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EUROPEAN UNION COMMUNICATION STRATEGY



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EUROPEAN UNION COMMUNICATION STRATEGY

INTRODUCTION

Turkey's EU accession process is the most important modernisation and democratisation project following the proclamation of our Republic. The reforms for the EU accession process contribute to building a stronger and more democratic Turkey.

Turkey's EU accession will not only serve to democratic and socio-economic progress in our country, but it will also enhance EU's economic, political and strategic importance and leverage, contributing to its transformation from a regional to a genuine global power. The rapid changes in international relations and in our region highlight the strategic importance of Turkey-EU relations for both sides. Dramatic developments in a wide geographical area extending from Syria to Ukraine and from the Middle East to North Africa necessitate joint action by Turkey and the EU in countering regional and global threats. Recent appointments to the high level offices of EU institutions create new opportunities in Turkey-EU relations. Furthermore, following the European Parliament elections in Spring of 2014, the rise of extreme right and EU-skeptic parties has fueled discussions within the EU regarding policies on the future of the Union. These developments have created the need for new and bold steps in the Turkey-EU relations.

Recent public opinion polls demonstrate a decline in the support for Turkey's membership both in Turkey and the EU. It may also be claimed that confidence in the EU has also eroded among EU member states. In such an environment, a new initiative in the communication aspect of Turkey-EU relations is indispensable for both sides. The European Project needs to be lent impetus in such a critical period. It should also be acknowledged that the union of a common future and norms depend on upholding democracy and the rule of law, as well as protecting human rights in a wide geographical region. While the European Project should seek its driving force on such grounds, the public needs to recognise the importance of this objective, the achievement of which requires concrete steps and a transformation in



mentality. Thus, the declining confidence of our citizens regarding the achievement of EU membership objective, even as they continue to aspire for it, will be restored. The main reasons for this decline in confidence are the biased stance taken by some EU member states on Turkey's EU membership and the inability to achieve desired progress in accession negotiations due to the political obstacles and the impact of the 2008 global economic crisis on the EU economy. There is an even greater need today to ensure that EU public opinion is effectively and accurately informed regarding the socio-economic transformation in Turkey, as well as Turkey's determination to continue with the political reforms. Should these efforts bear results, they may well serve to reverse the tendency of skepticism towards Turkey's EU membership due to exploitation of the issue by some European politicians for domestic political gain.

There is a notable process of transformation in Turkey as a result of further democratisation, expansion of freedoms, an economic restoration leading to integration with the global economy, and an active foreign policy facilitated by these developments. Our citizens are now seeking modern standards in all areas of social life as a result of the increase in their welfare. Despite the difficulties, the Turkish Government has taken noteworthy steps to include all segments of society in the process of democratisation and development. The EU accession process has doubtless been an important means to this end.

In order to ensure that this significant socio-economic transformation is permanent and sustainable, legal reforms need to be accompanied by a transformation in mentality for their effective implementation. There is a need for political planning and building a social consensus to effectively steer this change and transformation. The transformation in mentality of the Turkish public and private sector may well be slowed down if the EU accession process is not embraced by the society or social demands related to the reforms are not conveyed to the actors in decision-making or implementation processes.

It should particularly be emphasized that EU accession process is one of the most important means to meeting the expectations of the Turkish public for democratic and socio-economic transformation and including all segments of society in the process of democratisation and development. Linking the expectation at the grassroots level with the political reform process will strengthen the internalisation of the EU accession process in Turkey. Internalisation is a key concept in the EU accession process. EU accession can only be based on free will. The interaction between citizens and actors in decision-making



and implementation processes will help change the perception that Turkey's EU reform process is an intermittent process that is frequently stalled by indecisiveness.

The volatile course of Turkey-EU relations, along with the perception that politicians and citizens in EU member states oppose Turkey's membership, cause Turkish public to take a reactive stance on EU membership. This tendency is frequently interpreted as an increase in popular opposition in Turkey to EU membership. However, the EU remains as the most important anchor with regard to meeting the expectation at the grassroots level for democratic and socio-economic transformation.

The increasing perception among political circles, the public sector, civil society, the business world and academia, directly or indirectly involved in EU-related matters, that the EU accession process is heading for a deadlock and that Turkey will never be a member of the EU, not only decreases the motivation of all these groups, but also causes the achieved and potential gains of the EU accession process to be undervalued. Turkey's transformation, its gains and potential in the EU accession process should be emphasized through different and innovative methods. Restoring confidence that Turkey's EU membership is imminent will ensure that all segments of the society embrace and contribute more to the accession process.

An effective communication strategy implemented through proper methods will increase credibility of Turkey's efforts for membership and the reform process.

Due to the rapidly changing nature of the EU agenda, political and economic problems of the EU and the "enlargement fatigue" following the most recent enlargement wave, Turkey's EU membership is frequently not placed on the EU agenda. Thus, opponents of Turkey's EU membership elicit more attention than its supporters. It is essential that Turkey's EU membership is highlighted in EU public opinion.

