

Communicating

europa

2005 2006



...with Mostra's  
specialist services

## BRINGING EUROPE CLOSER TO CITIZENS

### MORE RELEVANCE - MORE IMPACT

Better communication with the 457 million citizens of the European Union became an overriding theme of 2005. After the rejection of the EU Constitution in France and The Netherlands, the European Commission launched a new Action Plan to improve Communicating Europe. The strategy seeks to bring the benefits of EU actions closer to the daily concerns of its citizens, with more local relevance, less jargon, and 'better visual communication taking into account the special needs of broadcasters'. Mostra has had an extremely active 2005 helping to turn this strategy into reality. And there have been plenty of relevant stories to tell...

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2005 was the year when **Climate Change** became a key worldwide issue, with Hurricane Katrina stimulating the debate. Mostra's communication services were deployed by the European Commission to demonstrate to the public how the EU is leading the battle against global warming, with the first year of carbon trading, and the launch of Europe's sustainable energy campaign. We also helped to promote a major European initiative to **protect the seas** around Europe.

In 2005 the Mostra team was also closely involved in explaining the next stage of the **enlargement** process, as Croatia and the Former Yugoslav Republic of Macedonia moved closer to EU membership, and with the historic agreement to start negotiations with Turkey. We helped to demonstrate the Union's growing role as a **global security player** with television coverage of its coordinated actions in the countries affected by the Tsunami disaster and in the middle-east. And we were able to lend our communication skills to a wide range of other actions, from **cultural diversity** campaigns, to **technology development**, such as the launch of the Galileo satellite navigation project.

As we move into 2006, Mostra is already working with a range of European Commission directorates and international agencies to raise awareness of actions which will bring direct benefits to millions, both within the EU and beyond. These include the measures to combat **bird flu**, the launch of **European Mobility Year**, a campaign on **health and safety at work**, and the **new co-operation programme** with the developing world.

As a **full-service communication agency** which specialises in making institutional actions interesting and relevant to a wide public, we are delighted to be able to demonstrate our enthusiasm for Europe to a growing number of clients, using innovative ideas to provide **creative solutions** with **more impact**.





© Betty Images

# The EU leads the battle against Climate Change

2005 became the year of climate change awareness, ending with the Montreal agreement to seek long-term international solutions.

## January 2005

### Emissions Trading begins

The very idea of buying and selling carbon emissions is difficult for many people to grasp; so it was an interesting challenge for the Mostra team to show how it would work in a **video report** issued at the start of trading in January 2005. Our filming at a Shell trading-room in London, a biomass power plant in Radjastan, and in New Zealand where the government announced it was keen to join the scheme, was supported by a simple animated graphic. This graphic showed how countries exceeding their targets could sell their emission surpluses to countries failing to meet targets, providing financial incentives to all participants. To date, 59 broadcasters have used Mostra's video

material on emissions trading, including many national broadcasters such as TVP1 Poland, Czech Television, France 3, TVE Spain, MTV Hungary, RTBF, and the BBC.

[www.tvlink.org](http://www.tvlink.org)

Client: European Commission  
DG Environment



## June 2005

### Green Week

This year, the European Commission's annual conference and exhibition on environmental initiatives was devoted to Climate Change. Mostra concentrated on attracting the widest possible television coverage, to reach mass audiences across Europe. Using personal contacts drawn from our database of over 5,000



journalists, we arranged for TV correspondents to attend the event, provided them with **cameracrews** and **editing facilities**, and distributed **video-packs** of useful images and 3 full **video-reports** about climate change actions. We also helped them to get **interviews** with

Commissioner Dimas and leading scientists. Television reports were sent across Europe by satellite each day of Green Week. We had no idea that 2 months later, Hurricane Katrina would devastate New Orleans, giving even some sceptical U.S. observers a vision of the future, when rising sea levels and more violent weather could inundate other coastal cities in a similar way.

