

PUBLIC INFORMATION PROGRAM (PIS)

**Polish Integration with European
Union**

Committee of the European Integration
(UKIE)

4th May 1999

PREFACE (FOREWORD)

Before accession

Public Information Program

Polish Integration with European Union

Public Information Program (PIS) was accepted by the Polish Government on the 4th of May 1999, after a semi-annual period of inter-departmental co-ordination and consultation with non-governmental organizations and acceptance by the Committee of European Integration.

The document was created in the Office of the Committee of European Integration, in the Department of Information and Public Communication (DIiKS). It is a four-year plan of informational, promotional, and educational activities (1999-2002) regarding Polish integration with the European Union.

The main objective of (PIS) is a conscious acceptance by the majority of the Polish public for Polish membership of the EU. To reach that goal an effort should be made to interest Poles about issues connected to European integration, to inform them about the Government's activities aiming towards integration of

Poland with the European Union, and also about the substantial effects of accession for every Polish citizen.

PIS should prepare Poles for future membership showing the advantages and the amount of effort needed to reach that goal.

The document assumes promotion of the Government's position within the scope of integration with the European Union according to the aims of Polish foreign policy.

When preparing the program, we assumed that it should be addressed to the entire public, which means that information connected to the integration of Poland with the EU should be interesting for receivers while maintaining the correctness and thoroughness of the information (message) conveyed.

We also assumed that receivers of the program are groups that are in favor of integration, groups that are undecided and also groups that are not in favor of the idea.

Entering into a dialog with declared antagonists towards the idea of integration will be very difficult, and sometimes impossible. Cooperation with those who

formulate difficult questions, often due to ignorance and apprehension, would seem to be a crucial and necessary part of PIS.

As mentioned, the aim of PIS is to make the Polish public interested in the subject matter of integration and European issues in general. We assume that we will be able to persuade active people to participate in mutual informational, educational and promotional activities. We would like to stimulate public debate about integration, hoping that during the process, questions will arise so that they will later constitute a “guide” along the pathways towards integration. Providing comprehensive answers, we have a chance to win all of the don't knows and part of the antagonists over to the idea of Poland's entry to the European Union.

PIS , as a government document, naturally has to be, and is, one of the elements of the comprehensive information policy of the Government. Information originating from such a source should be complete and thorough, of the highest quality, which means being objective and current, thus requiring the usage of credible sources of information.

The principle of the government - society partnership and the principle of two way information circulation serves this purpose. That means the Government

provides information and also receives information that comes from the public (society).

To reach the aims of the Program, we have assumed cooperation with social partners, including non-governmental organizations, local-government, media, centers engaged in European integration issues and all public life who are interested in the integration process.

We assume close cooperation with the majority of active people - cooperation based on the principle of partnership and increasing public dialog.

Non-governmental organizations will have an opportunity to receive substantial aid, including financial aid in informational, educational, promotional activities they undertake regarding integration. We are counting on pro-European organizations for close cooperation.

Local governments are very important partners. Cooperation with them should concentrate especially on the distribution and flow of information and educational activities.

The sum of 40 million PLN was appropriated for PIS activities. These funds come from the state budget and from the European Union. Own funds and funds of commercial partners will also be used.

The public state of knowledge and the level of acceptance of the integration process will be monitored. Sociological research will be taken into account when correcting undertaken activities. Such assumption will enable us to maintain the correct elasticity of the program.

I DIAGNOSIS

The aim of state informational policy in the scope of European integration is an acquirement of conscious support of the majority of the public for Polish membership of the European Union, thus restoring the proper and honorable place of our country among the nations of a free and democratic Europe.

Aims of Polish integration with European Union

Poland has belonged to the European cultural, political and economic sphere for over a thousand years. It has always shared European values and still shares them today. These values were used as guidance by the founding fathers of the European Community and the European Union. These values are reflected in the following treaties: The Single European Act, The Maastricht Treaty and The Amsterdam Treaty.

