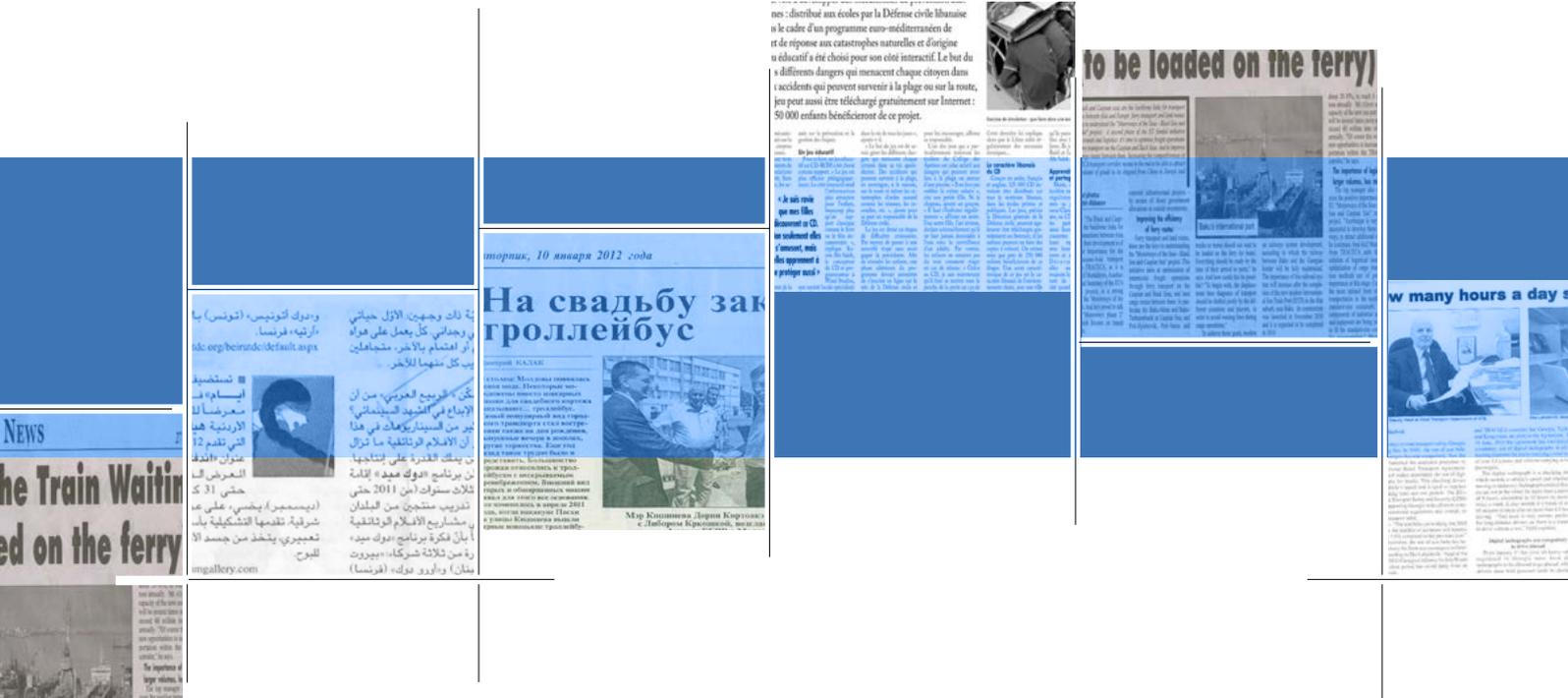


# A Journalist's Handbook

## Covering Relations between the EU and its Neighbourhood Partners



EU Neighbourhood Info Centre  
An ENPI project



This publication exists only in electronic format. It has been prepared by the European Neighbourhood Info Centre, a project funded by the EU. It does not represent the official view of the EC or the EU Institutions. The EU accepts no responsibility or liability whatsoever with regard to its content.

