



The EU-LAC Congress of media editors



INVESTING IN GETTING TO KNOW EACH OTHER



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Benita Ferrero-Waldner
President EU-LAC Foundation

“As opinion-makers and providers of information, the media reach millions of people daily, and we cannot aspire to a greater visibility of the bi-regional relationship without actively involving you.”

Dear Representatives of European, Latin American and Caribbean Media,

As President of the European Union - Latin America and the Caribbean (EU-LAC) Foundation I am glad to welcome you to the First EU-LAC Congress of Media Editors entitled “Investing in Getting to Know Each Other – Bi-regional Perceptions through the Media”.

Although its roots go back much further, the association process between the European Union, Latin America and the Caribbean began in 1999 with the first bi-regional summit in Rio de Janeiro. Since then, the strategic partnership between the two regions has advanced significantly. We have signed association and free trade agreements, we have strengthened cooperation in many respects, and we are discussing a wide range of issues that concern both our regions on a regular basis.

But we can still do more. One particularly important area in which we need to step up our efforts is involving the societies of Europe, Latin America and the Caribbean in the relationship. More often than not, knowledge about the association between our regions remains far removed from peoples’ daily lives, although it affects them directly. Therefore, we have to make the importance of the bi-regional partnership and the opportunities it offers to our populations known more widely.

And this is why we, the EU-LAC Foundation and the media of both regions, must work together. The EU-LAC Foundation was created at the last EU-LAC Summit in Madrid and has the mandate to involve the societies of both regions more actively in the association process. This is why we are keen to work with you, the media, because you are instrumental in making this goal a reality. As opinion-makers and providers of information, the media reach millions of people daily, and we cannot aspire to a greater visibility of the bi-regional relationship without actively involving you.

That is why we have organised this Congress, in collaboration with the Press Association of Chile and the Chilean Government, as part of the events leading up to the EU - CELAC Summit of Heads of State and Government that will take place in Santiago de Chile in January 2013. The Congress gives representatives of the most important media outlets from both regions the opportunity not just to acquire, but also to offer information on the topics that will be discussed in the upcoming EU-CELAC Summit next January, contributing that way to a high-quality coverage of the Summit. Additionally, we would like this Congress to be only a first step for future cooperation between media from the two regions.

I am sure that the eight round-tables and ten monographic workshops the Congress programme lines up will be of great interest to you, as they are relevant to the political, economic, cultural and academic partnership between our regions. Each round-table will be followed by a debate, giving you the opportunity to exchange your views on the topic. I hope the Congress will stimulate lively debates, and that you will carry them back with you and out into the audiences of your home countries.

Benita Ferrero-Waldner
President





Alfredo Moreno Charme
Minister de Foreign Relations, Chile

The challenge we face is great; the sheer magnitude in numbers, the new CELAC institution, and because we are striving for a more comprehensive shared space with concrete advances, higher citizen participation and more visibility regarding the substantive issues to tighten the bond between the people of these two regions.

Since Rio de Janeiro in 1999, relations between Latin America and the Caribbean (LAC) and the European Union (EU) have come a long way through the highest level of political, economic and co-operative dialogue. In these 13 years we have seen significant achievements in the building of a Bi-regional Strategic Association.

In January of 2013, heads of State and Government from the 60 countries that make up these two regions will meet in a new Summit, the first between the recently created Community of Latin American and Caribbean States (CELAC by its Spanish acronym) and the EU; and the seventh time they will meet in the framework of these bi-regional meetings.

The challenge we face is great; the sheer magnitude in numbers, the new CELAC institution, and because we are striving for a more comprehensive shared space with concrete advances, higher citizen participation and more visibility regarding the substantive issues to tighten the bond between the people of these two regions.

We celebrate the initiative of the EU-LAC Foundation in organizing this I Congress of Media Editors because it will shine new light on the development and scope of the bi-regional relationship and the processes of a summit meeting. We are sure that it will be an excellent opportunity to exchange ideas and discuss matters that interest both sides.

We consider freedom of expression to be one of the most revered rights of our society. We believe in the need to have independent press, and, we recognise the role of journalists, their influence and responsibility as informers and formers of public opinion. We value the work of journalists as a bridge connecting the world of politics and the citizenry, between continents and the towns within them.

On behalf of the Government of Chile, I warmly welcome and thank you for your participation in this process; and I invite you to actively involve yourself in it. Thus, the people of both regions can participate, integrate, express themselves day to day and make these summits their own. Summits that seek to build a stronger, more inclusive and more supportive Strategic Association of the people, for the people.

Alfredo Moreno Charme
Minister

A handwritten signature in black ink, appearing to read 'Alfredo Charme', written over a white background.





Álvaro Caviedes
President
National Press Association of Chile

“The press is responsible, not only for informing, but also for educating and instructing readers, for which reason our role plays a fundamental part in the growth and strengthening of democracies.”

Welcome to Chile

The First Summit of the Community of Latin American and Caribbean States and the European Union (CELAC-EU), which will be held in Santiago de Chile next November, is the ideal opportunity to deepen relations between these two continents, not only politically, but also in other areas where the press plays a key role.

This congress will gather heads of State and Government from 60 nations from both regions, and will be fertile meeting grounds for media from both continents to deepen their knowledge of one another and strengthen ties.

For this reason, and as a precursor to this meeting, the European Union -- Latin America and the Caribbean Foundation (EU-LAC Foundation) has invited the National Press Association of Chile (ANP by its Spanish acronym) to co-organise this Congress of Media Editors as a way to set the stage on which the dialogue between representatives from both regions will be held. The congress, whose focus will be on “Bi-regional perceptions through the media”, will host 50 of Europe’s and Latin America’s most important media directors.

It is a privilege for the ANP to actively participate in this event, and just this year we commemorate the bicentennial of written press in Chile.

The dialogue and respectful exchange of opinions between our countries’ media perfectly symbolise the values that our Association has upheld during its history. Furthermore, these exchanges create an appropriate framework to analyse together the challenges that lie ahead.

Within this context, we open our doors to foreign media and offer the will to create the best dialogues, thereby fostering the exchange of ideas, experiences and opinions, which always favours, not only industry development, but also a more informed civil society. Because the press is responsible, not only for informing, but also for educating and instructing readers, for which reason our role plays a fundamental part in the growth and strengthening of democracies.

I would like to extend to you a hearty welcome, I invite you to get to know our country and our media, and to take from this meeting, not only what you learn, but also deep and lasting relationships.

Alvaro Caviedes
President

A handwritten signature in black ink, appearing to read 'Alvaro Caviedes'.





Former National Congress building, site of the editors' meeting

Programme

27 and 28 November 2012

NOVEMBER 27th:

- 09:00 – 09:30 - Official Opening
- 09:30 – 10:00 - Presentation of the IPI study, “Map of interests between the European Union and Latin America and the Caribbean”

Round Tables:

- 10:00 – 11:00 - Round table: “How to get to know us politically”
- 11:00 – 12:00 - Round table: “How to get to know us culturally”
- 12:00 – 13:00 - Round table: “How to get to know us in terms of education”
- 13:00 – 14:00 - Round table: “How to get to know us in terms of environment and sustainability”

In each of these round tables, a presenter from Latin America and one from Europe will each give a 10-minute presentation. After the presentations, a discussion will be opened up to the editors.

- 14:00 – 16:00 - Lunch – Address: The CELAC-EU Summit in Santiago de Chile
- 16:00 – 18:30 - Five concurrent workshops

NOVEMBER 28TH:

- 09:30 – 10:30 - Round table: “How to get to know us in terms of security”
- 10:30 – 11:30 - Round table: “How to get to know us in terms of investments and finances”
- 11:30 – 12:30 - Round table: “How to get to know us in terms of commerce”
- 12:30 – 13:30 - Round table: “How to get to know us in terms of research and innovation”

In each of these round tables, a presenter from Latin America and one from Europe will each give a 10-minute presentation. After the presentations, a discussion will be opened up to the editors.

- 13:30 – 15:30 - Lunch - Address: The EU: Europe 2020 Strategy and the EEAS (European External Action Service)
- 15:30 – 18:00 - Five concurrent workshops.

WORKSHOPS

The subjects of the workshops to be carried out during the Congress are as follows:

1. The environment and sustainable development.
2. Investments in social quality: education.
3. Knowledge and new technology management.
4. Investment in infrastructure.
5. Bi-regional financing model.
6. Public-private collaboration in health systems.
7. Political integration and bi-regional collaborations models.
8. Fair trade between the two regions.
9. The energy challenge.
10. Industrial technology transference and collaboration.

“EUROPE – LATIN AMERICA AND THE CARIBBEAN, INVESTING IN GETTING TO KNOW EACH OTHER”

Round table: “How to get to know us politically”

Political integration in the EU happens thanks to a true willingness of 27 countries, soon to be 28, to cede national sovereignty. This challenge comes with clear implications, especially in the economy, where more fiscal control in Brussels is being proposed. In addition, the goal of marching toward a Federation of European States has been marked, which would require the revision of treaties. Meanwhile, Latin America and the Caribbean will meet in the Santiago de Chile Summit in January of 2013 as the

Round table: “How to get to know us culturally”

The European Union seeks to preserve and foster heritage and cultural diversity of its countries and is thus working toward a Common European Cultural Space that will be accessible to all. Furthermore, the cultural and creative industry employs more than eight million people, proving that this industry offers opportunities, especially in an integrated market and thanks to digital technologies. In Latin America and the Caribbean, many countries need an effective regulatory and legal framework for cultural in-

Round table: “How to get to know us in terms of education”

Each country in the EU has national educational competencies. That is to say, there are no Europe-wide regulations for all member States with regard to education. This sector is suffering cutbacks in the majority of member countries due to the financial crisis, while countries like Finland remain exemplary models in this regard. In Latin America and the Caribbean, education is also a challenge for many. According to the United Nations Economic Commission

Round table: “How to get to know us in terms of the environment and sustainability”

The EU has set the goal of reducing pollution by 20%, using 20% more renewable energy, and lowering consumption of energy by 20% by the year 2020. Nonetheless, these goals are still hinged on being able to see real change toward clean energy sources at a social and industrial level for these objectives to be met. For its part, Latin America and the Caribbean has also pledged to commit itself

November 27th

Community of Latin American and Caribbean States (CELAC), which will change the relationship with the EU that speaks, now, of regions. The CELAC brings together more than 500 million people and was founded on 23 February 2010 in Mexico. Afterwards, the First Summit was held in December of 2011 in Caracas, Venezuela with the goal of defining its constitution and reinforcing political, economic, social and cultural integration of its members upon a foundation of democracy, equality and social justice.

dustries, though some countries are working toward this end already. For example, in Colombia there is the National Book Law, which benefits resident Colombian editors and public libraries. Also, Argentina has increased its return on investment in the film industry thanks to the National Institute of Film and Audiovisual Art (INCAA by its Spanish acronym). Another key point is the need to develop regulation and institutions to combat pirating, which has seen very high growth over the last few years.

for Latin America and the Caribbean (UNECLAC), this region continues to lag behind in education, which reflects that large income inequalities in Latin America and the Caribbean are affecting scholastic achievement. UNECLAC recommends that public policy commit to higher quality in education to create a qualified citizenry, and that policy strengthen equality of opportunities and social mobility.

to ‘green economies’ as was evident at the Rio+20 conference. The EU and Latin America and the Caribbean alike agree on these goals. Even now, steps are being taken like titling the EU-CELAC Summit to be held in Santiago, Chile in 2013 “Alliance for Sustainable Development: Promoting Social and Environmental Quality Investments”.



