

COMMUNICATING EUROPE



mostra's contribution throughout

MORE INNOVATION MORE "TOGETHERNESS"

It is not much of an exaggeration to say that 2004 was a monumental year for the European Union. This was the year that the 15 Member States welcomed their 10 new neighbours into the European fold, a year that established our citizens rights in the EU's first ever Constitution Treaty, a year when the EU implemented its first independent peace and security operation and a year that introduced a new emissions trading system to ensure our sustainable future. 2004 was a year that signified innovation and more importantly 'togetherness'. Mostra was honoured to play an active part in all these challenges by lending its skills to the European institutions in the area it knows best: communication.

For us too, 2004 was a year of great challenges and innovation. As well as moving to a larger office in order to expand our state-of-the-art video editing facilities and graphic studios, we opened a satellite office a stone's throw from Schuman to be closer to the European "pulse". New experts (among others from Slovakia, Sweden and Germany) also joined our team to enable us to diversify our skills. These investments reflect our commitment to ensuring our communication ability and facilities meet the needs of our clients.

Our new resolutions for 2005 are simple. As a communication agency offering a full range of services, we want to continually upgrade our standards so that we constantly better our best. Throughout 2005, we will continue to communicate our passion and enthusiasm for Europe to her citizens and to offer our clients **creative solutions with more impact.**

The Mostra team

EU ENLARGEMENT

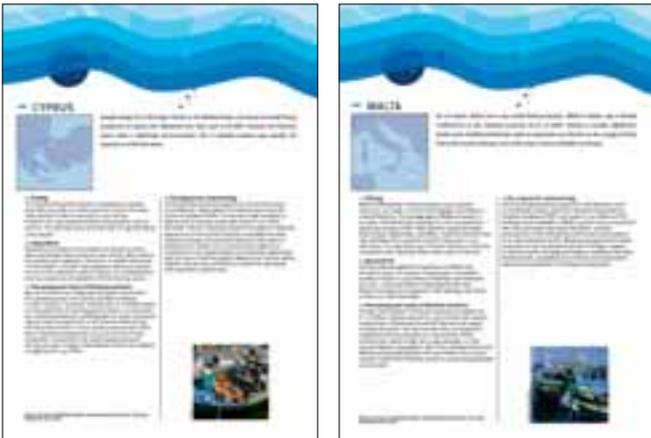
Shaping up the New Europe

This video documentary looks back on the journey taken by the new Member States during their long accession negotiations before joining and their achievements from the fall of the Berlin Wall to the 1st May 2004. Ironically, the documentary was filmed when the Council building was also in the stages of expansion – even the table in the official meeting room had to be enlarged to enable the Ministers of the 25 Member States to fit around it! This DVD was distributed throughout the network of EC representations in Member States and EC Delegations worldwide and used to explain the whole process behind the changing face of Europe.

Client: European Commission – DG Enlargement

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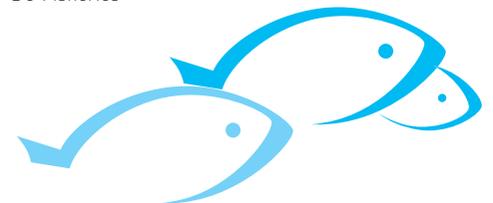
1 May 2004: the EU welcomed



New EU Members: Spotlight Fisheries

Gathering all the written information and data available on the fisheries sector in each of the new Member States was no easy task- especially when all this technical information needed to be supplied and then translated into 19 languages! After numerous telephone calls made by our team to various Ministries and fishing industry specialists in the new member countries, the result was a hefty **press pack** comprising brochures and easy-to-read fact sheets targeting regional and specialist press. All 1500 press packs were immediately snapped up and provide an indispensable tool for stakeholders.

Client: European Commission – DG Fisheries





comes ten new Members



New EU Members: environmentally compliant and extra-ordinary

Intent on revealing the true nature of our new neighbours to the media, Mostra's TV journalists set off on a voyage of discovery of three new Member States. What they encountered on their travels was a bio-diversity and a land of such extra-ordinary richness that they were "seriously impressed". Their travels led to encounters with European bison in Poland as well as with birds in Latvia that are all but extinct in Western Europe. Equally impressive were the sustainable efforts Slovenia has made in ensuring the country meets EU's environmental directives. Maribor, a town in Slovenia puts most other European cities to shame. The images from these travels make three impressive and well-received video reports – over 60 journalists from stations such as CNN+, France 3, Euronews, ORF 2, TVE and RTV Slovenia used the video news release.

