



COMMISSION EUROPÉENNE
DIRECTION GÉNÉRALE XVII ÉNERGIE

Le Directeur général

Bruxelles, le 9 décembre 1997
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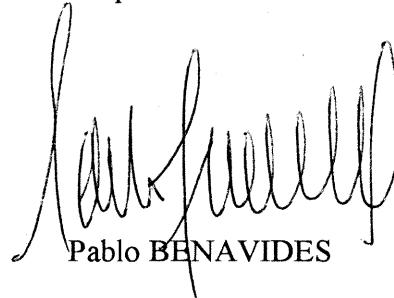
NOTE A L'ATTENTION DE M. ANTONAKOPOULOS

Objet: Schéma Directeur "Information et Communication"

Veuillez trouver en annexe le Schéma Directeur "Information et Communication" de la DG XVII pour l'année 1998.

Les ressources nécessaires pour la mise en oeuvre de la coordination proposée seront allouées dans le cadre de la prochaine restructuration.

Je vous prie de bien vouloir nous communiquer vos remarques afin de finaliser le document.



Pablo BENAVIDES

Annexe:

1

Copies:

MM. les Directeurs
De Coninck

Mme Tachmantzis
Mr. Krenas
Mr. Verres

DG XVII's Master Plan for Information and Communication (1998)
Schéma Directeur de la DG XVII pour l'Information et la Communication (1998)

A. INTRODUCTION

1. The present document contains a description of the existing situation in the field of Information and Communication within DG XVII-Energy. It then sets the objectives of DG XVII's Master Plan for Information and Communication and describes the details for its execution. It covers information and communication actions towards the outside (external information) as well the information infrastructure that is necessary for DG XVII officials in order to better accomplish their mission and perform their daily tasks (internal information).
2. This Master Plan has been drafted by DG XVII's Cellule Information on the basis of information submitted through a survey of heads of units and persons responsible for programmes as well as information gathered through other internal sources.
3. It has been discussed and approved by the Directors in their meeting of 6 October 1997 (with the exception of some changes to be introduced in key messages). It has been submitted to the Cabinet on the ... and approved on the /
4. The present Master Plan has been structured as follows:
 - i) Existing situation - État des lieux
 - ii) Action plan for 1998
 - iii) Resources
 - iv) Conclusions
 - v) Annexes
5. The major conclusions of the present document are :
 - i) Several entities deal with information and communication within DG XVII. Several of them assure co-ordination : but co-ordination is not actively implemented.
 - ii) Financing of Information and Communication activities is assured through several procedures : this does not permit a horizontal view of all such activities at DG level.
 - iii) The survey conducted among Heads of Units revealed several key actions to be launched. It also revealed that budget committed for a part of information and Communication actions in 1998 totals some 4,5 MECUs.
 - iv) In order to develop a more coherent image of European Energy Policy and assure that target groups receive the corresponding key messages an action plan is proposed for 1998. Its implementation depends upon:

- a) the correct application of target groups and key messages to all DG XVII information and communication activities.
- b) establish some co-ordination and control procedures at DG level.
- c) assure a performing informatics infrastructure and development support.
- d) re-distribute resources within DG XVII.

B. EXISTING SITUATION - *Etat des lieux*

The following paragraphs contain an analysis of the entities dealing with information within DG XVII and of the procedures used to finance I & C actions. They also contain an analysis of the survey on information and communication needs conducted by the Cellule Information. Major problems are identified and actions are proposed to solve them.

Who deals with information and communication within DG XVII

1. Several entities deal with information and communication within DG XVII. In this chapter we give a list of all these entities as well as brief description of the actions they undertake.
2. The Information Group (*Cellule Information*) directly attached to the Director General.
 - i) The Group assures the following functions concerning external information:
 - a) Production of Energy in Europe twice a year;
 - b) Production and dissemination of general DG XVII publications (green and white books, work programme, etc.)
 - c) Maintenance of a collection of fact sheets on DG XVII's policy areas;
 - d) Production and maintenance of DG XVII's homepage within EUROPA, the Commission's server on the World Wide Web;
 - e) Reply to questions on European Energy policy submitted by the public by letter or fax, by telephone or by electronic mail; expedition of general documentation when requested.
 - f) Representation of DG XVII at the Information and Communication Management Committee presided by DG X;
 - g) Liaison with Office of Official Publications of the European Communities, the Secretariat General (Publications Unit) and DG X (Publications, EUROPA editorial board, Audiovisual Unit, International Fairs Unit);
 - ii) The Group also assures the following functions concerning internal information:
 - a) Managing DG XVII's library - and liaison with DG X's Central Library; the library manages:
 - some 6.000 books and other documents (monographs, etc.);
 - some 100 journals and periodicals;
 - microfiches (OJ, COM and SEC documents, EUR reports);
 - a collection of videos concerning energy;

- b) Production of DG XVII's daily Press Review (by DG XVII's library);
 - c) Reply to questions of DG XVII officials requesting professional information; this is done through the use of internal and external databases. DG XVII uses a "dotation" from DG X and EUROSTAT to pay for the use of external databases. For 1997 this "dotation" was 50.000 ECUs (see Annex 3 for budget used).
 - d) Representation of DG XVII at the Information Officers/Database Managers Committee;
 - e) Liaison with DG X (External databases service, EUROPAPlus), and the Secretariat General (Access to Commission's documents/Transparency).
3. The Unit D1-Strategy, Dissemination and Promotion, deals with Information and Communication actions linked with the demonstration component of the 4th Framework Programme (THERMIE). The Unit:
- i) Organises the presence of THERMIE at events (exhibitions, conferences etc.);
 - ii) Produces several publications;
 - iii) Produces audiovisual material (videos);
 - iv) Produces electronic information systems (the SESAME database, several internet sites, CD-ROMs, etc.).
 - v) Assures the technical supervision of a network of decentralised Organisations for the Promotion of Energy Technology (OPETs) that is managed by DG XIII.
4. The Sector Energy Planning and Environment of Unit A2-Analyses and Forecasts, deals with Information and Communication actions linked with the regional and local dissemination of information on the rational use of energy. The Sector:
- i) Organises the presence of DG XVII at events dealing with the rational use of energy (exhibitions, conferences, etc.);
 - ii) Produces publications;
 - iii) (Plans to produce) electronic information systems (Web site);
 - iv) Assures the management of a series of networks of regional and local agencies (FEDAREN - The European Federation of Energy and Environment Agencies, ISLENET - The European Island Authorities network, and ENERGIE CITES - a network of European cities committed to promote the rational use of energy).
5. ALTENER, SAVE and SYNERGY each manage Information and Communication actions linked with the objectives of these programmes. The corresponding Units (C2 for ALTENER and SAVE and A4 for SYNERGY) organise the presence of DG XVII at events linked with the objectives of these programmes, produce publications and finance the production of electronic information systems.
6. Other Units also deal with Information and Communication actions i.e.:
- i) Unit A2-Analyses and Forecasts publishes once a year the Annual Energy Review in Paper and CD-ROM format. In addition this unit regularly develops strategic forward looking energy reports ("Energy for a new Century", "A View to the Future" and "The Energy 2020" scenarios);;
 - ii) Unit A3-Internal Market plans the construction of a Web site that will assure the follow-up of the implementation of the electricity liberalisation directive at

- European level.
- iii) Unit B1-Solid Fuels produces quarterly and yearly coal price indexes as well yearly reports on the coal market;
 - iv) Unit B2-Oil produces a monthly bulletin with oil prices.
 - v) Unit C3-Nuclear Energy plans several publications on the benefits of this energy source;
 - vi) Units D2-Energy Consumption Technology and D3-Energy Production Technology assure the participation of DG XVII in major sectoral events and the production of several publications.
 - vii) Finally the Informatics Group of Unit 01-Resources plays an important role in information and communications activities by assuring:
 - a) The hardware and software infrastructure for the production of information systems and publications
 - b) The maintenance of several information systems for external (SESAME) or internal (EXIS, library database) use.
 - c) The connection of internal users to communication services (e-mail, external internet) and databases (CAA).
7. The Archives that are directly attached to the Assistant of the Director General assure internal information functions. Main documents available at the Archives are (see also Annex 2):
- i) Official Journals L and C (full collections plus issues concerning Energy)
 - ii) COM, SEC, SI, C, SG documents - especially those concerning Energy.
 - iii) Commission minutes.
 - iv) Documents of the Council, the European Parliament, the ESC.
 - v) Thematic files on Energy related matters (before 1989).
8. Each Unit within DG XVII has appointed an Information Correspondent. All Information Correspondents meet monthly with the Information Group to discuss matters pertaining to Information and Communication.
9. All Units within DG XVII are regularly invited to submit draft press releases on their activities to the Spokesman and to draft briefings / speeches for the Director General and the Commissioner. DG XVII officials also publish articles and pronounce speeches on the activities of their Unit and/or the programme / project(s) they manage / supervise.
10. Major problems identified on the basis of everyday experience :
- i) Although information correspondents meet every month there is no real co-ordination or control at Directorate General level. Several Units even launch information and communication actions without even informing their immediate hierarchical superiors.
Proposed action : reinforce co-ordination (for events, publications, audiovisual productions, electronic material, relations with the specialised press and dissemination activities) at DG level.
 - ii) The text of speeches pronounced by DG officials are not always communicated to the Cellule Information - that assures their publication on the internet site in order to better inform interested parties and reply to external

questions.

Proposed action : Assure regular communication of speeches to Cellule Information.

- iii) Concerning the management of DG XVII's internet site on EUROPA a small one year contract has been launched in the beginning of 1997 with an external contractor. Files to be introduced on the site are transferred to the contractor that creates the corresponding internet pages then transfers the files to the EUROPA team in Luxembourg for introduction in the site. An auxiliary official follows the "management" of the site within the Cellule Information. This "tripartite" presents major problems because the contractor uses specific tools and does not have access to the Commission's computers in Luxembourg (for security reasons). Updatings are very often late; this is why the Cellule has assumed full responsibility for data entry and updating..

Proposed action : Assure the necessary tools and human resources within the Cellule Information to manage DG XVII's site within the DG. If some help is necessary to construct big sub-collections of documents it is proposed to use framework contracts of DG X or the OPOCE.

How DG XVII finances Information and Communication actions

11. Several procedures allow DG XVII to finance external Information and Communication actions. For each procedure different rules and financing thresholds apply. The procedures are:
 - i) Co-financing in the context of the SYNERGY, ALTENER, SAVE programmes (call for expression of interest or direct subvention).
 - ii) Co-financing as B-type projects in the context of the THERMIE programme (call for expression of interest or direct subvention).
 - iii) Full financing in the context of SYNERGY, SAVE II, ALTENER, THERMIE (call for tenders and CCAM).
12. DG XVII is considered a DG with plenty of resources for information and communication actions : this is the reason it is not entitled to "dotations" in the context of budget lines managed by DG X or the Secretariat General (Publications, Audiovisual Production, Web construction etc.). However we benefit of several centralised services (or are entitled to do so) like : use of DG X's framework contracts, use of EUROPA and EUROPAPlus facilities, use of the central reproducing services for publications and published documents etc.
13. Financing of internal information actions follows several procedures :
 - i) Acquisitions of the library are financed partly through DG X "dotations" and partly through budget lines managed by Unit A2;
 - ii) Use of external databases is financed through a DG X "dotation" or through EUROSTAT;
 - iii) A local print shop is available for the production of internal publications.
14. Major problems identified : the actual accounting system does not permit the identification of information and communication actions across programmes and on all budget lines managed by the DG.

Proposed action : assure that the new Project Management System correctly identifies information and communication actions.

Survey on information and communication needs

15. As explained above a survey was conducted among almost all the Heads of DG XVII's Units as well as amongst all of the persons responsible for programmes managed by DG XVII. The survey consisted in an oral interview that lasted maximum one hour and covered external information and communication actions as well as internal information needs. A written questionnaire evaluating information elements was filled at the end of the oral interview. A series of tables with all information and communication activities were also submitted by each Unit and/or Programme covering on-going and planned events, publications, production of audiovisual and electronic material, actions in the field of relations with the specialised press and dissemination activities. A model of the questionnaire is contained in Annex 1.
16. In total 23 persons participated in the oral survey - however the responses are grouped by Unit. Unit D2 and the Directorate E did not participate. Only 9 replied to questions on internal information needs - and only 5 returned the questionnaire evaluating information elements. All Units managing a programme submitted tables with on-going and planned information and communication activities.

Conclusions pertaining to External Information and Communication actions

17. Major conclusions concerning **general policy aspects** of external I & C actions (Annex 5 contains a compilation of results for external information and communication actions):
 - i) Although the majority of DG XVII's Units organise information and communication actions half of them accept that they do not have an established I & C strategy. Fortunately the survey permitted the identification of key messages and target groups for all responding Units (see Annex 6 for a list of key messages and target groups).

Proposed action : assure through co-ordination that all information and communication actions launched contribute in the transfer of the key messages towards the target groups identified.
 - ii) The majority of Units surveyed did not organise post evaluations of information and communication actions.

Proposed action : assure that all I & C actions launched by DG XVII are post evaluated (individually or collectively).
 - iii) The majority of Units surveyed recognise the need for general I & C consultancy before the launch of I & C actions.

Proposed action : provide for I & C consultancy services for DG XVII.
 - iv) The Commission's policy concerning logos is also ignored. This in combination with the apparent ignorance of major functions of the Office of Official Publications (demandes d'édition, plans de diffusion, mailing lists maintained, services offered free of charge etc.), the Secretariat General

(documents publiés) and DG X (legal depository of videos and photos, framework contracts and in-house services provided etc.) observed through every day practice indicate ignorance of the Commission's I & C policy and tools.

Proposed action : provide some training about the Commission's I & C policy and tools in general.

- v) The majority of Units surveyed feel a need for general I & C action in the sectors of their responsibility. Some even mention successful I & C campaigns (see Annex 5).
- vi) A quick estimation of speeches and/or articles produced for the Commissioner, the Director General and the Units themselves indicates that speech writing is a major activity for DG XVII officials.

Proposed action : The amount of speeches written combined with the amount of printed material produced by the DG clearly indicates the need for professional re-writing to assure texts of high quality.

18. Major conclusions concerning DG XVII's participation at events :

- i) There is no general strategy or planning for the participation of DG XVII at events (fairs/exhibitions, conferences, workshops). A list of events that will be financed by DG XVII in 1998 is included. It has been compiled on the basis of information provided by individual Units. On the basis of figures provided for 1998 DG XVII will pay more than 2 MECUs for participating at various events.

Proposed action : assure through co-ordination that DG XVII's participation in events contribute in the transfer of the key messages towards the target groups identified. For 1998 organise a task force that will indicate which events will be authorised. For Type-B projects where the Commission assures co-financing a set of general guidelines should apply in order to assure a minimum of quality and the basic elements according to the general DG XVII strategy.

- ii) On the basis of responses to the survey - and information from other sources - it looks as if only the THERMIE hydrocarbons sector has a pre-established stand for exhibitions that is transported and re-assembled each time.

Proposed action : The lack of such a pre-established stand for DG XVII has to be evaluated in the light of co-ordination and planning. In the case that such a stand is considered necessary it should be the subject of a framework contract to be established through a call for tenders.

- iii) The experience of the Cellule Information during these last months shows that co-ordinated participation at events was only possible when the Cellule assumes all the workload. In the cases when other Units were asked to play the role of "Chef de file" they just ignored the other interested Units within DG XVII and proceeded to participate with their programme only.

Proposed action : co-ordination of the participation at events should be implemented through some kind of central control - preferably financial.