[www.tvlink.org](http://www.tvlink.org)

<http://europa.eu.int/comm/environment/greenweek>

Client: European Commission – DG Environment

July 2005

### Sustainable Energy Europe campaign

A vital part of the battle against climate change will be a major switch from fossil fuels to sustainable energy sources. So the launch in July 2005 of the European Commission's 4-year **Sustainable Energy Europe** campaign required a huge communication effort to persuade thousands of industries, small businesses and authorities that it is in their long-term interests to make the switch. Together with its specialised partners (Pracsis Belgium, Target Germany and Kanenergi Sweden), Mostra deployed the full range of communication methods to make maximum impact. **Brochures and fact-sheets** give practical advice ranging from energy-efficiency in buildings to biomass fuels, all branded with the campaign's eye-catching **logo**.

**Two video releases** showed the innovative use of solar panels in Barcelona's modern architecture, and the 'clean energy' policy of Sweden's Jamtland County, a densely wooded region fuelled by biomass. Visual support material carried the key messages to a November **annual conference of stakeholders**, and a special **website** keeps all the partners in touch with the latest developments in this fast-moving sector. [www.sustenergy.org](http://www.sustenergy.org)

Client: European Commission - DG Energy and Transport



August 2005

### Cleaner Transport in Brussels

An example of sustainable energy in action can be found in the heart of Brussels itself. Mostra was pleased to respond to a request from the STIB, the city's public transport authority, to produce a **brochure** explaining to local people how it is reducing fumes from buses and trains, and switching to greener fuels.

[www.stib.irisnet.be](http://www.stib.irisnet.be)

Client: Brussels Inter-municipal Transport Company - STIB



2006

### A Green Winter Olympics

For the first time, an Olympic Games has been planned to be environmentally friendly. With the approach of the Winter Olympics in Turin, we have produced a **video report** to raise awareness among journalists, participants and spectators about the way the European Commission has been advising the organisers on how to meet European sustainability standards - ranging from an efficient water supply, to energy

saving measures in hotels and the special transport system established for the games.

[www.torino2006.org](http://www.torino2006.org)

Client: European Commission - DG Environment



2006

### Focus on Biodiversity

In the light of new evidence showing that many species and habitats are disappearing at frightening speed, protecting biodiversity will be a big environmental theme in 2006. In March there will be a Biodiversity Convention at the UN with a presentation of the latest global assessment, and protection of habitats will be a major theme of European Green Week in May. The Mostra team has been asked to support the communication effort with a **series of video reports** on the threats to biodiversity and the EU's coordinated actions to reverse the decline.

Client: European Commission - DG Environment

September - October 2005

### Tracking the Black Stork

When the WWF wanted to attract wide media coverage to the Natura 2000 European network of protected areas, with a project monitoring the migration routes of the rare Black Stork, they turned to Mostra because of our media contacts in every European country, and our experience in environmental subjects. It became

an unusual and fascinating project. We organised **partnerships with TV stations** in 11 countries. In each country, two storks were fitted with radio transmitters. Some TV stations in effect adopted their 'own' storks, and created special slots in their programme schedules to track the migration flights of their birds as they made their way to



Africa. Mostra's media relations manager, Bettina, says, "Each day, the WWF control centre in Brussels emailed the TV stations to say exactly where their own storks were. The TV coverage ranged from 15 minute special 'Storkwatch' programmes, to 'postcards' or 'snapshots' with a map plotting the migration. There were about 200 transmissions altogether. We all got caught up in the fun, and cheered as our favourite storks reached their wintering grounds in Africa. But the project also showed the serious importance of the European 'Natura 2000' sites, which provide safe staging-posts on the long flights from various parts of Europe".

[www.flyingover.net](http://www.flyingover.net)

[www.tvlink.org](http://www.tvlink.org)

Client: WWF

# Harnessing New Technology for a more Competitive Europe

A major theme of the Austrian Presidency of the EU is to push forward the 'Lisbon Strategy' for job creation and economic growth across the enlarged union. Mostra is helping to explain how the application of new technologies will play a vital role.



