

Talking Turkey in Europe:

Implications for a Communication Strategy

Berlin
Kempinski Bristol Hotel

5 December 2008

- Working language: English -

The Ankara-based Economic Policy Research Foundation of Turkey (TEPAV) and the Rome-based International Affairs Institute (IAI) launched the project “Talking Turkey” in 2006. The starting point of the project and the creation of a European network of experts to carry out the research was the awareness that perceptions and positions regarding Turkey’s EU accession process vary from one member state to another. Having overviewed these perceptions, the project analysed the different stakeholders in Europe, including Turkey, who shape European debates on EU-Turkey relations. The objective of this Turkish-Italian initiative is the development of ideas for a differentiated EU Communication Strategy on Turkey that accounts for the different concerns, interests and sensitivities across member states.

The first stage of the project, in 2006-7, focused on the perceptions and prejudices concerning the questions of conditionality and impact of Turkey’s accession. This phase culminated in the book “Conditionality, Impact and Prejudice in EU-Turkey Relations” and the findings were presented to European policy-makers, analysts and media at a meeting held at the European Parliament in September 2007. The second stage of the project has involved research on how different stakeholders in Europe, the US and Turkey assess Turkey’s EU membership prospects, and this research has been reflected in a book titled “Talking Turkey in Europe: Implications for a Communication Strategy”. This meeting which aims at discussing various perceptions on Turkey’s potential membership as well as the prospects of a successful healthy communication strategy within the EU capitals that will promote Turkey’s accession to the EU will also be the venue where the book as the second output of this network will be launched and discussed.

TALKING TURKEY IN EUROPE

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14.00-15.00 <i>Foyer</i>	Opening Reception & Book Launch: <i>Talking Turkey In Europe: Towards A Differentiated Communication Strategy</i> (Introductory remarks by Nathalie Tocci, IAI, Rome)
15.00-15.30 <i>Meeting Room</i>	Welcome and Introduction <ul style="list-style-type: none"> ➤ Mattias Jopp, IEP, Berlin (<i>tbc</i>) ➤ Gianni Bonvicini, IAI, Rome ➤ Güven Sak, TEPAV, Ankara
15.30-17.00 <i>Meeting Room</i>	Network Participants' Discussion: European and Transatlantic Debates on Turkey <i>Chair: Mustafa Aydın, TOBB-University of Economics and Technology</i> <ul style="list-style-type: none"> ➤ Italian Stakeholders and Debates on Turkey Emiliano Alessandri, IAI, Rome & Ebru Canan, Bahçeşehir Uni., İstanbul ➤ Polish Stakeholders and Debates on Turkey Adam Balcer, Centre for Oriental Studies, Warsaw ➤ French Stakeholders and Debates on Turkey Anne-Marie Le Gloannec, CERI, Paris ➤ Greek Stakeholders and Debates on Turkey Eleni Fotiou, EKEM, Athens ➤ The Transatlantic Dimension of European Debates on Turkey Henri Barkey, University of Lehigh, Washington DC ➤ Turkish Stakeholders and Debates in Turkey Aslı Esen, TEPAV, Ankara & Tolga Bölükbaşı, METU, Ankara <i>Open Debate</i>
17.00-17.30 <i>Foyer</i>	Coffee-Break
17.30-19.00 <i>Meeting Room</i>	Panel: A New Communication Strategy for Turkey <i>Chair: Güven Sak, TEPAV, Ankara</i> <ul style="list-style-type: none"> ➤ Implications for a Communication Strategy Nathalie Tocci (IAI, Rome) ➤ Turkish Perspectives Oğuz Demiralp (Secretary General for EU Affairs, Ankara) ➤ Views from Germany Vural Öger (Member of the European Parliament) ➤ Views from Europe Marc Pierini (Head of the European Delegation to Turkey) <i>Open Debate</i>
20.00 <i>Kempinski Restaurant</i>	Dinner hosted by <i>Talking Turkey</i> and <i>Turkey Observatory</i> Keynote Speeches by; Albert Rohan, Member of the Independent Commission on Turkey Ahmet Acet, Ambassador of the Republic of Turkey, Berlin

6 DECEMBER 2008

Turkey Observatory Meeting – Istanbul Policy Center, Sabancı University

Stiftung Wissenschaft und Politik, Berlin