2012 edition

[www.enpi-info.eu](http://www.enpi-info.eu)



## Index

Covering relations with the EU.....	3
The EU Press Service.....	4
The key players as a source.....	6
Events calendars + Finding the people.....	7
EU Neighbourhood Info Centre: an information resource.....	8
For the figures.....	10
Understanding EU talk.....	11
The background.....	12
Journalism networks & awards.....	13



## Covering relations with the EU

Covering the EU and relations between the EU and its Neighbourhood Partners may appear daunting to a journalist, especially those not based in Brussels. There are many players involved, from the EU and its institutions such as the European Parliament, to funded programmes and projects and local Delegations. At the same time, the EU deals with many issues on a daily basis, while the language used – acronyms, jargon, etc - can sometimes be a challenge.

However, what the EU is very good at is providing not only news but also background info and guides online. There is a wealth of information sources available on the EU websites, including the official “Europa” website. Initially this information may seem overwhelming as there is truly too much coming out.

Therefore what a journalist should know is where the sources are and who to speak to for a story, and then coverage becomes much easier.

In this publication, the EU Neighbourhood Info Centre has put together some of the sources and resources useful to journalists, but also anyone else with a special interest in EU affairs, with a focus on the Neighbourhood.



## The EU Press Service

The EU's press service is very well set up. First and foremost there is a spokesperson for each Directorate General (DG) and spokespeople and services in all other institutions such as the Council, the European Parliament, etc.

At the Commission, there is what is called the "daily midday briefing", in Brussels, where all spokespeople are present and which can be watched live via the internet and Europe by Satellite (EBS). <http://ec.europa.eu/avservices/ebs/schedule.cfm> The spokespersons services issue press releases and background information and are available to offer journalists quotes. Today, RSS feeds, EU Tube, Twitter and Facebook are also widely used, while many Commissioners and other officials maintain their own blogs.

What a journalist should know is who to contact on each issue. For journalists in the Neighbourhood, the first point of call is the Delegation press and information officer (DEL PIO). Some of the most useful links follow:

**Delegation PIOs** A link to the DEL PIOs and their contact details through the EU Neighbourhood Info Centre website [www.enpi-info.eu/main.php?id=346&id\\_type=2](http://www.enpi-info.eu/main.php?id=346&id_type=2)

**EU Press Services** Direct links to the Council, Commission, European Parliament + Political Groups, as well as other EU Institutions, compiled by the EU Neighbourhood Info Centre [www.enpi-info.eu/main.php?id=348&id\\_type=2](http://www.enpi-info.eu/main.php?id=348&id_type=2)

**European External Action Service (EEAS)** Spokespersons + contact details [http://eeas.europa.eu/ashton/spokespersons/index\\_en.htm](http://eeas.europa.eu/ashton/spokespersons/index_en.htm)

**EU press room** Top news, press releases, quick links, top events, live video, photo, audio [http://europa.eu/press\\_room/index\\_en.htm](http://europa.eu/press_room/index_en.htm)

**EU Media Centre** Press services, videos and photos, events, RSS feeds and podcasts [http://europa.eu/media-centre/index\\_en.htm](http://europa.eu/media-centre/index_en.htm)

**What's new** Webpage on Europa with all latest news by topic [http://ec.europa.eu/news/index\\_en.htm](http://ec.europa.eu/news/index_en.htm)

**Rapid** Press release archive with a search facility <http://europa.eu/rapid/searchAction.do>

**Current Presidency** Available through a link at the bottom of the Council website [www.consilium.europa.eu/showPage.aspx?id=1&lang=en](http://www.consilium.europa.eu/showPage.aspx?id=1&lang=en)



## ■ *Videos and Photos*

### **Europa** EUtube

[www.youtube.com/eutube?gl=GB&hl=en-GB](http://www.youtube.com/eutube?gl=GB&hl=en-GB)

### **EU Neighbourhood Info Centre** ENPItube

[www.youtube.com/user/ENPIvideo](http://www.youtube.com/user/ENPIvideo)

### **Europe by Satellite (EBS)** live coverage, stock-shots etc for free download

[http://ec.europa.eu/avservices/ebs/welcome\\_en.cfm](http://ec.europa.eu/avservices/ebs/welcome_en.cfm)

### **EuroParl TV**

[www.europartv.europa.eu/en/home.aspx](http://www.europartv.europa.eu/en/home.aspx)

### **EU Media Libraries**

Video, audio, photo coverage from different Institutions online and free of charge

[http://europa.eu/press\\_room/audiovisual/index\\_en.htm](http://europa.eu/press_room/audiovisual/index_en.htm)

