
- ❖ Diplomats of the Member States in Turkey
- ❖ Representatives working in the government and public institutions of the Member States dealing with the “EU and Communication”.
- ❖ Press, TV, Cinema
- ❖ Think-tanks
- ❖ CSOs, general public opinion
- ❖ Professional organisations
- ❖ Students, Youth
- ❖ Foreign civil and military staff serving in Turkey
- ❖ Universities in Member States
- ❖ Member States’ tourists coming to Turkey

### **D) Instruments/Activities: Identification and prioritization of the instruments and the activities**

#### **Proposed Instruments and Activities:**

**(At this stage, it does not contain a special priority order)**

## **1. Creation of a database**

- Analysis of the EU Member States' views regarding Turkey
- List of all studies which are realized on projects and activities
- Determination of each institution, organization and contact point in the strategy
- Preparation of lists (academics, press, think tanks, activities, contact points, board of participants etc.)

## **2. Image study**

- Apart from the EU accession process and with the resources available, assessing Turkey's image in the first group of countries where special and further actions are needed (and if necessary in the rest of the EU countries)
- Identification of issues where further improvement or changes are needed
- Determination of appropriate methods for further improvement with the collaboration of communication experts

## **3. Creation of the "Turkey Brand"**

Creating a "Turkey Brand"

- Based on the messages originating from pros/cons views and stances in favour of/against Turkey's EU membership
- Including slogans and mottos
- Based on a professional communication approach
- Having a promotional dimension

Timely organisation and properly demonstration of specific advertising campaigns targeting important international organisations, sport activities, artistic and cultural activities and fairs of the selected Member States.

## **4. Parliamentary cooperation**

- Relations and activities with the European Parliament and its trainees
- Cooperation with Turkey Friendship Group at the EP
- Political Groups/Parties
- European Political Party Families: Membership of Turkish political parties and their active participation in their meetings
- Contacts with and visits to the Member States' Parliaments, establishment of Friendship Groups
- Cooperation with the Grand National Assembly of Turkey (GNAT) EU Harmonization Committee
- Establishment of "Mixed Youth Parliaments" consisting of the youth of the Member States and Turkey Cooperation with the GNAT Committees on Foreign Affairs, Human Rights Equal Opportunities for Men and Women as well as Turkey-EU Joint Parliamentary Committee Council of Europe and Parliamentary Assembly of the Council of Europe

## **5. Media**

- Working in collaboration with the Presidency of the Republic of Turkey Directorate of Communications (CIB) for the correct information of the international public, strengthening the EU orientation of the CIB.
- Regular informing sessions and visits for capital correspondents, other EU correspondents and editors
- Excursions for major capital correspondents
- Giving priority to invited media professionals from EU countries
- Cooperation with journalists which are of EU origin and resident in Turkey
- Increasingly and regularly updating press members with EU origin or guest press members in Turkey
- Establishing common platforms and organising activities for EU and Turkey's press members
- Communication with TVs and radios
- Cooperation on Turkish broadcasting and TR-EU news
- Increasing the EU oriented cooperation between TRT and Member State televisions
- Embedding positive informative messages about Turkey into programs of the national channels broadcasting abroad
- Timely responses to negative broadcasting about Turkey in the EU with explanatory information
- Cooperation with major TV and radio channels (identification of these channels and listing)
- Communication with regional and local TV channels and press
- Benefiting from the related programme of European Commission
- EUCS activities of Turkey's press counsellors in the EU
- Meeting content and sponsorship demands of the EU newspapers and journals regarding their Turkey special editions
- Effective use of social and alternative media channels
- Effective use of the artistic gallery of Presidency of the Republic of Turkey Directorate of Communications (CIB) in order to present the EU and Turkey in an artistic way
- Information programmes for Turkish press members working in EU countries
- Establishment of a Media Monitor/Analysis Centre with an EU focus.
- Embedding indirect messages about Turkey's EU negotiation process into Turkish TV serials which are broadcasting in the EU countries