Client: European Commission – DG Environment

United in Diversity

Used in the inauguration ceremony of the new Commissioners, this dynamic and innovative video clip contained hundreds of flickering images of the face of the new Europe in all its diversity – of its landscape, of its culture, of its architecture, of its livelihood and of its people. A true celebration of an enlarged Europe. This video was also used to launch the Europa web-site in 20 languages.

Client: European Commission – DG Press and Communication

EUROPEAN CONSTITUTION

29 October 2004: EU leaders sign the Constitutional Treaty

EU leaders signed the Constitutional Treaty in Rome. The ratification process is now under way

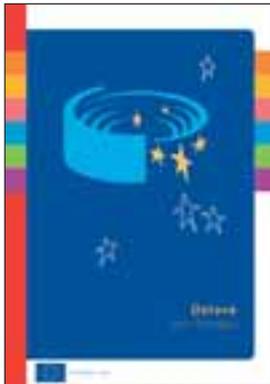
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A logo and a graphic identity for the Constitutional Treaty. How do you explain the Constitution and what it represents for Europe in a single image? Our design department sent hundreds of images to our artistic director Gregorie to inspire him: the famous European stars, holding hands – suggestions arrived by the bucket load. Eventually we had 9 or 10 ideas, but Gregorie remained unconvinced. Yet in a flash, he produced an image of a forum with its doors open inviting all of Europe to participate. “That’s what the Constitution represents,” he said and the European Commission’s General Secretariat agreed with him. This logo and graphic identity formed the background for a brochure and a guide printed in 20 languages and with a distribution of over 3 million copies.

Client: European Commission – General Secretariat



A Constitution
for Europe



Why do we need a Constitution for Europe?

This video documentary set out to explore the contents of the Constitutional Treaty and explain it in a straightforward way. To find the images for this video, Mostra's TV producer Yves roamed the streets of many Member States seeking the opinions of European citizens. It was certainly some achievement to convert the 600 pages of the European Constitution into 15 minutes of images! This video is now being used to kick-start the 1,000 debates on Europe, an initiative supported by the European Commission that encourages forums for debate organised at local, national and regional level.

Client: European Commission – General Secretariat



CITIZENS

26 May 2004: Launch of the European Youth Portal

Young Europeans can now share information and ask the questions they never dared to ask

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Youth Portal – for active young Europeans

This initiative was established to encourage the participation of 15-25 year olds in public life. Mostra's challenge was to convey in TV pictures the necessity of this new tool for the promotion of active European citizenship. How do you keep up with the pathways created by information-hungry youth? Mostra tracked these pathways to Dublin and a Babel café initiative called "coffee storming" where young people were debating the advantages of enlargement for the European Union.

Client: European Commission – DG Education and Culture



2004 – the European Year of Education through sport

but also an important year for sport itself with a series of major sporting events: the UEFA European Championship, the Olympics and Para-Olympics. In the background of these sporting activities – a group of young volunteers assist with event management and in the process learn some very important career skills. Mostra decided to film three young teenagers from France, Poland and Portugal as they learn about themselves and their dreams for the future in the background of the EURO 2004. A video report released to coincide with the Final in Lisbon and in order to emphasise the importance of the link between education and sport.

Client: European Commission – DG Education and Culture



FREEDOM, SECURITY AND JUSTICE

1 January 2004: The European Arrest Warrant enters into force

A milestone in European judiciary cooperation – an area of freedom, security and justice is being established