### **Photo galleries** EU Neighbourhood Info Centre gallery search by country or by theme

[www.enpi-info.eu/list\\_galleries.php](http://www.enpi-info.eu/list_galleries.php)

### **Europa** EU videos + photos

[http://europa.eu/media-centre/videos-photos/index\\_en.htm](http://europa.eu/media-centre/videos-photos/index_en.htm)

### **EU Neighbourhood Info Centre** photos list

[www.enpi-info.eu/mainmed.php?id\\_type=2&id=548](http://www.enpi-info.eu/mainmed.php?id_type=2&id=548)



## The key players as a source

The majority of DGs and other EU bodies are involved in cooperation with the Partnership countries. Two of the most important are:

**EuropeAid** Development and Co-operation Directorate-General  
[http://ec.europa.eu/europeaid/where/neighbourhood/index\\_en.htm](http://ec.europa.eu/europeaid/where/neighbourhood/index_en.htm)

**EEAS** European External Action Service  
[http://eeas.europa.eu/index\\_en.htm](http://eeas.europa.eu/index_en.htm)

However, all EU Institutions and Agencies have working groups and delegations working specifically on relations with the EU Neighbourhood Partner Countries. These produce reports and other material of interest to anyone wanting to cover this Partnership. A brief outline of each and links to more information can be found on the EU Neighbourhood Info Centre webpage [www.enpi-info.eu/main.php?id=358&id\\_type=2](http://www.enpi-info.eu/main.php?id=358&id_type=2) or by following the links:

**European Commission** [www.enpi-info.eu/main.php?id=401&id\\_type=2](http://www.enpi-info.eu/main.php?id=401&id_type=2)

**Council** [www.enpi-info.eu/main.php?id=353&id\\_type=2](http://www.enpi-info.eu/main.php?id=353&id_type=2)

**European Parliament** [www.enpi-info.eu/main.php?id=351&id\\_type=2](http://www.enpi-info.eu/main.php?id=351&id_type=2)

**European Investment Bank** [www.enpi-info.eu/main.php?id=354&id\\_type=2](http://www.enpi-info.eu/main.php?id=354&id_type=2)

**Committee of the Regions** [www.enpi-info.eu/main.php?id=356&id\\_type=2](http://www.enpi-info.eu/main.php?id=356&id_type=2)

**EU Agencies** [www.enpi-info.eu/main.php?id=357&id\\_type=2](http://www.enpi-info.eu/main.php?id=357&id_type=2)

**European Economic and Social Committee** [www.enpi-info.eu/main.php?id=355&id\\_type=2](http://www.enpi-info.eu/main.php?id=355&id_type=2)

A data base with the summaries of the legal framework of cooperation with the Neighbourhood Countries is available on the Europa website.

**South** [http://europa.eu/legislation\\_summaries/external\\_relations/relations\\_with\\_third\\_countries/mediterranean\\_partner\\_countries/index\\_en.htm](http://europa.eu/legislation_summaries/external_relations/relations_with_third_countries/mediterranean_partner_countries/index_en.htm)

**East** [http://europa.eu/legislation\\_summaries/external\\_relations/relations\\_with\\_third\\_countries/eastern\\_europe\\_and\\_central\\_asia/index\\_en.htm](http://europa.eu/legislation_summaries/external_relations/relations_with_third_countries/eastern_europe_and_central_asia/index_en.htm)



## Events calendars + Finding the people

### ■ *Events*

#### **The EU calendar covering all Institutions**

<http://europa.eu/eucalendar/>

#### **EU Neighbourhood Info Centre events pages**

South [www.enpi-info.eu/list\\_type\\_med.php?id\\_type=12](http://www.enpi-info.eu/list_type_med.php?id_type=12)

East [www.enpi-info.eu/list\\_type\\_east.php?id\\_type=12](http://www.enpi-info.eu/list_type_east.php?id_type=12)

### ■ *Find the people*

#### **Contact guide** by Commission activity and policy

[http://ec.europa.eu/contact/guide\\_activity\\_en.htm](http://ec.europa.eu/contact/guide_activity_en.htm)

#### **Commission directory** to find the people

[http://ec.europa.eu/staffdir/plsql/gsys\\_page.display\\_index?pLang=EN](http://ec.europa.eu/staffdir/plsql/gsys_page.display_index?pLang=EN)



## EU Neighbourhood Info Centre: an information resource

The EU Neighbourhood Information and Communication Support Project, funded by the EU under the Regional Communications Programme, seeks to increase knowledge on projects supported by EuropeAid in the Neighbourhood region and highlight developments in the European Neighbourhood Policy.