## **6. Cooperation with EU institutions and the relevant public institutions of the Member States**

- Relations with the Enlargement Group of the European Council
- Relations with EU ministries of the Member States
- Cooperation with the communication institutions of the Member States
- Addition of a communication dimension to the twinning projects

## **7. Think-tanks**

- Encouraging the publication of reports and organization of meetings to put forward supportive arguments and messages regarding Turkish accession to the EU and ensuring academic support to think-tanks
- Giving support to the activities and publications of the think tanks (such as Aspen, Wilton Park, Chatham House, EPC, CEPS, IFRI, etc.) working on EU issues or participating in their activities
- Regularly informing the “EU Reflection Group” and “Independent Turkey Commission” and ensuring a balanced Turkey Report
- Establishment of and support to “Wise People Groups” in target Member States.

## **8. Cooperation and support of business environments**

- Organizational cooperation between Turkish and EU business environments (TÜSİAD, TOBB-Eurochambers, Turkish Confederation of Employer Associations (TİSK)- Business Europe, MÜSİAD, DEİK, TÜRKONFED)
- Gaining support for the accession process from Turkish business people investing in Europe
- Provision of in-kind and in cash support to the CSEU
- Creation of a “sponsorship mechanism” for companies
- Ensuring the active participation of private sector organizations and international companies of the EU Member States operating in Turkey, organizing and supporting activities in the countries they operate, aiming at the public opinions as well as the agencies shaping the public opinion

## **9. Military Cooperation**

- Demonstrating the existing good relations between Turkish and European Armies
- Increasing visibility of our contributions to the operations of European Common Security and Defence Policy (ESDP)
- Efforts to get supportive messages from the NATO members and/or General Secretary of the NATO for our EU membership

## **10. Networking of Turkish Civil Society Organizations and Vocational Organisations with their EU Counterparts**

- Organizational cooperation
- In-kind and in cash support to the CSEU projects
- Establishment of Turkey- Member States Civil Society Forums
- Establishing institutional relations with the cultural centres of the EU Member States (Institut Français Turquie, Goethe-Institut, British Council, Instituto Cervantes, Casa d’Italia etc.)
- Active participation of Turkish CSOs established in the EU, in the European Council, United Nations, EU and OSCE
- Determination of opinion leaders and organisation of CSO activities under leadership of these leaders

- Provision of guidance by governorships and districts to local associations interested in EU issues

## **11. Establishing coordination and parallelism of the Civil Society Dialogue with EUCS**

- Planning and implementing the activities in Civil Society Dialogue in order to support the EUCS

## **12. Academic and student cooperation**

- Cooperation between universities, promoting and supporting academic and student exchanges
- Increasing the number of the Turkish universities which benefit from the EU education/exchange programs
- Closer cooperation with universities (centres, institutions) which have EU programmes and support EU research studies
- Orientation of Turkish exchange students together with Turkish National Agency in the framework of Erasmus+ Programme
- Establishment of networks of Erasmus Turkish students and Erasmus graduates in Turkey
- Establishment of mixed youth parliaments with the EU Member States (in the Organization for Security and Co-operation in Europe (OSCE) model)
- Organisation of EU model conferences
- Organizing events with cooperation with the Turkish National Agency
- Further activation of Jean Monnet platforms, scholarships and alumni
- Support to Turkish chairs at universities of the EU Member States
- Increasing EU dimension of TÜBİTAK and TÜBA studies
- Support to scientific studies in the EU field, provision of support to research studies on topics determined beforehand through research fund and other financial facilities
- Increasing cooperation among Turkey's national library and EU's libraries
- Preparing and updating lists of the students and academics abroad on country basis
- Close cooperation with Centre for EU Education and Youth Programmes
- Increasing number of students and academicians in EU programs
- Increasing number of the foreign students coming to Turkey
- Directing state scholarships towards EU programmes
- Increasing internship opportunities in the EU Institutions
- Providing support to student activities (the Turkish Days, parties)
- Communication with Turkish academics working at EU universities
- Ensuring more Turkish students to study at the College of Europe (Brugges and Natolin campuses), organizing joint activities with the College of Europe