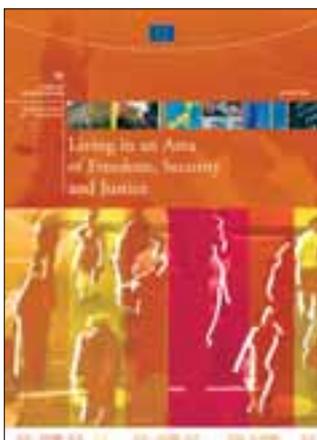
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No safe haven for criminals in the EU:

a video report introducing the European Arrest Warrant. For our TV producers there was only one interview that had to be made and only one question that had to be asked. The interview? With Judge Baltazar Garzon who had sought to extradite General Augusto Pinochet to Spain for alleged crimes in Chile committed from 1973 – 1990. The question? The ultimate “what if” question: if the European Arrest Warrant had been in place in 1999, would Pinochet ever have been allowed to go back to Chile? The judge’s answer was emphatically “no”. Distributed to TV editors Europe-wide with over 80 broadcasts all over Europe reaching millions of viewers.

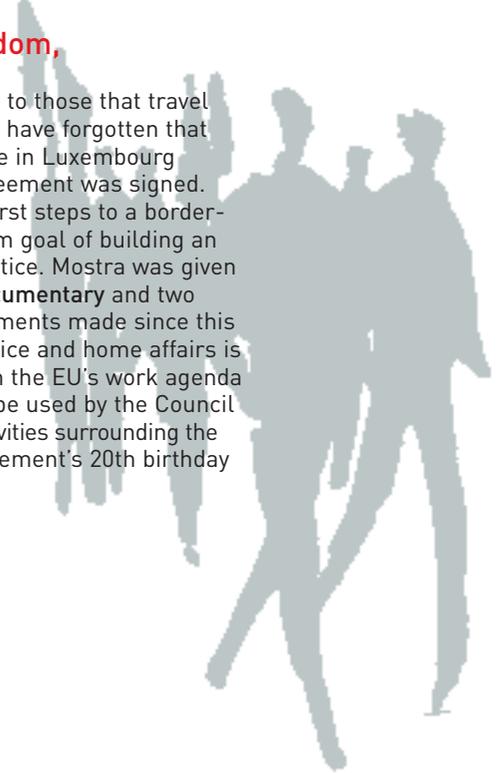
Client: European Commission – DG Justice and Home Affairs



Living in an Area of Freedom, Security and Justice

Schengen is a very famous name to those that travel frequently, but maybe most of us have forgotten that this is the name of the tiny village in Luxembourg where in 1985 the Schengen Agreement was signed. This Agreement paved the very first steps to a border-free Europe and set the long-term goal of building an area of freedom, security and justice. Mostra was given the task of producing a video documentary and two publications to highlight achievements made since this first building block was laid. Justice and home affairs is now one of the principal areas on the EU’s work agenda and these information tools will be used by the Council as part of the communication activities surrounding the celebration of the Schengen Agreement’s 20th birthday this year.

Client: Council of the European Union



SECURITY AND DEFENCE

2 December 2004: EU peacekeeping mission in Bosnia begins

As the EU takes over the peacekeeping operation in Bosnia and Herzegovina from NATO, the European and Security Defence Policy takes off

From Dayton to Brussels: a video report presenting the EUFOR/Althea mission takeover from SFOR/NATO in Bosnia and Herzegovina. Already faced with extremely tight deadlines in which to film various EU activities in Bosnia, another challenge was to juggle the very busy agendas of the key actors for the interviews. Javier Solana, EU High Representative for the Common and Foreign Security Policy (CFSP), Olli Rehn, European Commissioner for Enlargement, Major General David Leakey, EU Force Commander, Paddy Ashdown, EU Special Representative to Bosnia and Herzegovina and Michael Humphreys, Head of the EC Delegation all kindly gave up their breakfasts, breaks and dinners for the interviews. The video release was distributed to fifty TV editors Europe-wide and was broadcast over 27 times assuring at least 30 million viewers. Following the event the report was shown several times a day on Euronews, as part of the "Europeans" magazine.

Client: European Commission – DG External Relations



SUSTAINABLE DEVELOPMENT

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6 December 2004: EU Emissions Trading System is announced

At the UN climate change conference in Buenos Aires, the EU's new system for exchanging CO₂ emission rights is officially presented by Commissioner Stavros Dimas

SUSTAINABLE ENERGY EUROPE
2005-2008



The new Campaign for an Energy Sustainable Europe 2005-2008

This Campaign will motivate thousands of organisations public or private, collective or individual to take up the environmental gauntlet in terms of energy use. For Mostra and its partners, the challenge is to produce a range of **publications, news alerts, communication tools** and **video reports**, to organise **events** and be responsible for the Campaign's **media relations** over the next five years. Our first task in 2004 was the design of the **logo** and the **visual identity** that will provide the banner for the whole Campaign. A team brainstorming provided a design that for Mostra reflected the true nature of the campaign. The logo? A kite – led by man but powered by nature.