Democracy, human rights, openness, pluralism and the market economy are the best guiding principles to organize a society. Poland and the European Union share values based on a Christian heritage and also on a conviction that the foundations of European integration are built on the following principles: equality, solidarity, and mutual assistance. The integration process of Poland into the European Union is a positive factor to deepen the democratic process since it integrates the country not only politically but also economically. Polish membership in European Union will guarantee not only full participation in Europe's life but also its citizens' freedoms.

The Polish contribution to ending the communist system also contributed to building a new and united Europe. In 1989 Poland was the first country in Eastern and Central Europe that started along the path to build democracy and the market economy. The consequence of the changes was a sovereign decision of Poland to participate in European integration, which will lead to the final end of the division of the continent, which was forced upon the nations of Europe.

The strategy of Polish integration with the European Union results from Polish reasons of State. Preparations to participate in the process of European integration have been from the beginning, constantly connected with Polish political and economic changes. Polish integration with the European Union should speed up political reforms, security and to provide the right conditions for the development of our country.

Advantages resulting from membership in the European Union have a political, economic, and social character.

Economic advantages mean an opportunity to participate in the Single Market, with free movement of goods, services, and persons. It is also an opportunity to have access to structural funds and an increased flow of investments and new technologies. An ever developing European market based on shared principles will be advantageous for national development.

Social advantages mean that Poland will reach European standards in internal security, good working conditions, environmental protection and generally a higher standard of living. Social advantages will come from open borders, free movement of persons and the establishment of businesses.

Part of the inevitable costs associated with integration, are costs connected to reforms, without which, Poland cannot develop in the future.

Social acceptance for integration

Knowledge about opinions regarding the integration process has been gathered since 1990. The Office of the Committee of the European Integration (UKIE) constantly develops cooperation with national public opinion offices (OBOP, CBOS, Demoskop) and their Community equivalent _ Eurobarometer.

Since March 1997, when acceptance of the public for integration of Poland in the European Union was 72%, acceptance has dropped to 64% (December 1998). Despite this the vast majority of Poles see integration as a positive process. In the last year there were no drastic changes regarding support concerning integration. The number of those against Polish integration has stayed at the same level (May 1998 19%, December 1998 – 19%).

The polls show that the acceptance of integration process is still based on a lack of thorough knowledge about the European Union's functioning. Hopes connected with membership are still idealized.

Current informational activities

From 1991 Polish government has been conducting activities in order to provide the public with formal and legal information. Up to this time the White Pages publication had been finished which consists of three chapters: "Poland – European Union. Economy Series", "Poland – European Union. Law Series", "Poland –European Union. Science and Technology Series". 17 brochures in the "European Library" series have been published. From 1995 the "Monitor of European Integration" has been published as a bimonthly publication.

In 1991 the European Documentation Center was established which has worked with data bases on CD-ROMs. From these bases information is distributed concerning the fields of law and statistics. The information is distributed among employees of state administration, local government, Sejm and Senate representatives and scientists. Tasks of the Center have currently been transferred to the Department of European Documentation in UKIE.

The activities mentioned above are directed to groups that are the most interested in European issues. However they do not reach the majority of the public.

In the middle of 1997 the European Information Center (CIE) was established in the Office of the Committee for the European Integration. CIE conducts informational and educational activities directed to the majority of the public. Up to this time CIE published a series of free brochures directed to: farmers, entrepreneurs, and young citizens. In August 1997 CIE started publishing “Eurobulletin” which provides the most important information about UKIE activities and the negotiation process – from the start of negotiations in March 1998. In October 1998 the “Eurobulletin” publication was changed into a monthly publication “Integration” published with a high quality editorial level and a print run of 10 thousand issues. During the Public Information Program CIE should have a role as the main publisher of basic materials about integration for the entire Polish public.

European education in educational system

European issues have been introduced to educational programs at all levels of education. Elements of European education are included in the new syllabus designed especially for the new, reformed school system: a new informational path called “European education” has been introduced. Programs have been

started for which a new multimedia package was created for teachers and students interested in European issues and a few thousand trainers and teachers have undergone training.

For seven years Poland has participated in the European contest “Europe at School” which aims to develop a European Consciousness among students, teachers and parents.