## **13. Cooperation between local authorities**

- Organization of and participation to joint festivals with important cities in the EU

- Joint activities with the Turkish Union of Municipalities and European Committee of Regions
- Joint projects with local governments within the scope of European Mobility Week
- Town-twinning projects
- Children/vacation exchange programmes
- Identifying the international organizations of which the local authorities are members and making them effective in communication.
- Realization of projects within the scope of Cross Border Cooperation Programme

#### **14. Cooperation with the Turkish societies in EU Member States**

##### **i. Turkish Associations in EU States**

- Preparation of country-based list of associations
- Raising their awareness about the EU
- Contributing to the acceleration of their integration into EU societies and organizing joint projects
- Raising their awareness about national and the EP elections
- Europe-wide coordination meetings (regular meetings in EP)
- Cooperation with city associations in Europe through governorships, districts and municipalities

##### **ii. Cooperation with Turkish-origin parliamentarians in EU Countries**

- Preparation and update of lists of MPs and MEPs
- Regular exchange of views
- Bilateral information sessions
- Organization of joint projects

##### **iii. Informing Turkish citizens who go to the EU countries to work**

- Increasing the awareness of the religious officials, teachers and Turkish citizens about the EU with the trainings in order to contribute to the EU integration.
- Organisation of trainings and meetings in EU countries by the relevant public institutions and CSOs
- Sending informative materials to Turkish associations and missions in EU countries
- Encouraging CSO's and EU citizens of Turkish origin living in Europe to carry out activities promoting Turkey in the eyes of EU public while effectively benefiting from the EU financial opportunities
- Encouraging and ensuring the active participation of our "expat" citizens and Turkish lecturers/researchers at foreign universities in promotional – communication activities

#### **15. Cooperation with Turkey-resident EU citizens**

- Communicating with and informing Turkey-resident EU citizens

**16. Close cooperation with the representations of Turkish CSOs in the EU countries (the Turkish Industrialists' and Businessmen's Association - TÜSİAD, the Union of Chambers and Commodity Exchanges of Turkey - TOBB, MÜSİAD, Yunus Emre, KAGİDER Brussels Office, TUR&BO, SETA etc.)**

- Preparing and updating list of major CSOs
- Supporting to and coordinating their activities

**17. Relations with prominent European Schools specialized in EU**

- Preparing and updating lists on country basis (College of Europe, LSE, ENA, EUI etc.)
- Increasing number of Turkish students in these schools
- Increasing scholarship facilities for graduate and Ph.D. programmes in selected universities which have EU programmes
- Provision of Turkish academics to lecture in influential universities
- Sending annually sufficient number of students to different departments of the College of Europe which is accredited in Turkey and establishing the Turkish National Selection Committee for the College of Europe
- Establishing a network within the scholarship students of the College of Europe

**18. The efforts aiming to balance the negative attitudes of anti-Turkey groups**

- Organisation of fair discussion platforms

**19. Improvement of inter-religious dialogue**

- Enhancing the relations and dialogue among religious officials
- Benefiting from the activities of Turkish-Islamic Union for Religious Affairs
- Providing positive messages mutually between religions
- Studies to overcome Islamophobia
- Increasing communication between the churches and synagogues of the religious minorities in Turkey with their counterparts in the EU and provision of their support to the process

**20. Arts**

- Ensuring that our artists play an active role within the framework of EUCS
- Enabling the concerts of our artists in Europe to reach appropriate target groups
- Timely scheduling of artistic events
- Delivering appropriate messages during activities
- Bringing an EU dimension to the Eurovision Song Contest
- Promotion and translation of important literary works of Turkish literature
- Use of professional methods for advertisement of artistic activities

- Promotion of different elements of Turkish culture and arts (semah, mehter, Turkish classical music, decorative arts and handicrafts etc.) through European tours to reach more than one Member State
- Activities and projects in the context of performing arts, especially theatre