Client: European Commission – DG Transport and Energy



Conservation and responsibility: the Common Fisheries Policy

Ensuring complex information about efforts to conserve fishing stocks and responsible fishing reached its audience was the challenge of this task. Published **information materials** in 2004 included a Facts and Figures handbook as well as illustrated brochures on fish in the Baltic, North and Mediterranean seas. Mostra also regularly created and distributed a **magazine** on the new Common Fisheries Policy. The magazine is still on-going and increasing its number of subscribers on an almost monthly basis. The creation of these information tools involved a tremendous commitment from our team – from the artistic director who created individual logos and hand-drew fish, to our journalist who immersed himself quite literally in the fishery sector. All in the line of duty!

Client: European Commission – DG Fisheries



<http://europa.eu.int/comm/fisheries>





Emissions Trading →

European Diversity under threat: the pardel lynx →

Emissions Trading

Mostra was challenged with illustrating this innovative system for buying and selling the rights to pollute air in a **video report**. First stop in the midst of the action at Shell's headquarters in London where the company's subsidiaries in other countries are busy trading their rights to air. Second stop to a biomass power plant in Radjastan, being funded by the Dutch Government in order to contribute to a total reduction of greenhouse gases and to gain further allowances. Third stop New Zealand to hear the Environment Minister's spoken wish to plug into the European Emissions Trading System. Reporting back to Brussels, we realised we had gone beyond our mission and were breaking this political news to the European Commission contributing to the evolution of the system.

Client: European Commission – DG Environment

Green Week 2004: Environment and Business

Every year during the first week of June, the European Commission's DG Environment organises **Green Week**. For the past four years Mostra has been responsible for the audio-visual **press coverage** of the event. Last year, Mostra's camera crews assisted 17 journalists to cover the issues and grab the right interviews with key actors to screen to their public at home. In fact, one Slovene journalist interrupting the Commissioner said, "Mrs Wallstrom, I must talk to you. I know you so well from Mostra's video news releases." To accompany the event Mostra produced a package of three video reports showing that environmental concerns are not a threat to the corporate world, but in fact a way of enhancing competitiveness. Via these video news releases that were broadcast on national television stations from Germany to Greece to Albania, the environmental word was spread to over 10 million viewers.

Client: European Commission – DG Environment

Security of Supply: Europe spins its Energy Web

Is the European Union safe from a major electricity supply breakdown? In the wake of the blackout that occurred in Italy on September 28th 2003 this was the question being asked by many and particularly by the European Commission. What or who was to blame for this incident? Could it be the liberalisation of energy markets? No. In the case of Italy the cause was in fact a tree in Switzerland! Our TV producer went to the exact spot in Switzerland where electricity lines had sparked with a tree leaving not only its charred remains, but beginning a massive electricity "trip" and domino effect which ultimately plunged Italy into the dark. Our **video report** explored what Europe is doing to avoid this happening again, and to ensure a reliable energy supply. It was released in the run-up to the full liberalisation of the gas and electricity markets for business, which came into force on July 1st 2004.

Client: European Commission – DG Transport and Energy

European Diversity under threat: the pardel lynx

The last hiding place of the highly endangered pardel lynx ironically is in captivity in Andalusia, Spain. Mostra was asked by DG Environment to create a **video news report** about this animal on the edge of extinction for a UN conference on Bio-diversity in Kuala Lumpur in February. The lynx's last hope of survival currently rests on the shoulders of one single captive male in Spain who is being introduced to a series of lady lynxes in the hope of reproduction. Captive only to ensure the survival of his breed – these images portray some of the most beautiful, moving and enduring images of a threatened animal. With astonishing results: this film of the pardel lynx became one of the most seen of any Mostra video news release in 2004 with over 32 million viewers.