The European Project will be streamlined on a platform, with the willingness to integrate vision with pragmatism and to reinforce the wish to collaborate. Threats such as extremism, xenophobia, hate speeches and Islamophobia have been rising in Europe recently. Thus, the initiatives pioneered by Turkey and adopted in international fora, such as intercultural dialogue and alliance of civilisations, have become increasingly important. The geo-strategic location and political structure of Turkey may help eliminate



misconceptions between the EU and its neighbours, and maintain the core philosophy of the EU Project. Setting forth Turkey's economic and political contributions to the EU by emphasizing the "Strong Turkey, Strong EU" perspective will be effective in overcoming obstacles to Turkey's EU membership. Furthermore, encouraging more frequent contact between Turkish and EU citizens and establishing a culture of collaboration will reveal that differences in culture and identity are far less than claimed by certain circles in the EU and will help change the current biased perception.

Turkey's EU accession process has become even more strategically important as a result of the change in the international conjuncture, transformation and development in Turkey and the projection that the EU is at the onset of a new wave of changes. In this context, "Turkey's New EU Strategy", which includes concrete steps in line with the objectives set out in the Programme of the 62nd Government and provides for an intensive interaction network, has been prepared and announced to the public on 18 September 2014. "Turkey's New EU Strategy" is built upon three main pillars: Political Reform Process, Socio-Economic Transformation in the Accession Process, and the EU Communication Strategy. The third pillar, the EU Communication Strategy, implemented since 2010, is being further strengthened with the introduction of new approaches and methods so as to raise awareness of Turkey's socio-economic transformation in the Turkish and EU public and to ensure that the benefits of the accession process are better understood at the grassroots level.

The EU Communication Strategy has been prepared to ensure that the public views an accurate picture of Turkey and to increase domestic and external support for the EU accession process; the Strategy also aims to revive enthusiasm by adding impetus to the process. The Strategy has two main components. The Communication Strategy for Turkey aims to increase the support of the Turkish people for the reforms by strengthening their conviction that the EU accession process is a modernisation and democratisation project which will promote living standards in all areas.

The Communication Strategy for the EU, to be given higher priority in the forthcoming period, aims to provide facts on Turkey to help shape a more accurate perception among the EU public. This part of the Strategy will help reinstitute mutual trust and set forth Turkey's commitment, self-confidence and sincerity in the EU accession process.



Furthermore, the Communication Strategy for the EU envisages implementation of action plans that aim to build permanent bridges between the Turkish and EU citizens. These action plans will also involve EU-scale and specifically tailored country strategies for enhancing the perception of Turkey. Turkey will collaborate with experts having adequate knowledge of the political and cultural features, sensitivities and language of the EU member states in order to increase the effectiveness of the Communication Strategy for the EU and to convey the proper messages by using appropriate discourse and means of communication. Furthermore, public institutions and organisations that carry out communication, promotion and lobbying activities abroad will be encouraged to highlight Turkey's EU accession perspective in their activities.

Factoring in the information needs, prevailing perceptions and sensitivities of the target groups, both components of the Communication Strategy will adopt a flexible and proactive approach that makes effective use of new means of communication in line with short and medium term priorities. This approach will also focus on establishing permanent and sustainable mechanisms of dialogue with target audiences, and ensuring participation of all groups in society. In the short term, the EU Communication Strategy aims to establish effective communication with stakeholders and to highlight the achievements of the work carried out in the EU accession process. In the medium term, it aims to change the attitudes and perceptions of the stakeholders.



MAIN PRINCIPLES OF THE EU COMMUNICATION STRATEGY

A COMMUNICATION STRATEGY

That takes into account the target audiences' need for information as well as their attitudes and sensitivities

That is participatory, flexible, proactive and making effective use of modern means of Communication

That strengthens the relationship between the target audiences and creates synergy

That is sustainable, measurable and results-oriented

That is committed, sincere and self-confident

That is based on social advocacy

That aims to bring about a transformation in mentality



OBJECTIVES OF THE EU COMMUNICATION STRATEGY

It is of utmost importance to overcome the obstacles standing on the way to the EU membership, which is Turkey's ultimate strategic objective, and to create awareness among the public in both EU and Turkey regarding the political reforms and socio-economic transformation in Turkey during this period.

The European Union Communication Strategy is based on this rationale and has the following objectives:

Communication Strategy for Turkey

- 1.** Inform the public about the benefits obtained as a result of the EU accession process
- 2.** Increase support and grassroots advocacy for Turkey's EU membership
- 3.** Facilitate transformation of the mentality in Turkey during the EU accession process

Communication Strategy for the EU

- 1.** Ensure an increased presence of Turkey's membership on the EU agenda
- 2.** Bolster support for Turkey's membership in the EU by providing the EU citizens with the facts about the country to overcome the misperceptions.
- 3.** Highlight the "Strong Turkey, Strong EU" perspective with an emphasis on contributions Turkey will make to the EU.