19. Major conclusions concerning the production of printed material by DG XVII :

- i) Most units produce printed material. However titles produced and number of copies do not seem to reply to an established strategy on the basis of key

messages to be transmitted to selected target groups. Experience shows also that publications are produced mostly for the Unit that produced the results - they then stay well kept in storage spaces and parking lots within DG XVII and are recycled some time latter when they become obsolete. For 1998 and according to data provided DG XVII will spend some 0,9 MECUs for printed material.

- ii) Most publications are not produced through the OPOCE and this means they do not appear in the Commission's official publication's list. As they are produced more or less independently they do not bear a common DG XVII image and they cannot be visually identified as connected with our DG.

Proposed action : All publications have to be produced by the OPOCE. The "demandes d'édition" have to be co-ordinated through the Cellule Information. A dissemination plan - based on the target audiences the publication is intended to touch - has to be established before publication. Stocks at DG XVII level are to be kept at a minimum. All interested parties have to understand that publications have to circulate and are not intended to "hibernate" in storage before re-cycled. Co-ordination of publications should be implemented through some kind of central control - preferably financial.

- iii) Another problem encountered in every day practice is the re-production of publications that are out of stock. In general such publications have been distributed through the "présentoirs" at the entrance of the TERV building or through conferences and other events that have specifically requested for these publications. In some cases films for re-producing the publications are available but in other cases they are missing or the re-publication does not prove useful.

Proposed action : request an electronic copy - preferably in Acrobat format - of all publications financed by DG XVII. This will assure the introduction of the publication in DG XVII's internet site and the dissemination of information even after the publication is out of stock.

- iv) Finally it is evident that no publication producing Unit ever conducted a readership analysis of its publications.

Proposed action : for selected publications conduct a readership analysis to evaluate their quality and usefulness.

20. Main conclusions concerning the production of audiovisual and electronic material:

- i) Production of audiovisual and electronic material has not been abundant. However although data provided do not permit the evaluation of the budgetary effort for 1998 it is estimated that ± 1 MECU will be committed for the production of audiovisual and electronic material.
- ii) A problem encountered in everyday practice is the non respect of Commission-rules concerning the "depot legal" of audiovisual material with DG X. Several videos financed by DG XVII remain well kept in archives and are not available to DG X's mediathèque.

Proposed action : all videos produced in the context of individual projects financed by DG XVII should be deposited with DG X that will use them in the context of documentaries and "press dossiers" on energy.

iii) Concerning the lack of co-ordination the conclusions mentioned above also apply in the production of audiovisual and electronic material (CD-ROMs, Web sites, databases available to the public). However because the items produced are fewer the co-ordination effort does not seem enormous. In the context of Web pages it has even become evident that it costs less to disseminate through DG XVII's internet site on EUROPA rather than pay external firms to assure it. In the context of videos it has also become evident that procedures and tools offered by DG X assure an optimal cost benefit ratio.

Proposed action : The production of audiovisual material should always be co-ordinated at DG level by the Cellule Information and with DG X. The production of electronic material should also be co-ordinated at DG level by the Cellule Information and with the Informatics Group. A dissemination plan - based on the target audiences the items produced are intended to touch - has to be established before production. All items produced have to be deposited at DG X. Co-ordination of the production of audiovisual and electronic material should be implemented through some kind of central control - preferably financial.

21. Main conclusions concerning relations with the specialised press :

i) This domain is very under-developed within DG XVII.

Proposed action : some kind of action is requested in this field in line with the target audiences established for DG XVII's key messages.

22. Main conclusions concerning dissemination activities :

i) DG XVII finances and/or manages several relay networks within Member States (OPET, Regional and Local Agencies, ALTENER agencies). The main conclusion upon studying the list of these networks is that the same organisations receive financing from different budget lines to assure - amongst other - the dissemination of information.

Proposed action : if DG XVII is to assure a unified information dissemination approach the optimisation of dissemination networks has to be examined seriously.

ii) The survey revealed that several Units use small mailing lists to disseminate their information products (mainly publications). For example a Unit declared that they had a mailing list of 15.000 recipients (when the Energy in Europe mailing list has only 7.000). However they were reluctant to launch any mailing because of lack of resources !

Proposed action : unify through the OPOCE all DG XVII's mailing lists (by using subsets according to interest group) and assure optimised dissemination.

23. Several of the persons that participated in the survey formulated useful suggestions the most important of which are the following :

- i) Improve Energy in Europe,
- ii) Establish a common/professional image for all DG XVII actions and a positive message,
- iii) Use new information and communication technologies to better disseminate DG XVII related information.

- iv) Organise targeted information on specific subjects (electric lines, SMEs through Euro-Info Centres, sectoral information, information of MEPs),
 - v) Assure the production of several new publications (depliant sur les activités de la DG, brief energy statistics, CD-ROM on the end of the CECA treaty),
 - vi) Assure a better system to manage mailing lists,
 - vii) Assure a unique "entrance point" for renewables,
 - viii) Improve relations with the press
 - ix) Assure a co-ordination for actions at regional level.
24. Directorate E did not participate in the survey. In the domain of external information it has been agreed that some action is necessary concerning the presence of Directorate E on DG XVII's internet site.

Conclusions pertaining to Internal Information

25. Although the sample is quite small to be used for thorough statistical analysis the major trends identified in the chapter dealing with internal information can be summarised as follows :
- i) Studies are used quite a lot, they are considered quite important for the execution of daily tasks and are required in a relatively short period after they become available:
Proposed action : Assure the availability of all studies financed by DG XVII in electronic form (Acrobat .pdf format) in order to be able to disseminate them on DG XVII's internet site.
 - ii) DG XVII's library is used quite a lot and provides useful information.
 - iii) DG XVII's archives are also used but information is harder to find.
 - iv) As in other Commission services officials keep personal files/archives mainly to better access information rapidly. Most of them accept that the documents they keep in their offices can be found in other places within the DG and that they make the effort to classify them in a more or less structured way.
 - v) Electronic information systems are used by the majority of the people interrogated (mostly internet services) but several suggestions for improvement were also received.
 - vi) Actions on journals read, Information elements judged important, time necessary for information items to become available.
 - vii) The most important suggestions received concerning internal information were:
 - a) Create a team spirit within DG XVII and assure a better dialogue/co-ordination between people working in programs as well as vertical communication;
 - b) Better organise the Archives and circulate minutes of meetings (Directorates, CERT);
 - c) Create thematic / historical files, a handbook of administrative processes (with a task description of DG XVII officials) and an inventory of existing information sources;
 - d) Assure better information on DG XVII activities / Create an internal Newsletter and organise presentations on current issues

- e) Widen the use of the internet (provide also training) and assure access to certain external databases;
- f) Accelerate access to studies electronically, as well as a list of books bought by the library; also improve the press review (heure de circulation, country and language coverage, give titles on cover, assure a personalised selection, introduce short translations in English for articles in less spoken Community languages).

Proposed action : The construction of an internal internet site (intranet) for DG XVII with all documents related to the work of the DG will greatly improve information availability by rationalising information retrieval.

Proposed action : Organise presentation on the use of electronic information systems (especially systems that are user-friendly and easy to use).

Proposed action : Organise once a week presentations on current affairs - using speakers by DG XVII's Units.

Proposed action : Create a one page weekly internal newsletter with major new developments within DG XVII.

Proposed action : Examine the integration of DG XVII's Press Review with the COUPRESS of the Spokesman's Service to better cover the Union's countries and languages.

26. Directorate E did not participate in the survey. In the domain of internal information it has been agreed a specific action plan will be established later.

C. ACTION PLAN FOR 1998

Priorities set by management

1. Priorities set by management for external information (meeting with the Cabinet, Spokesman and Director General):
 - i) develop a more coherent image of European energy policy via the co-ordination of information and communication actions;
 - ii) develop a proactive information and communication strategy and better underline DG XVII's work i.e.:
 - a) act before each event rather than react to external demands,
 - b) foresee important meetings and events,
 - c) establish a network of journalists outside Brussels covering energy matters,
 - d) submit a draft press release for each important event;
 - e) assure a user-friendly presentation of DG XVII's information products;
 - iii) address our message to the general public (via brochure, flexible collection of fact sheets, video).
2. Priorities set by management for internal information (Director General):
 - i) rationalise the management of DG XVII's "fonds documentaire" by better organising :
 - a) the library (brochures, studies, who can use them),
 - b) the studies financed by DG XVII,
 - c) the documentation of conferences we participate at.
3. In a more general context the official Commission policy for information and communication actions (expressed through DG X and the Steering Committee for Information and Communication but also officially adopted by the Parliament in the context of budgetary procedures) is based on the notion of key messages and target groups, i.e. only information and communication actions that convey the pre-defined key messages to the identified target groups are to be authorised. This approach assures resource rationalisation as well as the possibility to evaluate whether the key messages were received by the target groups - through appropriate opinion polling.

Establishing key messages and target groups

4. Key messages and the associated target groups for DG XVII were established through a survey conducted amongst heads of units. The results are presented in Annex 5.
5. On the basis of this analysis the main target groups for energy related key messages are as follows:
 - i) general public, considered especially as energy consumers and environmentally sensitive citizens (146 million households in the Union), main messages to be emitted are:
 - a) Coal has a green future;

- b) Nuclear energy is a serious proposal for the future;
 - c) Promote the benefits of a liberalized electricity market and of the use of this form of energy; counter-balance the resistance to high voltage transmission lines;
 - d) Think globally - act locally : to assure sustainable development energy consumers have to adopt new daily habits (rational use, new energy sources);
 - e) The Commission is aware of energy supply problems and is working to produce greener energy through Research and Development;
 - f) Increase confidence and penetration of renewables.
- ii) energy intensive industries especially big consumers of electricity and gas (estimate number); main message to be emitted is to promote the benefits of electricity and gas liberalisation.
 - a) decision / policy makers dealing with European energy policy matters (Members of the European and National Parliaments, Energy and Environment Ministries, Regional and Local Authorities as well as Non-Governmental Organisations that influence them); also energy policy makers in third countries (estimate number);
 - b) Promote the new approach for the framework programme;
 - c) Energy is a factor of production with a geopolitical dimension, critical to neighbourhood, vector for trade with strategic implications for the environment, the economy and geopolitics;
 - d) Nuclear energy is a serious proposal for the future;
 - e) Support the promotion of the use of new, clean, efficient European energy technologies;
 - f) Increase confidence and penetration of renewables.
 - g) For the next 30-40 years the majority of our needs will be covered by fossil fuels - if we do not want to stop our economy and if we do not want more unemployed. It is evident that we should use the most acceptable from an environmental point of view;
 - h) Promote the benefits of electricity and gas liberalisation;
 - i) Third countries should be helped to implement a rational energy context (with the implication of European firms).
 - iii) the "energy milieu" which covers European enterprises (including top management and advisors) in the various energy sectors (gas, electricity, solid fuels, nuclear, etc.) as well as sectors having an important influence in energy use (architects, building societies, city transport planners, energy managers, local energy distributors etc.) (estimate number);
 - a) Promote the new approach for the framework programme;
 - b) Energy is a factor of production with a geopolitical dimension, critical to neighbourhood, vector for trade with strategic implications for the environment, the economy and geopolitics;
 - c) European firm should be present in the markets of third countries;
 - d) Support the promotion of the use of new, clean, efficient European energy technologies;
 - e) Promote the possibilities for financing through DG XVII managed programmes;
 - f) Increase confidence and penetration of renewables. Especially the

- benefit of passive solar, rational use and saving of energy in buildings, city transport and industry. Promote demand-reducing actions by local energy distributors targeted to the general public
- g) Promote the benefits of electricity and gas liberalisation;
 - iv) For University and Research Centres (\pm 4.000 in the Union) promote the possibility to get financing through DG XVII managed programmes.

Actions concerning External Information

6. General actions :

- i) Reinforce co-ordination (for events, publications, audiovisual productions, electronic material, relations with the specialised press and dissemination activities) at DG level. Assure that all information and communication actions launched contribute in the transfer of the key messages towards the target groups identified. (Cellule)
- ii) Assure regular communication of speeches to Cellule Information. (Units)
- iii) Assure that the new Project Management System correctly identifies information and communication actions. (PMS project manager)
- iv) Assure that all I & C actions launched by DG XVII are post evaluated (individually or collectively). (Cellule)
- v) Provide for I & C consultancy services for DG XVII. (To be organised by Cellule).
- vi) Establish a common/professional image for all DG XVII actions and a positive message. Ensure information of the highest quality (To be organised by Cellule).
- vii) Provide some training about the Commission's I & C policy and tools in general. (Cellule).
- viii) The amount of speeches written combined with the amount of printed material produced by the DG clearly indicates the need for professional re-writing to assure texts of high quality. (To be organised by Cellule).
- ix) Concerning studies targeting the dissemination before launching should also be envisaged. (Directorate A)
- x) Organise targeted information on specific subjects (electric lines, SMEs through Euro-Info Centres, sectoral information, information of MEPs), (to be organised by Cellule)
- xi) Assure a co-ordination for actions at regional level. (Directorate A).

7. Actions concerning events (a list of events planned by individual DG XVII Units is contained in Annex 7).

- i) Assure through co-ordination that DG XVII's participation in events contribute in the transfer of the key messages towards the target groups identified. For 1998 organise a task force that will indicate which events will be authorised. For Type-B projects where the Commission assures co-financing a set of general guidelines should apply in order to assure a minimum of quality and the basic elements according to the general DG XVII strategy. (Cellule)
- ii) The lack of a pre-established stand for DG XVII has to be evaluated in the light of co-ordination and planning. In the case that such a stand is considered

- necessary it should be the subject of a framework contract to be established through a call for tenders. (To be organised by Cellule).
- iii) Co-ordination of the participation at events should be implemented through some kind of central control - preferably financial. (Assistant)
8. Actions concerning publications (a list of publications planned by individual DG XVII Units is contained in Annex 8):
- i) All publications have to be produced by the OPOCE. The "demandes d'édition" have to be co-ordinated through the Cellule Information. A dissemination plan - based on the target audiences the publication is intended to touch - has to be established before publication. Stocks at DG XVII level are to be kept at a minimum. All interested parties have to understand that publications have to circulate and are not intended to "hibernate" in storage before re-cycled. Co-ordination of publications should be implemented through some kind of central control - preferably financial. (Cellule)
- ii) Request an electronic copy - preferably in Acrobat format - of all publications financed by DG XVII. This will assure the introduction of the publication in DG XVII's internet site and the dissemination of information even after the publication is out of stock. (Units)
- iii) Improve Energy in Europe (Cellule) Action already launched.
- iv) Assure the production of several new publications (pliant sur les activités de la DG, brief energy statistics, CD-ROM on the end of the CECA treaty), (To be organised by Cellule).
- v) For selected publications conduct a readership analysis to evaluate their quality and usefulness. (To be organised by Cellule)
9. Actions concerning audiovisual and electronic material (lists of audiovisual and electronic productions planned by individual DG XVII Units are contained in Annex 9 and 10):
- i) All videos produced in the context of individual projects financed by DG XVII should be deposited with DG X that will use them in the context of documentaries and "press dossiers" on energy. (Units via Cellule)
- ii) The production of audiovisual material should always be co-ordinated at DG level by the Cellule Information and with DG X. The production of electronic material should also be co-ordinated at DG level by the Cellule Information and with the Informatics Group. A dissemination plan - based on the target audiences the items produced are intended to touch - has to be established before production. (To be organised by Cellule).
- iii) Assure a unique "entrance point" for renewables, (ALTENER with Cellule).
- iv) Co-ordination of the production of audiovisual and electronic material should be implemented through some kind of central control - preferably financial. (Assistant)
- v) Use new information and communication technologies to better disseminate DG XVII related information. Assure the necessary tools and human resources within the Cellule Information to manage DG XVII's Web site within the DG. If some help is necessary to construct big sub-collections of documents it is proposed to use framework contracts of DG X or the OPOCE. (Unit 01).