One of its main tools is a webportal comprising hundreds of pages of news and information, in English, French, Russian and Arabic. The following sections are of particular interest to journalists:

**Daily news and info alerts** a free service through which subscribers receive ENP/EU Neighbourhood-related information from the EU institutions or EU-funded projects, tailored to their needs and language, in their inbox.

[www.enpi-info.eu/join.php](http://www.enpi-info.eu/join.php)

**Press packs** with background policy info and links on key topics, compiled by the EU Neighbourhood Info Centre or prepared by Institutions.

[www.enpi-info.eu/list\\_type.php?id\\_type=3](http://www.enpi-info.eu/list_type.php?id_type=3)

**Quotes pool** selected from our email alerts, feature stories and interviews, attributed and searchable through key words.

[www.enpi-info.eu/list\\_type.php?id\\_type=11](http://www.enpi-info.eu/list_type.php?id_type=11)

**Thematic and country portals** Everything available on the website can be searched by theme and by country.

EU Neighbourhood portal South [www.enpi-info.eu/indexmed.php?lang\\_id=450](http://www.enpi-info.eu/indexmed.php?lang_id=450)

EU Neighbourhood portal East [www.enpi-info.eu/indexeast.php?lang\\_id=450](http://www.enpi-info.eu/indexeast.php?lang_id=450)

**Social Media** In response to growing trends, the EU Neighbourhood Info Centre has also gone social. You can follow its activities through:



[www.facebook.com/enpi.eu](http://www.facebook.com/enpi.eu)



[http://twitter.com/enpi\\_info](http://twitter.com/enpi_info)



[www.youtube.com/user/ENPIvideo](http://www.youtube.com/user/ENPIvideo)



[www.linkedin.com/groups/EU-Neighbourhood-Info-Centre-Jobs-4218144?home=&gid=4218144](http://www.linkedin.com/groups/EU-Neighbourhood-Info-Centre-Jobs-4218144?home=&gid=4218144)



[www.enpi-info.eu/rss\\_index.php](http://www.enpi-info.eu/rss_index.php)



#### ■ *Other sources*

**Union for the Mediterranean Secretariat** [www.ufmsecretariat.org/en/](http://www.ufmsecretariat.org/en/)

the website of the Secretariat in charge of the Union for the Mediterranean

**The Eastern Partnership webpage** [www.ec.europa.eu/europeaid/easternpartnership](http://www.ec.europa.eu/europeaid/easternpartnership)

a link to where one can find out more on this EU policy

**EU country info** [http://europa.eu/abc/european\\_countries/eu\\_members/index\\_en.htm](http://europa.eu/abc/european_countries/eu_members/index_en.htm)

a page from where one can get more information on member states and links to their websites

**Think tanks** [www.enpi-info.eu/main.php?id=526&id\\_type=2](http://www.enpi-info.eu/main.php?id=526&id_type=2)

based in Brussels can offer a different angle to a story and usually willing to talk to journalists and participate in events. Also publish useful newsletters and reports.



## For the figures

### **EU and External Trade**

[http://europa.eu/pol/comm/index\\_en.htm](http://europa.eu/pol/comm/index_en.htm)

### **Trade statistics**

[http://exporthelp.europa.eu/display.cfm?page=st/st\\_Introduction.html&doctype=main&languageId=EN](http://exporthelp.europa.eu/display.cfm?page=st/st_Introduction.html&doctype=main&languageId=EN)

### **Eurostat website**

<http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home>

### **ENP funding**

[http://ec.europa.eu/world/enp/funding\\_en.htm](http://ec.europa.eu/world/enp/funding_en.htm)

### **Geographic instruments & funding**

[http://ec.europa.eu/europeaid/how/finance/geographic\\_en.htm](http://ec.europa.eu/europeaid/how/finance/geographic_en.htm)



## Understanding EU talk

One of the challenges of following the discussion on an EU level is what is known as “Euro-speak” – the words, acronyms and other jargon used by those involved.