TARGET AUDIENCE AND STAKEHOLDERS

Turkey-EU relations, based on a "win-win" approach, are sustainable and strong. At the end of the accession process, the people of Turkey and the EU will decide on Turkey's membership. Therefore, it is of great importance to support the political and socioeconomic reforms that have changed Turkey's outlook using tailored communication efforts which do not only assist the internalisation of the reforms by the society, but also serve to close the gap between the perception of Turkey and the facts. Turkey's EU membership will be realised following the transformation in the mentality of Turkish and EU citizens. The only way to achieve this transformation is to invigorate grassroots advocacy.

Turkey's EU membership will not only be the result of a merely technical process carried out by Turkish and EU institutions; it essentially requires active participation and support of all segments of the society. Therefore, Turkey's EU process needs to draw advocacy, support and backing from all segments of society, such as Turkish and EU civil societies, the private sector, academic circles and universities, representatives from relevant businesses, local administrations, local/regional/national/international media, as well as cultural, arts and sports circles, youth, and opinion leaders.

Citizens of Turkey and the EU constitute the main target audience of the New EU Communication Strategy.

All segments of the Turkish society whose quality of life has improved or will improve in the accession process, has been identified as the target audience; which is in fact the Turkish public opinion in its entirety. EU Communication Strategy activities will be determined and implemented according to the priorities of all segments of the society. A course of action will be determined analysing the expectations groups such as politicians, the workforce, academicians, students, women, children, youth, the disabled, the disadvantaged and the unemployed.



Similarly, EU public opinion as a whole has been set as the target audience in the strategy's international public opinion dimension. Actions will contain varying messages depending on target groups such as politicians, the workforce, academicians, students, women, children, youth, and the elderly.

Cooperation with stakeholders will ensure direct access to target audiences, better implementation of the EU Communication Strategy and a participatory approach to the EU accession process. Primary stakeholders will be the ***International/National/Local Institutions*** that manage and steer Turkey's EU accession process in Turkey and the EU; the ***Civil Society***, participation and contribution of which is essential in every area; ***Universities***, which will expand Turkey's EU vision with their dynamic and innovative structures; ***the Business World***, which is the pioneer of the ongoing socio-economic transformation; the ***Media***, which is the most important means for shaping public opinion; and ***Political Actors***, due to their role in decision-making.

There are supporters of Turkey's EU membership along with opponents or non-committals in both Turkish and European public opinion. In the framework of the EU Communication Strategy, an information flow will be maintained for the supporters of Turkey's membership. Concurrently, sustainable mechanisms of dialogue with the opponents will be built in order to offset their attitudes. Activities geared towards non-committals will involve placing an emphasis on the "win-win" relationship that characterises Turkey's EU membership.



MESSAGES

The following messages are envisaged for addressing target audiences in the implementation of the Communication Strategy:

MESSAGES FOR TURKEY

1. The EU is a peace project that is based on human dignity, freedom, democracy, equality, the rule of law and respect for human rights.
2. EU membership is a priority objective for a more democratic, modern and prosperous Turkey.
3. The EU accession process will positively affect people's daily lives, providing a vast amount of benefits and opportunities for various segments (e.g. businesspeople, students, women, farmers, the disadvantaged, etc.).
4. The process must be embraced and adopted not only by the state, but also by all segments of the public, particularly by the civil society.
5. The success of Turkey's EU membership process depends on changes that are required not only in the rules and institutions, but also in mindsets.

MESSAGES FOR THE EU

1. The EU membership objective is a priority that Turkey pursues with sincerity, commitment and determination.
2. Turkey implements political reforms and continues with the socio-economic transformation with the awareness of its obligations regarding the EU membership.
3. Turkey and the EU remain strategically-important partners that share common values.
4. Both sides have much to gain in areas such as foreign policy, economic and trade relations, security of energy supply, border management, employment and migration policy.
5. Turkey is bound to enrich the European mosaic with its own colors as an exemplary model of diverse cultures and religions living together in peace.
6. The people of the EU and Turkey are building a common and strong future together.
7. The European project will rise on the foundation of "Strong Turkey, Strong EU" perspective.
8. Turkey's membership will upgrade the EU from a regional peace project to a genuine global one.



METHOD

As a living document that can be revised according to needs and requirements, the Communication Strategy will be enhanced by the opinions of all segments of society. It will be implemented through a participatory approach in consideration of the short and medium-term priorities. In order to achieve the objectives of the Communication Strategy, to deliver the messages to the target audience consistently, clearly and promptly and to extend the range of influence, there will be a concerted effort with participation of **international/national/local institutions, civil society, universities, businesses, the media and political actors**, which have been designated as the stakeholders representing all segments of the society. During the process, the **Consultation, Coordination and Monitoring Board (DAKIK)** will be established, comprised of the related stakeholders, for steering, monitoring and assessing the EU Communication Strategy. The Ministry for European Union Affairs will ensure overall coordination for the Communication Strategy. Following the announcement of the Strategy, the public will be informed about the composition of **DAKIK** as well as its working principles and methods.