Round table: “How to get to know us in terms of security”

November 28th

The European Union is a project in shared peace. Proof of this lies in the fact that the EU won the 2012 Nobel Peace Prize for its contribution to the advancement of peace and reconciliation, democracy and human rights in Europe. Currently, there is no common military, but there is a common European Police Office (Europol), whose role is to fight crime. Latin America and the Caribbean is also a region without war, however some countries are experien-

cing very high levels of violence. This is the case in Colombia, Guatemala, Honduras, Mexico and Venezuela, which occupy some of the lowest rankings in the Global Peace Index (GPI). Conversely, other nations like Argentina, Chile and Uruguay are in the top 50. The illicit drug trade is one major topic to address and the EU figures in as part of the solution.

Round table: “How to get to know us in terms of investments and finances”

One of the largest assets of the European project is its domestic market. Although, there is still room for progress in a few sectors, the service sector for example, to take full advantage of its potential and foster desperately needed economic growth. The crisis has exposed the Union’s economic and monetary weaknesses; and now leaders are trying to make up for it by bolstering oversight through initiatives like the European Banking Union. Meanwhile, Latin America and the Caribbean is boasting an attractive

growth and development rate. Furthermore, this region has become an example for Europe in that Latin America has emerged stronger after its own past economic struggles. The EU is now looking to Latin America and the Caribbean for help with its problems within the Eurozone, asking emerging countries to commit more resources to the IMF. The solidity of investments in both regions is an issue that must be addressed to build trust on both continents.

Round table: “How to get to know us in terms of commerce”

The EU posts a trade deficit of some 153,000 million euros. It is clear to see why trade with Latin America and the Caribbean is important to re-establish the balance. Moreover, the European Union is the largest investor in Latin America and the Caribbean and its second largest trading partner. The EU is currently negotiating and finalising treaties with Colombia, Peru, Central America and Mercosur, which will serve as the regulatory frameworks to boost imports and

exports between both continents. The key will be not to fold under protectionist measures so the market can truly grow and be competitive. The agreement that is the furthest from completion during the EU-CELAC Summit is that of Mercosur; in practice, political posturing on both sides is slowing down the deal despite cries of political will to finalise it.

Round table: “How to get to know us in terms of research and innovation”

The United States continues to lead the world in R+D investment, contributing 2.6% of GDP to this sector, followed by Japan (2.4%) and the European Union (1.84%). In Europe there are huge discrepancies between countries, and Denmark and Sweden top the list. Difficulties arising for EU countries have to do with the low availability of funding and the high costs of patents. In Latin America and

the Caribbean, no country spends more than 1% of GDP in research and development. Solutions to foster advances in research and innovation must include real knowledge transfer from more developed countries to lesser developed ones, the creation of public-private partnerships and the recognising of common interests as a priority.



What should we know about each other?

European Union - Latin America & the Caribbean

■ Europe 2020, Summary of lines of action of the European Union



The Europe 2020 strategy establishes the basic lines of action and goals for the next ten years to achieve comprehensive development that will return the European Union to a position of economic and social leadership in the world. Following

is a summary of the principal measures, actions and goals laid out for the next decade.

Employment: : Increase the employment rate of the active population by 75%. Increase worker flexibility and job security through national plans. Increase collaboration between private institutions in the labour market and public institutions. Ensure the necessary skills for life-long learning. Foster the movement of human capital. Reform the pension system.

Education: Increase the quality of all levels of general education in the EU. Integrate and add more mobility and research programmes within the Union. Explore ways to promote entrepreneurial spirit, creativity and excellence. Complete a comparative evaluation of university results and other educational systems in general. Reduce dropout rate to below 10%. Strengthen the international appeal of the European higher education system. Have more young people enter the job market by means of orientation, career counselling and internships. Increase the rate of adults between the ages of 30 and 34 years of age who

finish higher education from 31% to 40% by 2020.

Innovation: Boost research and development investment in the whole of the EU to reach 3% of GDP. Make use of tax incentives that promote investment in R+D. Improve investment conditions and access to private sector financing focussing on small and medium enterprises (SMEs) which goes hand in hand with the promotion of entrepreneurial spirit. Create cooperative innovation programmes between universities and companies. Accelerate the implementation of high-speed Internet networks. Revise and fortify the role of EU instruments for innovation support. Create a calendar of European research focussing on the large challenges that lie ahead: transportation, energy security, climate change...Create conditions so fast-growing SMEs occupy emerging economies. Make use of tax incentives to promote spending on knowledge and R+D investment.

Europe 2020 is the sustainable and intelligent growth plan designed by the European Commission for the next decade.

Energy and Industry: Create a Europe that more efficiently utilises its resources. Reduce carbon emissions by 20% from 1990 levels. Use more renewable forms of



The European Parliament in Strasbourg

energy. Promote higher energy security. Remove obstacles toward a single market of renewables. Improve European and trans-European networks. Develop a framework of common standards for the promotion of new technologies. Modernise the transport sector. Utilise regulatory and normative instruments to reduce energy consumption. Remain the world leader in the field of green energy. Do away with subsidies for environmentally damaging energy sources. Develop a horizontal approach for industrial policy. Promote internationalisation of SMEs. Revise and improve European norms to increase European competitiveness. Develop an effective, world-class space policy. Strengthen the competitiveness of the European tourism industry. Promote corporate social responsibility. Promote change in crises-ridden sectors.

Economy and Finances: Avoid national protectionism. Carry out reforms to the financial sector that improve oversight, stability and accountability. Strengthen

the governance of financial institutions. Solidify the public finances of States that contribute to long-term, sustained growth. Seek better integration and interconnection of markets so competition and consumer access stimulate growth and innovation. Make easier and less expensive the execution of contracts for companies and individuals. Make a European venture capital market a reality. Develop a commercial strategy for Europe focussed on multilateral and bilateral negotiations with strategic partners. Reduce the administrative burden weighing down companies and improve the quality of legislation.

Platform against poverty: Reduce the number of Europeans living under the poverty line by 25%. Promote cohesion and social inclusion of the most poor allowing them to live with dignity within the society. Promote collective responsibility. Guarantee the poor universal access to healthcare

CELAC, Community of Latin American and Caribbean States

■ Action Plan Summary



The international financial crisis and new financial architecture: Create tools to boost funding of intraregional trade. Implement and fortify internal and regional capacity to prevent systematic risk crises in the interior of the region, while quelling consequent repercussions abroad, mitigating their adverse effects and preventing contagion by keeping solid fiscal and monetary policies. Design and put into place preventive, mitigatory and crisis-control measures by taking advantage of the information and experience exchange in the region.

Complementarity and co-operation between regional and sub-regional integration mechanisms: The relation between regional and sub-regional integration mechanisms will continue to be structured around four pillars: economy and trade; production; society and institutions; and culture.

Energy: Consider the South American Energy Strategy as a key component for the development of regional energy integration for the Community of Latin American and Caribbean States (CELAC). Promote the exchange of experiences on the use of biofuels as a contributing energy source toward the promotion of sustainable development, diversification of the energy matrix in the region, the incorporation of technologies and additional sources of revenue in the agricultural sector, and for the reduction of greenhouse gas emissions.

Infrastructure for the physical integration of transportation and telecommunications and border integration: The goal of the strategy is to reduce the “infrastructure gap” that characterises Latin America and the Caribbean through national efforts to increase economic growth, improve social development and reduce poverty.

Social development and the eradication of poverty and hunger: Develop a Latin American and Caribbean Literacy and Post-literacy Programme with the goal of ending illiteracy in the region by 2015, which is in line with the UN Millennium Development Goals. Design a programme proposal for Latin America and the Caribbean to eradicate hunger, which would include successful programmes implemented by governments and social organisations in the region.

Environment: Evaluate the creation of a multidisciplinary knowledge centre that strengthens institutions and empowers communities to create a common agenda to



manage water resources.

The relation between regional and sub-regional integration mechanisms will continue to be structured around four pillars: economy and trade; production; society and institutions; and culture

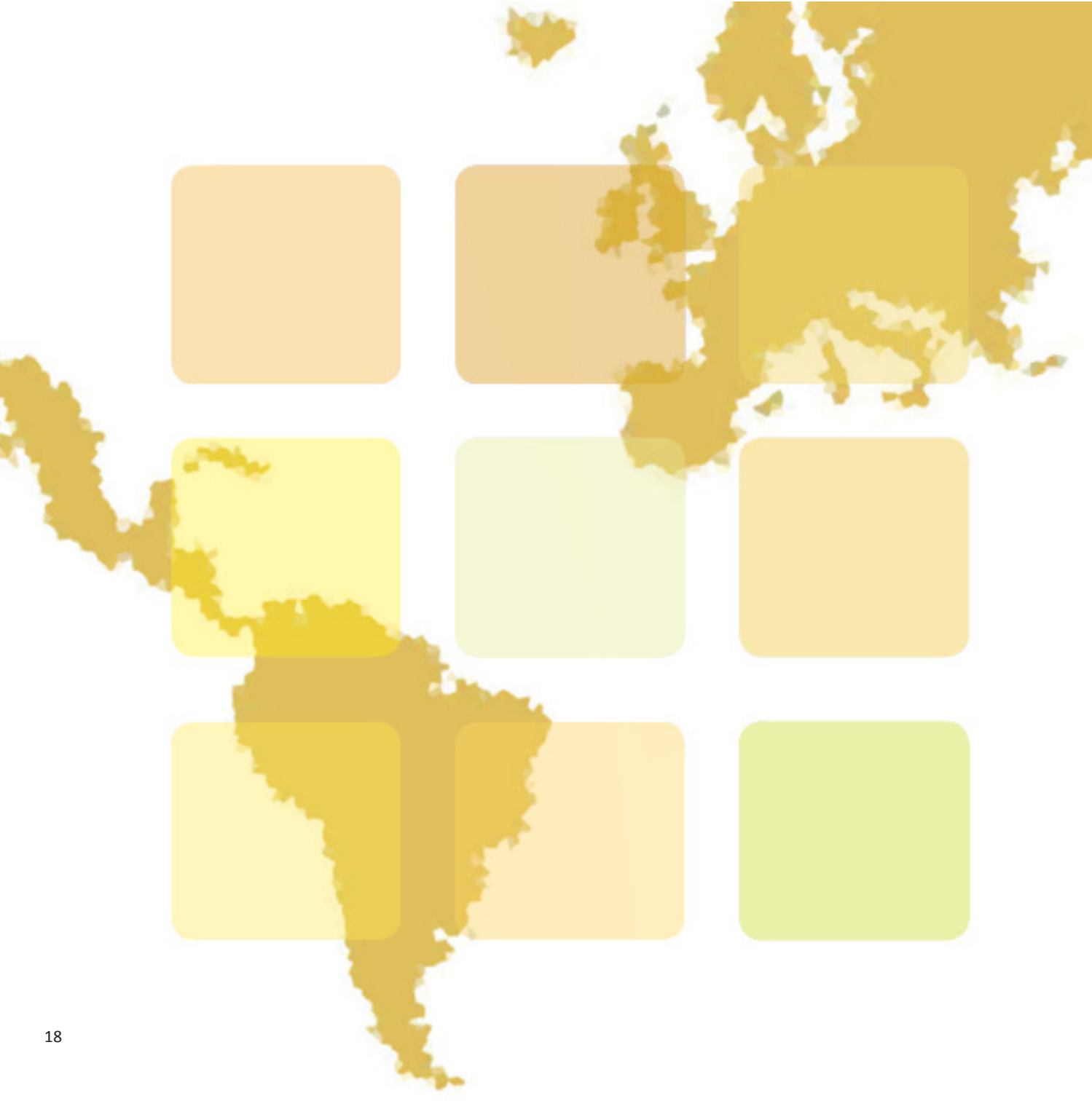
Humanitarian aid: Establish an open task force, as laid out in the Cancun Declaration of 23 February 2010, that ensures representation from all sub-regions of Latin America and the Caribbean.