European issues have appeared in public and private universities. European studies (bachelor and masters degree) have been created in constantly larger number of universities. New educational programs have been introduced for example: special English language courses, problems regarding integration and Polish economic and social transformation. Poland also participates in the international program of student and scientist exchange.

The realization of many educational initiatives are possible due to Polish participation in The European Community educational programs such as: “Socrates”, “Leonardo daVinci”, “Youth for Europe” and “Tempus”. The Ministry of Education coordinates these programs.

The Minister of National Education appointed a European Education Council whose members consist of representatives from science, education, and non-governmental organizations. It operates as a forum for information exchange

and as a body, which coordinates, and tries to interest the general public in knowledge about Europe.

Social Dialog

The execution of PIS will be successful if its realization is conducted with public participation. Thus the government will strive for the broadest PIS consultation with organizations representing interested social groups with special attention to trade unions, employer organizations and non-governmental organizations. The Polish Government will support non-governmental organizations' initiatives through informational and training activities and financial assistance. The task is realized by the activities of the Temporary Liaison Committee for Cooperation with Social and Economic Committee of European Communities representing employers, employees and other interest groups.

For many years there have been many non-governmental organizations in Poland that cover European and integration issues. The Government definitely supports these activities and is inclined to support these activities during PIS realization.

Currently there are 12 European documentation centers and deposit libraries in Poland operating at university centers or science centers. Science, education,

public administration, local-government and entrepreneur representatives use these sources of information.

Since 1990 European clubs have been active at schools. Up until now the Office of the Committee of European Integration, which closely cooperates with these clubs registered more than 500 clubs. European clubs at schools, operating in Poland have become members of European network of European clubs which is based in Lisbon.

In 1991 the Euro-Info Correspondence Center was established in Warsaw. It operates mainly for economic circles. Up until now, there have been 5 similar centers established – in Gdańsk, Kielce, Kraków, Szczecin, Rzeszów.

In 1997 UKIE has started a training program for so called trainers recruited from the Local Democracy Development Fund which will work in local government circles in the future. 2.5 thousand local government officers will undergo training.

These are only a few examples of informational and promotional activities, which the Office of the Committee for European Integration realizes, with the cooperation of various circles and non-governmental organizations. Initiatives which have been considered as necessary and providing real advantages will be

continued and will be included in the Public Information Program. The Program assumes use of the existing network of various non-governmental information centers.

Conscious acceptance of integration with the EU

Signing the accession treaty, which will change the geopolitical situation of Poland, must be consciously accepted and supported by Polish society. Support of Polish accession to the EU without comprehensive knowledge about the advantages and costs of integration, may cause a decrease of public support and disappointment after ratification of the treaty. Analysis of the experience of the last accession countries – Sweden, Finland, and Austria – should serve as a better information strategy. Analysis of these countries' public information systems will enable us to find the best solutions and avoid mistakes that may cause a decrease in public support for Polish membership of the European Union after admission.

As the experiences of the new EU members' show, one must be prepared that the collision with EU competition without sufficient knowledge on the subject may cause negative reactions, weakening the positive effects of membership.

Social support for the idea of integration is crucial, sustaining it would be a success in the process of Polish integration with the EU.

II

INTRODUCTION

1. The presented document is a project of organized and systematic activities of the Polish Government in order to inform the Polish public about integration and its effects.

2. The presented program defines:
 - assumption of integration issues and description of current accomplishments in the field of information and education (diagnosis)

 - main direction of information activities in long term perspective (strategy)

 - aims of particular information activities (tactics)

 - main social groups to which message is addressed

 - subjects that participate in the program, level and method of their involvement (participants, partners)

 - framework principles of cooperation between subjects of information and education process for integration (coordination of activities)

- constant evaluation methods regarding efficiency of undertaken activities (monitoring)
3. Annexes to the project include published government documents, budget prognosis and internal UKIE materials that were used as a basis to prepare the Public Information Program.