June 2005

## Innovative small businesses

The Innovation Relay Centre (IRC) Network celebrated its 10th anniversary in 2005. It has grown to be the world's largest network building technology partnerships between countries. It now has 230 offices in 33 countries. The Enterprise directorate of the European Commission asked Mostra to use its audiovisual skills to mark the event, and to provide a compact and interesting **video briefing** for small businesses across Europe who may be looking for partnerships and technology solutions. The resultant documentary has been distributed in DVD format across the 25 member states and beyond. We also produced a special version for the Commission's **website**, ensuring simplicity and clarity of images and messages.

[www.innovationrelay.net](http://www.innovationrelay.net)

Client: European Commission – DG Enterprise

2006

## Enterprising Kids

It seems that if we want more entrepreneurs in Europe, we've got to catch them young. The Mostra team has



been asked to prepare a **video documentary** for 2006 about the growing 'Mini-enterprises' scheme, which introduces European teenagers to the realities and excitement of business enterprise, with its risks and rewards. Schools and colleges taking part in the scheme ask their students

to develop a new product or service, create a viable business plan, then market it successfully.

Client: European Commission – DG Enterprise

November 2005

## Eureka!

The year 2005 marked another innovation anniversary. It was 20 years since President Mitterand and Chancellor Kohl launched the EUREKA intergovernmental initiative, designed to boost Europe's research capability in order to compete more effectively with the USA and Far Eastern countries. We were asked by the Eureka secretariat to produce an attractive **film** to set the tone for the 20th anniversary **conference**. The production time was limited, but by using Mostra's extensive video library, animated graphics and some creative editing, the 8-minute film clearly captured the excitement of the subject in an appropriate way, and was warmly applauded by the delegates.

[www.eureka.be](http://www.eureka.be)

Client: Eureka Secretariat



2006

## Don't get Bugged-down by Bureaucracy

Many business people complain bitterly that their enterprising ideas are sometimes strangled by 'red tape' or slowed down by bureaucracy that does not respect the European Union's rules on unrestrained movements of goods and services. SOLVIT is a free online service for businesses and individual citizens, backed by the European Commission, which solves problems caused by any misapplication of internal market rules by national or local authorities. There are SOLVIT offices in every member state. Mostra has been asked to make a **video documentary** about the network. We'll be using some real examples to show how entrepreneurs can cut through the red tape and avoid the bureaucratic bogs.

[www.eu.int/solvit/site](http://www.eu.int/solvit/site)

Client: European Commission – DG Internal Market

December 2005

## Lift-off for Galileo

At the end of the year, the successful launch of the first experimental satellite heralded the start of the multi-billion-euro Galileo project, which in a few years' time will provide Europe with its own satellite navigation system. Unlike the American GPS system which is run from the Pentagon, this will be under civilian control, and with pinpoint accuracy promises to bring many new services and applications,

creating thousands of jobs and boosting Europe's competitiveness. Mostra was asked to produce a **video release** explaining the applications and using animations to show how

a 'constellation' of 30 Galileo satellites will cover the whole of the globe. So far more than 100 TV stations have requested Mostra's pictures for use in news and magazine programmes reporting the launch of the Galileo project.

[www.tvlink.org](http://www.tvlink.org)

Client: European Commission – DG Energy and Transport





## EU of 25 – what next?

It was a tough negotiation through the night which eventually resulted in Turkey starting the long journey to EU membership. Mostra has been closely involved in communicating the enlargement process in recent years, and once again we were asked to produce TV material to explain what was happening to an increasingly sceptical public...

**October 2005**

### EU opens accession talks with Turkey and Croatia

The deadline of 3rd October for a decision on whether to open accession negotiations with these two very different countries suddenly tied them together in a diplomatic trade-off, played out against a backdrop of rising public concern about Islamic fundamentalism, immigration, social unrest in some large urban centres, and the influence Turkey may be able to exert on the EU with its population of 70 million. Mostra was asked to provide TV stations with **video reports** which would help to explain the deeper long-term issues of the enlargement



process. Our film about the changing role of women in Turkey, released just before the final negotiating round, was screened in 18 countries with a total audience of 26 million. Our video report about Croatia's moves to embrace European values and respect minority rights was seen by an estimated 22 million viewers.