Immigrant protection: Encourage the development of a regional strategy to facilitate the integration of immigrants to host societies, promote facilities for legal, labour, productive and cultural assimilation in accordance with national legislation, with a view to promote a shared stan-

ce in bi-regional dialogues.

Culture: Hold a ministerial meeting on culture and identity.

Information and Communication Technology: Suggest to national institutions in charge of telecommunications and information technology in each country in the region that they co-ordinate with their cross-border counterparts the use of electrical grids to spread telecommunication infrastructure among them. This would contribute to the creation of an alternative to lower interconnection costs of telecommunication networks and all complementary services.



MAP OF INTERESTS BETWEEN THE EUROPEAN UNION & LATIN AMERICA AND THE CARIBBEAN

Contrasts in the degree of interest between the two regions.



Director: Professor Dr. Juan José García de la Cruz

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Noteworthy data from the study

Chapter 1

- The goal of the study was to ascertain the level of knowledge citizens who live in Latin America and the Caribbean have regarding the European Union, and vice versa.
- The bulk of the work, which was done through the eyes of the citizens, has been approached from a phenomenological perspective.
- The second theory that we used in this study has been employed to approach the research of media as a source of knowledge among citizens of the two regions, this theory is known as the Agenda-setting theory.
- During the research, the reference population was 571,888,150 from both regions who have Internet access. Of the hundreds of millions of Internet interactions from the two regions, in order to construct the first outlines of the “Map of Interests between the EU and Latin America and the Caribbean”, researchers compiled and analysed a total of 273,351,403 interactions produced from September 2011 to September 2012 between the two regions.

Chapter 2

- More than three quarters (76.9%) of the interest of Latin American and Caribbean citizens focuses on four EU countries: France, Germany, Italy and Spain.
- The 27 countries of the EU all generate some interest in the people of Latin America and the Caribbean.
- The attention the EU has on Latin American and Caribbean countries is more spread out and is not so concentrated on a few countries. No country has more than 10% of the interest: Brazil with 7.7% and Mexico with 6.6% are the top two countries.
- There are, two countries that break from proportionality, they are small countries but have received more

interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%.

- Two cities in the EU are particularly interesting to Latin America and the Caribbean: Madrid and Barcelona. In the second tier, but still above 10%, are Paris and Rome, and in a lower step is London.
- The Latin American and Caribbean cities that generated the most interest in Europe were, in decreasing order: Buenos Aires, Sao Paulo, Rio de Janeiro and Lima. One tier down, between 3-4% are Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.
- In the country to country comparison matrix featuring the 33 Latin American and Caribbean countries and the 27 EU countries, the total interest goes in the direction from the EU toward Latin America and the Caribbean. Of a total of 891 squares, 384 are red (43%) meaning there is more interest originating in Latin

The overall calculation of interest, country to country, shows us that proportionally people in the EU are more interested in Latin America and the Caribbean than vice versa

America and 507 are blue (57%) meaning there is more interest originating in the EU, thus showing that more people in the EU are interested in Latin America and the Caribbean than vice versa.

- However, a few countries in the EU break the overall pattern as is the case with France (27 red squares and only 6 blue), followed by Italy (22 red, 11 blue) and Germany and Greece (each with 20 red and 13 blue). In these cases, there are more countries in Latin Ame-

rica and the Caribbean interested in these EU countries than vice versa.

- It is interesting to see the interest vector going from Latin America and the Caribbean toward the EU is essentially observed in the smallest Latin American countries by population. Looking at the medium and large Latin American countries, the interest vector clearly goes from the EU toward Latin America and the Caribbean.
- These data outline the first “map” of how the people of one region view the other region.

Chapter 3

- France is the country that appears the most in Latin American and Caribbean news on the EU, with almost 30% of the total. In second place, and below 15%, are Spain and Germany.
- Brazil with 10.5% and Mexico with 10.3% are the most mentioned countries in news on the Americas.

European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU

- The most interesting issues about the EU in Latin America and the Caribbean are international relations (33%) and the economy and finance (29%).
- International relations and the economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively.
- The European Union is fully present in public opinion in Latin America and the Caribbean, though the oppo-

site can not be said about Latin America in the EU.

Chapter 4

- The EU leader who was most mentioned in Latin American and Caribbean news was Prime Minister of Spain, Rajoy with 34.9%. Second was Chancellor Merkel with 20.5%, followed by President Hollande with 15.9% and Prime Minister Cameron with 12%.
- The leader in Latin America and the Caribbean who was most featured in the news in the EU was President Calderon with 19%, followed by Cristina Fernandez with 15% and Dilma Rousseff also with 15%. These three account for 49% of all mentions.



CAPITULO 1

Methodology

1.1. Objective and Theoretical Framework

Explaining the theoretical framework of an empirical research project is not just an exercise in academic boasting. On the contrary, it is a compulsory act driven by the ideological transparency that permits readers of the report to understand the limits and biases of the findings found here.

The goal of the study was to ascertain the level of knowledge the people of any given country in Latin America and the Caribbean had regarding the European Union, and vice versa.

Without doubt, the research objective is very broad and, to boot, dynamic. Data change month over month, if not week over week. Any significant event can become an input that greatly changes the perception of some or others, or a mixture of both.

This mutual knowledge is structured by macro-social factors like culture, history, material, politics, law, language, demography, and, of course, economy and trade. Nonetheless, at least, in this first exploratory investigation we have agreed with the EU-LAC Foundation to place our methodological focus exclusively on the perspective of the people. This way our main observation units have been citizens who live in any country on either continent.

The research team has decided to tackle this project from a dual theoretical(1) perspective. The bulk of the work, which we can cover with the expression 'through the eyes of the citizens', has been approached from a phenomenological perspective. This is a substantially symbolic theory that emphasises and bases itself on what things mean for social actors.

This may seem to be a risky perspective in that it weighs too heavily on the symbolic world, but this only would occur in a radical application of the theory. Here is a practical example: for as much as a Colombian or a Brazilian may believe that European technology is less advanced than Japanese or American technology, this will not directly affect

the innovative capacity of the EU, although it will affect the import of European technology into Colombia or Brazil who have little faith in it. For this reason, for its practical impact we have decided to approach this mutual knowledge from this theory which places in the foreground these social representations of what the other region "is, does, and does for me".

The second theory that we used in this study was employed to investigate media as a source of knowledge among citizens of both regions, and is known as the Agenda-setting theory. This theory, and, above all, the hundreds of investigations that support it in very different cultural settings, has shown that there is a transmission of issues between the media and public opinion. Although, what we used in the methodological design of this research, specifically, as a theory to select a few referents, or attributes, in the construction through media of the public image of the other region, is called "second-level agenda-setting"(2).

1.2. Research Techniques

At the outset, we considered a wide variety of social research techniques to tackle this investigation: surveys to the general population in both regions, focus groups, objective indicators of interactions between citizens from both regions (commercial, cultural, educational, technical, business, recreational, etc.), content analysis from the media, from books, etc...

With any of these techniques, even combining them all, the result obtained would always be a reduced reflection of the reality that we seek to investigate: "What knowledge, perception, do the people of one region have of the other region, regarding their people, regarding what they do, and, most importantly, regarding what can be done with them."

Today, the Internet is the main channel of communication between people or institutions, especially those who geographically far apart. Thus, the final methodology through which the data were collected and analysed for and in this report was the observation of citizen behaviour regarding the other region produced through Google searches between September 2011 and September 2012.

The next graphic describing the main research objective magnitudes and the methodological boundaries we created show the following:

1º. We started with a population of around 500 million Europeans and some 600 million Latin Americans and Caribbeans. A total population surpassing one thousand million (US billion).

2º. From the total, we included in the investigation 571,888,150 people who had Internet access from both regions. Finally, from the hundreds of millions of Internet interactions from the two regions, in order to construct the first outlines of the “Map of Interests between the EU and Latin America and the Caribbean”, the research compiled and analysed a total of 273,351,403 interactions produced from September 2011 to September 2012 between the two regions.

3º. From all of the interactions generated in one year among our potential reference population (people from both regions with Internet access), we have selected only those interactions which included methodologically appropriate terms to compare and contrast people who differ so much in terms of nationality, religion, language, culture, history, technology, etc. This methodology has brought us 273,351,403 interactions that we registered and analysed according the country of origin. Although the number of interactions is enormous, we must make clear that our sample is only a small fraction of the total interactions through Google of our reference population of 571,888,150. Indeed, we were searching for attributes from both regions that highlighted media and political institutions of both regions; concretely, names of countries, cities, political leaders in power during the study.

Furthermore, the EU-LAC Foundation and the research team at IPI both know that the reciprocal knowledge between people who don't have real, direct contact in their daily lives is not gained essentially through the Internet itself, but rather through what the media recounts regarding the other region in their respective countries. For this very reason we initiated the study with a register of what the main issues the media were informing their people on regarding the actuality of the other region. Again, seeking

operational capacity and so as not to be dumbfounded by the sheer amount of information, we categorised the most frequent issues, observing precisely which attributes were the most used in the news about the other region.