III FOUNDATIONS OF THE PROGRAM

1. The Public Information Program (PIS) is an element of the Government information policy.

2. PIS assumes close cooperation and partner activities in information areas between the following:
 - public administration units; governmental, local and central

 - government institutions, local governments and non-governmental organizations

 - the most important political factors, opinion circles and public authorities

3. While the government employs those responsible for PIS, it does not execute the program. In the framework of PIS new informational educational and promotional actions will be realized and elaborated on the basis of foundations included in this document. Previous activities evaluated as successful will also be continued.

4. PIS assumes two-way interactive information circulated in the following directions:

- internal channel: transmission of information between all of the government institutions engaged in the integration process
- external channel: transmission of information between executive and legislative power and the public

5. PIS assumes to inform about Polish integration with the EU, about effects of Polish membership of the EU; about costs and advantages of integration for Poland and its citizens. The transmitted information should serve in building an approval of the public regarding Polish integration with EU.

6. The information conveyed within the framework of PIS should be:

- accessible: to be found easily and fast (the CIE logo should imply that it is the basic and credible source of information about the process of Polish integration with EU and its effects)
- accessible: adjusted to the profile of the receiving party: substantial, concise, and comprehensible.

- broad: covering a wide variety of areas and issues and at the same time providing information about specific problems.
 - Should be aimed towards an individual and placed on a personal level: reflecting citizens' everyday issues and if possible including a concrete example.
7. The effectiveness of PIS, the level of citizens' knowledge and the acceptance of the process of integration should be monitored with the assistance of public opinion polls (research) which will enable PIS to correct the directions of the actions that have been undertaken. Public opinion polls should be conducted regularly, reliably, and credibly. One of the basic operational activities is the monitoring of knowledge and the level of public acceptance for succeeding stages of the integration process. From 1990 the knowledge of the public with regard to the integration process realized in Poland is constantly verified and gathered due to annual polls conducted by public opinion centers. They play a key role in planning PIS activities, deciding on any corrections and changes in methods of informing or employing other methods of reaching citizens.

8. PIS is aware of the fact that after the closing negotiations there will be a referendum conducted. If it does not take place this phase of activities should be omitted.

9. All the informational activities proposed in PIS should be synchronized with the course of the integration process, PIS also must include specificity at all stages of the process especially specificity of the negotiation process.

10. PIS is addressed to the Polish public (internal action). The Polish promotional program should be realized on a parallel level (external action). As an aim to reach unity in conveying the message of both programs persons engaged in coordinating PIS should participate in an increase of external action.

IV

AIMS OF THE PROGRAM

According to the priorities of Polish policy the main aim of PIS is gaining the support of the majority of society towards Polish membership of the European Union, thus restoring our country to its proper place among the nations of a free and democratic Europe.

PIS assumes the realization of the following aims:

1. Increase in public interest regarding the integration and European issues by creating within the public the need for information.
2. Preparation of the public for the future membership of the EU through conscious education regarding changes for the whole country which the membership in EU will bring (historic, economic, and social dimension) and how it will influence every citizen's life.
3. Acquiring the broad and permanent approval of the public for Polish integration based on a knowledge of the process.
4. Stimulation of informational, educational, and promotional activities on behalf of both the Government and PIS partners which are:
 - public organizations

- local governments

 - media

 - Clubs, centers established in schools at various levels and engaged in disseminating knowledge and information about the EU and our integration with it
5. Stimulation of public debates about the integration process with the intervention of PIS Partners.

V
PROGRAM RECIPIENTS

1. PIS is a universal program, addressed to the general public. At the same time it takes into account the social and cultural differences of Poles.

2. The opinions of Poles regarding the integration process with the European Union are diversified. As regards attitudes towards integration Polish society can be divided into three groups:
 - groups that actively support integration with the EU (yes)

 - groups that are against the idea of integration (no)

 - groups that are indifferent and undecided to the idea of integration (don't know)

3. Taking into account the differences in public opinion, PIS describes target groups that are specially important with regard to information conveyance. They are:
 - politicians

 - civil servants

- uniformed service
- local government officials
- media
- businessmen (specially those with small and medium enterprises)
- farmers
- teachers
- students (primary schools, high schools and universities)
- churches and religious associations
- trade unions
- public organizations

- associations

4. Priority groups among those listed above are the following:

- opinion formers (politicians, media, teachers, priests, public group leaders and union leaders)
- entrepreneurs of small and medium enterprises
- farmers
- students

5. PIS assumes the necessity to elaborate “target integration strategies” for the main social groups preceding the examination and analysis of the integration process and the hopes and fears connected to it. The work will be executed by a working group that was established for that purpose consisting of sociologists and other specialists.

