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COMPANIES MUST HAVE A STRONG SAY IN THE DEBATE ON EUROPE

The Commission has today issued a white paper on communications opening a consultation process to determine the common values and principles which will guide EU communications policy.

It is necessary to find solutions to sort out the crisis in Europe. One way is to connect EU citizens with European policies, projects and policy-makers. Further successful economic and political integration of the EU relies heavily on that connection.

The consultation enabled by the white paper should lead to a debate in the Member States on EU policies but also with the ultimate aim of having a shared vision of the future of Europe endorsed by citizens.

Yet, good communication depends on content, otherwise the communication is meaningless. Good stories must come first.

UNICE President Ernest-Antoine Seillière: *"I believe companies must have a strong say in the debate on Europe. European companies will engage in this consultation and come up with constructive proposals to explain Europe and its benefits"*.

NOTE TO THE EDITOR

UNICE is the voice of more than 20 million small, medium and large companies. Active in European affairs since 1958, UNICE's members are 39 central industrial and employers' federations from 33 countries, working together to achieve growth and competitiveness in Europe.

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