Client: European Commission – DG Environment

EUROPE AND THE WIDER WORLD

20 January 2004: Solidarity Day, the humanitarian challenge

Some 550 EU youngsters are mobilised by the European Parliament and ECHO to understand the real challenges of humanitarian aid

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Solidarity Day

At the end of this awareness raising day held in the European Parliament's hemicycle, which included debates, activities, case studies and talks by EP President Pat Cox, Commissioner Poul Nielson and UN High Commissioner for Refugees Ruud Lubbers, these youngsters stepped into MEPs shoes and voted a resolution on the EU's humanitarian effort. Mostra was responsible for the provision of all **information materials** including the **graphic identity, poster, programme, participants briefcase**, etc. at, during and after the **event**. To illustrate ECHO's actions in the world, Mostra also created two **pictorial exhibitions** outside the hemicycle. Mostra also ensured the participation of 11 European radio and television journalists that produced 18 follow-up stories about this special day. To mark the event, a **video report** on the subject was produced and released to our wide network of TV journalists. A real lesson for these young people on the realities of humanitarian assistance.

Clients: European Parliament and European Commission's Humanitarian Aid Office (ECHO)

Assisting ACP trade initiatives – information meetings and press relations in Ghana, Kenya and Senegal.

Organising these three **information meetings** in Africa for beneficiaries of the Pesticides Initiative Programme (PIP), not only presented logistical challenges for our team, but also new cultural horizons. In Dakar, participants were used to more flexible timetables making it difficult to start meetings, in Nairobi, a heightened sense of security meant no meeting could be organised past five o'clock in the afternoon and in general many of the journalists worked unpaid because their media could not afford a salary. The solution was to work in tandem with the local consultants of our international network who guided our team through these hurdles. This ensured that these meetings were well attended by both beneficiaries and media and resulted in wide smiles and broad coverage in the local and national television and newspapers.

Client: COLEACP (Europe-Africa-Caribbean-Pacific Liaison Committee)



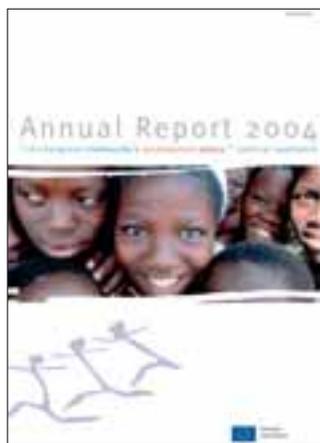
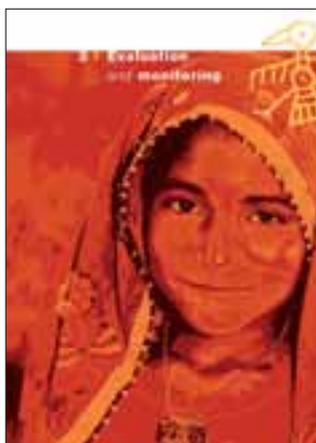


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Strategic communication advice to EC Delegations worldwide

For the past five years, Mostra has been providing **strategic advice** and **experts** for projects throughout the world thanks to a framework contract with EuropeAid. 2004 was no exception. Mostra provided its communication expertise in countries as diverse as Vietnam, Russia and the Ivory Coast. For example, under the Marcoussis Peace Agreement, our media experts were tasked to initiate the process of media reform of the national radio and television station and press agencies in the Ivory Coast. Unfortunately, two days following the end of the project, rebels seized the television station. In the context of the Barcelona Declaration our media experts and the EC Delegations in the MEDA countries set up a series of TV co-production agreements with television stations including Al-Arabya, TV5 Monde and ERTU. Their successful collaboration produced over 200 hours of television programming reaching over 200 million viewers.

Client: EC Delegations and supported by the European Commission's EuropeAid Co-operation Office



2004 – EuropeAid – the ultimate annual report

Every year, the EU gives over 7 billion euros in external assistance to around 150 countries. It is important that the European citizen understands how and why these valuable Euros were spent. Mostra set out to eliminate all "Eurospeak", and edit a 200-page **annual report** about the EU's support that was clear, readable and interesting. During the successful 8-month collaboration between the client and the Mostra team last year over 600 e-mails were exchanged. Given total freedom in ideas for the design, layout and page setting of the publication, Mostra incorporated cultural symbols and signs from all over the world to correspond to the varying regions. Thanks to the creativity, enthusiasm and professionalism of all involved, not a single deadline was missed and not a single change was made either to the design or the French translation. A real feat of organisation resulting in 40,000 copies distributed all over the world through the EC Delegations!