The EU Neighbourhood Info Centre has put together an online A-Z [Neighbourhood glossary](#) (in English, French, Arabic and Russian) with words related to the Neighbourhood, as well as a glossary on the ‘Eastern Partnership and Russia’, and a ‘Neighbourhood South Glossary’. It has also gathered in one place other glossaries, general and thematic, as well as acronyms and jargon guides. These can be reached from [www.enpi-info.eu/main.php?id=598&id\\_type=2](http://www.enpi-info.eu/main.php?id=598&id_type=2) and also separately from:

### **Neighbourhood glossary**

[www.enpi-info.eu/main.php?id=403&id\\_type=2](http://www.enpi-info.eu/main.php?id=403&id_type=2)

### **Eastern Partnership and Russia glossary**

[www.enpi-info.eu/main.php?id=59&id\\_type=3&lang\\_id=450](http://www.enpi-info.eu/main.php?id=59&id_type=3&lang_id=450)

### **Neighbourhood South Glossary**

[www.enpi-info.eu/mainmed.php?id=571&id\\_type=9&lang\\_id=450](http://www.enpi-info.eu/mainmed.php?id=571&id_type=9&lang_id=450)

### **Thematic glossaries**

[www.enpi-info.eu/main.php?id\\_type=2&id=656](http://www.enpi-info.eu/main.php?id_type=2&id=656)

### **Acronyms**

[www.enpi-info.eu/main.php?id=363&id\\_type=2](http://www.enpi-info.eu/main.php?id=363&id_type=2)

### **Jargon guides**

[www.enpi-info.eu/main.php?id=347&id\\_type=2](http://www.enpi-info.eu/main.php?id=347&id_type=2)



## The background

To cover the ENP region and the EU Neighbourhood – the financial instrument it uses to fund programmes and projects – one needs to know the background. Some basic information follows:

**European Neighbourhood Policy (ENP)** Developed after the EU's enlargement in 2004, to avoid the emergence of new dividing lines in Europe. Through it, the EU offers its neighbours a privileged relationship, building upon a mutual commitment to common values - democracy and human rights, rule of law, good governance, market economy principles and sustainable development. The ENP offers a deeper political relationship and economic integration through reforms as a means of achieving peace, stability and economic prosperity. The ENP covers: Algeria, Armenia, Azerbaijan, Belarus, Egypt, Georgia, Israel, Jordan, Lebanon, Libya, Moldova, Morocco, the Occupied Palestinian Territory, Syria, Tunisia and Ukraine. Russia is also an EU neighbour but relations are developed through a Strategic Partnership [http://ec.europa.eu/world/enp/index\\_en.htm](http://ec.europa.eu/world/enp/index_en.htm).

**European Neighbourhood and Partnership Instrument (EU Neighbourhood)** From 1 January 2007 onwards, as part of the reform of EC assistance instruments, the MEDA (South), TACIS (East) and various other financial instruments have been replaced by a single instrument, the EU Neighbourhood. The EU Neighbourhood is designed to target sustainable development and approximation to EU policies and standards – supporting the agreed priorities in the ENP Action Plans (as well as the Strategic Partnership with Russia, which was previously also covered by the TACIS programme). [www.enpi-info.eu/main.php?id=402&id\\_type=2](http://www.enpi-info.eu/main.php?id=402&id_type=2)

**The Eastern Partnership (EaP)** completes the EU's foreign policy towards Eastern Europe and Southern Caucasus countries as a specific Eastern dimension of the European Neighbourhood Policy (ENP). Launched in May 2009 at the Prague Summit, the EaP fosters the necessary conditions to accelerate political association and further economic integration between the European Union and Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. EU cooperation with Eastern Neighbours - Eastern Partnership [www.ec.europa.eu/europeaid/easternpartnership](http://www.ec.europa.eu/europeaid/easternpartnership)

**From ENPI to ENI:** the ENPI will from 2014 be replaced by the [European Neighbourhood Instrument \(ENI\)](#), which will provide increased support to 16 partner countries to the East and South of the EU's borders. The new instrument will be increasingly policy-driven and provide for greater differentiation, more flexibility, stricter conditionality and incentives for best performers, reflecting the ambition of each partnership. The ENI will continue to provide the bulk of funding to the European Neighbourhood countries, essentially through bilateral, regional and cross border co-operation programmes.