For the two methodologies we used various Google search tools and the official languages of the countries found in the two regions. Of course there were multiple and varying methodological obstacles and surprises, problems that were solved or generated non credible data; in the latter case, we simply threw out the dubious data and did not include them in this report. This has also created some holes and gaps that, we regret to say, will hopefully be rectified in further studies should there be any

(1) Without doubt, the leading authority of this perspective is Alfred Schutz, and his works. There is a broad compilation in Schutz. A. 1962. Collected papers I: the problem of social reality. The Hague, Nijhoff; idem, 1964. Collected papers II: the problem of social reality. The Hague, Nijhoff.

(2) Already three decades ago, Maxwell McCombs and Donald Shaw published the article that would kick off this theory, The Agenda-setting Functions of the Mass Media, in Public Opinion Quarterly, in which the influence of the news media agenda on the public agenda was addressed.



LAC POPULATION: 588.788.675



EU POPULATION: 502.748.071



INTERNET USERS LAC
: 212.358.040



INTERNET USERS EU:
359.530.110

NUMBER OF RESULTS ANALYZED
273.351.403

Degree of public interest in the other region by category

In this chapter we will describe some of the indicators that people from both regions are reading about one another. As we have explained in the methodology chapter, the number of interactions is so large that the figures are for population size.

We will also show how Internet users behaved (571,888,150 in both regions in 2011) in the year vis-à-vis searches regarding the other region which were sufficiently numerous to be able to aggregate the interest of the people from so many countries and so many varied social, economic and cultural conditions.

The names of each country or city and the dynamic mutual attention of which were studied, are variables that we have researched systematically in each of the countries in the other region. This allows us a first glimpse of what the interest dynamic between people in one region is like with regard to the other. Our first assumption was that the names of countries and large cities in the other region would be references to serve as indicators of the flows of interest and attention from one region to the other. It is not easy to find categories, terms, keywords that encapsulate the attributes of the names of countries and main cities in the two regions. It is very difficult to find other terms that are so operational and clear that entail a high potential percentage of attention from one people to all the countries in the other region.

These are the first steps in the creation of the interest “map” between these two regions. Without doubt, this project is of colossal proportion and has complexities which will require extreme effort to flesh out and update in the future.

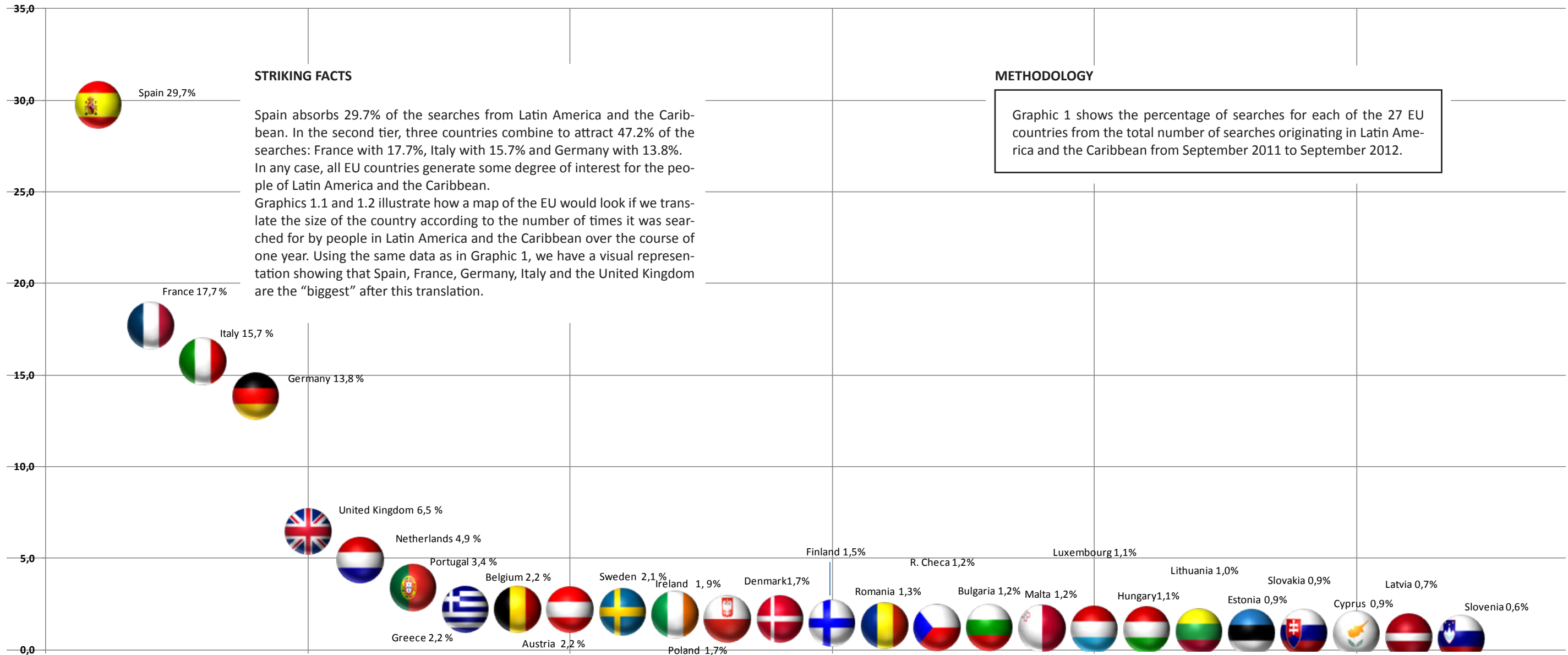


Highlighted facts in the Chapter

- More than three quarters (76.9%) of the interest of Latin American and Caribbean citizens focuses on four EU countries: France, Germany, Italy and Spain.
- The 27 countries of the EU all generate some interest in the people of Latin America and the Caribbean.
- The attention the EU has on Latin American and Caribbean countries is more spread out and is not so concentrated on a few countries. No country has more than 10% of the interest: Brazil with 7.7% and Mexico with 6.6% are the top two countries.
- There are, two countries that break from proportionality, they are small countries but have received more interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%.
- Two cities in the EU are particularly interesting to Latin America and the Caribbean: Madrid and Barcelona. In the second tier, but still above 10%, are Paris and Rome, and in a lower step is London.
- The Latin American and Caribbean cities that generated the most interest in Europe were, in decreasing order: Buenos Aires, Sao Paulo, Rio de Janeiro and Lima. One tier down, between 3-4% are Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.
- In the country to country comparison matrix featuring the 33 Latin American and Caribbean countries and the 27 EU countries, the total interest goes in the direction from the EU toward Latin America and the Caribbean. Of a total of 891 squares, 384 are red (43%) meaning there is more interest originating in Latin America and 507 are blue (57%) meaning there is more interest originating in the EU, thus showing that more people in the EU are interested in Latin America and the Caribbean than vice versa.
- However, a few countries in the EU break the overall pattern as is the case with France (27 red squares and only 6 blue), followed by Italy (22 red, 11 blue) and Germany and Greece (each with 20 red and 13 blue). In these cases, there are more countries in Latin America and the Caribbean interested in these EU countries than vice versa.
- It is interesting to see the interest vector going from Latin America and the Caribbean toward the EU is essentially observed in the smallest Latin American countries by population. Looking at the medium and large Latin American countries, the interest vector clearly goes from the EU toward Latin America and the Caribbean.
- These data outline the first “map” of how the people of one region view the other region.

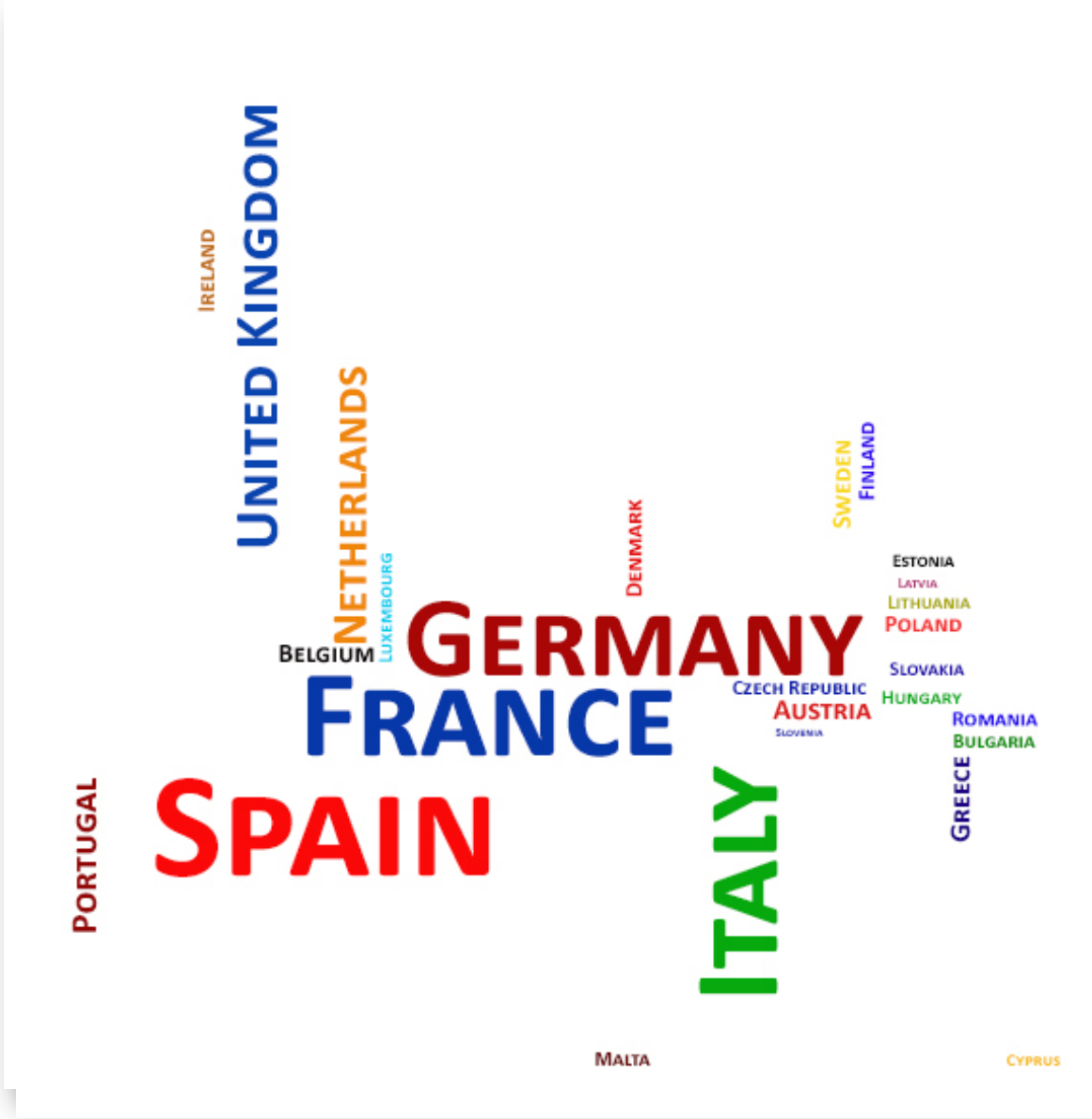
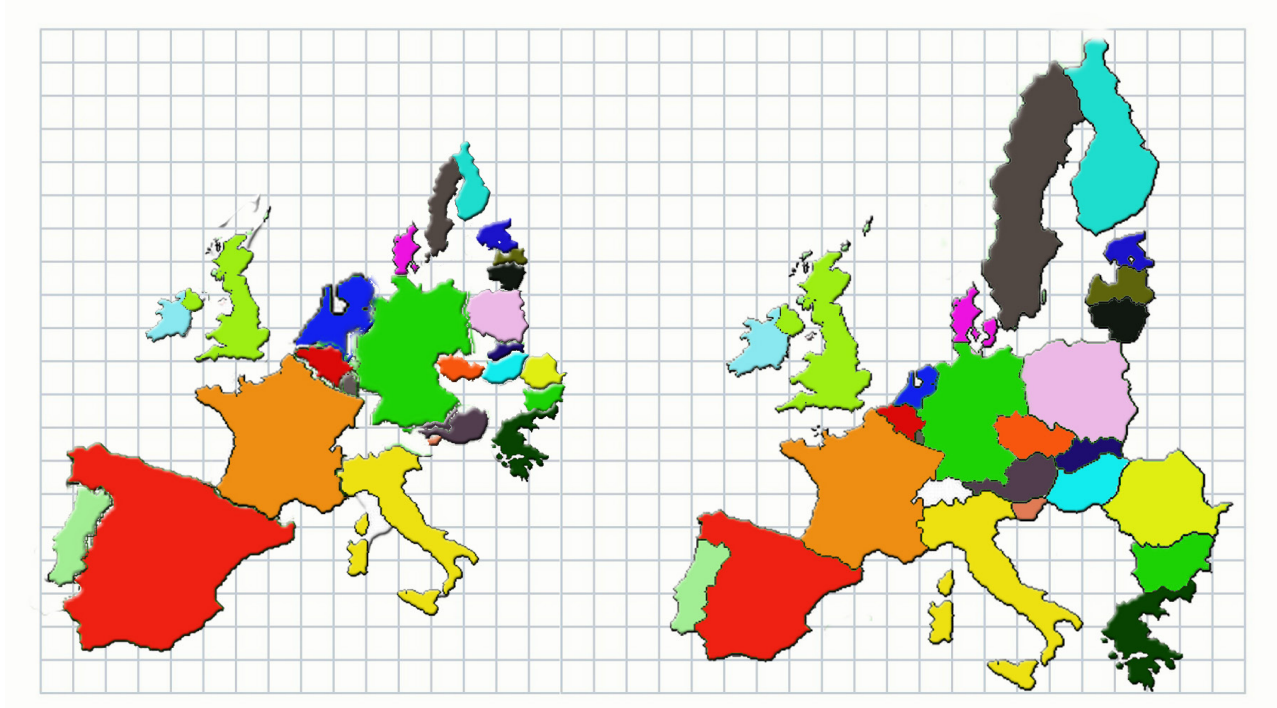
2.1. Frequency of results featuring EU countries in