## **21. Audio & Visual materials**

- Encouraging making films about relations and shared values between Turkey and the EU
- Preparation of films in response to the films deteriorating and destroying Turkey's image
- Following the film festivals and promoting the participation of Turkey to such organisations
- Promotion of advertising films

## **22. Sports people and our teams**

- Informing sports federations of Turkey about the EU accession process
- Bringing an EU dimension to matches of Turkish teams in the EU countries with side activities
- Emphasizing our Europeanness during European competitions

## **23. Benefiting from important events and activities in medium term**

- Establishing a prospective calendar collectively

## **24. Benefiting from tourism and our cultural heritage, promotion and informative activities**

- The projects of the Ministry of Culture and Tourism and of the private sector
- Projects of pilot "Turkish Houses"
- Development of effective communication methods by Turkish Airlines for EU passengers
- Encouraging initiatives to present Turkish cuisine in major cities of the EU countries
- Organisation of exhibitions, symposia, conferences etc. to promote movable cultural goods
- Training and certification of businesses that represent Turkish cuisine
- Cooperating with the Ministry of Culture and Tourism for joint projects that will create positive perception among European tourists, in our touristic regions
- Organizing Eurogastronomy Competition
- Producing joint projects with the union of historical cities (and similar unions detected)
- Promotion of tours to cultural and historical regions



**25. Getting vocal support and declarations in favour of our EU membership from International Organizations of which we are a member**

- UNSC, the Council of Europe, NATO, OIC, BSEC etc.

**26. Benefiting from our trans-Atlantic relations**

- Activities in USA, Canada, EU and Turkey

**27. Benefiting from lobby, PR and communication companies to develop and implement the Communication Strategy**

- When resources are available and with the suggestions of Turkey's external offices (Embassies, Permanent Representations) when required

**28. Making use of Turkey and EU special occasions**

- 23 April
- 9 May
- 19 May
- 29 October: Bringing an EU dimension to the receptions organised on national days and organisation of cultural and artistic activities representing Turkey in the EU countries on these special days
- Organisation of "Traditional Turkish Days" in the Member States and the candidate countries for the purpose of better introducing Turkish culture

**29. Other activities**

**II. COMMUNICATION STRATEGY TOWARDS TURKEY (CSTR)**

**A) Main Objective:**

- ❖ Informing citizens and all sectors about the EU and our accession process, obviating disinformation and overcoming prejudices and misperceptions
- ❖ Informing citizens and all sectors about the prospective positive impact of accession process and EU membership on our daily lives
- ❖ Demonstrating the benefits of the EU financial cooperation projects
- ❖ Improving the quality of debates related to the EU by ensuring the scientific basis of the debates
- ❖ Forming a sound public opinion about Turkey's accession process and ensuring the public embracement of the reform and accession process
- ❖ Coordinating the communication activities to enhance their impact

**B) Messages: In order to ensure the two-way functioning of the EUCS "General and Specific Messages" are required to formulate based on the specific needs of different groups and the provision of sufficient and accurate information**

The CSTR will function in two ways. It requires public to be communicated well in order to address their needs for information, their interests and concerns (first dimension), and preparation of responses and messages accordingly (second direction).

The messages will be formulated and updated with the contribution of all actors.

### **General Messages:**

- ❖ Emphasizing that our interests and sovereignty can be protected by taking part in the decision-making mechanism in the European system
- ❖ The importance of the EU as a structure and a set of shared values
- ❖ EU membership as a modernization project for Turkey
- ❖ The benefits of the accession process and membership for specific sectors (workers, students, women, consumers, handicapped, health sector, artists etc.)
- ❖ Contribution of the Customs Union to the growth of the Turkish economy
- ❖ The messages to overcome misperceptions (that we will lose our sovereignty, the EU is an integral block and doesn't want Turkey's membership, the EU imposes its own conditions, the EU will divide Turkey, the Customs Union is disadvantageous for Turkey, Turkey will lose its cultural identity after membership etc.)