10. Actions concerning relations with the specialised press (a list of actions in the domain of relations with the specialised press planned by individual DG XVII Units is contained in Annex 11):
 - i) Some kind of action is requested in the field of relations with the specialised press in line with the target audiences established for DG XVII's key messages. (To be organised by Cellule)
11. Actions concerning information dissemination (a list of actions planned by individual DG XVII Units is contained in Annex 12):
 - i) If DG XVII is to assure a unified information dissemination approach the optimisation of dissemination networks has to be examined seriously.
 - ii) Unify through the OPOCE all DG XVII's mailing lists (by using subsets according to interest group) and assure optimised dissemination. (To be organised by Cellule, some help of Unit 01 required)

Actions concerning Internal Information

12. Assure the availability of all studies financed by DG XVII in electronic form (Acrobat .pdf format) in order to be able to disseminate them on DG XVII's internet/intranet sites. (Units, Directorate A, Unit 01, Cellule - Already launched in a meeting on the 15/5/97 see note Cellule 97007 dated 21/5/97).
13. The construction of an internal internet site (intranet) for DG XVII with all documents related to the work of the DG will greatly improve information availability by rationalising information retrieval. Such a system will usefully replace and complete EXIS (Unit 01, Cellule)
14. Organise presentation on the use of electronic information systems (especially systems that are user-friendly and easy to use). (Cellule)
15. Organise once a week presentations on current affairs - using speakers by DG XVII's Units. (Cellule)
16. Create a one page weekly internal newsletter with major new developments within DG XVII. Also assure the updating of several internal publications (Work Programme, Welcome file, etc.) (Cellule).
17. Collect the proposals of Units concerning future acquisitions to be planned by DG XVII's library. (Cellule)
18. Implement a small database to manage the circulation lists for journals / periodicals received by DG XVII's library. (Unit 01, Cellule)
19. Assure that new publications are systematically sent to DG XVII's library. (Cellule).
20. In order to assure high quality presentations of electronic information systems a convenient Information Center has to be organised. Such a Center - to be established

near DG XVII's library - should contain:

- i) an over-head projector connected to a PC connected to the internet (internal/external);
- ii) a PC with CD-ROM drive assuring the exploitation of the CD-ROM collection of the library;
- iii) possibly a PC with scanner available to DG XVII's officials; (To be organised with Unit 01)

D. RESOURCES

Personnel

Table : Situation of human resources at Cellule Information:

Job description	Personnel nécessaire	Personnel sur place	Observations
General Coordination	1 A	1 A	
Coordination events	1 B 1C	-	1B, 1C
Coordination publications et production publications DG	1 B, 1C	1C	1B
Management site Web - Alimentation intranet	1 B 1C	1 B	1C
Relations avec la presse spécialisé - Réseaux de diffusion	1B	-	1B
Réponse aux questions de l'extérieur	1 C	$\frac{3}{4}$ C	$\frac{1}{4}$ C
Bibliothèque	1B, 1C, $\frac{1}{2}$ D	1 C	1 B $\frac{1}{2}$ D
Présentations systèmes d'information, réponse aux questions de l'intérieur	1B	1B	

1. On the basis of the abovementioned table a reinforcement of 4 B and $2\frac{1}{4}$ C and $\frac{1}{2}$ D is necessary in order to assure the implementation of actions described above. 1 C post will also be liberated. (see note dated 4/11/1997 in Annex 4)
2. Part of these resources can be obtained through internal redeployment from other DG XVII services that seem to assure similar co-ordination functions.

Informatics

1. Infrastructure and tools for two posts of Web site production and management.
2. Provide for Acrobat Reader in the standard DG XVII PC configuration.
3. Infrastructure and tools for two posts of desktop publishing (PC haut de gamme avec écran de 17" (ou si possible 21") avec la configuration standard, un graveur de CD-ROM, une imprimante couleur, une imprimante rapide Postscript, le logiciel de Publication Assisté par Ordinateur Quarkxpress complet, Acrobat Exchange +

- Distiller)
4. Study the creation of an Information Center (an over-head projector connected to a PC connected to the internet - internal/external); a multimedia PC with CD-ROM drive; available to DG XVII's officials possibility to connect to video and TV screen);
 5. A PC (possibly with scanner) with CD-ROM and internal/external internet connection for the library; also connected to a modem for access to OLIS (OECD's database);
 6. Assure that the new Project Management System correctly identifies information and communication actions.
 7. Some help in order to unify through the OPOCE all DG XVII's mailing lists (by using subsets according to interest group) and assure optimised dissemination.
 8. General informatics infrastructure for Cellule (especially upgrading of all PCs and software used in the context of the NTP migration; at least 3 PCs with CD-ROM; Migration sous NPT du système de gestion des livres de la bibliothèque).
 9. Develop a small database to manage the circulation lists for journals / periodicals received by DG XVII's library.
 10. Client ADAM on one PC.
 11. Disque partagé au niveau de la DG (pour création d'un site intranet en mode fichiers)

E. CONCLUSIONS

1. Several entities deal with information and communication within DG XVII. Several of them assure co-ordination : but co-ordination is not actively implemented.
2. Financing of Information and Communication activities is assured through several procedures : this does not permit a horizontal view of all such activities at DG level.
3. A survey conducted among Heads of Units revealed several key actions to be launched. It also revealed that budget committed for a part of information and Communication actions in 1998 totals some 4,5 MECUs.
4. In order to develop a more coherent image of European Energy Policy and assure that target groups receive the corresponding key messages an action plan is proposed for 1998. Its implementation depends upon:
 - i. the correct application of target groups and key messages to all DG XVII information and communication activities.
 - ii. establish some co-ordination and control procedures at DG level.
 - iii. assure a performing informatics infrastructure and development support.
 - iv. re-distribute resources within DG XVII.

ANNEXES

- Annex 1 : Enquête sur les besoins en information - Questionnaires et Tables.
- Annex 2 : Liste des documents disponibles aux Archives de la DG XVII.
- Annex 3 : Use of external databases by DG XVII
- Annex 4 : Personnel de la Cellule Information
- Annex 5 : Compilation of results.
- Annex 6 : Key messages and associated target groups for DG XVII.
- Annex 7 : List of planned events
- Annex 8 : List of planned publications
- Annex 9 : List of planned audiovisual productions
- Annex 10 : List of planned electronic material
- Annex 11 : List of actions planned in the field of relations with specialised press
- Annex 12 : List of actions planned in the field of dissemination networks.

Annex 1 : Enquête sur les besoins en information - Questionnaires et Tables



COMMISSION EUROPÉENNE
DIRECTION GÉNÉRALE XVII ÉNERGIE

Le Directeur général

Bruxelles, le 23.06.97/XVII/22261
D(97) 018/1/2b

NOTE À L'ATTENTION DE MME ET MM. LES CHEFS D'UNITÉ

Objet: Enquête sur les besoins en information de la DG XVII

Afin de mieux organiser dans le futur nos actions d'information et de communication vers l'extérieur, je vous prie de remplir les tables ci-joints avec tous les éléments factuels à votre disposition.

Il faudra transmettre ces tables en version électronique (l'original vous est aussi envoyé par courrier électronique) avant le 30 juin à P. Alevantis, responsable de la Cellule Information. Prière de transmettre une table par Unité - regroupant tous les actions par programme géré par l'Unité.

M. Alevantis prendra aussi contact avec vous ainsi qu'avec les responsables des programmes et des correspondants d'information au sein de vos Unités pour organiser un entretien oral (de maximum une heure). Le but de cet entretien est de recueillir des éléments supplémentaires pour les actions d'information et de communication vers l'extérieur mais aussi pour mieux établir les besoins en information des fonctionnaires dans le cadre de l'accomplissement de leurs tâches quotidiens.

(Signé)
P. BENAVIDES

Annexe 1

Copies: MM. Les Directeurs
M. Antonakopoulos



COMMISSION EUROPÉENNE
DIRECTION GÉNÉRALE XVII ÉNERGIE

Cellule Information

97002/0/2b

ENQUÊTE sur les BESOINS en INFORMATION de la DG XVII

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0. *Introduction*

- A. Cette enquête sera conduite en deux phases:
 - 1. via un questionnaire écrit qui sera envoyé à tous les Chefs d'Unité et les responsables des programmes sous l'autorité du Directeur Général. Ce questionnaire servira à établir l'inventaire des actions d'information et de communication en cours (1997) et planifiés (1998, 1999);
 - 2. un entretien oral d'une durée de maximum une heure (si les deux parties sont disciplinées et suivent le programme). Cet entretien sera conduit avec les Chefs d'Unité, les responsables des programmes et les fonctionnaires qui traitent des actions d'information et de communication vers l'extérieur. Lors de l'entretien, sera remis le questionnaire et seront recueillis d'autres éléments d'information concernant l'information vers l'extérieur et - surtout - l'information nécessaire aux fonctionnaires dans le cadre de leur travail quotidien.
 - B. Le but de l'opération est d'identifier deux types de données à savoir:
 - 1. les actions d'information vers l'extérieur passées, en cours et planifiées.
 - 2. les éléments d'information qu'utilise le personnel de la DG XVII dans le cadre de situations diverses et pour l'accomplissement de ses tâches.
- On vise l'identification de similitudes et des tendances communes dans la manière dont la DG utilise, produit et diffuse l'information.

- C. Les résultats de l'enquête seront utiles dans les contextes suivants:
1. établissement d'une stratégie d'information et de communication vers l'extérieur via une meilleure planification et coordination des actions (p.ex. amélioration de *Energy in Europe*, meilleure organisation et enrichissement du site de la DG XVII sur internet - EUROPA, coordination des publications et des produits audiovisuels et multimédia émanant de la DG, assurance aux services d'un soutien dans le cadre des actions d'information et de communication, organisation d'appels d'offres horizontaux pour des prestations de services d'information et de communication).
 2. conception de systèmes d'information répondant aux besoins des utilisateurs internes (p.ex. édition d'une newsletter interne, mise en place d'un site internet à usage interne, amélioration de la revue de presse, collection des notes de fond de la DG etc.);
 3. meilleure planification de l'utilisation des sources d'information (p.ex.: nouveaux CD-ROMs, budget pour l'utilisation des bases extérieures etc.);
 4. intervention auprès de l'offre pour que les besoins des utilisateurs de la DG XVII soient pris en compte;
- D. Les Chefs d'Unité et les responsables des programmes recevront d'abord un questionnaire sur les actions d'information et de communication vers l'extérieur (en cours et planifiés) qu'il doivent remplir dans les meilleures délais. Ensuite ils recevront la visite du responsable de la Cellule Information qui leur expliquera le but de l'opération, l'étendue des entretiens et l'usage qui sera fait de leurs réponses. Ils seront invités à répondre à certaines questions et à donner une copie des rapports, études, publications, vidéos etc. qu'ils mentionneront dans leurs réponses. Il faut souligner que les réponses individuelles au questionnaire ne seront pas communiquées à des tiers. Les résultats seront communiqués seulement sous forme d'agrégats.

PROTOCOLE DE DISCUSSION POUR ENQUÊTE sur les BESOINS en
INFORMATION de la DG XVII

Unité : _____

Nom : _____ Prénom : _____
Tél. : _____ Adresse : TERV ___ / ___ Entretien du : _____

I. Information vers l'extérieur

A. General Information Policy

1. Does your unit/programme organise information and communication actions (conferences, fairs, publications both on paper and electronic etc.) ?
2. If yes then what are the three most important key messages you try to pass along ?
 - i)
 - ii)
 - iii)
3. Do you have established the three most important target groups for these messages ?
 - i)
 - ii)
 - iii)
4. Have you an established information and communication strategy (e.g. selection of information products, message modulation, etc.) depending on the target groups you have identified ? If yes please give details (i.e. guidelines, rules, etc.), if no explain why ?
5. Do you use specific image making consultants ? (if yes give details - who, budget, procedure)
6. Do you have specific logos for your actions / programmes ? If yes who developed them (give details, budget, procedure)
7. Are you aware of the Commission's policy regarding logos ?
8. Following an information and communication action do you proceed to evaluate its impact and whether your message got along ? If yes give details (how, who, budget, procedure) ? If no do you feel there is a need for such an evaluation ?
9. Do you feel there is a need for general information and communication consultancy before the launch of a big action or programme managed by your unit / programme ? If yes give details (especially if you already used such services in the past).
10. On the basis of your experience do you think that there is a need for a general information and communications action in the energy sector(s) you deal with ? If yes please specify (what action, target group, budget, procedure, etc.).
11. Have you identified in the past successful information and communication examples, practices and measures undertaken at national, European or international level in the field(s) you deal with ? If yes please specify (type of

- campaign, message, country, multinational enterprise, advertising agency, etc.)
12. How many speeches / articles are pronounced / published by your unit during the year ? And how many do you prepare for the Commissioner / the Director General ?

B. *Events*

1. Does your Unit organise / finance : Conferences, Fairs, Exhibitions, Information days or other events pertaining to the subject matter you deal with ?
2. If yes please provide the list asked (Annex 1) for 1997, 1998 and 1999 with data necessary for planning such activities in the future.
3. Are you informed "at the last minute" of events at which you have to participate or are all the events planned beforehand ?
4. Do you have standard / pre-established Stand(s) for the participation in Fairs / Exhibitions ? If yes please give some further information (m², photos of stand, etc.) and details on how you developed them (who, budget, procedure) and who manages them for the moment.
5. Do you have a strategy / planning for the participation in such events or do you react to demands (outside, hierarchy, etc.) ? If not would you like such a strategy to be developed ?

C. *Information products*

1. Printed material
 - i) Does your unit / programme produce printed material such as : Reports and other key documents; Newsletters, Promotional material (brochures, flyers, etc.), Posters/Display panels, Advertisements (for the press), Transparencies/slides, Conference kits/Information packs, Promotional material or other ?
 - ii) If yes please provide the list asked (Annex 1) and a copy of all such publications for 1997, 1998 and 1999 as well as any other useful information for planning such publications in the future.
 - iii) Did you ever conduct an analysis of your readership to assure that a) your messages go through b) your publication is well received c) the needs of your readership are met ? If yes what were the results ?
2. Audio-visual material
 - i) Does your unit / programme produce audio-visual material such as : Videos, Radio and TV co-productions or other ?
 - ii) If yes please provide the list asked (Annex 1) and a copy of all such material for 1997, 1998 and 1999 as well as any other useful information for planning such productions in the future.
 - iii) Did you ever conduct an analysis of your audiences to assure that a) your messages go through b) your production is well received c) the needs of your audience are met ? If yes what were the results ?
3. Electronic material
 - i) Does your unit / programme produce electronic information systems such as : Web sites, multimedia programs, CD-ROMs, databases (local or public) or other ?
 - ii) If yes please provide the list asked and an address/a copy/a manual of all such material for 1997, 1998 and 1999 as well as any other useful information for planning such productions in the future.

- iii) Did you ever conduct an analysis of your users to assure that a) your system is well received, b) the needs of your users are met ? If yes what were the results ?

D. Relations with the specialised press

1. Does your unit/programme :
 - i) produce texts for the specialised press (i.e. specialised press releases, success stories, photojournalistic coverage of events and project results, press dossiers / press reviews ?
 - ii) organise press conferences and trips for selected media personnel ?
 - iii) maintain mailing lists of and/or rapid distribution systems to European journalists?
 - iv) maintain a system for monitoring, follow up and feed back from the specialised press ?
2. If yes please provide the list asked for all such actions in 1997, 1998 and 1999 as well as any other useful information for planning such activities in the future.

