

The Hague School of European Studies,  
The Hague University of Professional Education

**- European communication policy:  
The virtue of the German Management Partnership -**

**Julia Luchterhand**  
Studentnr. 20045000

Supervisor: Mrs. Grebner  
2<sup>nd</sup> Reader: Mr. Pijlman

Berlin  
June 2007

**Brief**

The Representation of the European Commission in Germany as my placement provider is part of the DG Communication of the European Commission in Brussels. In this respect, its major task is to communicate EU political processes to German citizens and vice versa to communicate on goings in Germany to the respective DGs in Brussels.

The purpose of communicating Europe to its citizens demands the organisation of special events, campaigns or other activities; during the last years this was mainly realized by the Representation by means of independently organised activities or by projects in strategic partnerships with other local and regional actors, mainly the *Länder*.

Since 2004 however, plans have been made to create a so-called Management Partnership embracing the Representation of the European Commission in Germany, the Information Office of the European Parliament, the Federal Government, the Foreign Office and the Press and Information Office as an intermediary body.

The purpose of the partnership is to deepen knowledge about tasks, structure and efforts of the European Union, raise awareness of the effects that Europe has on personal issues, encourage active participation in EU political processes and make use of a vivid communication between European citizens and national as well as European actors. The Management Partnership has been put in effect only in 2005, foreseeing the common organisation of several events and projects being part of public call for tenders as well.

The thesis will cover the development of the Management Partnership as well as a short introduction into its current work. Furthermore, I would like to come to an evaluation of past successes with the project and possible improvements for the future, bearing in mind the already long existing Strategic Partnerships as a comparison as well as general communication strategies within the European Union. Finally, some assessments on the extent to which the Management Partnership would be applicable for other countries shall be made.