Accordingly, relations with the designated stakeholders have been categorized so as to utilize new communication tools that allow mutual interactions, to give the Strategy a living and developing nature, and to systematize the implementation. This systematic approach will facilitate achievement of the objectives as well as a better reach to the target audience.

Within the scope of the EU Communication Strategy, effectiveness of the current methods will be increased, new mechanisms will be developed and new actions will be implemented. These efforts will be supported by reinforcing conventional methods of communication with adequate use of social media and digital technologies, since these are the fastest means for delivering information to the target audience. Professional public relations companies may be mobilised in the implementation of the Strategy to enhance the effectiveness, as well as to deliver appropriate messages to target audiences through proper discourse and means when necessary.

Financial and human resources of all participating stakeholders will be fully employed while implementing the EU Communication Strategy. Financial support provided by the European Union during the accession process will also be efficiently utilised. For the purpose of strengthening civil society and civil society



dialogue, Turkey has been allocated approximately €180 million by the EU during the 2014-2020 period in the scope of the Instrument for Pre-Accession Assistance (IPA). The Erasmus+ Program will also be a significant tool in the communication activities as it plays a substantial role in establishing channels of dialogue between the citizens of Turkey and the EU. In this regard, interaction between the citizens of both parties will be bolstered by almost €900 million which Turkey will use under the Erasmus+ Program during 2014-2020 period. Similarly, EU Programmes such as Horizon 2020, Creative Europe, COSME, and Employment and Social Innovation (EaSI) will be effectively utilised to support communication.

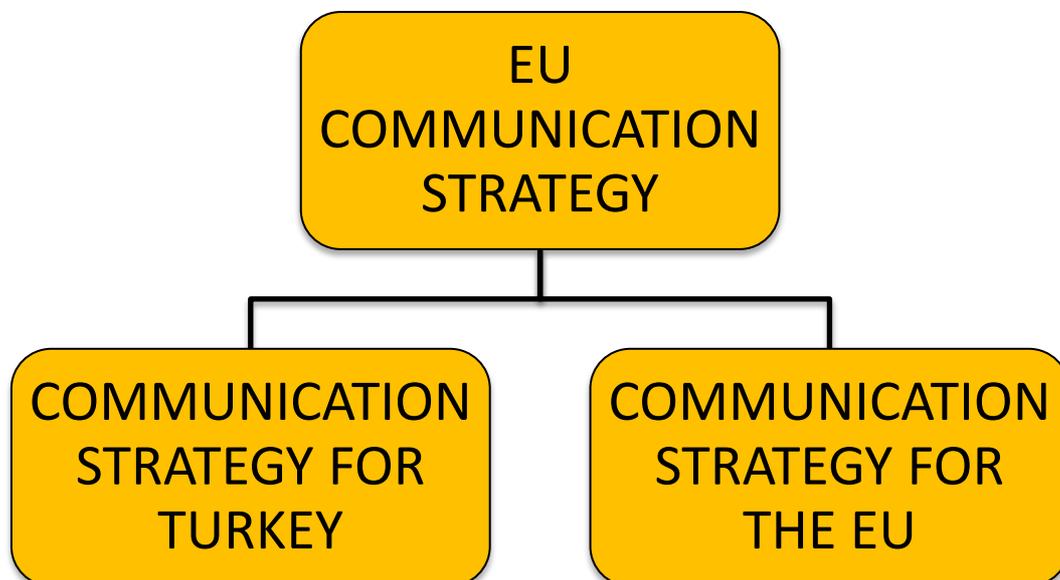
Short and medium-term methods have been determined for implementation of the EU Communication Strategy. In accordance with the periods that are envisaged for implementation of Turkey's New EU Strategy, short-term comprises the period until June 2015, and medium-term until June 2019.



COMMUNICATION METHODS AND APPROACHES

The citizens of Turkey and EU constitute the main target audience of the New EU Communication Strategy. In order to reach the target audience in an effective, efficient, sustainable and results-oriented manner, it is necessary to categorize the activities to be carried out, mechanisms to be developed and initiatives to be taken under this Strategy. For that reason, the Strategy is built upon two main components. These two components have then been broken down into six main sub-areas of work, based on interactions with stakeholders. This approach will enable an interaction between the activities planned under different components, thereby increasing the “multiplier effect.”

The following are the communication methods and approaches that will be employed as part of Turkey's New EU Communication Strategy.