searches from within Latin America & the Caribbean



2.1.1. Perceptive near-sightedness between the two

regions:
The EU as seen from Latin America & the Caribbean



2.2.Frequency of results featuring Latin American &

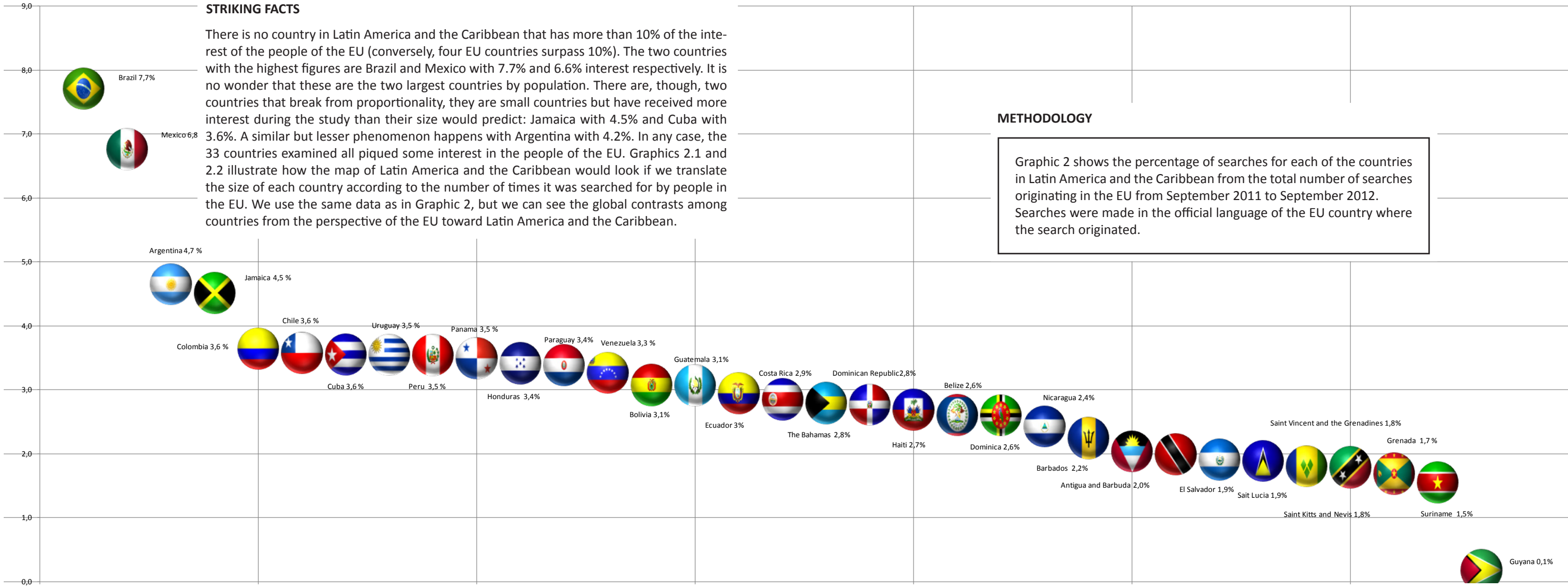
Caribbean countries in searches from within the EU

STRIKING FACTS

There is no country in Latin America and the Caribbean that has more than 10% of the interest of the people of the EU (conversely, four EU countries surpass 10%). The two countries with the highest figures are Brazil and Mexico with 7.7% and 6.6% interest respectively. It is no wonder that these are the two largest countries by population. There are, though, two countries that break from proportionality, they are small countries but have received more interest during the study than their size would predict: Jamaica with 4.5% and Cuba with 3.6%. A similar but lesser phenomenon happens with Argentina with 4.2%. In any case, the 33 countries examined all piqued some interest in the people of the EU. Graphics 2.1 and 2.2 illustrate how the map of Latin America and the Caribbean would look if we translate the size of each country according to the number of times it was searched for by people in the EU. We use the same data as in Graphic 2, but we can see the global contrasts among countries from the perspective of the EU toward Latin America and the Caribbean.

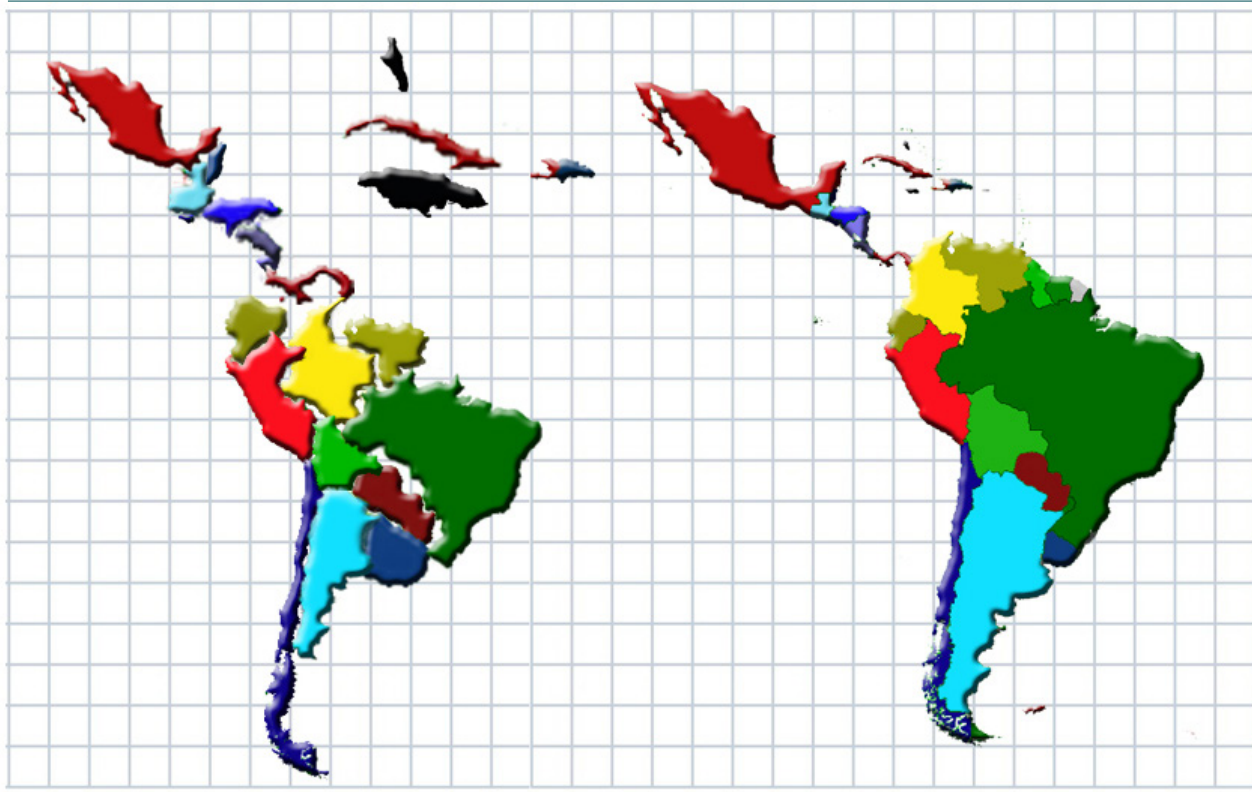
METHODOLOGY

Graphic 2 shows the percentage of searches for each of the countries in Latin America and the Caribbean from the total number of searches originating in the EU from September 2011 to September 2012. Searches were made in the official language of the EU country where the search originated.