### **Specific Messages:**

Specific messages will be generated for different groups. The messages towards the tourism sector, workers, students, women, consumers, the handicapped, business, agricultural sector and health sector will be created in cooperation with relevant institutions.

#### **For different social stakeholders:**

- ❖ The requirements of the accession process
- ❖ The specific impact of membership for the relevant social parties in every negotiation chapter
- ❖ The financial opportunities of the accession process and membership
- ❖ The EU community programmes (particularly about education and youth)
- ❖ Progress made by Turkey during the negotiation process

### **C) Target Group:**

- ❖ Political parties and their groups in the GNAT
- ❖ Public officials
- ❖ Media
- ❖ Chambers of Trade, Industry and Agriculture and SMEs
- ❖ Trade Unions
- ❖ Universities, Academicians, Teachers, Youth, Students, Children
- ❖ Women
- ❖ Think-tanks and Research Institutions
- ❖ Religious Officials

❖ Local Governments

**D) Instruments/Activities: Identification and prioritization of instruments and activities**

**Proposed Instruments and Activities:**

**1. Update of a Database**

- Collecting and updating data on the information need of public
- Listing all practices including projects and activities conducted
- Listing all institutions, organisations, contact points involved in the EUCS

**2. Image Study**

- Investigating the image of the EU in Turkey
- Identifying the issues which necessitate improvement or change
- Determining appropriate methods for further improvement with the collaboration of communication experts

**3. Working with the Grand National Assembly of Turkey (GNAT)**

- Informing political party groups and members
- Working in coordination with Turkey-EEC Joint Parliamentary Committee and the Committee on EU Harmonization
- The European Political Party Families: Membership of our parties and their effective participation in the meetings
- Establishing contacts with and visits to the Member States' Parliaments
- Contacting intensively with the EP
- Staff exchanges and internship opportunities

**4. Media**

- Regularly informing editors, columnists and correspondents about the accession process
- Enabling media representatives to participate in common discussion platforms with their counterparts from the EU Member States
- Informing the regional and local press about facilities and developments of their regions
- Informing national, regional and local media about the opportunities available for their region
- Benefiting from the European Commission's related programme about media after fulfilling the prerequisite
- Constituting of a Media Monitor/Analysis Centre with an EU dimension
- Making promotional short films / public spots explaining the positive effects of EU membership on our daily life to be broadcast on our national televisions in order to create a healthy public opinion regarding our membership process.
- Presentation of projects implemented in different regions

- Using the ‘Local Media Training Seminars’ as informative platforms to inform the local media on the EU
- Increasing the EU dimension of broadcasting for media
- Embedding appropriate messages promoting EU in TV series
- Effective use of social media

## **5. Think tanks**

- Collaborating for the preparation of messages for the public
- Organisation of activities and meetings in order to discuss the EU and Turkey’s accession process
- Providing academician support

## **6. Cooperation and support of business environments**

- Informing the business community about technical work and political developments
- Support of the business community to reach the target groups
- Contribution of Chambers, Stock Exchange and Unions (primarily from the Union of Chambers and Commodity Exchanges of Turkey (TOBB) and Industrialists’ and Businessmen’s Associations (SIADs)) to the CSTR
- Provision of in cash and in kind support to the CSTR
- Creation of a communication network within the consortiums of Enterprise Europe Network

## **7. Military Cooperation**

- Effective collaboration with military institutions during the EU accession process
- Providing information on Turkey-EU relations during military service

## **8. Cooperation of the Civil Society and Vocational Organisations with their EU counterparts**

- Support to reach the relevant target groups
- Cooperation with the Civil Society Development Centre
- Organisations for informative purposes
- Provision of in cash and in kind support to the CSTR
- CSOs’ idea exchanges with their counterparts in the Member States and work together to inform social groups
- Meeting with their counterparts from Member States and exchanging views
- Cooperation with the Ministry of National Education on vocational education

## **9. Establishing coordination and parallelism of the Civil Society Dialogue Programme with EUCS**

- Planning and implementation of the Civil Society Dialogue Programme in such a way to support the EUCS.