6. In the activities stemming from PIS, form and content of message should be adjusted in order to reach the given target group.

**VI
PROGRAM
PARTICIPANTS**

1. The primary source of PIS realization are regular and special information activities conducted by units and government institutions acting on behalf of integration.

2. PIS assumes cooperation with units of legislative power and executive power on a central and regional level which are involved in:
 - integration (all of UKIE departments, Center for Negotiation Service, Ministry of Foreign Affairs, European integration departments in other ministries, Parliamentary Commission of European Integration, units in charge of integration in the President of Poland's Chancellery)

 - information (Government Information Center, information base of the Parliament, units that are in charge of providing information in the president's Chancellery, information base of the Government's Plenipotentiary for the Accession Negotiations of Poland's Membership in the European Union, press spokesmen and units in charge of information in ministries and other government's institutions).

3. According to the law on the Committee of European Integration (KIE) from 8 of August 1996, KIE is responsible for “undertaking action in order to make informational, conceptual and human resource preparations for integration processes” (Art.2 par.1subpar.6). In realization of PIS, KIE has the following responsibilities:

- Coordination of information activities undertaken by government units regarding the integration process
- Determining the strategic direction of educational and informational activities regarding integration
- Evaluation of effectiveness of PIS realization
- Cooperation with the European Commission and its Representatives regarding consultations over information activities about EU and integration
- Coordination of activities connected to acquirement and employment of funds from the budget and foreign assistance and other sources of financing.

4. PIS considers it necessary to introduce the principle of regular public consultations in the scope of realization and effects of the program. The

Chairman of KIE should establish consultation councils for information strategy and they should consist of social and trade union leaders (KIE Consultation Councils proposed by UKIE, annex 12).

The main purpose of consultation councils should be the following:

- judging propositions regarding strategy (Council for European Integration) and tactics of activities realized within PIS
- evaluation of information and education activities stemming from PIS in the framework of particular social and trade groups in order to point out any observations regarding the realization of PIS.

Councils should meet independently at least twice a year:

- experts should be chosen depending on needs and subjects covered; they should participate in the consultation councils' meetings
- report from meeting should be distributed to all the PIS participants

Detailed scope of activities of particular councils is included in rules and regulations.

5. According to the law of 8 September 1996 about Committee of European Integration “KIE realizes its tasks with assistance of the Office of the Committee of European Integration (Art.8.par.1). In realising the PIS, UKIE –through appointed structures, especially the Department for Information and Communication, the Department for European Education, and the Department of European Documentation – has the following functions:

- coordination of implementation of informational, educational, and promotional activities stemming from PIS
- substantial cooperation with the press by the Government’s Plenipotentiary for Accession Negotiations on Poland’s Membership of the EU and other ministries in the field of informational and educational activities
- planning activities stemming from the PIS strategy with the inclusion of conclusions and opinions of consultation councils
- making specifications and changes in PIS
- preparation of semi-annual progress reports regarding PIS

- assurance of proper functioning of the European Information Center
- preparation of basic informational, educational and promotional materials resulting from PIS
- substantial quality supervision of informational, educational, and promotional materials regarding integration
- setting up an info-line
- coordination of activities resulting from PIS and commissioning them to the cooperating institutions (Public opinion centers, advertising agencies, public relation institutions, media and the like)
- assurance of proper functioning of assistance bodies necessary for PIS realization (consultation councils, working groups, tender commissions)
- substantial cooperation with non-governmental institutions engaged in education and European integration

- substantial cooperation with regional government agencies engaged in education and European information (among others: Voivodship teams of European integration, regional information centers).