E. Dissemination tools

1. Do you use relay networks in Member states to disseminate information related to your field(s) of activity ? If yes can you please provide a description, geographic coverage, type of services offered (publication production/dissemination, relations with the local press, participation/organisation of local events, etc.)
2. Do you use targeted / general mailing lists to better communicate with your target audiences ? If yes how were they created (who, procedure, budget) ?
3. Do you use rapid distribution systems (also electronic) to better communicate with specialised and focused target groups ? If yes how were they created (who, procedure, budget) ?
4. Do you store documents before expedition ? If yes where and what are the current levels of stock ?

F. Other suggestions

1. Do you have any other suggestions that could help us better organise information and communication actions towards the outside ?

II. Information nécessaire aux fonctionnaires dans leur travail**A. Activités fréquentes et sources d'information - Sources selon les activités**

1. Description succincte de vos activités majeures pendant un jour ou une semaine typique:
 - i)
 - ii)
 - iii)
2. Pour chacune de ces activités fréquentes, discussion des sources d'information nécessaires et/ou utilisées pour les mener à bien. Établir 3 sources d'information considérées comme les plus importantes (il peut s'agir de documents entiers ou de simples données).
3. La **première activité** mentionnée est: _____
 - i) **1/source I:**
 - a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
 - ii) **1/source II:**
 - a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
 - iii) **1/source III:**
 - a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
 - iv) Avez-vous le sentiment qu'il y a d'autres informations que vous ne recevez pas ou qui ne vous sont pas accessibles et que vous jugez nécessaires pour traiter la première activité?
4. La **deuxième activité** mentionnée est: _____
 - i) **2/source I:**
 - a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres

- commentaires:
- ii) **2/source II:**
- a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
- iii) **2/source III:**
- a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
- iv) Avez-vous le sentiment qu'il y a d'autres informations que vous ne recevez pas ou qui ne vous sont pas accessibles et que vous jugez nécessaires pour traiter la deuxième activité?
5. La **troisième activité** mentionnée est: _____
- i) **3/source I:**
- a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
- ii) **3/source II:**
- a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
- iii) **3/source III:**
- a) Quelle est l'origine de cette source d'information: (DG XVII, Commission, Externe)
 - b) Rythme de mise à jour de cette source d'information: (journalière, hebdomadaire, mensuelle, annuelle, irrégulière)
 - c) Quel type de problème(s) posent les données fournies ?
 - d) Quelle action est entreprise sur base de ces données, ou autres commentaires:
- iv) Avez-vous le sentiment qu'il y a d'autres informations que vous ne recevez pas ou qui ne vous sont pas accessibles et que vous jugez nécessaires pour traiter la troisième activité?

B. Autres sources d'information - Études

1. Dans le cadre de votre travail utilisez-vous des documents sous forme d'étude ou de synthèse ?
2. Si oui pour quels sujets ?
3. S'agit-il des études commandées à l'extérieur ou des études/rapports internes ?
4. De tous les études utilisées pendant les dernières trois ans quel est le plus utile ?
 - i) Pourquoi ?
 - ii) Y-a-t-il dans cette étude des éléments non utilisés ?
5. De tous les études reçus quel est le moins utile ?
 - i) Pourquoi ?
 - ii) Y-a-t-il dans ce rapport des bons éléments ?
6. Êtes-vous au courant des études qui peuvent vous intéresser et qui sont établies par:
 - i) la DG XVII ?
 - ii) d'autres DGs et?
7. Avez-vous utilisé des études provenant d'autres DGs ?

C. Autres sources d'information - Bibliothèque/Archives

1. Dans le cadre de votre travail faites-vous appel aux services de
 - i) la bibliothèque de la DG XVII ?
 - ii) les archives de la DG XVII ?
2. Si oui, pour quel type d'information ?
 - i) Journal Officiel version papier
 - ii) Journal Officiel version microfiche
 - iii) Documents COM et SEC version microfiche
 - iv) Autres documents et/ou publications de la Commission (préciser)
 - v) Publications de l'EUROSTAT (préciser)
 - vi) Périodiques reçus par la bibliothèque (préciser)
 - vii) Livres (préciser)
 - viii) Autres (préciser)
3. En général, trouvez-vous l'information que vous cherchez?

i) à la bibliothèque de la DG XVII ?	oui	non
ii) à les archives de la DG XVII ?	oui	non
4. Si non devez-vous vous adresser ailleurs ?

D. Autres sources d'information - Fichiers/Dossierspersonnels

1. Dans le cadre de votre travail conservez-vous des Fichiers et/ou des Dossiers/Archivespersonnels ? Si oui:
 - i) Pourquoi ?
 - ii) Pour quel type de documents ?
 - iii) Ces documents se trouvent-ils aussi ailleurs (bibliothèque, archives, bases de données etc.) ?
 - iv) Suivez-vous un classement structuré (par mots-clés, par dates, par thèmes, par secteurs etc.) ou libre ? Utilisez-vous des moyens informatiques pour vos archives ? Discussion.
2. En général, trouvez-vous l'information que vous cherchez ou devez-vous vous adresser ailleurs ?
3. Mentionnez trois journaux/périodiques que vous lisez régulièrement pour votre information professionnelle

i)	abonné	ou via bibliothèque
ii)	abonné	ou via bibliothèque
iii)	abonné	ou via bibliothèque

E. Autres sources d'information - Bases de Données

1. Dans le cadre de votre travail faites-vous appel aux bases de données ? Si oui à quel type de base:
 - i) Bases de données personnelles (sur PC ou ailleurs)
 - ii) Bases de données de la DG XVII (préciser) Unité Direction DG
 - iii) Bases de données internes de la Commission (préciser)
 - iv) Bases de données des autres Institutions (préciser)
 - v) Bases de données extérieures (préciser)
2. Comment exploitez-vous ces bases de données:
 - i) Personnellement
 - ii) Via le correspondant informatique de la direction
 - iii) Via la Cellule INFORMATION (l'Information Officer)
 - iv) Autrement (par des collègues, secrétaires, etc.) (Préciser)
3. En général, trouvez-vous l'information que vous cherchez ou devez-vous vous adresser ailleurs ?

F. Transmission de l'information

1. Vos collègues sont-ils une source d'information pour votre travail?
2. Si oui avec quelle fréquence vous transmettent-ils cette information (chaque jour/semaine) ?
3. Par quel moyen (téléphone, contact personnel, par écrit, par ordinateur ou autre moyen)
4. Les deux ou trois éléments d'information qui sont soulignés lors de cette communication:
5. Citez trois personnes auxquelles vous vous adressez quand vous êtes en "panne" d'information.
6. Pour chaque personne citez l'information la plus utile que vous en obtenez.
7. Considérez-vous votre équipement informatique comme une source potentielle d'information ? Si oui dans quel sens ? L'informatique vous a aidé à obtenir plus d'information ou une information de meilleure qualité dans le cadre de votre travail ? Discussion.
8. Utilisez-vous votre équipement informatique pour vous informer ? Si oui, quelles sont les sources d'information exploitées ?
9. Utilisez-vous le courrier électronique et si oui avec quelle fréquence et pour quels types de communication ?
10. Recevez-vous des documents via votre terminal ? Si oui, lesquels ?
11. Y-a-t-il des données d'une importance primordiale pour l'exécution de votre travail que vous recevez par ordinateur (p.ex. en exploitant les bases de données) plutôt que par d'autres moyens ? Lesquelles ?
12. Utilisez-vous l'informatique pour envoyer de l'information ? Si oui, décrivez.

G. Points finaux

1. Êtes-vous informés directement ou indirectement des coûts associés pour stocker, récupérer et communiquer l'information
 - i) sous forme papier (budget de la bibliothèque, des greffes, des archives etc.) ?
 - ii) sous forme électronique (coûts des bases de données internes, budget pour

- consultation des bases extérieures, etc.) ?
2. Est-ce que vous avez des suggestions concrètes pour améliorer le flux d'information jugée nécessaire pour l'exercice de vos tâches dans le cadre de la DG ? Discussion.
 3. Avez vous des suggestions sur des activités de formation et/ou de consultation à organiser pour le personnel de votre Unité / programme dans le domaine de l'information et de la communication ? Combien de temps serez-vous disposé à y consacrer ?
 4. Quelques données statistiques:
 5. Études: juriste économiste ingénieur autre (spécifier)
 6. Exerce ces fonctions depuis : < 1 an < 3 ans > 3 ans
 7. Immédiatement avant fonctions: similaires différentes; Durée pendant laquelle ces fonctions antérieures ont été exercées: _____

H. Évaluation des Sources d'information - Questionnaire

1. Ce questionnaire est à remplir et à retourner à l'enquêteur, immédiatement après l'entretien.

2. Nom : _____ Prénom : _____
3. Tél. : _____ Adresse : _____ Unité : Direction _____

4. Vous arrivez à votre bureau après des vacances de deux semaines; pendant ce temps vous n'avez pas eu l'occasion d'être en contact avec votre service. Quelle information serait la plus importante pour vous ?
 - i) Mentionnez les trois éléments les plus importants que vous cherchez immédiatement:
 - a)
 - b)
 - c)
 - ii) Pour chaque élément mentionné dans la table ci-après introduisez une appréciation comme suit:
 - a) si vous jugez un élément essentiel pour cette situation marquez une croix dans la colonne correspondante;
 - b) si vous le jugez secondaire marquez une croix à la deuxième colonne;
 - c) les éléments sans croix dans les deux colonnes seront considérés comme inutiles pour cette situation.
 - iii) Dans la troisième colonne prière d'indiquer le temps que vous jugez suffisant pour obtenir cette information (p.ex. si vous jugez que les communiqués de presse de la Commission doivent être disponibles le moment même de leur publication vous marquerez 0 dans la troisième colonne tandis que si vous pouvez les avoir le lendemain vous marquerez 24 h ou 1 j - Attention ! Veuillez indiquer l'unité de temps utilisée: heures, jours, semaines, ...)

<i>Éléments d'information</i>	Élément essentiel	Élément secondaire	Temps suffisant
Revue de presse DG XVII			
quel type d'articles			
Revue de presse du Porte Parole de la Commission			
quel type d'articles			
TELEXPRESS (via EUROPAPLUS)			
AGENCE EUROPE			
via EUROPAPLUS			
.....version papier			
Communiqués de presse Commission via RAPID			
Journal Officiel			
version papier			
version électronique via CELEX			
Décisions de la Commission les 15 derniers jours			
Bulletin mensuel de la Commission			
Jurisprudence			
Documents internes			
- Documents COM			
- Documents SEC			
- Notes de la DG XVII sur la politique			
- Études reçues par la DG XVII récemment			
- Autres (préciser s.v.p.)			
Statistiques sur l'énergie			
(préciser s.v.p.)			
Site Internet de la DG XVII sur EUROPE			
Autres sites internet			
(préciser s.v.p.)			
Nouvelles instructions de l'hiérarchie		
(préciser s.v.p.)			
Autres événements survenus lors des 15 derniers jours			
(précisez s.v.p.)			

Programmation des publications

Décision du Comité Directeur pour l'Information et la Communication du 3 juin 1997.

Suite à ses réunions portant sur la politique éditoriale et la programmation des publications, notamment celles du 26 novembre 1996 (lignes directrices sur la politique des publications et adoption du POP 97), 17 décembre 1996 (PPP 97), 14 janvier 1997 (adoption du PPP 97) et 29 avril 1997 (questionnaire de l'OPOCE), et tenant compte des travaux de l'Unité centrale de publications (UCP), le Comité convient d'adapter la programmation des publications de la Commission selon les principes suivants :

1. Le concept de "publication" est désormais élargi à tout produit d'information ou de communication livré au public par l'institution, sous quelque support que ce soit : imprimé, audio, audiovisuel, électronique y inclus via la TV. A partir de 1997, la programmation des publications intègre progressivement tous ces produits, et non plus seulement les produits imprimés disponibles, le cas échéant, en version électronique.
2. Chaque service procède dès juin 1997 à un examen du support adéquat ; "publier" ne signifiant plus nécessairement "produire de l'imprimé", certains produits peuvent être exclusivement réalisés sur supports électroniques.
3. Dès juin 1997, chaque DG/Service procède à l'identification des publics-cibles auxquels elle estime devoir adresser des informations et confronte ces publics identifiés par rapport aux titres des publications existantes et projetées, ainsi qu'au support choisi; elle établit désormais une corrélation entre les supports d'information (brochure, dépliant, cassette, INTERNET, CD-Rom, etc) correspondant optimalement à chaque public et la production éditoriale qu'elle envisage. A cette fin, elle peut s'appuyer sur les résultats des sondages Eurobaromètre et autres enquêtes, ainsi que sur les conseils de l'unité chargée de la coordination des programmes d'information à la DG X. Le Comité Directeur débattra prochainement de l'exploitation des sondages en vue d'adapter la politique d'information à la demande.
4. Chaque DG/Service indiquera au Comité Directeur et verbalement à l'UCP, clairement le(s) public(s)-cible(s) qui correspond à chaque titre et justifiera le choix du support par rapport à ce(s) public(s).
5. Considérant que la hausse continue du nombre de titres ne signifie pas nécessairement une meilleure information du public, le Comité estime qu'il faut engager sans tarder un processus graduel d'adéquation du nombre des titres aux produits strictement nécessaires. A cette fin, dès juin 1997, chaque DG/service ayant un nombre élevé de titres dans sa programmation éditoriale procèdera à un examen visant à rationaliser cette programmation par la réduction du nombre de titres ou le transfert de certains produits vers le support électronique exclusif.
6. Dans le cadre de la préparation du POP, chaque DG/service examinera, dès juin 1997, la part de sa production existante ou future qui pourrait le cas échéant, être confiée à des éditeurs privés sous le contrôle de l'OPOCE via le Forum des éditeurs. Dans l'intervalle, l'OPOCE fera connaître au Comité les thèmes politiques qui pourraient intéresser

prioritairement les éditeurs privés, en vue de dégager un embryon de planification pluriannuelle en ce domaine.

7. Le Comité Directeur sera saisi d'une définition homogène des publics ou segments de population (sur base des critères de l'âge, du sexe, de l'activité professionnelle, du niveau de formation etc.) à partir des travaux de la DG X (unité A/2) en étroite collaboration avec l'OPOCE. Cette définition homogène servira pour la programmation future ainsi que, plus généralement, pour toute stratégie d'information, que ce soit à titre gratuit ou à titre payant.
8. En tant que responsable de la diffusion des publications, gratuites et payantes, l'OPOCE développera un instrument de "retour du marché" permettant de mieux évaluer le succès des publications auprès des publics respectifs ; ces évaluations permettront de disposer de critères plus fins en vue des arbitrages à effectuer dans le cadre de la programmation.

