

Model of a press release for Delegations

Example only

- Aim to be short and precise (max: 1 page)
- Put background information in the "background" section
- Try to ensure key elements, as identified by the boxes, are included

Headline

- Short: 2 lines max
- Content = "what's new"?
i.e.: what the Commission has done and/or why

"Chapeau" - in bold & italics

- What (*main action*)
- Where
- Why (*purpose*)
- How much (*use € symbol*)
- When (*duration or start date*)
- If possible: show importance of the news: "for the 1st time", "major new strategy", "most important contribution"

Quote from Commissioner

- You will have to propose a quote:
- Try to be project-specific: highlight the key message: how important the project/programme is and what it will achieve
 - Avoid jargon (be clear&concise)

Description (1): items of information on project/programme highlighting what is particularly interesting about it:

- Problems to be addressed, ways in which they will be addressed, key benefits
- Why will Europeans be interested?
- Is it topical e.g. disaster prevention?
- Is it the result of good donor co-ordination or another priority?
- If appropriate, mention who will implement (Gvt? WB? UN? special partnership?)

Description (2):

Highlight coherence with EC policy (towards country concerned and in the relevant field):

- CSP/NIP, Development Consensus
- Partner country strategy
- EC Policy in field concerned

Background

Historical recapitulation to locate the info in a broader context - if appropriate:

- Complementary projects
- Total EC financial portfolio in the country
- Statistics and key dates
- Links

Contacts

- Main: should be the Project Manager
- HQ contact: usually Aidco Geo Co-ordinator

DRAFT PRESS RELEASE

European Commission helps to promote stability and security in [name of country]

The European Commission is providing €... million in assistance to [name of region/country concerned] to help fight poverty, strengthen national institutions, and to further enhance regional co-operation over the next three years.

"The overall objective of this [name of project or Action Programme] is to promote stability and security in [name of country/region]," said [name of Commissioner], European Commissioner for [name of Commissioner's portfolio], "and to assist the countries in their pursuit of sustainable economic development and poverty reduction".

(See next page for other quote examples and useful links to find more)

The assistance in previous [projects or Action Programmes] has, to date, been highly appreciated by Partner States and other beneficiaries in the region, particularly for supporting private sector development and public administration reform. The fact that most of the programme is based around the principle of dialogue, and a balance between EU and national priorities and strategic interests, contributes greatly to its success. Initiatives supporting social NGOs have also proved successful.

The [name of project or Action Programme] is developed in line with the Commission's strategy towards [name of country/region] for [refer to multi-annual programme period concerned] which is to promote stability and security in the region and promote economic development. Priorities for [year(s) concerned] are: support for institutional, legal and administrative reform, the social consequences of transition, and the development of infrastructure networks.

Background

Co-operation with [name of country/region concerned] began under the [name of programme] in [year the programme started]...

Links: For further information, visit [link to website]

Contacts:

[name of project manager], Delegation in [country concerned], Tel: +(…) ...
[name of geo coordinator], AIDCO/[Unit], Tel: ...