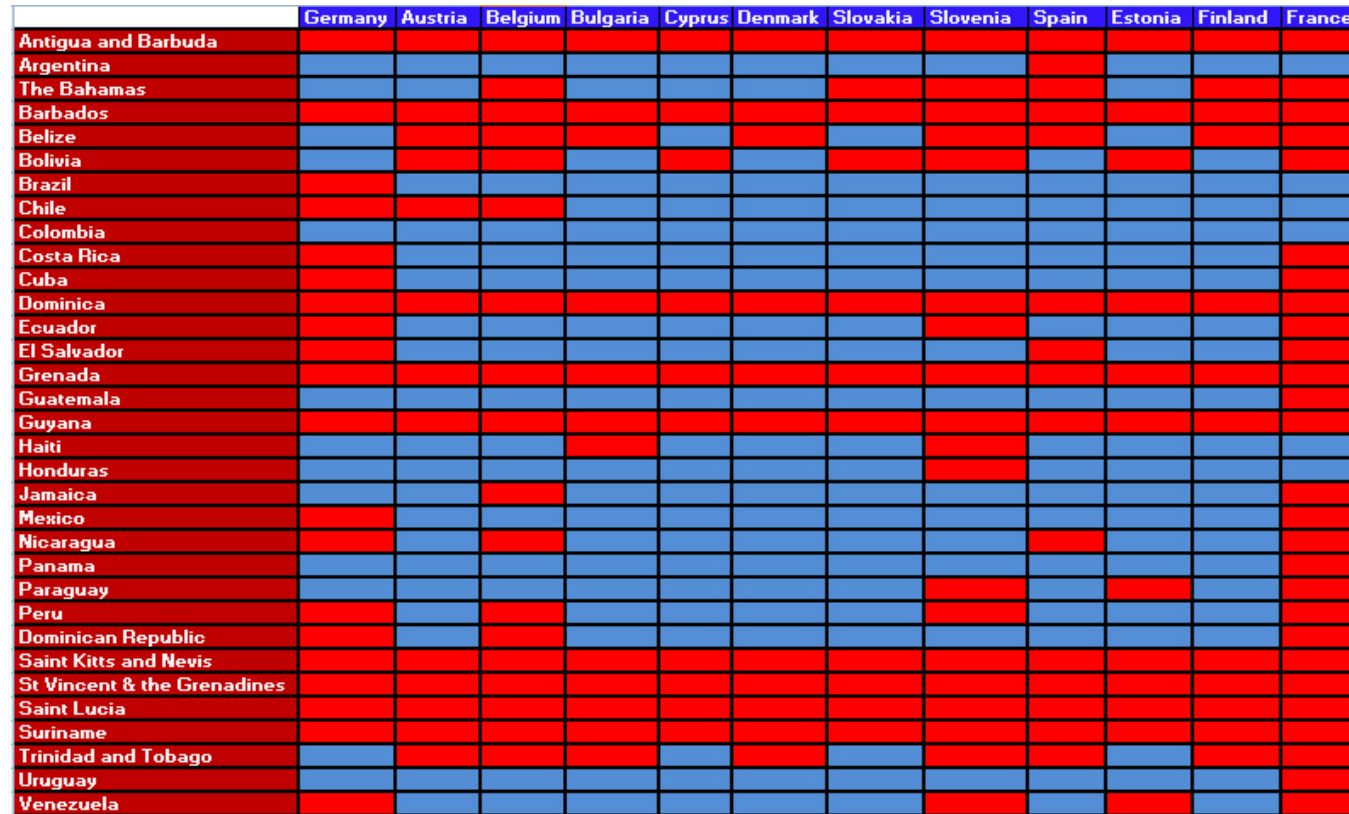


2.2.1

Perceptive near-sightedness between the two regions: Latin America & the Caribbean as seen from the EU



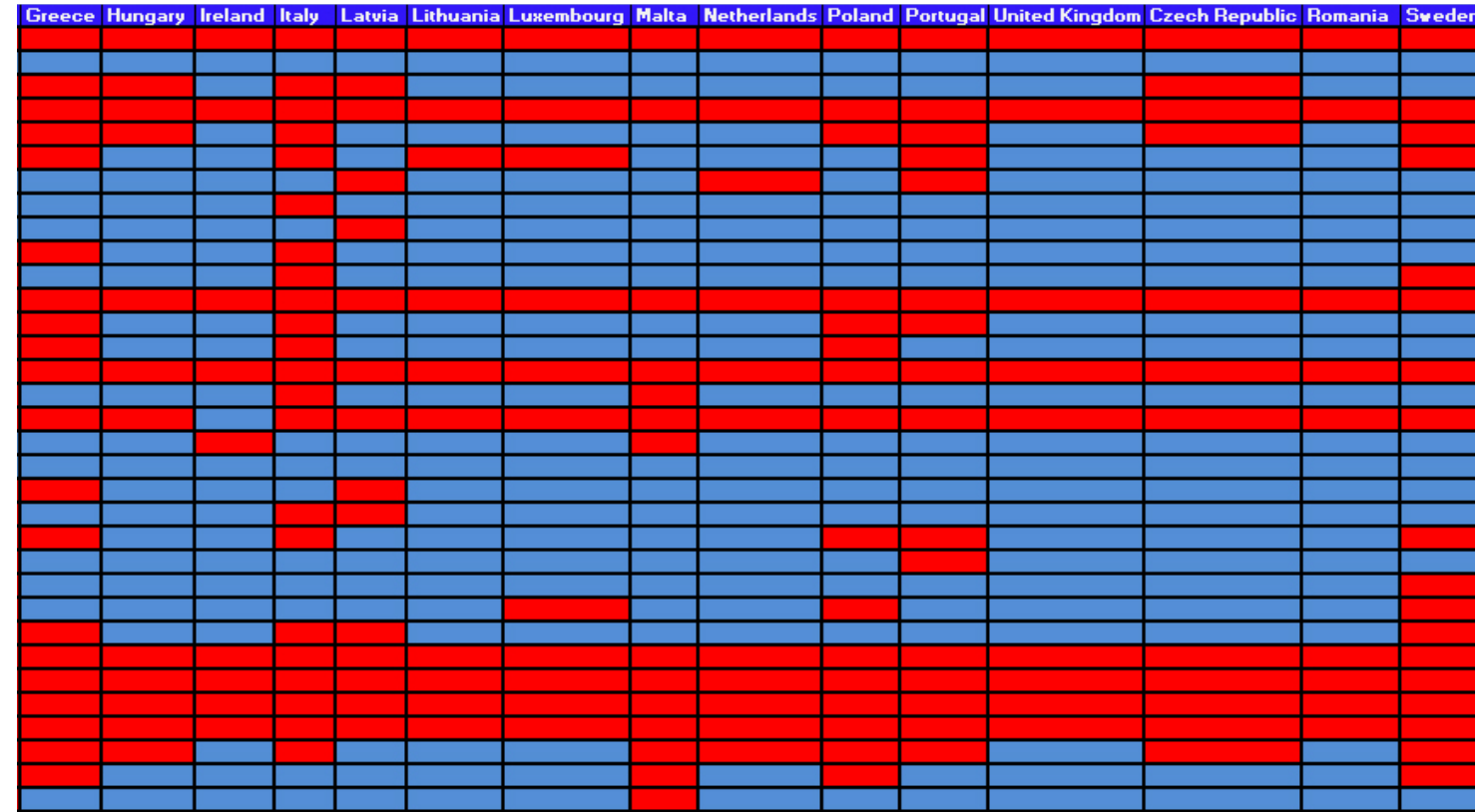
2.3. Flow of interest from one region to the other:



METHODOLOGY

Creating Graphic 3 (matrix) required the careful consideration of the population and Internet access of each country as compared to each and every one of the countries in the other region. Once we were able to normalise these two variables in all 891 permutations, it was then possible and valid to compare the flow or direction of interest; for example, between Brazil and Malta, or German and Jamaica. Therefore, for each square in the matrix of Graphic 3, there had to be a concrete adaptation to allow for the comparison and net diagnosis of who shows, proportionally, more interest for the other country. Squares that showed more interest originating in Latin America and the Caribbean toward the EU were coloured red. And conversely, if more interest went from the European country toward the Latin American country, then the square was coloured blue.

country by country



STRIKING FACTS

Of a total of 891 squares, 384 are red (43%) and 507 are blue (57%), which indicates that more people in the EU are interested in Latin America and the Caribbean than vice versa.

The interest vector, moreover, from Latin America and the Caribbean toward the EU is produced essentially from interactions from countries with the lowest populations in Latin America and the Caribbean. In regard to large and medium populated countries, the interest vector is clearly from the EU toward Latin America and the Caribbean. Therefore, the overall balance is clearly larger going from the EU toward Latin America.

In other words, we are facing a challenge in balancing this mutual attention. Of course, the variables influencing these interactions are different according to country and its socio-demographic profile.

2.4. Frequency of results featuring main EU cities in searches from within Latin America & the Caribbean



STRIKING FACTS

We investigated searches from Latin America and the Caribbean enquiring about 36 cities in the EU. This graphic illustrates that some cities in the EU get a lot of attention from the Latin American and Caribbean people. In particular, Madrid and Barcelona. To a lesser degree but still above 10% are Paris and Rome, followed one step down by London. Further yet are Porto, Berlin, Milan and Athens. We know that in the case of Madrid and Barcelona, their numbers may be high due to our inability to filter out searches for these cities' famous football teams, Real Madrid and FC Barcelona, which both bear the name of the city and both have huge followings, precisely in Latin America and the Caribbean. The same might be said for the city of Rome due to it being the site of the Vatican. London being the host of the 2012 Summer Olympics also was a factor in its searches and finally, Porto, which shares its name with an internationally known style of fortified wine. The contrast between searches for countries and cities shows us that in today's world, the identity between the European Union and its constituent countries is clear, but not with its principal cities. To the people of Latin America and the Caribbean these cities have their own identity; Athens, Barcelona, Berlin, Lisbon, London, Madrid, Milan, Paris, Porto, even Brussels, each seem to have an independent identity.

2.5. Frequency of results featuring main Latin American and the Caribbean cities in searches from within the EU



METHODOLOGY

Graphics 4 and 5 show the percentage of searches for each of the 36 EU cities included in our study originating in Latin America and the Caribbean and the percentages of the 34 Latin American and Caribbean cities of searches from the EU. Time period: September 2011 to September 2012.

STRIKING FACTS

No city in Latin America and the Caribbean received more than 15% of the searches from the EU. The four most searched cities from the people of the EU are, in descending order: Buenos Aires, San Paolo, Rio de Janeiro and Lima.

In the second tier are, also in descending order: Santiago, Mexico City, Havana, Panama City, Santo Domingo and Port-au-Prince.

These two tiers of cities make up 65% of all the searches originating in the EU on Latin American and Caribbean cities.