[www.tvlink.org](http://www.tvlink.org)

And under a contract with EuropeAid, Mostra was asked to help the European Commission delegation in Zagreb to define and put into place their pre-accession information plan for Croatia.

Clients:

European Commission – DG Enlargement  
EuropeAid

**October 2005**

**Romania and Bulgaria move closer**

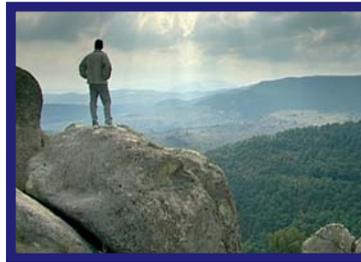
Two more Mostra documentaries provided portraits of the two countries expecting to join the EU in 2007 – Romania and Bulgaria. It soon became clear to our production team that many Europeans have a mental image of these two countries which is out of date, imagining abject poverty and medieval-style farming. Our films, released to coincide with the European Commission's progress-report on the accession states, concentrated on the economic development of these two large countries. They have been shown by 40 TV channels across Europe.

[www.tvlink.org](http://www.tvlink.org)

At the same time, the Development DG asked Mostra to produce video reports in Romanian and Bulgarian, and to distribute them in the two countries, to demonstrate to opinion-formers there the added value their accession will bring to the EU's development actions.

Clients:

European Commission – DG Enlargement  
European Commission – DG Development



**December 2005**

**FYR Macedonia gets a green light**

At the end of 2005 the Former Yugoslav Republic of Macedonia won the title of candidate for EU accession. Mostra's video release about this multi-ethnic state in the Balkans featured a part of the old town in Skopje which has a majority of Albanians, and reported on the progress in reforming the country's judicial process.

[www.tvlink.org](http://www.tvlink.org)

Client: European Commission  
DG Enlargement



**2005**

**Explaining the benefits of EU membership**

For the 10 'new member states', the first full year of EU membership was a steep learning-curve for officials and business leaders. At the request of DG Development, Mostra organised seminars on enlargement and development for civil servants, NGOs, community leaders and the media, in every new member state, explaining the added value of EU membership. In two of the largest countries, Poland and Hungary, we distributed video reports produced in the local languages, to highlight the contribution they will make to the EU's development strategy in the coming years.

Client: European Commission – DG Development

**2006**

**De-mystifying the process of joining the EU**

Exactly how does a country negotiate to join the European Union? What are the hurdles to be passed and how is progress monitored? It seems many politicians and business leaders in candidate countries have little idea how enlargement works. Mostra has been asked to produce a video documentary which will unlock the mysteries of the process. The video will target institutions, agencies, civil servants and business leaders in candidate countries, and will also be used to explain the process to EU members.



Client: European Commission – DG Enlargement

**2006**

**A better workplace for all**

Mostra has also designed a strategy – together with our partner Consilia - for an information campaign on safety and health at work, to be launched in the 10 new member states in 2006. Smaller enterprises in particular need persuading that proper safety standards are good for business, not an expensive luxury. So Mostra is helping to prepare the 'Healthy Workplace Initiative' which will be promoted by brochures, posters, flyers press advertising and a new website, all themed with a 'thumbs-up' logo, and the campaign slogan, 'Managing risk – Protecting health – Improving business'.

Client: European Agency for Safety and Health at Work (OSHA)



# Protecting Europe's Seas

The state of Europe's fishing-grounds remains a controversial issue in many member states, and the EU's conservation policies require clear explanation. Mostra has recently won a long-term extension to its contract with the European Commission to provide a full range of communication services on fisheries and maritime affairs.