Examples of quotes from Commissioner Benita Ferrero-Waldner

- Benita Ferrero-Waldner, Commissioner for External Relations and Neighbourhood Policy pointed out that the Commission strategy towards China currently identifies good governance, the rule of law and human rights as key priorities for EU-China co-operation. *"Strengthening these areas cannot be done without the active and voluntary participation of Chinese citizens," she said, "and the School of Law draws together key players in both Europe and China in promoting them in an institutional approach".*
- Benita Ferrero-Waldner, Commissioner for External Relations and Neighbourhood Policy underlined the Commission's commitment to long-term support for the tsunami-struck countries. *"We committed ourselves early on, to remain working with countries like Sri Lanka which suffered enormously when the tidal wave hit," she said. "But the devastation called for a long-term vision and many years of co-operation with donors. We are pleased now to be delivering this new phase of funding as part of the reconstruction approach developed with the Government of Sri Lanka and we look forward to seeing the tangible improvements for the local people so they can once again find work and live in an environment which provides their basic needs."*
- Commissioner Ferrero-Waldner underlined the key importance of the new European Instrument for Democracy and Human Rights: *"The European Union is deeply committed to promoting democracy and human rights worldwide and our external assistance is a means to this end. I am very pleased about the adoption of this new complementary financing instrument which will enable us in the years to come not only to continue but to reinforce and improve EU financial assistance in building democracy and promoting human rights abroad".*
- Benita Ferrero-Waldner, Commissioner for External Relations and European Neighbourhood Policy, remarked: *"We have to act now to support the neediest countries in containing avian influenza. Speed is of the essence to avert the threat of a pandemic and to minimise economic losses."*
- On the eve of her visit Commissioner Benita Ferrero-Waldner said: *"Vietnam is a key partner in South East Asia for the European Union. Trade and development co-operation remain important cornerstones in the EU-Vietnam relationship, but we are progressively engaging also in an active dialogue on regional and global issues of mutual concern. The presentation of a Master Plan for future relations is a strong sign of the growing attention and importance Vietnam attaches to the relationship with the European Union. We will do our utmost to realise the objectives of the Master Plan and I am confident that we will see an appreciable deepening and widening of our relations in the future."*
- Benita Ferrero-Waldner, Commissioner for External Relations and the European Neighbourhood Policy, said: *"As the largest donor to the multi-donor trust fund, the Commission contributes to co-ordination between donors and the Government of Indonesia on re-development and peace building in Aceh. The aim is to make Aceh a safer place for all those who suffered in the tsunami".* She added: *"In the longer term we will adopt our approach from supporting individual projects to providing the authorities with the support they need to take greater ownership of the work."*

Examples of quotes from Commissioner Louis Michel

- Louis Michel said: *“I am delighted to be making this visit, which is the first by a European Commissioner to the Central African Republic in over 30 years. The European Commission is proud to be assisting political change in the country. It is time to build on the achievements. I am delighted to see the inclusive dialogue that has been initiated between the government, opposition parties and civil society. We are aware of the difficult regional situation, which is exacerbated by the Darfur crisis, and want to give a tangible demonstration of our solidarity with the Central African Republic.”*
- *“This is the largest grant the Commission has ever made for a programme in Côte d'Ivoire,”* said Louis Michel, the European Commissioner for development and humanitarian aid. *“This programme represents a special contribution by the European Union to the country's peace process.”* In recent meetings with the prime minister of Côte d'Ivoire, Mr Michel personally pledged to increase support for the country and communities hit hardest by the crisis by making an exceptional contribution to the peace and post-crisis process.
- Commissioner Michel has stressed the *“ongoing commitment of the European Commission to providing resolute support for the transition process”*. Ever since its support for the opening of the inter-Congolese dialogue in Sun City in 2001, the Commission had, he said, *“unceasingly encouraged the various protagonists in the Congo to hold free and transparent elections and had been among the first in the international community to believe in such a possibility. It was now time to invest heavily in reconstructing the State, its capabilities and its basic services, so that the Congolese people could reap the benefits of reconciliation and democracy”*.
- Louis Michel, European Commissioner for Development and Humanitarian Aid, reiterated that *“peace and security are preconditions for development and regional approaches should complement national solutions. This is particularly crucial in the Horn of Africa and this partnership provides a unique occasion to review the level of our ambitions through a common regional political framework. The success of the partnership will depend on the ownership by countries of the Horn and the commitment of the regional partners. In other words, it all depends on the political will of the countries concerned.”*
- Le Commissaire au Développement et l’Aide humanitaire, Louis Michel, a déclaré : *« Ce partenariat permettra à l’Afrique de se doter des infrastructures essentielles indispensables pour qu’il y ait un vrai décollage économique. Vertébrer l’Afrique est un préalable à la croissance économique, le commerce, l’intégration régionale et la lutte contre la pauvreté. »*
- The Commissioner for Development and Humanitarian Aid, Louis Michel, said *‘This partnership will allow Africa to build the infrastructure that is so crucial for a real economic boost. Connecting Africa is essential for its economic growth, trade, regional integration and fight against poverty’*.

Recently published press releases on Rapid provide more examples of quotes from the Commissioners:

- [News related to Commissioner Benita Ferrero-Waldner, External Relations and Neighbourhood Policy](#)
- [News related to Commissioner Louis Michel, Development and humanitarian aid](#)