COMMUNICATION STRATEGY FOR TURKEY

Public Institutions and Organizations

An approach that reinforces cooperation with the **central/local public institutions and organizations** which take part in the EU negotiation process

In terms of Turkey's EU membership, it is vitally important to boost participation and contribution of public institutions and organizations in the EU process, to strengthen the communication and cooperation between central and local administrations on EU-related issues, and to raise awareness among the public about the reforms implemented in the accession process as well as their effects on daily life. The following methods will be employed to ensure that central and local administrations play a more active role in the EU negotiation process:

Methods to be employed in the short-term

- Effective utilization of the councils, committees, commissions and boards that shape Turkey-EU relations
- Strong cooperation and communication mechanism between the Ministry for European Union Affairs and central public institutions.
- Cooperation protocols on EU-related issues between the Ministry for European Union Affairs and central institutions
- Informative publications, projects as well as activities and events organised by major central institutions on arrangements related with EU harmonization process
- Activities that will effectively involve local administrations in the EU process
- Town-twinning projects that will reinforce cooperation between the local administrations and their counterparts in the EU
- Studies on perceptions towards Turkey's EU membership
- Work to ensure more exposure on social media about the EU-related activities of central and local public institutions and organizations



Methods to be employed in the medium-term

- Regular coordination meetings between the Ministry for European Union Affairs and the EU-related departments of public institutions and organizations
- Mechanisms to enhance the institutional capacity of the EU departments of central and local public institutions and organizations
- Planning documents, to be developed by public institutions and organizations, with a sound EU vision
- Informative publications, projects as well as activities and events organised by EU-related departments of central and local public institutions and organizations
- EU-funded projects to be implemented by local administrations
- Materials (e.g. publications, brochures, TV) to promote the EU in public service facilities

Civil Society

An approach that increases the role of **civil society** in the EU accession process

The EU accession process concerns all aspects of social life ; it requires participation and contribution not only of the state, but also of civil society as well. The following methods will be employed in order to utilise the know-how and experience of civil society - including non-governmental organizations, think tanks, and opinion leaders from the cultural, arts and sports circles - and to strengthen the civil society dialogue and cooperation:

Methods to be employed in the short-term

- Projects to ensure civil society's contribution to the EU process
- "Dialogue Meetings" with civil society
- EU-related work by civil society organizations and think tanks in cooperation with their counterparts in the EU
- Platforms to facilitate cooperation with the EU-Info Centers in the work at local-level
- Initiatives to ensure participation of opinion leaders from the cultural, arts and sports circles in the process
- Platforms to help civil society organizations keep informed about the EU process



- Platforms to facilitate obtaining the views of non-governmental organizations and think tanks in their areas of expertise during the process of alignment with the EU acquis
- Social media activities to enhance interaction with civil society

Methods to be employed in the medium-term

- Projects to ensure civil society's contribution to the EU process
- "Dialogue Meetings" with civil society
- Platforms to ensure sustainability of cooperation of civil society organizations and think tanks with their counterparts in the EU.
- Platforms to facilitate cooperation with the EU-Info Centers in the work at local-level
- Platforms to ensure sustainability of cooperation and communication of opinion leaders from the cultural, arts and sports circles with their counterparts in the EU
- Projects to improve the intercultural dialogue between Turkey and the EU
- Joint cultural activities with EU-member states' cultural institutes that operate in Turkey
- Projects to consolidate the public-NGO cooperation in the EU process
- Projects to enhance the capacities of CSOs in Turkey
- Mechanisms to enable CSOs in Turkey to exchange ideas with their counterparts in the EU

Universities

An approach that boosts the influence of **universities** in the management and steering of the EU process

Universities are the intellectual powerhouses with qualified human resources, research and development capacities, ability to obtain scientific results, international networks, dynamic and innovative structures. Therefore, their influence must be increased in the management and steering of the EU process. Accordingly, the following methods will be employed to enhance the attributes of the EU-related discussions in Turkey and to ensure that they are held on the basis of scientific facts, as well as to encourage proactivity and involve the dynamism of universities and the youth in the EU process.



Methods to be employed in the short-term

- Activities with Turkish and European academicians carrying out research related to Turkey's EU membership.
- Initiatives to support scientific studies in the EU field
- Activities to augment knowledge of EU-related issues in universities
- Mechanisms to improve the effectiveness of the Jean Monnet Professorships, the EU Institutes of universities, undergraduate and postgraduate programs as well as research studies on the EU
- More TUBITAK briefings at universities regarding the Horizon 2020 program and trainings to increase the number of EU-funded projects
- Efforts aimed towards students sent abroad via scholarship programs such as Erasmus+, Jean Monnet and others, as well as towards foreign students who come to Turkey via similar programs
- Competitions, studies and activities to inspire interest among young people for EU-related issues
- Mechanisms to support EU and international relations clubs at universities
- Efforts to disseminate the success stories
- Endeavors to facilitate delivery of universities' know-how and experience of the EU to the public through social media
- Social media applications to help young people get involved in the process