2005 - 2006

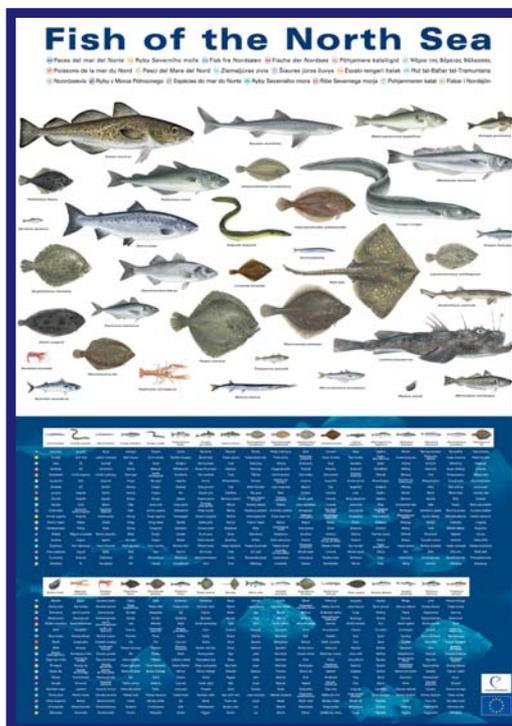
## Informing Citizens, stakeholders and the Industry about the Common Fisheries Policy

In Spain it's Lubina, in Italy it's Spigola, in Portugal it's Robola and in the UK it's Sea Bass. When even the names of sea fish are different in each EU country, it is clear that complex international rules on catches have to be explained very precisely. Mostra has produced a series of attractive posters for the fishing industry, showing the main fish species in the Mediterranean, the Baltic and the North Sea, summarising their status, and giving their names in 20 European languages. There will be another on Deep Sea Waters, and more posters will carry an Aquaculture Map with the various fishing grounds and processing areas.

We have also been asked to redesign the website of the DG Fisheries and Maritime Affairs to make it more comprehensive, clearer and easier to navigate. It's a huge site with over 6,000 pages and 20,000 links, in 11 languages.

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

Client: European Commission - DG Fisheries and Maritime Affairs



April 2005

## Special Task Force on Maritime Policy

In April, a Task Force was established to lead a one-year consultation of all the parties who have an interest in marine activities, which will lead to a new European Maritime Policy. Mostra was asked to produce fact sheets and briefing material for the media and stakeholders to explain why it is now necessary to coordinate actions which currently operate under different directorates such as



Transport, Research and Environment. For the first time there will be a comprehensive analysis of our marine resources, including over a thousand sea ports and the biggest combined fishing fleet in the world. In 2006 we have been asked to help the European Commission to present the initial findings, with publications, a video release and a series of national events.

Client: European Commission - DG Fisheries and Maritime Affairs

June 2005

## Explaining Common Fisheries Law

Among the events we helped to organise and publicise in 2005 was a major Brussels conference on the legal aspects of the enforcement of the common fisheries policy rules. With our close knowledge of the subject and our extensive contacts throughout Europe, we were able to contact universities, lawyers, fishing associations and ministries, to select and invite participants from each member state. We organised the venue and logistics, and ensured that a full report on the main conclusions and legal advice went to all participants.

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

Client: European Commission - DG Fisheries and Maritime Affairs

November 2005

## Better Safety at Sea



The EU fleet now accounts for 25% of world shipping. Following the sinking of the Erika and the Prestige, the European Union has been introducing measures to make its fleet a model for safety, and to increase protection for Europe's coasts. In November, a 'third

package' of proposals was announced to reduce the risk of accidents and pollution, and to improve the response to marine incidents. Mostra was asked to produce an 11-minute TV feature explaining the new measures; the video material released just before the announcement was used extensively by broadcasters in regions with major ports or vulnerable coastlines.

[www.tvlink.org/vnr.cfm?vidID=158](http://www.tvlink.org/vnr.cfm?vidID=158)

Client: European Commission - DG Energy and Transport



# Europeans Getting Together and Sharing Experiences

Mostra is using the full range of its services to promote cultural and educational exchanges.

## September 2005

### The Information you need to be On the Move in Europe

More and more Europeans are moving to other EU countries for study, work or leisure. Many have practical questions about qualifications, taxation or health care. Looking ahead to 'European Mobility Year' in 2006, Mostra was asked to produce a video about the EUROPE DIRECT service which quickly answers all questions about the European Union, including queries about studying, working or living in another part of the EU, with typical examples of a student, a businesswoman and a retired couple moving to different countries. And we were asked to produce a concise promotional clip to be viewed on websites. It would have to work in a small size and relatively poor resolution, but still contain the key information in the 20 official EU languages. Our video director Stéphane solved the puzzle by designing a screen divided in the style of a Rubik's Cube with changing images.