Annex 2 : Liste des documents disponibles aux Archives de la DG XVII



COMMISSION EUROPÉENNE

DIRECTION GÉNÉRALE XVII ÉNERGIE
ARCHIVES

LISTE DES DOCUMENTS DISPONIBLES AUX ARCHIVES DG XVII

◆ Journaux officiels de série L (législation) et C (communications et informations)

- ◆ Les journaux officiels sont diffusés (éventuellement en copie) en fonction du sujet dans les directions
- ◆ Archivage de tous les numéros en version française depuis 1983
- ◆ Collection du droit communautaire traduit en anglais lors de l'adhésion (rétroactif depuis 1952)
- ◆ Archivage dans toutes les versions linguistiques des documents se rapportant à l'énergie ainsi que une sélection de certains documents se rapportant à la recherche et l'environnement depuis 1959 (série C) et depuis 1968 (série L)
- ◆ La commande de journaux officiels supplémentaires L ou C ou anciens (si de stock à l'office des publications) peut être effectué par voie électronique (système COMOP) sauf pour les documents série C --type A (Les avis de concours sont disponibles à l'unité Info recrutement , 41 rue de la Science 00/16 tel 93131).
- ◆ Les journaux officiels série S (appels d'offre) sont disponibles uniquement à la bibliothèque centrale (JECL 1/31 tel: 52976)

Documents de la Commission

- ◆ Archivage des séries **COM** (large public + actes préparatoires) en version multilingue depuis 1981 pour les documents énergie et en sélection de langues pour les autres sujets, **SI** (notes sur travaux du Conseil), **C** (documents notamment des secteurs charbon, nucléaire et recherche), **SG** (notamment notification des aides d'Etat), **SEC** (documents du secrétariat général)
 - ◆ Procès verbaux des réunions de la Commission et des chefs de Cabinet depuis 1983
 - ◆ (les PV antérieurs depuis 1973 ont été archivés aux archives historiques)

Documents classifiés du Bureau spécial

- ◆ Archivage, diffusion, destruction et transfert aux archives historiques des documents confidentiels (notamment dans les séries SEC, COM, C, PERS, extraits du PV spécial de la Commission), secrets et cryptés (telno, coreu)

Documents du Conseil :

- ◆ disponibles en version française, anglaise et allemande pour les documents ENER (groupe

- de travail de l'énergie)
- ◆ Sélection, archivage et diffusion sélective selon les sujets dans les directions pour les autres travaux du Conseil
- ◆ Diffusion électronique de documents du Conseil (notamment Conseil énergie et Conseil européen) par la base DG XVII EXIS

Documents du Parlement , Comité des Régions et Comité économique et social

- ◆ séries SC et SP, travaux du Gap (Groupe des affaires parlementaires) et JO des travaux du Parlement
- ◆ Ces documents sont disponibles aux archives du secteur "Relations avec le Parlement" (Mme Bastin : TERV 7/29 Tel: 55598)

Archives des dossiers thématiques de la Direction générale jusque 1989 inclus

- ◆ Secteurs charbon, gaz, électricité, pétrole, nucléaire, politique énergétique générale, relations avec différents Etats, environnement, etc
- ◆ Ces dossiers thématiques sont soit archivés , soit ont été transférés aux archives historiques.
- ◆ Les bordereaux de transfert permettent de retrouver les cotes des dossiers versés aux archives historiques depuis 1958 afin d'en demander le rapatriement depuis le dépôt de Zaventem pour consultation

Documents sous forme électronique

- ◆ Diffusion électronique de documents du Conseil (notamment Conseil énergie et Conseil européen) , PV de la Commission (1 an) , PV des réunions des Chefs de cabinets, questions susceptibles, et projets d'ordre du jour par la base DG XVII EXIS.
- ◆ Des documents du Conseil (par ex. position commune) peuvent être obtenus par voie électronique sur demande au Secrétariat du Conseil
- ◆ Certains documents peuvent être récupérés sous forme électronique entre autres les JO série L (base Celex et Celex Europaplus sous Netscape) en Multilingue, les documents COM, SI ,C, (en français), PV de la Commission depuis 1974 (base EC1). Ces documents ne peuvent être généralement capturés que sous forme texte (sans illustrations ni tableaux).
- ◆ Les références des documents peuvent être recherchées dans les bases ACTU, SCAD, CELEX, EC1, INFRACTIONS

Annex 3 : Use of external databases by DG XVII

1995

Bases DRI-ELCNUC-ENERFINANCE-OCDE 16.465 ECUs sur budget EUROSTAT

Dotation DG X 90.000 ECUs (mais on connaît pas les dépenses)

1996

Bases DRI-ELCNUC-OCDE 22.241 ECUs sur budget EUROSTAT

Base ENERFINANCE 19.615 ECUs sur budget DG X

Bases INFOTRADE, SOGASANTER,

TELERATE, TELESYSTEMES-QUESTEL 21.350 ECUs sur budget DG X

Dotation DG X 100.000 ECUs

1997

Dotation DG X 50.000 ECUs

Annex 4 : Personnel de la Cellule Information



COMMISSION EUROPÉENNE DIRECTION GÉNÉRALE XVII ÉNERGIE

Cellule Information

Bruxelles, le 4 novembre 1997
PEA D(97) 098/0/0e - 04/11/1997

NOTE À L'ATTENTION DE M. DE CONINCK

Objet: Personnel de la Cellule

1. Selon le Schéma Directeur Information et Communication adopté par le Comité de Directeurs le 6 octobre la constitution proposée de l'équipe est la suivante:

Job description	Nécessaire	Sur place	Manquent
General Coordination	1 A	P. Alevantis (fonctionnaire A)	
Co-ordination events	1 B 1C		1B, 1C
Co-ordination publications, production publications DG	1 B, 1C	M.T. Mariscal ¹ (fonctionnaire C)	1B
Management site Web - Alimentation intranet	1 B 1C	L. Pirenne (auxiliaire B) ²	1C
Relations avec presse spécialisée - Réseaux de diffusion	1B		1B
Rép. questions externes	1 C	C. Laporte ³ (fonctionnaire C)	¼ C
Bibliothèque	1B, 1C, ½D	D. Lardinois (fonct. C), B. Dourmas (interim) ⁴	1B, ½D
Présentations systèmes d'information, réponse aux questions de l'intérieur	1B	E. Scaramuzza (fonctionnaire B)	
TOTAUX	1A 6B 5C ½ D	1A 1 B +1 auxiliaire 2¾ + 1 interimaire) -	- 5 B 2¼ C ½ D

¹ départ prévu

² situation à régulariser après le 30 mars 1998

³ ¾ temps

⁴ situation à régulariser après le 31 décembre 1997

2. Il est proposé de restructurer l'équipe comme suit:

Job description	Nécessaire	Proposée	Observations
General Coordination	1 A	P. Alevantis	
Co-ordination events	1 B 1C	1 B B. Dourmas ⁵	prévoir poste interim régulariser
Co-ordination publications, production publications DG	1 B 1C	1 B A. Hermas ⁶	prévoir poste interim régulariser
Management site Web - Alimentation intranet	1 B 1C	L. Pirenne ⁷ 1 C	auxiliaire B régula prévoir poste
Relations avec presse spécialisée - Réseaux de diffusion	1B	1 B	prévoir poste
Rép. questions externes	1 C	F. Roelandts	en remplacement de M.T. Mariscal
Bibliothèque	1B 1C ½D	D. Lardinois, C. Laporte	poste C à convertir ¾ C ----> ¼ C ½ D à prévoir
Présentations systèmes d'information, réponse aux questions de l'intérieur	1B	E. Scaramuzza	regrouper avec la bibliothèque

3. Les problèmes urgents à résoudre sont les suivants:

- A. régularisation de la situation de M. Pirenne: il est proposé de convertir son contrat en temporaire B. Le travail de M. Pirenne est très spécialisé (gestion du site Web de la DG XVII) et ne peut pas être confié à l'extérieur (nous en avons déjà fait des mauvaises expériences). À ce jour les prestations de M. Pirenne sont d'une qualité exceptionnelle.
- B. régularisation de la situation de M. Dourmas: il est proposé d'assurer un contrat d'auxiliaire pour M. Dourmas d'une durée de 1 an (1/1/98 à 31/12/98). Il est proposé d'utiliser M. Dourmas (qui assure actuellement le bon fonctionnement de la Bibliothèque) comme aide dans le domaine de la coordination des événements - jusqu'à la prévision d'un poste permanent.
- C. postes permanents de la Cellule : il est proposé de prévoir en complément des postes existants :
 - 1. 5 postes permanents B = 3 nouveaux et 2 en conversion (un auxiliaire et un C)
 - 2. 2 postes permanents C = 2 en conversion (2 intérimaires)

En fait ces postes sont indispensables pour la mise en oeuvre d'une politique d'information et de communication pour toute la DG XVII, qui sera consistante et permanente. Un noyau permanent de fonctionnaires est nécessaire pour le suivi des publications, du site Web, des events et les fonctions de l'Information Officer/Bibliothécaire (4 Bs permanents au

⁵ situation à régulariser après le 31 décembre 1997

⁶ intérimaire en voie de recrutement - situation à régulariser

⁷ situation à régulariser après le 30 mars 1998

minimum).

5. Pour l'information interne il est proposé - dans un souci de rationalisation et d'efficacité - de regrouper l'Information Officer avec la bibliothèque comme c'était le cas par le passé, et comme il l'est dans plusieurs DGs.
6. Par conséquent et en attendant le déménagement vers TERV 7 je vous prie de bien vouloir prévoir les déménagements suivants (sans déplacement de PCs):
 1. Mmes Scaramuzza et Laporte-Verbist vers la bibliothèque,
 2. M. Dourmas vers TERV 6/9
 3. M. Pirenne vers TERV 3/2
7. Suite au départ de Mme Mariscal vers la B2, il faudra aussi prévoir le transfert de Mme Roelandts (de la A1) et l'engagement de Mme Hermas (interimaire) au bureau TERV 6/7.
8. Les déménagements (point 6) et les transferts/engagements (point 7) peuvent être réalisés pour le 1er décembre - pourvu que MM. Faross et Maters soient d'accord.
9. Finalement il faudra aussi prévoir pour les travaux de manutention liés à la Bibliothèque ½ poste D (en partage avec d'autres services de la DG XVII). Pour les travaux urgents (libération de la salle à coté de la bibliothèque, diffusion des publications aux délégations, etc.) il est proposé d'engager un intérimaire pour une période de 1½ mois.

Je vous remercie de la suite favorable que vous donnerez à la présente et je vous prie de bien vouloir m'informer du calendrier de réalisation.

(Signé)
P. Alevantis
Correspondant d'Information

Copie: M. Benavides

Annex 5 : Compilation of results - external information and communication

QUESTIONS - External I & C			A1	A2	A2	A3	A4	A5	B1	B2	B3	C1	C2	C2'	C3	C4	D1	D2	D3	E	
		yes	no	no reply																	
1. General Information Policy																					
Organise I&C actions		78,9	15,8	5,3	n	y	y	y	y	y	y	y	y	y	y	y	y	y	y	0	
Key messages / Target groups		78,9	10,5	10,5	y	y	y	y	n	y	y	y	y	y	y	y	n	y	0	0	
Have established I & C strategy		36,8	52,6	10,5	n	n	y	n	y	n	n	n	n	y	y	y	n	y	0	0	
Use image making consultants ?		0,0	84,2	15,8	n	n	n	n	n	n	n	n	n	n	n	n	0	n	0	0	
Use specific logos		31,6	52,6	15,8	n	n	y	n	y	n	n	n	n	n	y	y	n	0	y	0	
Aware of Commission's policy on logos ?		21,1	31,6	47,4	0	y	n	n	y	0	0	0	0	0	0	0	n	n	0	y	0
Post evaluation of I & C actions		21,1	42,1	36,8	n	n	n	0	y	0	n	0	n	0	y	y	y	n	0	n	0
Need for post evaluation of I&C actions		42,1	0,0	57,9	0	y	0	0	y	0	y	0	0	0	0	y	y	0	0	y	0
Need for general I&C consultancy ante		52,6	15,8	31,6	n	0	y	n	y	0	y	0	n	0	y	y	y	y	y	0	0
Need for general I&C action your sector(s)		57,9	5,3	36,8	y	y	y	0	y	0	y	n	0	0	y	y	y	0	y	0	0
Successful I&C examples in the past		36,8	31,6	31,6	0	y	n	n	n	y	y	0	y	0	n	y	n	0	y	0	0
Speeches / articles (annually) - Commissioner		142			50	3	6	12	20	0	0	6	4	1			10	10	2	15	3
Speeches / articles (annually) - DG		41			0	8	6	0	0	0	0	6	4	2			5		10		
Speeches / articles (annually) - Unit		330			30	20	6	12	5	10	20	12	15	5			50		110		35
2. Events																					
Unit organises / finances events		68,4	21,1	10,5	n	y	y	y	y	y	y	y	y	y	y	y	n	n	y	0	0
Provided list		52,6	5,3	42,1	0	y	y	y	y	0	0	0	0	0	0	0	n	y	y	0	y
"Last minute" events		15,8	10,5	73,7	0	0	n	y	y	0	0	0	0	0	0	0	0	0	0	y	0
Standard / pre-established Stand(s)		10,5	5,3	84,2	0	0	y	0	n	0	0	0	0	0	0	0	0	0	0	y	0
Strategy / planning for participation in events		15,8	5,3	78,9	0	0	y	0	n	0	0	0	0	0	0	0	0	0	0	y	0
3. Information products																					
<u>Printed material</u>																					
Unit / programme produces printed material		57,9	26,3	15,8	n	y	y	n	y	y	y	y	y	y	y	y	0	y	0	0	
Provided list		42,1	0,0	57,9	0	y	y	y	y	0	0	0	0	0	0	0	0	y	0	y	0
Conducted readership analysis		0,0	15,8	84,2	0	0	n	0	n	0	0	0	0	0	0	0	0	0	n	0	0
<u>Audio-visual material</u>																					
Unit / programme produces audio-visual material		27,8	44,4	27,8	y	0	n	n	y	n	n	n	n	0	y	y	n	0	y	0	
Provided list		10,5	15,8	73,7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	y	0	0
Conducted audience analysis		0,0	0,0	100,0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Electronic material</u>																					
Unit / programme produces electronic material		36,8	36,8	26,3	n	0	y	y	0	n	n	n	y	y	y	n	n	y	0	0	
Provided list		26,3	10,5	63,2	0	0	y	y	y	0	0	0	0	0	0	0	n	y	0	0	0

Annex 5 : Compilation of results - external information and communication

Conducted analysis of users	0,0	5,3	94,7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4. Relations with the specialised press																							
Unit produces texts for specialised press	5,3	73,7	21,1	n	n	n	0	n	n	n	n	n	n	0	n	n	n	y	0	n	0	0	0
Unit organises press conferences / trips	5,3	73,7	21,1	n	n	n	0	y	n	n	n	n	n	0	n	n	n	n	0	n	0	0	0
Unit maintains mailing lists	21,1	57,9	21,1	n	n	n	0	n	n	y	n	y	n	0	n	y	n	n	y	0	n	0	0
Unit maintains monitoring/feedback system	15,8	52,6	31,6	n	n	n	0	y	n	0	n	n	n	0	n	y	y	n	n	0	0	0	0
Provided list	10,5	0,0	89,5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	y	0	0	y	0	0
5. Dissemination tools																							
Use relay networks in Member states	47,4	36,8	15,8	n	n	y	y	y	y	n	n	n	y	n	0	y	y	n	y	y	0	y	0
Use targeted / general mailing lists	36,8	42,1	21,1	n	n	y	y	y	y	n	y	n	y	n	0	y	n	n	n	y	0	0	0
Use rapid distribution systems (also electronic)	10,5	63,2	26,3	n	n	y	0	n	n	y	n	n	n	0	n	n	n	n	n	0	0	0	0
Store documents before expedition	15,8	36,8	47,4	n	n	y	0	n	n	y	n	0	0	0	0	0	0	0	0	0	0	0	0
Provided list	15,8	0,0	84,2	0	0	0	0	y	0	0	0	y	0	0	0	y	0	0	0	0	0	0	0
6. Other suggestions to better organise external I&C actions																							
Speeches	Total	per month																					
	513	43																					
y = yes																							
n = no																							
0 = no reply																							