VII
PARTNERS OF THE
PROGRAM

1. PIS strategy defines non-governmental organizations as among the most important partners of the Government in realising the program. Cooperation of the government with these institutions has to be based on the principle of partnership and building of social dialog. PIS assumes consultation of informational activities based on consultation councils and substantial and financial assistance for non-governmental organizations in informational, educational, and promotional activities that are undertaken regarding integration. Intensive cooperation should take place with pro-European organizations.

2. Local governments are very important partners for government units on a local level. The cooperation should concentrate on the distribution and flow of information, educational and training activities with the assistance of local infrastructure and personal contacts.

3. An important government partner in the realization of PIS activities are media, especially the mass media – commercial and public, with a national, regional and local range. The Electronic media, especially television, have an important role in the process. Public broadcasters have additional obligations because of a law on Radio and Television (art.21 paragraph 2 subparagraph 2,3,and 4) which means additional obligations towards the public. Production and emission of European related programs by public television and radio is an exercise of the right of citizens to be informed. Assistance in the framework of PIS on radio and television programs assumes:
 - financial assistance of any production disseminating EU knowledge and integration process

 - providing reporters with EU information materials

- training of reporters – general and specialized – as regards their scope of knowledge about the EU
 - financial and organizational assistance in traveling to EU states resulting from the scenarios of TV and radio programs
 - mediation in contacts between reporters and high EU officials
 - financial and organizational assistance in acquiring archive materials
 - enabling reporters to participate in Government official meetings concerning integration
4. PIS assumes close cooperation - on the principle of partnership - of government units with European Clubs (over 500), European Documentation Centers (16 – mainly in universities) and Euro-Info centers (6 in total, 5 in regional industry chambers). The cooperation should cover exchange and distribution of knowledge, information and materials regarding EU matters.
 5. PIS assumes cooperation of government units with other state and non-state units, with the Polish Press Agency, with public opinion centers , advertising agencies, public relation agencies, publishing and print houses, universities and others where government institutions are employers and non-state units - executors of the activities. The cooperation would be done on the basis of the units' offers, tender offers, public contracts, and direct errands.

VIII

FLOW OF INFORMATION

1. Sources of information

1. To ensure high quality information flow (objective information, thorough and up-to-date) the use of sure, credible and constantly updated sources of information should be ensured, and knowledge about demand on information should be at hand. PIS seeks to use the following sources in forming a coherent message:

- official government documents
- messages prepared by government's press teams
- government's internal documents not covered by clauses (secret, confidential, for internal use only)
- data bases of government's institutions
- the internet
- scientific analysis and expert's reports
- results of public opinion polls

- questions from the info-line
- results from questionnaire analysis

2. Creating information

1. Sources of information are the basis on which to prepare information materials. Production of good information is a key element in realizing the information strategy. The method of message preparation and responsibility for the content is crucial. The Public Information Program assumes:

- publication of government documents connected with integration process (particular units in ministries)
- preparation of regular announcements (bulletins) about the work of particular integration units (press service of government institutions)
- preparation, updating, and enlargement of the basic informational and educational package for various social groups (CIE UKIE)

- financial assistance for informational and educational initiatives regarding integration which are undertaken by PIS partners according to assumed priorities (UKIE)
- substantial consultations of these initiatives (experts from various ministries)
- organization and participation in training, seminars, and conferences regarding integration (particular units in ministries)
- close cooperation with PIS Partners

2. The information produced must reach the recipient. The information process requires a description of the basic distribution canals. PIS assumes distribution of information on central and regional level through:

- direct mail – according the data base and submitted demands, conventional or electronic mail (internet)
- distribution of materials through PIS Partners

- direct distribution of materials during fairs, conferences, training and seminars
- telephone contact.

IX PROGRAM REALIZATION

1. Informational and educational activities that result from PIS are divided into government units' own activities and activities of Program Partners (non-governmental organizations, self-governments, media, and other non-governmental units).
2. Government units' own activities should be aimed at ensuring the citizens with basic information regarding integration issues. PIS assumes that the Government is a coordinator and employer of activities resulting from PIS and the main executors are the Program Partners.
3. Units' own activities have a cyclical profile. They will be undertaken with the same intensity throughout the period of Polish integration process with the EU
4. Government units' own activities resulting from PIS cover the following:
 - publication of government documents regarding the integration process with the EU
 - data bases of all ministries and institutions engaged in integration process.