<http://europa.eu.int/europedirect>  
[www.tvlink.org](http://www.tvlink.org)

Client: European Commission – DG Press and Communication

## November 2005

### Communicating to Europe's Civil Society: Bridging the Gap

The European Economic and Social Committee (EESC), composed of leaders from a wide range of economic and social fields, has been advising the EU on its strategies and actions for nearly 50 years. To focus the EESC contribution to the Commission's White Paper on its new communication strategy, they held a special forum entitled 'Bridging the Gap – How to bring Europe and its citizens closer together'; and they turned to Mostra to help them ensure visibility through media relations, and to produce a video report. Mostra's cameras captured the dynamic format of the event, with no pre-established agenda and discussion groups presenting a range of recommendations to Vice-President Wallstrom. We then quickly edited the material into a 7-minute film which went to participants and relevant European officials on DVD, and on to the website.

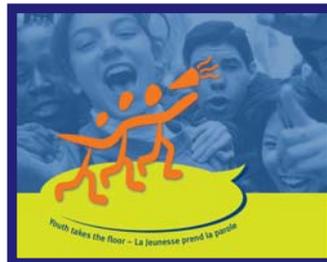
[www.esc.eu.int/stakeholders\\_forum](http://www.esc.eu.int/stakeholders_forum)

Client: European Economic and Social Committee

## December 2005

### Youth Week

If you've never heard of 'coffee-storming', you can see it in action in one of the videos produced by Mostra for European Youth Week, as young people in coffee bars



and pubs debate their future with the Café Babel network. Two hundred young people came to Brussels in December 2005 to put their ideas to officials, and to discuss the issues that concern them most under the heading, 'Youth Takes the Floor'.

Mostra's project leader, Olivia, says, "It was a super event to report and promote because of the energy it generated, and because we could propose an overall strategy using all the Mostra facilities – from providing daily TV coverage to organising the logistics.

We designed the logo, made posters in 25 languages, produced 5 video clips about the Youth Awards, issued two full video features to TV companies, provided them with a comprehensive on-line press pack, and arranged for television and radio journalists from youth programmes all over Europe to make daily reports".

<http://europa.eu.int/comm/youth/youthweek>

Client: European Commission – DG Education and Culture

## 2006

### Mobility Year

We were asked to produce a video report explaining to the public at large what European Mobility Year is all about, and how it will encourage Europeans to work abroad, or to work in different sectors in their home country. The 4-minute film, co-produced with our partner Parachute Productions, was broadcast in the 'Cities'n Life' programme, which has a regular slot on Euronews, in seven languages, on New Year's Eve and again on New Year's Day 2006.

Client: European Commission – DG Employment



## Europe Working Outside Europe

The role of the EU as a trusted global player took some significant steps forward in 2005, and Mostra's journalists were on location to report developments.

### May 2005

#### Europe's Security and Defence Policy in Action



In a village in central Bosnia, Dutch EUFOR soldiers search for concealed weapons in an amnesty called 'Operation Harvest' which has netted 30,000 hand grenades and 9,000 guns. This is the opening sequence of a Mostra film marking 6 months since the EU took over Bosnian peacekeeping duties from NATO. With 7,000 troops committed, it's the EU's biggest military

operation conducted so far under the new Security and Defence Policy. As well as reporting on the EU's expanding military role, the Mostra film also shows a civilian mission. After Georgia's Rose Revolution in 2003, the country is now trying to shake off a legacy of corruption. The film shows a team of EU legal experts in Tbilisi putting into place a judicial reform plan, which will include police training and an improved penal system. Many European broadcasters used the material, including the pan-European channel Euronews, and Reuters Television sent the pictures by satellite to hundreds of broadcasters worldwide.