Annex 5 : Compilation of results - internal information and communication

QUESTIONS - Internal information	47,4	0,0	52,6	A1	A2'	A4	B1	B3	C1	C3	D1	D3	
	yes	no	no reply										
Activités / sources d'information- réponse	88,9	0,0	11,1	y	y	y	y	y	y	y	0	y	
Utilise Études	77,8	11,1	11,1	y	n	y	0	y	y	y	y	y	
Utilise études d'autres DGs ?	44,4	0,0	55,6	0	0	y	0	y	0	y	y	0	
Utilise la bibliothèque de la DG XVII ?	66,7	22,2	11,1	n	n	y	0	y	y	y	y	y	
Utilise les archives de la DG XVII ?	66,7	11,1	22,2	n	0	y	0	y	y	y	y	y	
	yes	part	no reply										
Trouve l'information à la bibliothèque	55,6	11,1	37,5	0	0	y	0	y	p	y	y	y	
Trouve l'information aux archives	11,1	55,6	75,0	0	0	p	0	p	p	p	p	y	
	yes	no	no reply										
Conserve Fichiers/Dossiers/Archives personnels	88,9	0,0	11,1	y	y	y	0	y	y	y	y	y	
Ces documents se trouvent-ils aussi ailleurs	66,7	0,0	33,3	y	y	0	0	y	0	y	y	y	
Suit classement structuré	66,7	11,1	22,2	y	y	y	0	n	y	y	0	y	
Trouve l'information aux archives personnels	44,4	0,0	55,6	y	y	0	0	0	y	0	0	y	
Mentionne journaux/périodiques lus régulièrement	77,8	0,0	22,2	y	y	y	y	y	y	y	0	0	
Utilise bases de Données (notamment internet)	66,7	22,2	11,1	n	y	y	0	y	n	y	y	y	
Est informé des coûts associés de l'information	11,1	77,8	11,1	n	n	n	0	n	n	n	y	n	
Soumet suggestions pour améliorer le flux d'information	55,6	0,0	44,4	y	y	y	0	y	0	y	0	0	
Études			j	l	j	e	o	l	l	l	e		
Études			2 juristes, 4 ingénieurs, 2 économistes, 1 other										
Exerce ces fonctions depuis :	<1 ans		>3 ans										
Exerce ces fonctions depuis :	33,3	66,7			1	4	4	4	4	4	1	1	
Immédiatement avant fonctions:	similaire		diffe	no reply									
Immédiatement avant fonctions:	44,4	11,1		44,4	s	s	s	0	0	0	s	d	0

Annex 5 : Compilation of results - Examples of successfull campaigns

Example of successful campaign	Unit	Evaluation
Greenpeace	D1	10
BP	B2, A1	10
AIE	C1, A1	9
UK / ETSU	C2"	8
Past THERMIE I&C practice	D2	3
Coal can be green	B1	3

Annex 5: Compilation of results - Suggestions

Suggestion-External I&C	Unit	
Improve Energy in Europe	A4	4
Improve Energy in Europe	A5	4
Improve Energy in Europe	B3	4
Improve Energy in Europe (introduire des nouvelles)	B1	4
Établir une image commune (logo) pour toutes les actions	D1	2
Établir une image professionnelle (logo, papier sans chlore)	C2'	2
Support pour transparents	A1	2
Transparents/Slides sur EU energy policies	D1	2
Use new I & C technologies	C2"	2
Web site electricity liberalisation	A3	2
Action d'information grand public pour lignes électriques	A5	1
Assure better infor of PMEs through Euro-Info Centers	D3	1
Assure information specific to sectors	C2	1
Base de données avec mailing listes/filtre	A2'	1
Brief energy statistics fro Europe (model UK publication)	A2'	1
Brochure pour toutes les activités de la DG XVII	D1	1
CD-ROM sur la fin de la CECA (acquis social, cohesion)	B1	1
Compédium de la législation	A1	1
Coordination pour les actions régionales	A2'	1
Dépliant sur les activités de la DG XVII	A5	1
Disposer du programme ARCVIEW dela DG XVI	A2'	1
Donner un message clé positif	B2	1
Équipement pour présentations mobiles	B1	1
Guichet unique pour l'information sur les renouvelables	C2	1
Improve relations with the press	A4	1
Organise periodic information of MEPs on "in" subjects	D3	1
Presentations aussi sur papier	A1	1
Remettre en état les fiches thématiques	A1	1

Suggestion-Internal I&C	Unit
Créer esprit de famille	A2' 5
Esprit de corps	A4 5
Think corporately/Team payers	A2 5
Assure dialogue between people working in programs	C2 4
Better organise the Archives	B3 4
Circuler les CR des réunions des Directions	D1 4
Circuliers les CR des réunions des Directions	D3 4
Coordination between programs	C2" 4
CR des réunions du CERT	D3 4
Dossiers thematiques / historiques	A4 4
Handbook of administrative processes	D1 4
Improve cooperation within DG and Directorate	D3 4
Information sur les activités de la XVII	A2' 4
Information sur les activités de la XVII	D1 4
Information sur les activités de la XVII	C1 4
Information sur les activités de la XVII	D3 4
Inventaire de l'information existante	A1 4
More statistical information by Dir C	A3 4
Newsletter interne	A2' 4
Newsletter interne	A4 4
Newsletter interne	D1 4
Presentations on what happens within DG XVII	A3 4
Presentations on what happens within DG XVII	A4 4
Task description for every-body within DG	D1 4
Training IDEA	A2' 4
Training internet	C2" 4
Widen the use of the internet	C2" 4
Assure access to external databases on nuclear energy	C3 3
Assure access to external databases to search journals	C2" 3
Mieux savoir ce qui se passe dans le monde	B1 3
Où se trouve l'information sur internet	A1 3
Accelerate access to studies electronicaly	A4 2
Access to studies of other DGs (titles to select)	C3 2
Acquisitions de la bibliothèque	A1 2
Améliorer la Revue de presse (heure de circulation, couverture pays, give titles on cover)	D3 2
Improve one-off publications received by library	B3 2
More information on studies	A3 2
Problèmes d'accès CAA	A2' 2
Aide pour la préparation des discours	B1 1
Information sur la situation de la liberalisation par pays	A1 1
Ameliorer le flux d'information verticale	C3
Cours particuliers pour les systèmes d'information	A2'

Annex 5 : Compilation of results - Activities

Activities	Sources	Unit	Problems
Briefings	Other units DG XVII	A1	
Competitive Intelligence	Bases externes	C3	Problèmes d'accès
Consultation sur des dossiers	Littérature technique	A2'	
Consultation sur des dossiers	Archives	A2'	
Consultation sur des dossiers	Dossier de l'Unité	B3	
Consultation sur des dossiers	Archives	B3	Better organise
Consultation sur des dossiers	Presse spécialisée	C1	
Consultation sur des dossiers	Études	C1	rapports AIE sporadiquement
Consultation sur des dossiers	Contacts with industry/consumers	C1	Info from Delegations/other DGs ?
Consultation sur des dossiers	Législation nationale	C1	
Consultation sur des dossiers	Investisseurs	C3	
Consultation sur des dossiers	Other Commission services	C3	
Consultation sur des dossiers	Avis d'expert	C3	Bases de données
Corriger/Éditer documents		B1	
Dialogue avec l'industrie/les consommateurs		C1	
Établir politique générale	Other units outside DG XVII	A1	
Établir politique générale	Statistics (from A2)	A1	
Établir politique générale	Unit's experience	A1	
Établir politique générale	Contacts with industry/consumers	A1	
Établir politique générale	Other units DG XVII	A1	Unités nucléaires manquent transparence
Gérer l'unité	Pays tiers	A4	
Gérer l'unité	États membres	A4	
Gérer l'unité	DG 17/DG I	A4	
Gestion des contrats		A2'	
Organisation des evenements		A2'	
Rélations avec la DG I	Relations personnelles	A4	
Rélations avec la DG I	Communication écrite	A4	
Rélations avec l'hierarchie		A4	
Répondre aux questions des autres Directions		B1	
S'informer		B1	

Annex 5 : Compilation of results - Activities

Activities	Sources	Unit	Problems
Consultation sur des dossiers	Archives	A2'	
Consultation sur des dossiers	Archives	B3	Better organise
Consultation sur des dossiers	Avis d'expert	C3	Bases de données
Competitive Intelligence	Bases externes	C3	Problèmes d'accès
Rélations avec la DG I	Communication écrite	A4	
Consultation sur des dossiers	Contacts with industry/consumers	C1	Info from Delegations/other DGs ?
Établir politique générale	Contacts with industry/consumers	A1	
Gérer l'unité	DG 17/DG I	A4	
Consultation sur des dossiers	Dossier de l'Unité	B3	
Gérer l'unité	États membres	A4	
Consultation sur des dossiers	Études	C1	rapports AIE sporadiquement
Consultation sur des dossiers	Investisseurs	C3	
Consultation sur des dossiers	Législation nationale	C1	
Consultation sur des dossiers	Littérature technique	A2'	
Consultation sur des dossiers	Other Commission services	C3	
Briefings	Other units DG XVII	A1	
Établir politique générale	Other units DG XVII	A1	Unités nucléaires manquent transparence
Établir politique générale	Other units outside DG XVII	A1	
Gérer l'unité	Pays tiers	A4	
Consultation sur des dossiers	Presse spécialisée	C1	
Rélations avec la DG I	Relations personnelles	A4	
Établir politique générale	Statistics (from A2)	A1	
Établir politique générale	Unit's experience	A1	
Corriger/Éditer documents		B1	
Dialogue avec l'industrie/les consommateurs		C1	
Gestion des contrats		A2'	
Organisation des evenements		A2'	
Rélations avec l'hiérarchie		A4	
Répondre aux questions des autres Directions		B1	
S'informer		B1	
		B1	

Annex 5 : Compilation of results - Personal files

Subject	Unit	
JO's sur l'énergie	A1	
Système de suivi actions DG XVII-Commissaire	A1	
Dossiers traités par l'Unité	B3	convenience
Articles	C1	convenience
Raports	C1	convenience
Books	C3	
Articles	C3	
Internet bookmarks	C3	

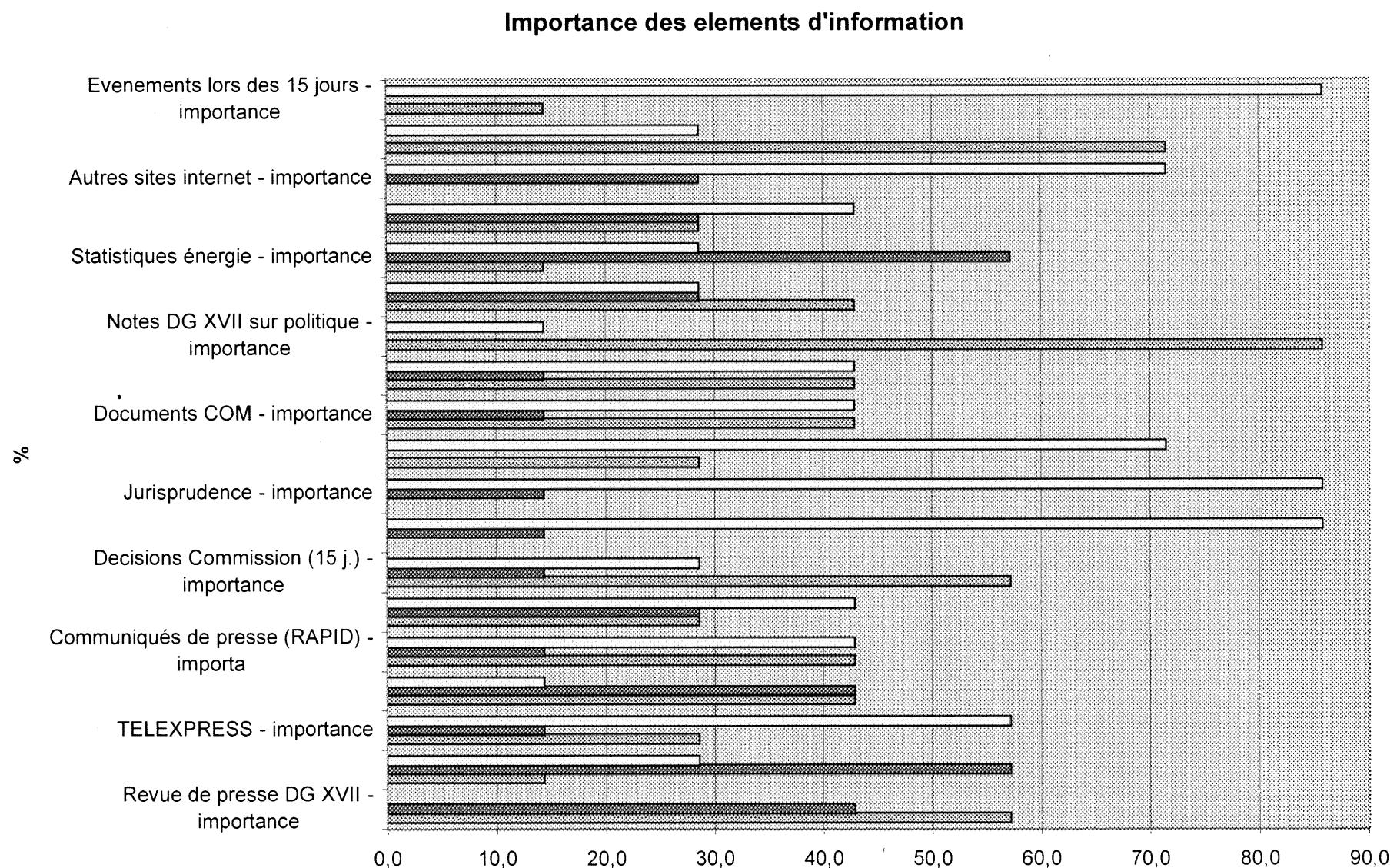
Annex 5 : Compilation of results - Journals

Journaux lus	Unit	Subscription
Agence Europe	A2'	b
Energy information (blue)	B3	b
Energy information (blue)	C1	b
Energy information (blue)	D1	b
Financial Times - Energy	A1	b
Financial Times - Energy	A4	b
Financial Times - Energy	B3	p
Financial Times - Energy	C1	b
Financial Times - Energy	D1	b
Handelsblatt	A1	b
Handelsblatt	C1	b
Journaux des Ministères FR, EN, DE	A1	p
Journaux des Ministères FR, EN, DE	D1	0
Le Monde	A4	b
Oil & Gas journal	D3	b
Periodiques sur le gaz	B3	b
Periodiques sur l'electricité	C1	b
Press sur hydrocarbures	D3	b
Presse sur nucléaire	C3	b
Revue de l'énergie	A4	b
Revue de presse	A2'	b
Revue de presse	C1	b
Wind Review / Solar	D3	b