**Regional Cooperation** with European Neighbourhood partner countries, as well as cooperation among the partners themselves, is important. It complements national assistance programmes, addresses challenges with a regional dimension and promotes cooperation among partners on issues of mutual interest. The projects are funded by the EU Neighbourhood. Priority areas have been defined for the East and the South.

EU Neighbourhood Info Centre Regional Cooperation brochures:

South [www.enpi-info.eu/main.php?id=437&id\\_type=9&lang\\_id=450](http://www.enpi-info.eu/main.php?id=437&id_type=9&lang_id=450)

East [www.enpi-info.eu/main.php?id=438&id\\_type=9&lang\\_id=450](http://www.enpi-info.eu/main.php?id=438&id_type=9&lang_id=450)



**Programming assistance:** EU development assistance is distributed through multi-annual programmes which are coordinated by the EuropeAid Development and Co-operation Directorate-General and External Relations. When formulating and managing these programmes, the Commission consults the authorities in partner countries. This results in an agreed country and regional strategy paper, which includes a multi-annual national indicative programme. During the programming phase, the situation at national and sectoral level is analysed to identify problems, constraints and opportunities which co-operation could address.

[http://ec.europa.eu/europeaid/how/finance/programming\\_en.htm](http://ec.europa.eu/europeaid/how/finance/programming_en.htm)

The **EU Delegations** in the Partner Countries act as the eyes, ears and mouthpiece of the European Commission vis-à-vis the authorities and population in their host countries.

More about the Delegations is available here:

[www.eeas.europa.eu/delegations/index\\_en.htm](http://www.eeas.europa.eu/delegations/index_en.htm)



## Journalism networks & awards

### ■ *The networks*

#### **European Journalism Centre**

[www.ejc.net](http://www.ejc.net)

#### **EU-funded EU4 Journalists**

[www.eu4journalists.eu](http://www.eu4journalists.eu)

#### **European Federation of Journalists**

<http://europe.ifj.org/en>

**EU-funded [Media Neighbourhood](#) project:** a three-year training programme for journalists, editors and managers from broadcast, print and online. It has two main aims: To strengthen the professional capacity of journalists, particularly in the areas of media independence and online media; To improve the reporting of EU social, economic and political policies within the Middle East, Eastern Europe and Caucasus. Media Neighbourhood is one of three projects funded under the EU's [Regional Communication Programme](#).

### ■ *The awards*

Apart from offering journalists the background and sources, the EU also supports them through awards and especially designed projects, like the EU Neighbourhood Info Centre. Find out more on what it does to this end, through the EU Neighbourhood Info Centre press pack 2010 - "Supporting press freedom and dialogue".

[www.enpi-info.eu/main.php?id=91&id\\_type=3&lang\\_id=450&subject=9](http://www.enpi-info.eu/main.php?id=91&id_type=3&lang_id=450&subject=9)

#### **The EC also has other prizes and awards**

[http://europa.eu/take-part/prizes-competitions/index\\_en.htm](http://europa.eu/take-part/prizes-competitions/index_en.htm)

# Stay connected



Other Info Centre Handbooks for EU-funded projects are available online:

## **A Photographer's Handbook**

[www.enpi-info.eu/main.php?id=503&id\\_type=9&lang\\_id=450](http://www.enpi-info.eu/main.php?id=503&id_type=9&lang_id=450)

## **Writing to Grab Attention Handbook**

[www.enpi-info.eu/mainmed.php?id=568&id\\_type=9&lang\\_id=450](http://www.enpi-info.eu/mainmed.php?id=568&id_type=9&lang_id=450)

[www.enpi-info.eu](http://www.enpi-info.eu)

This publication has been produced by the EU Neighbourhood Info Centre. It is based on the experience of the contributors, comprising journalists and communications experts. The information is correct at the time of writing (March 2012), however we acknowledge that some things may change, in particular with regards to the examples used.



A project implemented by

**Action Global Communications**

**EU Neighbourhood Info Centre**  
*An ENPI project*

The EU Neighbourhood Info Centre is an EU-funded Regional Communication project highlighting the partnership between the EU and Neighbouring countries. The project is managed by Action Global Communications.

[www.enpi-info.eu](http://www.enpi-info.eu)