[www.tvlink.org](http://www.tvlink.org)

Clients: Council of the European Union and the European Commission

### December 2005

#### Life after the Tsunami

Mostra produced two films marking the anniversary of the Tsunami which claimed over 200,000 lives and made millions homeless. "It's impressive to see how the EU is extending its joint capabilities to bring benefits to people

far beyond Europe's borders", said Isabelle Brusselmans, one of Mostra's project leaders. Before the Tsunami, Aceh was sliding into a guerrilla war involving anti-government rebels. Now there is a ceasefire. One Mostra film follows a team of EU observers who are monitoring the peace agreement.



The other film shows some of the reconstruction work being coordinated by the EU, including the provision of fresh water supplies, rebuilding of houses, boat-building, and psychological assistance for orphaned children. It was shown at the start of the press conference by the Commission and the World Bank reviewing progress on the first anniversary of the disaster, and more than 50 broadcasters have requested the video. Mostra also devised a colourful leaflet describing the EU's response to the aftermath of the Tsunami.

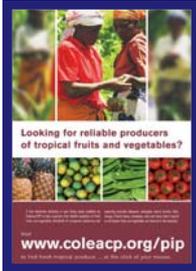
[www.tvlink.org](http://www.tvlink.org)

Client: European Commission – External Relations

January 2005

### Helping ACP Countries to produce Safe Food

Green beans appearing on European dinner-plates in mid-winter may have come from West Africa, where the main harvesting season is in January. Lychees in the



sweet course may well have been grown in Madagascar. The COLEACP association representing the horticultural ACP-EU industry aims to help ACP producers of fresh fruit and vegetables to meet rigorous new EU safety standards. Mostra was asked to help communicate the EU-funded Pesticide Initiative Programme (PIP) run by the association. When MEPs and MPs held their joint ACP-EU assembly in Mali, it was decided to

demonstrate to the delegation what is happening on the ground, so we took them to a vegetable farm in Senegal, where green beans are produced according to the new food safety rules.

[www.coleacp.org/pip](http://www.coleacp.org/pip)

Client: COLEACP

July 2005

### Strengthening Fisheries Products and Exports

Fish products are also part of the globalisation of food. The EU is the biggest market for fish from ACP countries. In Europe we are eating more Red Tuna from the coast of West Africa, and even Nile Perch from Lake

Victoria. Strengthening Fisheries Products Health Conditions in ACP/OCT Countries (SFP) is a joint EU-ACP project, based on inspections and certificates of quality, designed to raise the standard of these products, to protect consumers, and also to help developing countries to compete in international markets. Mostra was asked to raise awareness

of the programme, so in July we launched a quarterly magazine, 'SFP Info' which has been widely distributed in the producing countries, and we are updating the content of a special website.

[www.sfp-acp.org](http://www.sfp-acp.org)

Client: ACP Group of States Secretariat



February 2005

### How to Export to the EU

The Trade directorate general of the European Commission asked Mostra to devise a campaign to make its online Export Helpdesk better known in developing countries. We redesigned the website, then produced brochures, posters, and display material for events such as the WTO Summit in Hong Kong. The brochures sent to developing countries have proved to be a huge success, and a third reprint has just been ordered!

<http://export-help.ec.eu.int>

Client: European Commission – DG Trade



May 2005

### Promoting Reconciliation in the Middle East

In May we produced and distributed a 10-minute TV feature about EU-supported projects bringing together Israelis and Palestinians in a reconciliation process. In the film we see some of the 500 bereaved families from both sides who meet regularly in the 'Parents Circle', and Israeli and Palestinian business people in a Joint Masters Programme which encourages partnerships – just two of the actions supported by the EU Partnership For Peace programme.

[www.tvlink.org](http://www.tvlink.org)

Client: European Commission – External Relations

2005

### Strengthening Europe's Business Links with Latin America

Our communication actions outside the EU member states included a major effort to promote the third stage of the Al-Invest programme, which stimulates economic cooperation between Europe and Latin American countries. The information blitz included posters for each of the 8 specific business sectors such as chemicals, leather or wine, explanatory multi-lingual leaflets, promotional packs for participants to the business meetings held every week, media briefings, and even badges and mouse-mats, all branded with a multi-coloured Al-Invest3 logo.