Methods to be employed in the medium-term

- Projects to strengthen the dialogue between universities in Turkey and the EU
- Joint ventures and cooperation to create opportunities for institutions such as the College of Europe, which specialize in the EU and place emphasis on EU values, to operate in Turkey
- Joint projects to promote and support cooperation between universities and academician and student exchanges.
- Efforts to help disseminate academic studies regarding Turkey's EU membership
- Joint endeavors to support EU related research, projects and activities at the universities
- Competitions to support scientific studies on the EU
- Work to increase the number and impact of lectures on the EU in the related departments of universities
- Competitions, studies and activities to inspire interest among young people for EU-related issues
- Broadly participated "Model EU" activities for university students



- Mechanisms to support the EU process by fortifying the networks of Erasmus+ exchange students and Jean Monnet scholars
- Networks that invigorate communication between Erasmus+ beneficiaries

The Business World

An approach that highlights the EU's contribution to socio-economic transformation and the role of the **business world** in the accession process

The integration of businesses with the EU and growing trade relations are among the most significant aspects of Turkey-EU relations. Turkey's integration with the EU makes it a much stronger country, both in the region and within the international economic system. Accordingly, the following methods will be employed to emphasize mutual gains by Turkey-EU business circles and to turn these gains into a part of the process:

Methods to be employed in the short-term

- Through umbrella organizations, providing information to business world regarding the technical work carried out and political developments in the negotiation process
- Exchange of information on the EU harmonisation related arrangements that may have a direct effect on the business world
- Mechanisms and platforms that enable private sector representatives to exchange experiences with their counterparts in EU member states
- Work to ensure effective involvement of business world in the EU negotiation process
- Briefings and activities on EU-funded projects for which businesses are eligible beneficiaries
- A cooperation mechanism with the Development Agencies to carry out joint efforts with related EU institutions and organizations to further the business and investment environment in Turkey
- Activities to raise awareness in the business world regarding economic and trade relations with the EU
- Briefings and activities for the business world regarding positive impacts of Turkey's EU accession process on the economy



- Dialogue meetings with the business world
- Work to deliver EU-related experiences and gains of the business world to the public through social media
- More TUBITAK briefings at umbrella business organizations regarding the Horizon 2020 program and trainings to increase the number of EU-funded projects

Methods to be employed in the medium-term

- Providing business circles with information on Turkey's harmonization efforts
- Comprehensive projects aimed at bolstering the dialogue of chamber unions and exchange commodities with their counterparts in the EU
- Joint activities with umbrella business organizations and their counterparts in the EU
- Providing the business world with information on the technical work and political developments in the negotiation process
- More TUBITAK briefings at umbrella business organizations regarding the Horizon 2020 program and trainings to increase the number of EU-funded projects
- Dialogue meetings with the business world

The Media

An approach that takes advantage of the **media's** driving force in the reform process

Media organizations are among the most decisive tools in shaping public opinion in Turkey, just as they are in the rest of the world. Turkey must utilise the media's driving force as a catalyst to raise awareness of the EU in the public. Accordingly, the following methods will be employed to involve the media as a partner in the process with a view to ensuring that the public is provided with accurate information on the EU:

Methods to be employed in the short-term

- Initiatives to ensure delivery of messages on the EU through communication means, including television, radio, newspapers, magazines, social media
- Projects geared towards developing media organizations' cooperation with counterparts in the EU
- Programs to be broadcast on national and local television and radio channels



- Initiatives to ensure more coverage of EU issues in print and visual media
- Periodic meetings with chief editors, columnists and correspondents
- Trainings geared towards media organizations
- Dialogue meetings with the media
- Works for the effective use of social media

Methods to be employed in the medium-term

- Promotional short films, to be aired on national television channels, that explain the positive impacts of EU membership on daily lives
- Programs produced by national, regional and local television and radio channels
- Planning support for media organizations to create national and local programs on the EU
- Projects to enable exchange of experiences between members of the Turkish and European media
- Projects and activities for local media organizations
- Efforts aimed at enhancing the media's cooperation with CSOs and public institutions on EU-related subjects
- Contact persons at national and local media organizations for facilitating support to Turkey's EU accession process
- Dialogue meetings with the media
- Cooperation with the media organizations which use social media effectively



Political Actors

An approach that provides **political actors** in Turkey with a more objective perspective on EU membership, enabling them to give more accurate messages

Statements by political actors in Turkey play a considerable role in shaping the public opinion regarding Turkey's EU membership. Therefore, it is as important as the technical aspect of the negotiations to inform the political actors about EU-related issues and to eliminate their concerns, fears and misconceptions regarding Turkey's EU membership. Accordingly, the following methods will be employed to involve political actors in the process:

Methods to be employed in the short-term

- Work of the Reform Monitoring Group (RMG)
- Joint actions with the Turkish Grand National Assembly (TGNA), its Committees, and the Council of Ministers
- Briefings, meetings, workshops and publications on the EU for political groups and parties
- Contacts, visits and friendship groups with politicians from member states
- Activities to reinforce dialogue with European political parties
- Interviews and programs with political actors who support Turkey's EU membership
- Efforts to ensure that political actors emphasize the reform process and socio-economic transformation on the social media