- organization of open tenders for non-governmental organizations (NGOs)
- organization of open tenders for media
- upgrading of the basic package of informational and educational materials for the public (CIE/UKIE materials)
- development of internet basis (page www, e-mail, internet links)
- creation and updating of data bases
- promotional activities
- contracting sociological analysis and research
- organization and participation in international and national conferences and seminars regarding integration issues
- organization and participation in training sessions

- participation in fairs and exhibitions (distribution of promotional and informational CIE materials)

5. Open tender for non-governmental organizations – tender organized by UKIE for non-governmental organizations, for informational educational and promotional activities with regard to integration process and specificity of various social groups. A tender is characterized by the following general assumptions:

a) aims:

- engagement of non-governmental organizations in the realization of PIS
- utilization of potential and creativity of non-governmental organizations and existing information channels and direct reach, which non-governmental organizations use towards particular social groups;

b) forms of tender: grants awarded for specific projects of non-governmental units, financing from annual budget, fixed pool of financial resources;

c) procedure of the tender : announcement once a year in national media: to examine presented projects, a special commission is appointed which meets

depending on the need and number of projects, which are evaluated on the basis of particular criteria: when a project ends the commission verifies its execution;

d) project selection criteria:

e) usefulness of the project to realize informational, educational, and promotional aims resulting from PIS

f) time-table – schedule of project realization

g) cost of a project – calculation of costs of realization of a task in relation to the scope of the material task

h) experience of non-governmental organizations – abilities to realize a task, experience in similar activities

i) experience of personnel – use of experienced and qualified personnel to execute a task

6. Open tender for media – tender organized by UKIE for public and commercial media (press and electronic media) with special inclusion of

regional and local media. Tender envelopes press activities including informational, educational, and promotional activities regarding integration process and specificity of various social groups. Tender for media is characterized by the following general assumptions:

- a) aim: engagement of media in PIS realization;
- b) tender structure: grants awarded for media projects, financing from the annual fixed pool of financial sources;
- c) tender procedure: posted once a year in national media; to examine presented projects a special commission is established, which meets depending on need and number of project which evaluates projects on the basis of specific criteria; when the project ends the commission verifies its execution;
- d) criteria of project selection:
 - usefulness of a project for informational, educational, and promotional aims
 - time-table – schedule of project realization

- cost of a project – calculation of costs of realization of a task in relation to the scope of the material task
- ability to execute a task, experience in similar activities
- experience of personnel – use of experienced and qualified personnel to execute a task
- media range (electronic media – visual and listening range, press –edition).
- transmission period for electronic media

7. Elaboration and production of basic informational educational and promotional packages (CIE materials) for the public; covers reprinting, actualization of existing materials and elaboration of new publications. These materials can be divided into:

- information bulletins
- thematic brochures

- thematic folders
- informational and promotional pamphlets
- fact sheets
- CIE monthly publication “Eurobiulletin – Integracja”
- other informational – educational – promotional publications: maps, children and youth publications, guides, calendars, and postcards and other.

8. Development of internet base assumes:

- creation and updating of www pages of all PIS participants
- updating of the CIE www pages as a basic source of information about the integration process for the public, creation of internet connections between www pages regarding the EU and the integration process
- creation of permeable information channels and e-mail and their up-to-date service

- contact with institutions which are engaged in Polish and E.U integration issues

9. Public analysis and polls must be regular, thorough and credible.

a) PIS assumes the establishment of working groups by UKIE which will coordinate and inspire research work about integration. The activity of the working groups would ensure the elaboration of specific assumptions of research and analysis and the consultation of research among experts. Reports prepared by working groups would be a basis for the selection of the subject and scope of public opinion polls;

b) the research should include the following issues:

- level of knowledge about the European Union
- public knowledge about the effect of Polish membership of the EU
- the most efficient forms of getting a message across to particular social groups in various regions of Poland