[www.al-invest3.org](http://www.al-invest3.org)

Client: Al-Invest

2005 - 2006

### Strengthening Ties with Europe's Mediterranean Neighbours

It is 10 years since the 'Barcelona process' established the Euromed partnership with ten countries in the Mediterranean region. The European Commission asked us to raise the visibility of this partnership by helping the EC Delegations in MEDA countries to conceive and implement a regional information campaign. Our Project Leader, Luc, calls it "a really tough challenge which produced extraordinary results in terms of publicity, particularly through the TV co-productions we were able to set up with local and regional broadcasters such as TV5 World, NBN, RMC/RFI and Canal Algerie". The media coverage exceeded all expectations, with the popular Al Arabya station devoting over 300 hours of airtime to the subject, Egyptian Television running a long series of documentaries and discussion programmes, and many other broadcasters carrying features, information spots, talk-shows and full documentaries about political economic and cultural ties with the expanding European Union.

Client: European Commission – EuropeAid

# 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 with easier navigation, streamed video or more attractive animation?**

**Do you need professional services for a conference?**

**Or perhaps you would like some expert advice in devising a complete communication strategy.**

**Mostra can help you to get your messages across and make more impact.**

## Video/TV

We specialise in high-quality TV production, using our own teams and in-house digital post-production. Each year we produce over 40 video reports for the European Commission and other organisations. These are widely used by television stations throughout Europe. For details of recent productions, visit our special website for TV professionals: [www.tvlink.org](http://www.tvlink.org) We also produce full length documentaries, short promotional videos and DVDs.

## Publications and Websites

Our services include the design of logos, brochures, posters, magazines, newsletters, CD-ROMs and websites. This may include the concept, design, copywriting in the 20 European languages as well as non-EU languages, and printing.

## Media Relations

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

## Event Management

Mostra designs and organises all types of events for its clients, ranging from a seminar for 20 people to a major conference. Depending on the specific requirements of each project, we put together a team with the necessary skills to ensure a smooth operation (designers, logistical experts, travel agencies etc). Our specialised partners help us to manage events anywhere in the world.

## Strategic Advice

Mostra can provide independent advice on your communication strategy, analysing your information actions, and helping to devise effective communication plans. Our international network of experts, speakers, journalists and trainers cover a wide range of specialisms and can carry out assignments anywhere in the world.

## What is Mostra?

### A full-service agency

Mostra provides the full range of communication services for European institutions and international bodies - from designing a strategy to production and wide distribution of the communication products. We specialise in multi-media solutions, with our own digital video and graphics facilities at the purpose-built Mostra centre in Brussels. For almost 20 years, Mostra's clients have been able to rely on a fast response to challenges, creative ideas and measurable success.

### A truly European company

Our team of 50 multi-lingual staff has been recruited from all over Europe, bringing a range of expertise and valuable contacts to any challenge. We regularly produce material in up to 20 language versions.

## The Mostra Networks

In recent years, we have established a network of **Mostra consultants** in every European country, and beyond. In 2005 we expanded the Mostra network in Turkey and the new candidate countries in South East Europe. These consultants are experts in the media in their own countries; they can help us to target the right outlets, or organise events, and video production on location, at short notice.



In 2005, Mostra became a member of **PROI** - Public Relations Organisation International, the leading global partnership of independent PR firms in the world. This network of top public relations companies - in most countries with just one firm accepted as a member - gives our clients immediate access to experienced practitioners in 52 cities around the world who can work with the Mostra team to deliver major projects or campaigns wherever they are needed. [www.proi.org](http://www.proi.org)

## Our Clients in 2005

### European Commission

Education and Culture, Fisheries and Maritime Affairs, Environment, Energy and Transport, External Relations, Development, Employment, Trade, Enlargement, Research, Press and Communication, and Enterprise directorates-general, EuropeAid, Secretariate-general.

### Council of the European Union

European Economic and Social Committee

COLEACP

CDE (SFP)

Al-Invest

WWF

Eureka!

OSHA

EFSA (European Food Safety Authority)

FOST Plus (Belgium)

CEFORA (Belgium)

SETCa (Belgium)

STIB (Belgium)

## CONTACT US

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