Methods to be employed in the medium-term

- Work of the Reform Monitoring Group (RMG)
- Joint actions with TGNA , its Committees, and the Council of Ministers
- Interviews and programs with political actors who support Turkey's EU membership
- Contacts, visits and friendship groups with politicians from member states
- "Joint Youth Parliaments" composed of young people from Turkey and the member states
- Mechanisms that will involve Turkish political parties' representations abroad in the process



COMMUNICATION STRATEGY FOR THE EU

EU Institutions and Relevant Public Institutions of EU Member States

An approach that strengthens cooperation with the **EU institutions and relevant institutions of EU member states**

In order to ensure a positive EU public opinion regarding Turkey's membership, it is of utmost importance that the EU institutions and relevant public institutions of the EU member states are provided with substantial accurate information about the work and reforms implemented in Turkey during the EU accession process. Accordingly, the following methods will be employed to this end:

Methods to be employed in the short-term

- Mechanisms to promote communication and cooperation with all EU institutions, particularly with the European Commission and the European Parliament
- Mechanisms to improve cooperation and create a synergy with Turkish public institutions that carry out active work in EU member states
- Efforts to add an EU perspective to the work of Turkish public institutions and organizations that perform communication, promotion and lobbying activities in EU member states
- Efforts to reinforce the cooperation between the Turkish Grand National Assembly (TGNA) and national parliaments of EU member states
- Mechanisms to strengthen communication with ministries of member states in charge of EU Affairs
- Activities with institutions and organizations of EU member states to enhance Turkey's image
- Stronger cooperation with the representations of EU member states in Turkey



Methods to be employed in the medium-term

- Mechanisms that enable secondment of Turkish civil servants who work on EU related areas in similar public bodies of the EU member states.
- Twinning projects between local administrations in Turkey and EU member states
- Work and platforms to facilitate interaction of Turkish and European civil servants who work on EU related areas
- Mechanisms to ensure support of Turkish originated professionals who work for EU institutions and institutions of EU member states
- Mechanisms to promote communication and cooperation with all EU institutions, particularly with the European Commission and the European Parliament
- Efforts to add an EU perspective to the work of Turkish public institutions and organizations that perform communication, promotion and lobbying activities in EU member states
- Mechanisms to strengthen communication with ministries of member states in charge of EU Affairs
- Activities with institutions and organizations of EU member states to enhance Turkey's image

Civil Society

An approach that strengthens the cooperation and dialogue between the **civil societies** of Turkey and the EU

Civil society plays a critical role in shaping EU public opinion regarding Turkey's membership with its know-how, experience and capacity influence at the EU-scale. Accordingly, the following methods will be employed to enhance civil society dialogue and cooperation so as to inform the EU public regarding Turkey's membership, and to create a positive perception:

Methods to be employed in the short-term

- Projects that support collaboration of CSOs in the EU and Turkey
- "Dialogue Meetings" with civil society in the EU
- Work on Turkey's membership by civil society organizations and think tanks in cooperation with their counterparts in Turkey



- Efforts to add an EU perspective to the work of Turkish CSOs that perform communication, promotion and lobbying activities in EU member states
- Mechanisms to enhance cooperation with the Turkish originated civil society organisations established in EU member states
- Initiatives that will ensure participation of opinion leaders from the cultural, arts and sports circles in the process
- Institutional relations with cultural representatives of EU member states
- Mechanisms to facilitate cooperation of CSOs in Turkey and the EU
- Platforms for channelling creative ideas and projects, fitting the scope of Turkey's EU Communication Strategy, to the Ministry for EU Affairs

Methods to be employed in the medium-term

- Projects that support collaboration of CSOs in the EU and Turkey
- Projects to improve the intercultural dialogue between Turkey and EU member states
- "Dialogue Meetings" with the civil society
- Platforms to ensure sustainability of cooperation of civil society organizations and think tanks with their counterparts in Turkey.
- Mechanisms to enhance cooperation and create a synergy with the cultural institutes in EU member states promoting Turkey and its culture
- Platforms to ensure sustainability of cooperation and communication of opinion leaders from the cultural, arts and sports circles with their counterparts in Turkey
- Work to ensure support of civil society organisations of Turkish origin established in EU member states
- Joint cultural activities with cultural representatives of EU member states established in Turkey
- Mechanisms that will facilitate interaction of CSOs in Turkey with their counterparts in the EU to enable exchange of ideas
- Platforms to establish a regular dialogue with CSOs of Turkish origin established in EU member states
- Joint publications by think tanks in Turkey and EU member states

Universities

An approach that boosts the influence of **universities** in the management and steering of the EU process

Universities are the intellectual powerhouses with qualified human resources, research and development capacities, ability to obtain scientific results, international networks, dynamic and innovative structures. Therefore, their influence must be increased in the management and steering of the EU process. Accordingly, the following methods will be employed to enhance the attributes of the discussions in EU member states regarding Turkey's membership, as well as to encourage proactivity and strengthen dialogue and cooperation between universities.