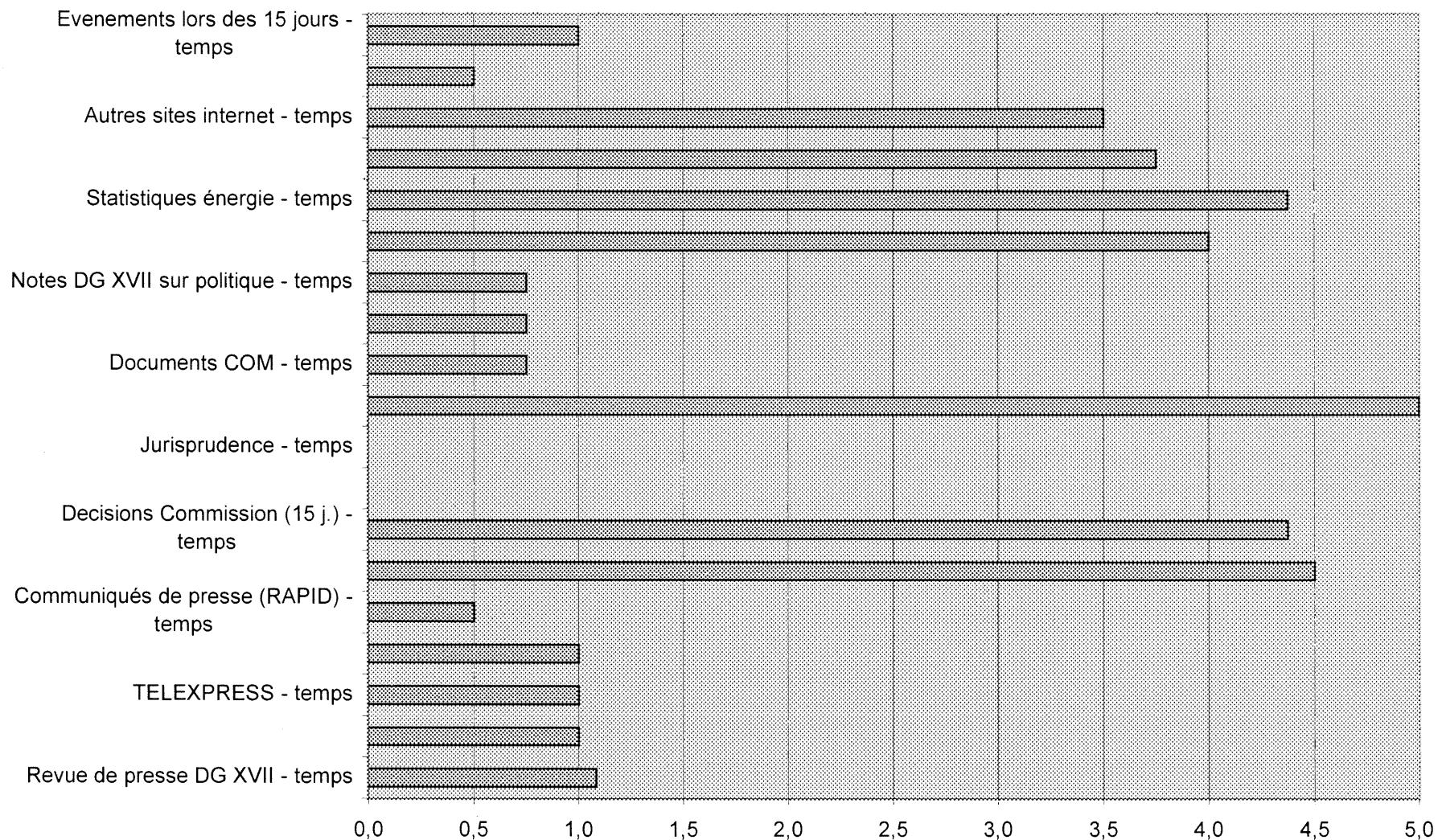
Annex 5 : Compilation of results - Important information

Informations importantes	Unit
Consultations	A2'
Courrier	C1
Courrier	C3
Courrier	A4
Courrier	A2'
Courrier	C1
CR Commission / Chefs Cabinet	A1
CR Reunions DG / Direction	A1
e-mail	C1
e-mail	C3
e-mail	C1
Important events	A4
Important events	A2
Information provenant des collègues	C1
Information provenant des collègues	A2'
Revue de presse	C1
Revue de presse	A1
Urgencies	C3
Urgencies	A4
Urgencies	A2

Annex 5 : Compilation of results - Importance of information elements



Temps nécessaire pour éléments d'information



Annex 6 : Key messages and associated target groups for DG XVII

Target Group	Key Message	Unit	TGCode
Grand public	Le charbon a un futur vert. Corriger les misconceptions perçues dans Eurobaromètre.	B1	10
Grand public	Les bénéfices de la libéralisation du marché de l'électricité et de l'utilisation de cette source d'énergie - vaincre la résistance du public à l'installation des lignes haut tension.	C1	10
Grand public	L'énergie nucléaire est une proposition sérieuse pour le futur. Elle assure l'indépendance et le développement économique.	C3	10
Grand public	We are aware of energy supply problems and we work to produce greener energy.	D3	10
Grand public	Augmenter la confiance et la penetration des renouvelables	C2	10
Consommateur de l'énergie via les autorités locales	Pensez globalement-Agir localement (dans le but de préserver l'environnement et d'assurer un développement durable)	A2	11
Electricity intensive consumer	Promote the benefits and implementation of electricity liberalisation	C1	12
Gas intensive consumer	Do not worry with the gas liberalisation	B3	13
Décideurs (Parlement Européen, Parlements Nationaux)	Promote the new approach of the framework programme	A1	20
Décideurs (Parlement Européen, Parlements Nationaux)	Energy is a factor of production with a geopolitical dimension, critical for neighborhood, vector for trade, with strategic implications for the environment the economy, the geopolitics	A2	20
Décideurs (Parlement Européen, Parlements Nationaux)	L'énergie nucléaire est une proposition sérieuse pour le futur. Elle assure l'indépendance et le développement économique.	C3	20
Décideurs (Parlement Européen, Parlements Nationaux)	Support the promotion of the use of new, clean efficient European energy technologies	D1	20
Decideurs	Augmenter la confiance et la penetration des renouvelables	C2	20
NGOs	Pour les 30-40 ans la majorité de nos besoins seront couverts par les combustibles fossiles - si nous ne voulons pas arrêter l'économie et si nous ne voulons pas plus de chômeurs. Il faut évidemment choisir les plus acceptables que possible d'un point de vue	B2	21
National administrations	Promote the new approach of the framework programme	A1	22
National administrations	Do not worry with the gas liberalisation	B3	22
National administrations	Augmenter la confiance et la penetration des renouvelables	C2	22
Policy Makers of third countries	Implement a rational energy context (with the help of European firms)	A4	23
Energy milieu (top management advisors)	Promote the new approach of the framework programme	A1	30
Energy milieu (top management advisors)	Energy is a factor of production with a geopolitical dimension, critical for neighborhood, vector for trade, with strategic implications for the environment the economy, the geopolitics	A2	30
European Enterprises in the Energy sector	There are markets in third countries where they can be present	A4	30

Annex 6 : Key messages and associated target groups for DG XVII

European Enterprises in the Energy sector	Promote the use of new, clean efficient european energy technologies	D1	30
European Enterprises in the Energy sector	Possibility to get financing through the THERMIE programme	D3	30
European Enterprises in Energy sector	Augmenter la confiance et la penetration des renouvelables	C2	30
Gas sector	Do not worry with the gas liberalisation	B3	32
Architects	Promote the benefits of passive solar	C2	33
Building sector	Advantages of retrofitting buildings for rational use of energy	C2	33
City transport organisations	Promote planning for rational use / saving of energy	C2	33
Energy managers in industry	Promote rational use of energy and saving	C2	33
Local energy distributors	Promote demand reducing actions targeted to the general public	C2	33
Universities/Research Centers	Possibility to get financing through the THERMIE programme	D3	40
Voir aussi la page 43 du COM(97)87 final du 12/3/97 ALTENER II			

Annex 7 : List of planned Events

	Title of event	Type of event	Dates	Place	Imp orta nce	No of visitors	Language s	Organiser	Target audiences	m² of stand	Procedure followed	Budget line	Budget amount	Other info
1997														
A2	Energy management and local authorities	4-Seminar	3-4/10/1997	Rhodes	3	125	E/F/D/GR	CoR/EC	Local authorities		Co-financed	B4-1031	25.000	
A2	Energy management and local authorities	4-Conference	25-Nov-97	Lyons	2	125	E/F/D	CoR/EC	Local authorities		Co-financed	B4-1031	25.000	
A3	Follow-up group for the implementation of the electricity Directive 96/92/EC experts		May	Brux	2	55	EN-FR-DE-IT-ESP	A3						
A3	Follow-up group for the implementation of the electricity Directive 96/92/EC experts		Nov	Brux	2	55	EN-FR-DE-IT-ESP	A3						
A3	ENER-G8 meeting		1 Sep	Brux	3	300	EN-FR-DE	DGXVII	MEPs, COREPER, EU, CEFIC, IFIEC, Trade unions, NGOs, Consumer groups, representatives from industry, environmentalist groups, media					Required programme leaflet with the logos of the European Commission and the logo of the co-sponsor
A4	Conference on EU- Baltic Energy Cooperation		1 29-30 Nov-97	Kiel (Ge)	2	150	EN-DE-RU-POL	Fondation Européenne de l'Energie	Members of Parliament, high level officials		Co-financing	4,1041	000	Total=173.000 SYNERGY=95.
A4	Renewable energy policies for Central and Eastern Europe		1 Nov-97	Austria	2	130	English	O. ö ESV	High level decision maker		Co-financing	4,1041	000	Total = 165.000 Synergy =118.000
A4	Black Sea Ministerial Conference		1 28-Nov-97	Bucarest	3	200	EN/RU/RO	BSREC	Ministers + high level decision makers		Co-financing	4,1041	300000	
A4	Reconversion du bassin charbonnier roumain		1 end 97	Oltenia (RO)	2	~50	Romania		Local authorities					
A4	Reconversion du bassin charbonnier roumain		1 end 97	Tirguju (RO)	2	~50	Romania		Local authorities concerned by the restructuring process		Co-financing	4,1041	65000	
A4	Reconversion du bassin charbonnier roumain		1 end 97	Ploiesti (RO)	2	~50	Romania		Local authorities					
D1	Pollutec		2 Sep-97	Paris	1	50.000	FR+EN		General public and professionals	25	OPET		10.000	
D1	Salon de l'Environnement		2 Oct-97	Paris	1	40.000	FR+EN	idem		25	OPET		10.000	
D1	Thessanoliki International Fair		2 Sep-97	Thessanoliki	1	50.000	GR+EN		Industrial actors	?	DGX		?	
D1	Hydroenergia		1 Sep-97	Dublin	1	10.000	EN+FR		Market actors	100	?		?	
D2	CLIMA 2000		1 Sept.	Bxl	2	450	1	RHEVA	BU industry	20	1	THERMIE	-	-
D2	China - EU		1/4 Sept.	Beijing	3	?	1	ETSU	RES industry	-	1	THERMIE	-	-
D2	Glass Industry Meeting with MS representatives		4 Nov.	Bxl	2	45	1	DGIII/XVI	Glass Industry - Repr. Ministries of Energy & Industry	-	3	THERMIE	-	-
D2	Urban Environment Experts Group Meeting		4 Sept.	Bxl	2	50	1	DG XI	Local Adm.	-	3	-	-	-
D2	REBUILD		1/3 02-03-04	Firenze	2	30	1	Architects	BU-sector and Local authorities	-	1	THERMIE	-	-
D3	2nd World conference and exhibition on PV		1.2								1 (DIS/1007/96/DE)			
D2	Absorption Marketing group		1	16/12/97	Brussels	1	30	English	FIZ			1 (DIS/0870/96/ES)		
D2	Efficient technologies in textile sector		1	17/09/97	Lyon	1		French	RARE					

Annex 7 : List of planned Events

	Title of event	Type of event	Dates	Place	Imp orta nce	No of visitors	Language s	Organiser	Target audiences	m² of stand	Procedure followed	Budget line	Budget amount	Other info	
D2	European Fuel Cell Application	1 & 3		Genova	1		English	CLC			1 (D/S/0887/96/DE)				
D2	Energy efficient NG technologies in the paper sector	1	26/09/97	Athens	1			CINAR			1 (DIS/1030/96/GR)		30000 ECU		
D2	Energy efficient NG technologies in the Ceramic sector	1	21/11/97	Barcelona	1			ICAEN			1 (DIS/1030/96/GR)		30000 ECU		
D2	Energy savings in breweries	1	22/09/97	Munich	1		English	ZREU			1 (STR/1072/96/D E)		40100 ECU		
D2	Energy savings in breweries	3	23/09/97	Munich	1	30	ENglish	ZREU			1 (STR/1072/96/D E)		13050 ECU		
D2	THERMIE SF-Contractor's Meeting		8.-10.10.97	Athens	high	60-80	EN	DGXVII/D/2, Hoewener Heliostat, Athens	Thermie Committee ECSC Coal Research Committee ECSC Combustion Committee Contractors and co-contractors Some other interested Organisations	n.a.		B6-7151-01	20850	Event Co-sponsored by Heliostst, PPC, ea.	
C2	Car-sharing in Europe	4) Seminar	1997	Leeds	'0/2		En	Pay-as-you-drive-Carsharin g Project	Transport and urban planners		4 SAVE project	B 4.1031			
C2	International conference on efficiency improvements in domestic appliances	4) International conference	Nov-97	Florence	2	300	En	ISIS	Key players in the domestic appliances sector		4 SAVE project	B 4.1031	72.000		
C2	Right Light 4 Conference	4) International conference	Nov-97	Copenhagen	0/2	200	En	Ass. of Danish Utilities	Key players in the lighting sector		4 SAVE project	B 4.1031	35.000		
	1998														
A2	Post Kyoto symposium Networking of shared analyses	1:	Mar-98 ??		3	180	EN	FhG- ISI/??	Energy / Environment		4-Subvention	B4-1040	90.000		
A2		1:	Summer-98	??	3:	100	EN	SPRU	Broad Energy		4-Subvention	B4-1040	80.000		
A3	Follow-up group for the implementation of the electricity Directive 96/92/EC	experts	May	Brux	2		EN-FR-DE- 55 IT-ESP	A3							
A3	Follow-up group for the implementation of the electricity Directive 96/92/EC	experts	Nov	Brux	2		EN-FR-DE- 55 IT-ESP	A3							
A4	Conférence sur la production d'électricité dans le Bassin Méditerranéen		1	Winter 98	Liban	3:	150	FR -EN	OME/Cog en/Medele c/electricit é du Liban	Companies d'électricité EU- Mediterranée		Co-financing	4,1041	200000	
A4	Conference on energy strategy in view of the accession of Cyprus		1	spring 98	Nicosia (CY)							Co-financing	4,1041		
A4	EU-CIS Industrial Coopération Conférence		1	Spring 98	Moscow	3:	150	RU-EN	to be selected	Industrialists of EU and Russia and Russian high level officials		call for tender	4,1041	100.000	