It appears that cities, at least the most searched ones, also have their own identity independent of the country they are in.

Type of news that interests the other region

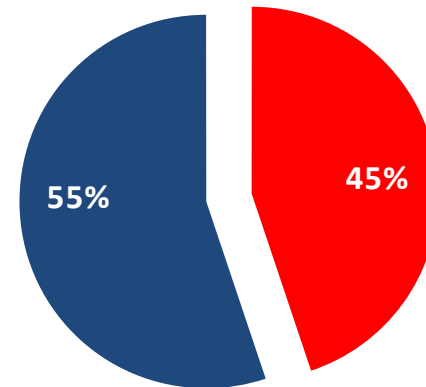
In this chapter we will shift from the view of the people to the work done by the media as the lens through which both regions are seen. Only a small, statistically insignificant minority of people in either region have direct, frequent and wide contact with the other. The rest of us rely on the media to tell us what is going on, what the others are doing, and what the concerns are in the other region.



- Highlighted facts from the chapter
- France is the country that appears the most in Latin American and Caribbean news on the EU, with almost 30% of the total. In second place, and below 15%, are Spain and Germany.
 - Brazil with 10,5% and México with 8.3% are the most mentioned countries in Latin America and the Caribbean in EU news. In a second tier, Colombia, Argentina, Venezuela and Chile fall between 9-8%.
 - The most interesting issues about the EU as expressed in Latin America and Caribbean news are international relations (33%) and the economy and finance (29%).
 - International relations and economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively.
 - La entidad UE está totalmente asentada en The European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU.

PERCENTAGE OF NEWS FEATURING ONE REGION IN THE OTHER REGION

- Latin America and the Caribbean in the EU
- The European Union in LAC





METHODOLOGY

Graphic 6 illustrates the percentage of news in Latin America and the Caribbean that feature or mention each of the 27 EU countries. The investigation looked at news compiled by Google News in each of the Latin American and Caribbean countries from September 2011 to September 2012. Data are percentages of the total.

3.1. Mention of EU countries in the Latin American and Caribbean news

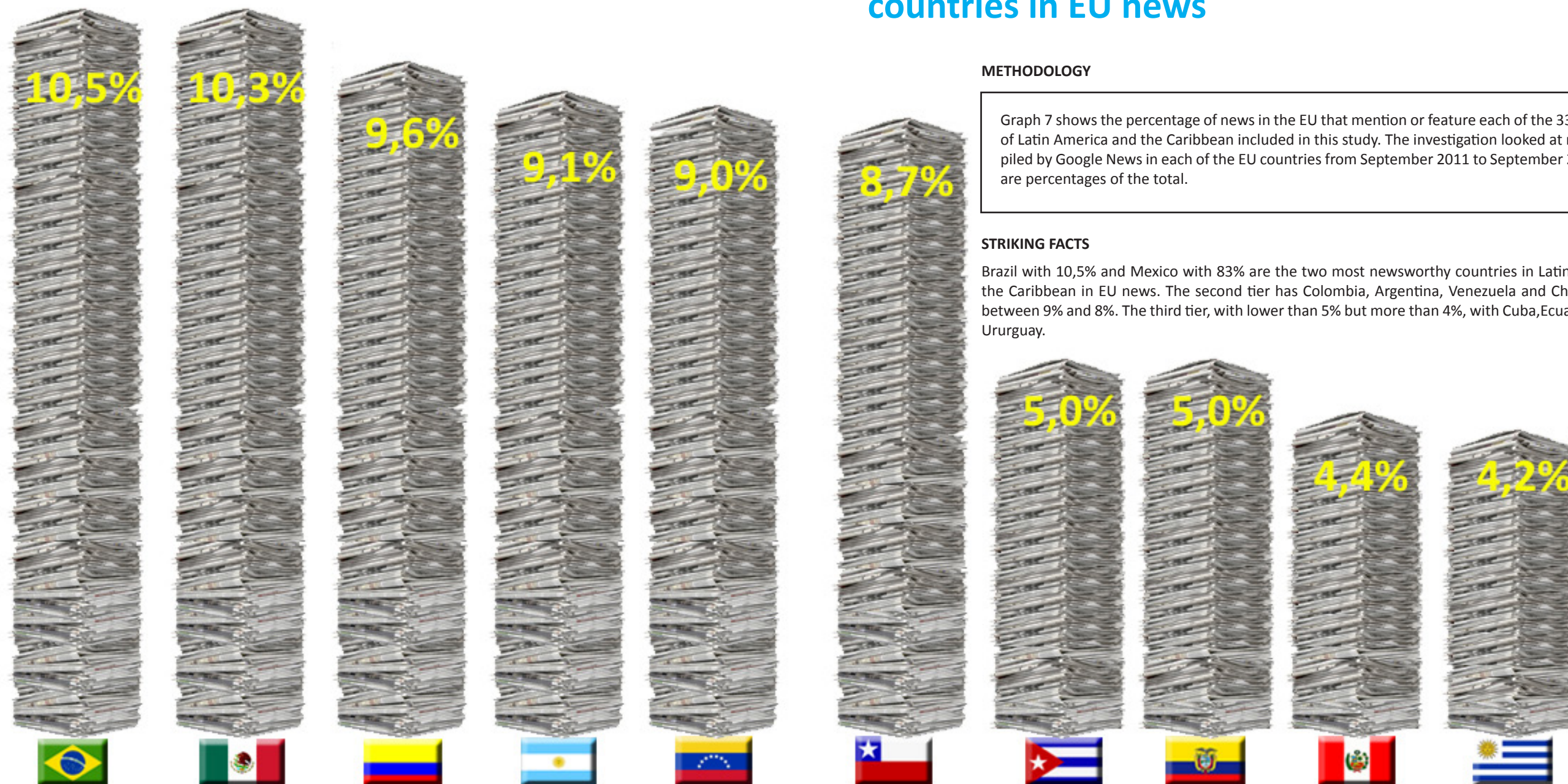
STRIKING FACTS

France is the country that appears the most in the news in Latin America and the Caribbean regarding the EU, with almost 30% of the total.

In second place, but below 15%, are Spain and Germany. In third come Italy and Portugal, and finally in fourth place are Greece and Ireland.

Of course, special attention on Spain, Greece, Ireland and Italy can be attributed to the financial crisis affecting Spain. Germany appears often due to its position of leadership in the heart of Europe, and France adds its institutional role and its presidential elections.

3.2. Mention of Latin American and Caribbean countries in EU news



METHODOLOGY

Graph 7 shows the percentage of news in the EU that mention or feature each of the 33 countries of Latin America and the Caribbean included in this study. The investigation looked at news compiled by Google News in each of the EU countries from September 2011 to September 2012. Data are percentages of the total.

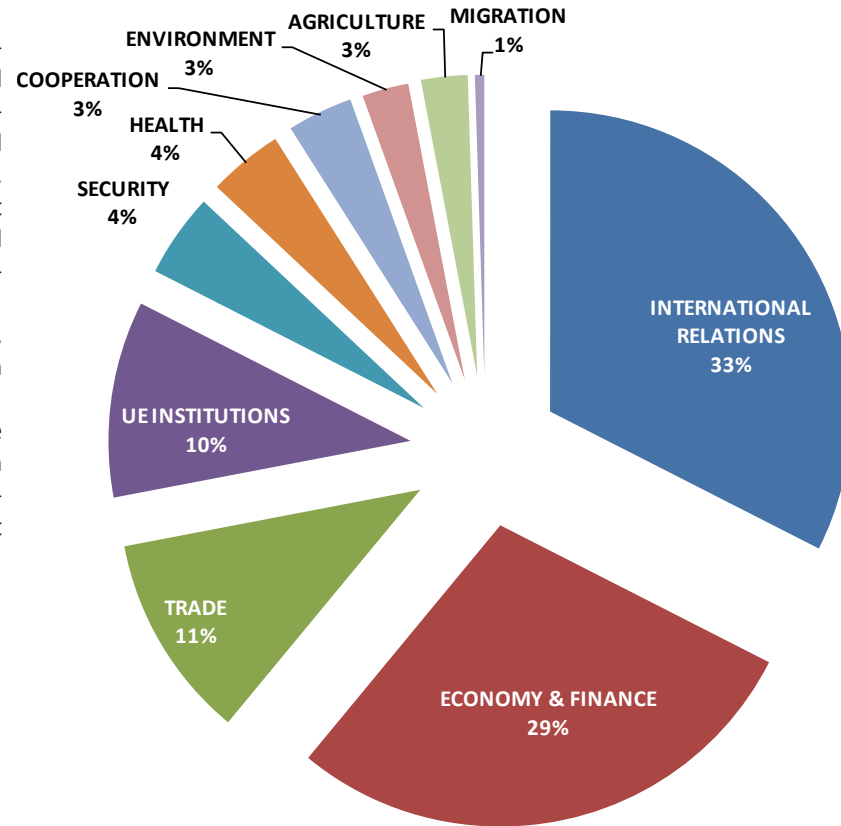
STRIKING FACTS

Brazil with 10,5% and Mexico with 83% are the two most newsworthy countries in Latin America and the Caribbean in EU news. The second tier has Colombia, Argentina, Venezuela and Chile, each with between 9% and 8%. The third tier, with lower than 5% but more than 4%, with Cuba, Ecuador, Peru and Uruguay.

3.3. The subjects that most interest Latin America and the Caribbean on the EU

STRIKING FACTS

News from the EU that most interested the people of Latin America and the Caribbean had to do with international relations (33%), followed by the economy and finance (29%). These two categories alone represent 62% of the news Latin America and the Caribbean received on the European Union in one year. Then, two categories from the EU, trade and institutions, came in with 11% and 10% respectively. Finally, a variety of categories were covered: security with 4%, health with 4%, co-operation with 4%, agriculture with 3%, the environment with 2% and immigration with 1%.