Client: European Commission – EuropeAid Co-operation Office



WHAT IS **mostra**?

Mostra is a Brussels-based agency providing integrated communication services for European institutions and international bodies. For almost 20 years, Mostra's clients have been able to rely on a fast response to challenges, creative ideas and measurable success. Our team of fifty multi-lingual professionals in Brussels is supported by our network of consultants and partners in every European country and beyond.

OUR CLIENTS IN 2004

European Commission

DG Fisheries: Graphic Identity, Brochures, Magazines, Posters, Events, Press Packs, Web Design

DG Education and Culture: Logo & Graphic Identity, Magazines, Brochures, Video News Releases, Media Relations, Web Design

DG Environment: Video News Releases, Media Relations, Web Design

DG Development: Brochures, Events

DG Transport and Energy: Video News Releases, Media Relations, CD ROMs, Logo & Graphic Identity

EuropeAid Co-operation Office: Annual Report, strategic consultancy

DG Enlargement: Video News Releases, Media Relations, DVD

Secretariat-General: Logo, Brochures, Posters, Video Documentary

DG Trade: Brochures

DG Press and Communication: Video Clip

DG External Relations: Video News Releases, Media Relations

Council of the European Union

Visual Identity, Leaflet, Video Documentary

European Economic and Social Committee

Media Relations

North-West Europe (INTERREG III Programme)

Video Documentary, Video Clips

COLEACP (Pesticides Initiative Programme)

Magazine, E-Newsletter, Posters, Press Relations, Events

EC Delegations worldwide

Strategic consultancy, Media Training

FOST Plus

Website Development, Maintenance

CEFORA

Website Development, Maintenance

SETCa

Website Development, Maintenance, Brochures, Magazines

HOW CAN WE **help** you?

Do you want better television coverage of your activities? Do you need a poster campaign or brochure to explain your projects? Do you want to refresh your website? Do you need professional services for a conference? Or perhaps you are looking for experts to help you design a complete communications plan. Mostra can help you get your messages across and make more impact.

Video/TV Mostra has a specialism in high-quality television production, using in-house digital facilities. Every year we produce about 40 broadcast-quality **video news releases** and **topical features** for the European Commission and other organisations. They are widely used by television organisations throughout Europe. For more details, visit our special website for TV professionals: www.tvlink.org. We also produce full length **documentaries, promotional videos** or **DVDs**.

Publications and websites Mostra's range of services for printed and electronic publications include design of logos, brochures, posters, magazines, newsletters, CD-ROMs and websites. This involves **design, copywriting** in the 20 European as well as non-EU languages, and **production**.

Media relations Our dedicated media relations team and network of national consultants have established strong contacts with the press and broadcasters across Europe and beyond. We can arrange **coverage of events, media briefings**, and targeted **distribution of press releases and video material**. The Mostra database is constantly updated, with more than 5,000 media contacts.

Event management Mostra designs and organises all types of **events** on behalf of its clients, ranging from a **seminar** for twenty people to a **major televised conference**. Depending on the specific requirements of each project, we put together a team with the necessary skills to ensure the smooth running of operations (designers, logistical experts, travel agencies, etc.). Our **specialised partners** are able to manage events anywhere in the European Union and beyond.

Strategic consultancy Mostra can provide independent advice on your **communication strategy**, analysing your information actions, and helping you devise a new communications plan. Our international network of **experts, speakers, journalists and media trainers** cover a wide range of specialisms and can carry out assignments all over the world.

CONTACT US



Alain Nandrin
Partner & Managing Director
an@mostra.com

Patrick Vastenaekels
Partner & Commercial Director
pv@mostra.com

Tel: +32 2 537 44 00
For more information, visit our website
www.mostra.com

Mostra Communication,
Globe Village, chaussée d'Alsemberg 1001, B-1180 Brussels