Annex 7 : List of planned Events

	Title of event	Type of event	Dates	Place	Importance	No of visitors	Language(s)	Organiser	Target audiences	n° of stand	Procedure followed	Budget line	Budget amount	Other info	
A4	EU-Central Asia Cooperation conference and Trade mission	1 &3 autumn 98	Tashkent	3	~25 RU	to be selected	policy makers				call for tender	4,1041	200.000		
A4	European Gas markets	1 Autumn 98	Moscow	2	~25 RU	ECN	policy makers								
A4	Energy Options until 2020	1 Autumn 98	Moscow	2	~25 RU	ECN	policy makers								
A4	Workshops on the energy charter for CIS	1 Summer 98	???	2	~25 ???	to be selected	representatives of governements and Parliaments				call for tender	4,1041	100000		
A4	Ministerial Euro-Mediterranean Conference	1 Spring 98	???	3	200 FR-EN		Ministers								
A4	East-West Regional Conference on Energy	1 mid 98	Brussels	3	200 EN	to be selected	Ministers and selected high level decision makers				call for tender	4,1041	150000		
C3	Contribution of Nuclear Energy 'to Kyoto Conference	1	Brussels	2	100 En,Fr,D,	DGXVII-C3	National experts, international 'Organitations								
D1	Expo 98	2 May-Sep 98	Lisbonne	2	10.000.000 S	PO+EN+E	Wide publicum			100-200		2	400.000	D'une manière générale, en dehors des initiatives supportées par les actions de type B et de celles qui sont lancées par les OPETs , nous limitons notre participation aux foires à 5 événements de grande envergure par an. Cout total 200,000 ECUs environ	
D1	Pulp an paper International conference	1 Jun-98	Helsinki	1	? FI+EN		Market actors			20		2	15.000		
D1	2nd world conference on PV energy conservation	1 Jul-98	Vienne	1	1000 - 1500 DE+EN		PV sector			80		1	25.000		
D1	10th european bioenergy conference and 2nd european energy from biomass technology exhibition	1 Jun-98	Würzburg	1	? DE+EN		Market actors			40		2	25.000		
D1/ D3	Offshore technology conference	1,2 May-98	Huston	3	35000 - 40000 EN		oil sector			120-150		1		A	
D1	1 conférence THERMIE	3 ?	Bruxelles ?	3	all		politicians and deciders					2		100.000	
D3	Offshore north sea	1,2 Aug-98	Stavanger	3	35000 - 40000 EN		oil sector			120-150		1		B	
D3	International offshore contractors exhibition	1,2 Oct-98	Aberdeen	3	5000 - 10000 EN		oil sector			120-150		1	387480	A+B+C=387480 - 331980 budget request/55000 co-financing	
D3	Strategy evaluation and market appraisal for integrable multipurpose and portable decentralised heat and power generation units	1	1/05/98	Spain	1		SINAЕ				1 (SME/1020/96/E S)				
D3	Energy efficient NG technologies in the Glass sector	1	30/01/98	Lisboa	1		COALTEC E AMBIE Page 53				1 (DIS/1030/96/GR)		30000		

Annex 7 : List of planned Events

Title of event	Type of event	Dates	Place	Importance	No of visitors	Languages	Organiser	Target audiences	m² of stand	Procedure followed	Budget line	Budget amount	Other info
Energy efficient NG technologies in the Metallurgy sector	1	4/03/98	Athens	1			CINAR			1 (DIS/1030/96/GR)		30000	
D3 Energy savings in breweries	1	/98	Spain	1			IDAE			1 (STR/1072/96/DE)		40100	
D3 Energy savings in breweries	1	/98	United Kingdom	1			MARCH			1 (STR/1072/96/DE)		40100	
Conference on boilers and heating systems	4) Seminar	1998	Brussels	0/2	50-100		DGXVII			B 4.1031			
C2 SAVE Evaluation Conference	4) Seminar	1998	To be fixed	2/3			To be fixed	SAVE contractors and national governments		4 SAVE project	B 4.1031		
European conference - Lessons from success stories for industrial energy efficiency	4) Seminar	1998	Austria	0/2			EVA	National governments and agencies, consultants		4 SAVE project	B 4.1031	38 258	
International workshop - Industrial energy efficiency policies	4) Seminar	1998	The Netherlands	0/2			University of Utrecht	SAVE contractors		4 SAVE project	B 4.1031	30 160	
C2 Contractors meeting - Transport	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - Education and training	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 DSM/RP	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - Buildings	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - Industry / Appliances	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - CHP	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - TPF	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - Information	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	
C2 Contractors meeting - Monitoring and Evaluation	1	1998	To be fixed	0/2	50-100		To be fixed	SAVE contractors		4 SAVE project	B 4.1031	40 000	2 441 098
1999													
A3 Follow-up group for the implementation of the electricity Directive 96/92/EC	experts	May	Brux	2	55	EN-FR-DE-IT-ESP	A3						
A3 Follow-up group for the implementation of the electricity Directive 96/92/EC	experts	Nov	Brux	2	55	EN-FR-DE-IT-ESP	A3						?
D1 Hydroenergia	1	Sep-99 ?		1		EN		Market actors			2		
D1 1 conférence THERMIE	3 ?	Bruxelles ?		3		all		politicians and deciders				100 000	
	1=Scientific conference/Workshop			0=sans importance						For fairs/conferences			

Annex 7 : List of planned Events

Title of event	Type of event	Dates	Place	Imp or ta nce	No of visitors	Language s	Organiser	Target audiences	m² of stand	Procedure followed	Budget	Budget line amount	Other info
	2=Fair exhibition			1=p erio dic even t/pre sen ce re quir ed									
	3=Information day(s)/Visit(s)			2=di rect link with our policies									
	4=other (specify)			3=m ajor even t/Co mmi ssioner pres ent									
											1=type B project		
											2=call for tenders (general or restricted)		
											3=with other DG (specify)		
											4=other (specify)		

Annex 8 : List of planned publications

	Title	Type of publication	Periodicity	Format	No Pages	No Copies	Languages	Target audiences	Importance	Production means	Distribution	Stock management	Procedure followed	Budget line	Budget amount	Free / Paying	Other info
			1997														
A2	Annual Energy Review	1	A4 & CDROM	1 Website	200	7000	EN	Energy Analysts and policy makers	2	W1,W2,C1,F1,P1,	2	1&2		2 B4-1040	110.000	0&1	
A2	Electricity and Sustainable Development	1	0 A4 & Website		60	3500	EN	Environmental and Energy policy milieu	1	W1,W2,C2,F1,P1	2	1&2		2 B4-1040	25.000	0&1	
A2	Vade Mecum	1	0 A4		40	2000	EN/FR/DE/ES	Energy Agencies and Policy makers	1			2 1		SAVE II	100.000	0	
A4	SYNERGY Newsletter	2	2 A4		8	5000	EN	EU Ministries - third countries ministries - industrialists-consultants	2	w2/c1/f1/p1	1	4 = Direct agreement	B.1041	~40000	0		
A4	SYNERGY Pens	8	0			5000		Conferences	1			4= Direct		~10000	0		
A4	Paper blocks	8	0 A5			5000		Conferences	2		3	1 agreement		id	id		
C3	PINC / Illustrative Nuclear Program	Report	0		40	200	En,Fr,Sp,Ge	General Public	Information	C1-P1-W1-T1-L1-2	2					0	
C3	Information Document about Nuclear Energy	Brochure	0		8	800	En,Fr,Sp,Ge	General Public	Infomation	C1-P1-W1-T1-L1-2	2					0	
D1	THERMIE Activity Report	1	1 A4		48	5000	EN + 4 pages summary in all EU languages	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE SME sectoral Report	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE IN sectoral Report	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE Urban Technologies sectoral Report	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE FF sectoral Report	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE RES sectoral Report /1	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE RES sectoral Report /2	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE RES sectoral Report /3	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE RES sectoral Report /4	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE RES sectoral Report /5	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE International cooperation sectoral Report	1	1 A4		20	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE B Brochure	3	1 A4		48	5000	EN	High level and politicians	2 T1	W2 C1 F1 P2 L2 I2	4	Contat cadre DG					
D1	THERMIE Sesame Catalogue	catalogue	0 A4		200	not yet decided	EN	Technicians	1	W2 C2 P2	4	1 XII	OPOCE	THERMIE environ	100000	Au total 10 catalogues sectoriels	

Annex 8 : List of planned publications

	Title	Type of publication	Periodicity	Format	No Pages	No Copies	Languages	Target audiences	Importance	Production means	Distribution	Stock management	Procedure followed	Budget line	Budget amount	Free / Paying	Other info
D1	THERMIE Yearbook	catalogue	1	A4		50	not yet decided	EN	Technicians	2 W1 C1 F2 P2 L1	4	1 OPOCE	THERMIE	20.000	0		
D1	THERMIE posters		4	0 A1		18 unités	not yet decided	EN	Multi	2 W2 C1 F1 P2 L2 I2		1 XII	Contat cadre DG THERMIE	70.000	0	Au total 18 posters différents	
D1	THERMIE slides		6	0		255 unités	7 jeux	EN	Multi	2 W2 C1 F1		1 XII	Contat cadre DG THERMIE	40.000		Au total 255 slides	
D2	European Fuel Cell Application		2	2		15	5000	English			1/E-mail/CD ROM	1 (DIS/0887/96/D E)				1	
D2	some Flag-brochures and newsletters coming out of Type B actions followed by D1																
C2	SAVE information brochure for the submission of proposals	3 1997		1 A4		20	1000	EN	Possible contractors	1		1		B 4.1031		0	
DG	Energy in Europe+supplement summary of Annual Energy Review	2	2 A4		80	7000-30000	EN	Energy milieu, Décideurs	1 W2 C2 F2 P1	2	1 OPOCE	?	?			Budget to be provided	
B1	Indices de prix charbon	1	1 A4		80	7000	EN	Energy milieu	0 W2 C2 F2 P2	1	1 OPOCE	SG	?			0 SEC document	
DG	Livre blanc renouvelables	1	0 A4		40	7000	11	Energy milieu	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
DG	Nouveau programme cadre Énergie	1	0 A4		40	7000	11	Energy milieu	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
C3	Rapport PINC	1	0 A4		40	800	EN FR DE ES	Energy milieu	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
C3	Brochure d'information sur l'énergie nucléaire	1	0 A4		8	3200	EN FR DE ES	Energy milieu, decideurs	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0	
C3	4ème Rapport sur le transport des matériaux radioactifs	1	0 A4		20	800	EN FR DE ES	Energy milieu, decideurs	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
B1	Annual report "Solid fuels market in the Community"	1	0 A4		100	6000	EN FR DE	Energy milieu, decideurs	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
B1	Les aides d'Etat dans le domaine du charbon	1	0 A4		100	6000	EN FR DE	Energy milieu, decideurs	1 W2 C2 F2 P2	2	1 OPOCE	SG	?			0 COM document	
A2	Annual Energy Review	1	1 Website		200	7000	EN	Energy Analysts and policy makers	2 W1, W2, C1, F1, P1,	2	1&2		2 B4-1040	110.000	0&1		
A2	Post Kyoto policies and measures	1	0 A4		200	7000	EN	Environmental and Energy policy milieu	2 W1, W2, C1, F1, P1,	2	1&2		2 B4-1040	50.000	0&1		
C3	4° Report on Transport of Radioactive materials	Report	0		20	200	En, Fr, Sp, Ge	General Public	Information	C2 -P2-W1-T-1-L1-	2						
D1	1 THERMIE Activity Report		1	1 A4		48	5000	EN + 4 pages summary in all EU languages	High level and politicians	W1 C1 F1 P2 L2 I2	2 T1	4	1	2	45.000	0	

Annex 8 : List of planned publications

	Title	Type of publication	Periodicity	Format	No Pages	No Copies	Languages	Target audiences	Importance	Production means	Distribution	Stock management	Procedure followed	Budget line	Budget amount	Free / Paying	Other info
D1	10 THERMIE sectoral Reports		1	1 A4		20	5000	EN	High level and politicians	2 W1 C1 F1 P2 L2 I2		4	1	2		250.000	0 Au total 10 rapports
D1	1 THERMIE B Synopses from Themis sheets		3	1 A5		800	2000	EN	Market actors	1 W1 C1 F1 P2 L2 I2		4	1	2		80.000	0
D1	5 THERMIE sectoral Newsletters		2	2 A4		4	2000	EN	Market actors and politicians	1 W1 C1 F1 P2 L2 I2		4	1	2		100.000	Au total 5 newsletters deux fois par an
D1	1 catalogue of 150 success stories Type B (à éditer des fiches provenant du chapitre specialised press)		3	1 A4		300	2000	EN+ 10 langues	Market actors and politicians	2 W1 C1 F1 P2 L2 I2		4	1	2		30.000	0
D1	1 catalogue of 75 success stories type A		3	1 A4		150	2000	EN+ 10 langues	Market actors and politicians	2 W1 C1 F1 P2 L2 I2		4	1	2		20.000	0
D1	3 THERMIE Yearbooks	catalogue	1	A4		50	2000	EN	Technicians	2 W1 C1 F2 P2 L2		4	1	OPOCE		60.000	0 yearbooks
D1	Production of promotional material		8	0												10.000	T shirts, give aways, calendriers
D3	PV technology best practice stories																
D3	PV Contractors meeting																
D3	Oil and gas technology best practice story																
D3	VII Status report Oil & gas projects																
D3	Energy efficient technologies in paper sector		3	1 A4			300	greek						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in paper sector		3	1 A4			300	portuguese						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in paper sector		3	1 A4			300	spanish						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in ceramics sector		3	1 A4			300	greek						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in ceramics sector		3	1 A4			300	portuguese						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in ceramics sector		3	1 A4			300	spanish						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in glass sector		3	1 A4			300	greek						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in glass sector		3	1 A4			300	portuguese						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in glass sector		3	1 A4			300	spanish						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in metallurgy sector		3	1 A4			300	greek						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in metallurgy sector		3	1 A4			300	portuguese						1 (DIS/1030/96/G R)		6650	
D3	Energy efficient technologies in metallurgy sector		3	1 A4			300	spanish						1 (DIS/1030/96/G R)		6650	

Annex 8 : List of planned publications

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Title	Type of publication	Periodicity	Format	No Pages	No Copies	Languages	Target audiences	Importance	Production means	Distribution	Stock management	Procedure followed	Budget line	Budget amount	Free / Paying	Other info
									L2=Linguistic adaptation/re-writing/editing outside							
									I1=Iconographic material produced inhouse							
									I2=Iconographic material produced outside							

Annex 9 : list of planned audiovisual productions

Annex 10 : List of planned electronic material

Annex 11 : List of actions planned in the field of relations with Specialised press

		No of cases	No of page	No of photo	No of name	Procedure foll	Budget lin	Budget amo	Other info
	1997								
	Texts for specialised press								
	Success stories covered by journalists								
D1	Photojournalistic coverages	60		4000		Contrat cadre DGXII		130.000	
	Press Dossiers/Press reviews								
	Press conferences/Trips								
	Mailing lists / Rapid distribution systems								
	Monitoring/Follow up/Feed-back specialised press								
	1998								
D1	Texts for specialised press	30					2	30.000	
D1	Success stories covered by journalists for type B a	150	150 fiches recto verso	150			2	150.000	
D1	Success stories covered by journalists for type A p	75	75 fiches recto verso	75			2	75.000	
D1	Photojournalistic coverages	20		1300			2	40.000	
D1	Press Dossiers/Press reviews	10					2	20.000	
D1	Press conferences/Trips	5					2		?
D1	Mailing lists / Rapid distribution systems								
D1	Monitoring/Follow up/Feed-back specialised press	1					2	60.000	
	1999								
D1	Texts for specialised press	30					2	30.000	
D1	Success stories covered by journalists for type B a	25	25 fiches recto verso	25			2	25.000	
D1	Success stories covered by journalists for type A p	75	75 fiches recto verso	75			2	75.000	
D1	Photojournalistic coverages	20		1300			2	40.000	
D1	Press Dossiers/Press reviews	10					2	20.000	
D1	Press conferences/Trips	5					2		?
D1	Mailing lists / Rapid distribution systems								
D1	Monitoring/Follow up/Feed-back specialised press	1					2	60.000	
									1=type B project
									2=call for tenders (general or restricted)

Annex 11 : List of actions planned in the field of relations with Specialised press

	No of cases	No of page	No of photo	No of name	Procedure foll	Budget lin	Budget amo	Other info
					3=with other DG (specify)			
					4=other (specify)			

Annex 12 : List of actions planned in the field of dissemination networks