Methods to be employed in the short-term

- Mechanisms to support the EU process by fortifying the networks of Erasmus+ exchange students and Jean Monnet scholars
- Activities, workshops and organizations with European academicians who support Turkey's membership
- Initiatives to boost the number of students who come to Turkey via EU funded education programs

Methods to be employed in the medium-term

- Joint projects to promote and support cooperation between universities and academician and student exchanges.
- Joint projects to support EU studies, projects and activities at the universities
- Projects to strengthen the dialogue between universities in Turkey and EU member states
- Mechanisms to support the EU process by fortifying the networks of Erasmus+ exchange students and Jean Monnet scholars
- An online network for students who studied in Turkey via Erasmus+ program
- New scholarship programs to be created via bilateral protocols with universities in the EU
- Periodic joint publications and communication platforms between universities in Turkey and EU member states



The Business World

An approach that highlights the EU's contribution to socio-economic transformation and the role of the **business world** in the accession process

The economic and trade relations between Turkey and the EU is becoming increasingly more important. Thus, the EU remains as a strategic partner for Turkey. Accordingly, the following methods will be employed to emphasize mutual gains by Turkey-EU business circles and to turn these gains into a part of the process:

Methods to be employed in the short-term

- Activities and publications that will raise awareness on the economic and trade relations between Turkey and the EU
- High-level meetings with representatives from EU business organizations
- Mechanisms for cooperation with international institutions
- Initiatives to promote active participation in the process by companies from EU member states and multinational companies operating in Turkey

Methods to be employed in the medium-term

- Briefing meetings on Turkey by Turkish business organizations for business circles in the EU
- Projects aimed at bolstering the dialogue of chamber unions and exchange commodities with their counterparts in the EU
- Joint activities of business organizations in the EU and Turkey
- Efforts to promote cooperation between businesses in Turkey and the EU
- Work, studies and activities that will highlight the support of EU business circles to the membership of Turkey
- Dialogues with the business world in EU

The Media

An approach that takes advantage of the **media's** driving force in the reform process

Media organizations in the EU are one of the most critical means for shaping EU public opinion regarding Turkey and its EU membership. The driving force of the media should be utilised as a catalyst in this sense to raise awareness among the EU public regarding Turkey and its accession process. Accordingly, in order to ensure that the EU public is informed accurately about Turkey through media, the following methods will be employed:

Methods to be employed in the short-term

- Initiatives to ensure Turkey receives a positive media coverage in the EU
- Initiatives to convey messages on Turkey via television, radio, newspapers, magazines, and social media in the EU
- Cooperation between prominent national media organizations in Turkey and the EU
- Periodic press bulletins for media organizations in EU member states
- Work to enhance cooperation with local and regional media organizations of Turkish origin established in the EU
- Promotion of cooperation and dialogue between local, regional and national media organizations in Turkey and the EU.

Methods to be employed in the medium-term

- Documentaries and programs on Turkey produced by EU national, regional and local television and radio channels in the official EU languages
- Promotional short films to be broadcast on televisions of EU member states to foster an accurate perception in EU public opinion regarding Turkey's membership
- Spot films featuring political reforms in Turkey and Turkey's achievements in its process of socio-economic transformation
- Interviews with opinion leaders who support Turkey's EU membership
- Promotion of cooperation and dialogue between local, regional and national media organizations in Turkey and the EU.



Political Actors

An approach that provides **political actors** in the EU with a more objective perspective on Turkey's EU membership, enabling them to give more accurate messages

Statements by political actors in the EU play a considerable role in shaping EU public opinion regarding Turkey's EU membership. Therefore, it is as important as the technical aspect of the negotiations to inform these political actors about Turkey's membership and to eliminate their related concerns, fears and misconceptions. Accordingly, the following methods will be employed to involve political actors in the process:

Methods to be employed in the short-term

- Intensive contacts to be held by the TGNA, its Committees and the Council of Ministers with their European counterparts
- Initiatives and projects that encourage exchange and dialogue between the national parliaments
- Briefings, meetings, workshops and publications regarding the EU for political groups and parties
- Activities to reinforce dialogue with European political parties
- Interviews and programs with political actors who support Turkey's EU membership
- Contacts, visits and friendship groups with politicians from member states

Methods to be employed in the medium-term

- Intensive contacts to be held by the TGNA, its Committees and the Council of Ministers with their European counterparts
- Initiatives and projects that encourage exchange and dialogue between the national parliaments
- Briefings, meetings, workshops and publications regarding the EU for political groups and parties
- Activities to reinforce dialogue with European political parties
- Contacts, visits and friendship groups with politicians from member states
- "Joint Youth Parliaments" composed of young people from Turkey and the member states
- Collaborative meetings with think tanks led by political actors
- Initiatives to disseminate the reports, articles and published interviews of political actors on Turkey