- social perception of concrete informational methods
- level of acceptance for European integration
- determinants of pro-European and anti-European stands
- informational needs of the whole society and particular social groups within the scope of European integration
- monitoring of the PIS course under social acceptance and possible correction of activities
- opinions about informational materials produced in the framework of PIS
- knowledge of CIE logo which pilots PIS, and acknowledgement by the public

10.UKIE promotional activities resulting from PIS cover various forms of promotion of integration process, with a special inclusion of:

- government activities towards Poland's membership of the EU

- activities of the Public Communication and Information Department as the main producer, carrier, and source of information about the integration process (promotion of the CIE logo, www page, address and CIE telephones)
- crucial dates connected to European integration

11. The organization and participation in international and national conferences and seminars regarding European issues. Seminars and conferences are directed to social group leaders, media – as multipliers of EU knowledge.

X
SCHEDULE OF THE
PROGRAM

1. The activities resulting from PIS must be parallel to the negotiation process. They will be conducted along the course of other stages resulting from the integration process. However it does not mean that it would only refer to the information about the current Government activities. PIS will seek to conduct complex informational, educational, and promotional activities about integration. Activities carried out by Poland in previous years are: effects to date of cooperation with the EU from 1989 and achievements of the countries that are already members of the Community.

2. Signing the accession treaty will greatly change the geopolitical situation of Poland, thus accession should be accepted in and supported by the Polish public in referendum.

3. The entry of Poland into EU will open a new chapter in the history of our country and society. Such a great change will open citizens to new challenges, requiring appropriate information and education. Informational and educational activities cannot be interrupted however the aim and character will eventually change.

4. The strategy of PIS assumes realization of informational, educational, and promotional activities in selected phases of the integration process. They are:

- negotiations
- referendum (informational and promotional activities leading up to a referendum – facultative phase)
- accession
- Poland in the European Union

5. Key elements in PIS realization are both the negotiation phase and referendum as enlargement and consolidation phases of knowledge and public consciousness regarding EU integration issues.

6. Both phases, referendum and post accession period demand the elaboration of separate strategies. During the referendum phase it may be necessary to strengthen promotional elements.

XI

PROGRAM FINANCING

1. The main source of PIS financing is the state budget. Throughout the whole period of program realization financing should be included in the UKIE budget.
2. The second source of PIS financing is financial assistance from the European Union
3. Additional source of financing resulting from PIS are Program Partner private sources directed towards individual activities (unit offers, tender offers)
4. PIS also assumes to have commercial Partners to realize elements of the Program
5. Activities of government units resulting from PIS in the period of the next 4 years add up to 40.000.000 PLN. In the following years the number of information activities will be intensified; during the period of an eventual referendum there will be a need for additional financial sources, and also during the accession period. These sums cover informational activities conducted by government units and a pool of financial sources which will be appropriated for additional financing of projects regarding information activities of non-governmental organizations that win tenders.

6. Description of all informational , educational, and promotional activities of government units with fixed financial sources and activities conducted with cooperation and co-financing of PIS Partners are included in annex no.11

XII
EVALUATION METHODS
OF PROGRAM
EFFICIENCY

1. PIS is an open program, enabling correction of proposed foundation and modification of undertaken activities. That is why it is necessary to verify the efficiency of PIS realization, especially regarding the quality of informational materials, range of distribution, perception level and public demand for the information.

2. Efficiency of informational, promotional and educational activities resulting from PIS will be verified regularly by:

- public opinion research – general and specific
- questionnaires
- professional expert's reports
- information, remarks and opinions received from Participants and PIS Partners

3. Conduct of verified public opinion polls will be commissioned by public opinion centers . Expert's reports will be ordered from specialists. The PIS verification questionnaires will be prepared by DIiKS UKIE, and they will be:

- enclosed in UKIE publications
- mailed once a year to all clients entered into data base
- placed on the internet
- mailed along with ordered informational materials

4. Research, questionnaire and expert reports will be the subject of analysis, done by expert groups appointed by UKIE. The groups' work results will be presented in the form of a report and submitted to UKIE departments which coordinate the PIS realization.