## **10. Academic and Student Cooperation**

- Joint activities with universities to inform students about the EU process
- Establishment of an academic discussion platform regarding relations between Turkey and the EU and also certain sectors
- Activation of “EU Research and Implementation Centres” at the universities
- Organisation of panels and forums at the universities about specific aspects of the EU
- Informing students and teachers in primary and secondary schools
- Emphasis on Turkey’s European aspects in primary, secondary schools and university text books
- Training of teachers to reach students
- Benefiting from the Media Literacy Program, preparation of the EU Literacy Program and including this program into the primary education curriculum
- Inclusion of EU lectures in training programmes
- Informing students on EU in youth camps in coordination with Ministry of National Education, Ministry of Youth and Sports and Presidency for Turks Abroad and Related Communities

## **11. EU Dimension in Governorships and Districts through Cooperation with Local Authorities**

- Organisation of joint festivals in Turkey with the Member States
- Development of Town-Twinning Projects
- Informing local authorities about EU financial sources
- Bringing visibility to the local authorities’ EU projects
- Monitoring of EU issues at the governorships and active participation of governorship experts in promoting EU issues in provinces (Permanent Contact Points for the EU)
- Working with Regional Development Agencies
- Using materials (TV, broadcast, brochure) about the EU in intensively used public determined by governorships and districts

## **12. The efforts aiming to balance the negative attitudes of EU sceptics and anti-EU groups**

- Organisation of discussion platforms and fair debates

## **13. Improvement of inter-religious dialogue**

- Improvement of cooperation and relations among religions and religious officials
- Organisation of visits and common activities for religious officials

## **14. Advertisement**

- Preparation of slogans and messages about the benefits of EU membership with communication experts

- Preparation of messages for TV, radio, newspaper, billboards and electronic boards with advertisement agencies
- Publication of brochures and posters
- Preparation of informative programmes about the EU
- Provision of basic information about the EU in widely used public service areas through the appropriate materials (green card covers, documents given to students, documents given by health institutions, etc.)

#### **15. Cultural, promotional and informative activities**

- Organisation of common concerts with the artists of the EU countries
- 9 May Europe Day activities including promotional advertising
- Organisation of activities like festivals in big cities on 9 May
- Organisation of European film festivals in different cities
- Organisation of competitions for students about different aspects of the EU
- Adding EU oriented lessons to the educational programs (tourism guiding, hotel management and restaurant training programs) for tourism employees
- Establishment of a call centre for questions about the EU (ALO EU!)
- Organisation of promotion tours ( road shows) all over the country
- Preparation of visual materials about Turkey and the EU and undertaking visibility activities in cities with “EU-Turkey Promotion Buses”
- Organisation of working breakfasts/lunches/dinners with professional organizations, NGOs and academicians
- Increasing the number of EU Information Centres
- High level activities which are organized in collaboration with the EU or some Member States for messages to the Turkish public
- Organisation of activities with EU artists (concerts, shows, plastic arts exhibitions, workshops etc.)
- Temporary exchange of experts from Turkey and the EU for “training on arts” and creation of common platforms in this field
- Activities in the context of performing arts (opera, theatre, ballet etc.)
- Provision of resources to the project proposals of EU Culture Programme, Universal Exposition (EXPO), EURIMAGES, European Audio-visual Observatory, Union for Mediterranean, European Heritage Days

#### **16. Demonstrating results of the EU financial cooperation projects to the public with the Central Finance and Contracts Unit - CFCU and other relevant parties**

- CFCU information
- Turkey’s National Agency information

#### **17. Benefiting from lobby, PR and communication companies to develop and implement the Communication Strategy**

#### **18. Making use of Turkish and European special occasions**

- 23 April
- 9 May
- 19 May

- 29 October

## **19. Other activities**

### **For detailed information on EU Communication Strategy:**

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