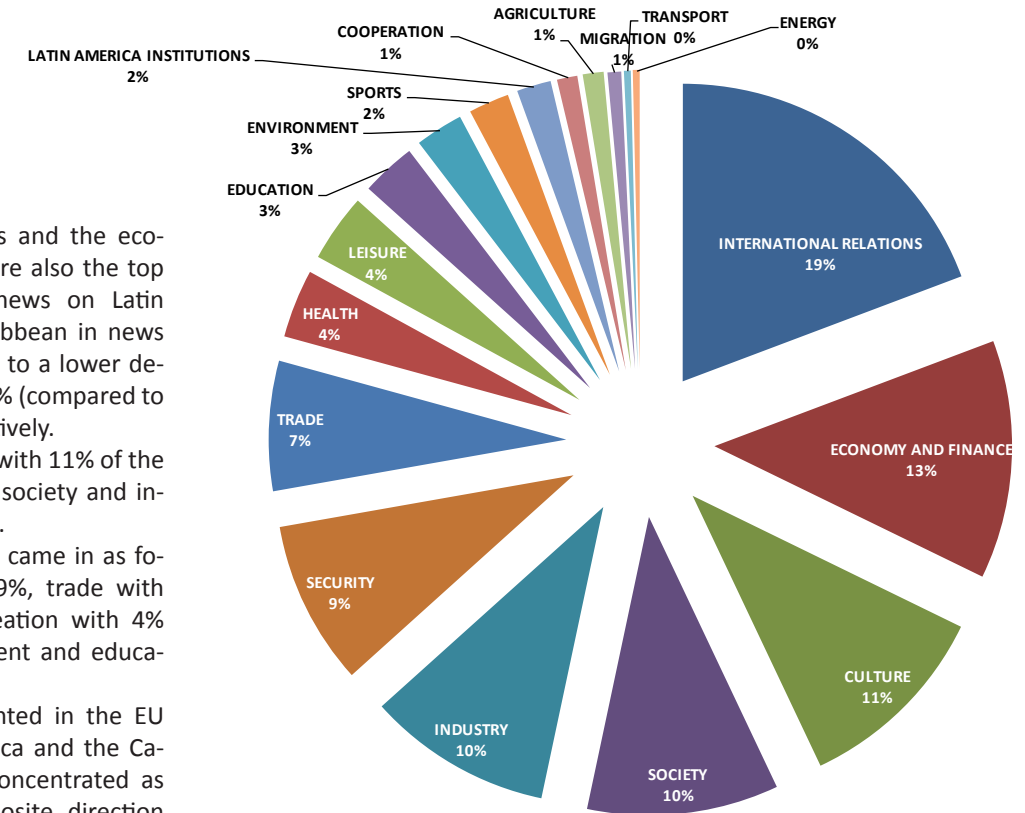
In this section we directly address the news subjects regarding the other region: What issues in the EU have most interested Latin America and the Caribbean? This question shifted into the strategy of this study could be translated as: Where have the Latin American and Caribbean media focussed their attention in presenting news from the EU.

3.4. The subjects that most interest the EU on Latin America and the Caribbean

STRIKING FACTS

International relations and the economy and finance were also the top two categories for news on Latin America and the Caribbean in news outlets in the EU, but to a lower degree with 19% and 13% (compared to 33% and 29%) respectively. Culture came in third with 11% of the searches followed by society and industry, each with 10%. The rest of the issues came in as follows: security with 9%, trade with 7%, health and recreation with 4% and finally, environment and education each with 3%.

News subjects presented in the EU regarding Latin America and the Caribbean are not as concentrated as they are in the opposite direction (from Latin America toward the EU), where issues of international relations and economy and finance make up more than 60% of the news on the EU presented in Latin America. With this it seems that, at least for the period studied, information on Latin America and the Caribbean offered in the EU is more open than in the opposite direction.



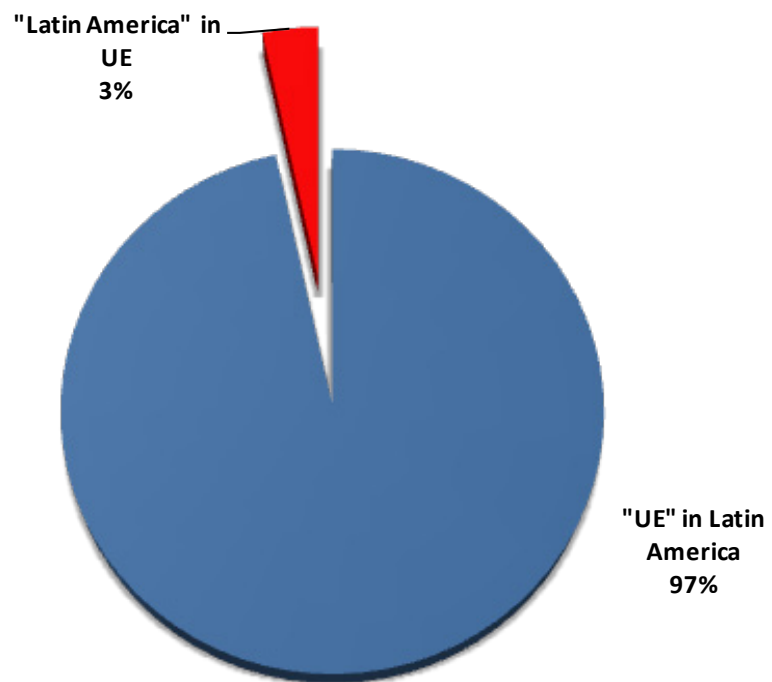
METHODOLOGY

Graphs 8 and 9 show the percentages of the news categories into which we have grouped the most frequent news on the EU that appeared in Google News in each of the countries in Latin America and the Caribbean. Research was done between September 2011 and September 2012.

3.5. Degree of presence of one region in the news of the other: European Union and Latin America and the Caribbean

METHODOLOGY

Graphic 10 illustrates the proportion of news in Latin America and the Caribbean which have mentioned the European Union and the proportion of news in the EU that has mentioned Latin America (in at least one of the official languages of the EU). The study was carried out between September 2011 and September 2012.



STRIKING FACTS

The European Union is fully present in public opinion in Latin America and the Caribbean, though the opposite can not be said about Latin America in the EU.



CHAPTER 4

Presence of political leaders in the news in the other region

We wanted to close the first outline of this “interest map” between these two regions by presenting the frequency with which various presidents or prime ministers from one region appear in the news of the other. The type of news that interests the other region will without a doubt influence which leaders are most mentioned.



4.1. Presence of EU political leaders in Latin

American and Caribbean news



METHODOLOGY

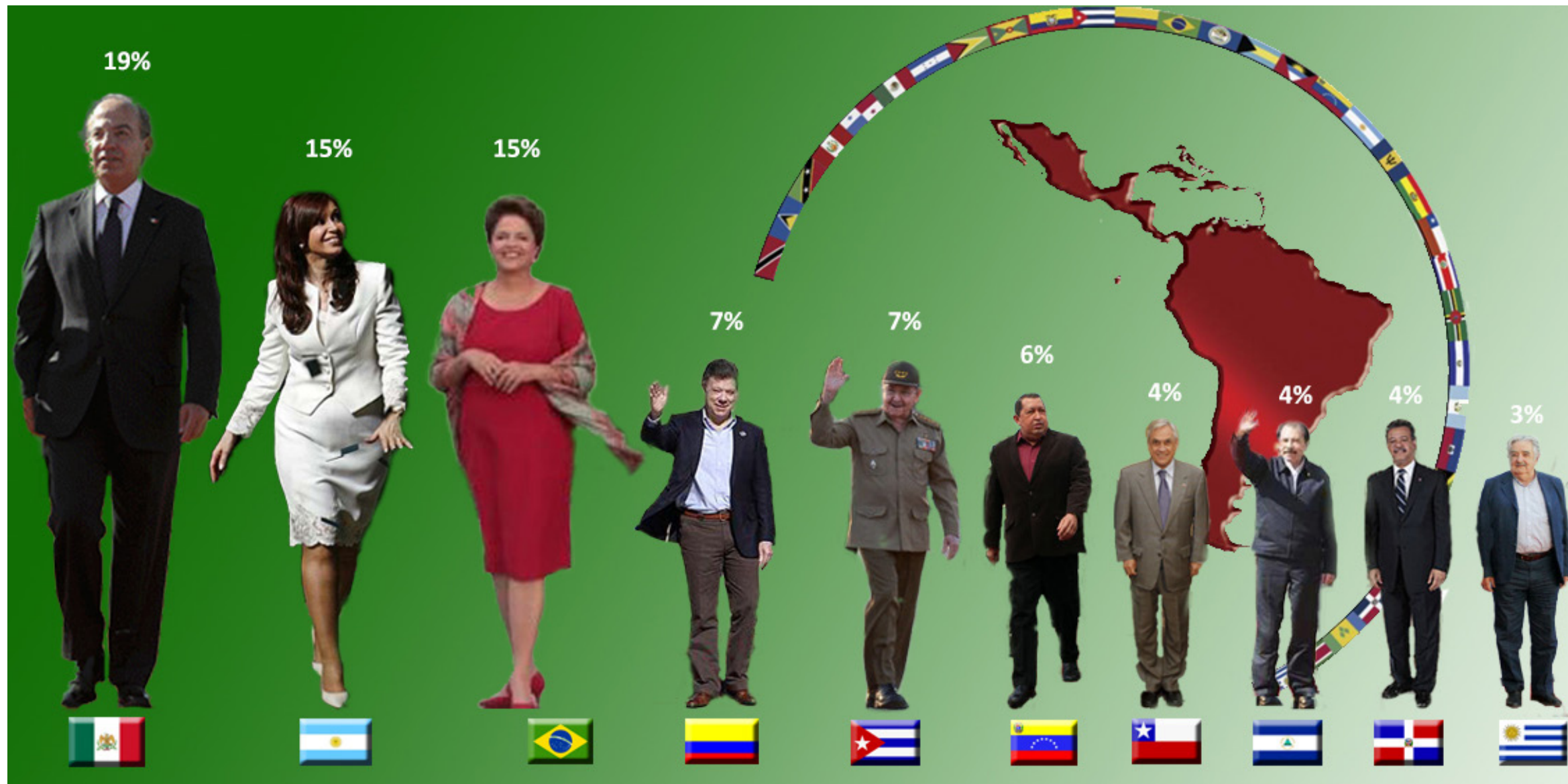
Graph 11 shows the proportion of mentions political leaders in the EU received in Latin American and Caribbean news between September 2011 and September 2012.

STRIKING FACTS

The EU leader who was most mentioned in Latin American and Caribbean news was Prime Minister of Spain, Rajoy with 34.9%. Second was Chancellor Merkel with 20.5%, followed by President Hollande with 15.9% and Prime Minister Cameron with 12%. These four leaders made up 80% of the news on political leaders in the EU presented to Latin America and the Caribbean.

4.2. Presence of Latin American and Caribbean

political leaders in EU news



METHODOLOGY

Graph 12 shows the proportion of mentions political leaders of Latin America and the Caribbean received in news in the EU from September 2011 to September 2012.

DATOS MÁS DESTACADOS

The leader in Latin America and the Caribbean who was most featured in the news in the EU was President Calderon with 19%, followed by Cristina Fernandez with 15% and Dilma Rousseff also with 15%. These three account for 49% of all mentions. With lower than 10% are: Juan M. Santos with 7%, Raul Castro with 7%, Hugo Chavez with 6% and Sebastian Piñera, Daniel Ortega and Leonel Fernandez each with 4%..

EU-LAC FOUNDATION



Created in May 2010 by the 6th Summit of Heads of State and Government, the European Union-Latin America and Caribbean Foundation (EU-LAC Foundation) took up its activities in November 2011.

It has its seat in the city of Hamburg, Germany. The Foundation is composed of

the governments of Latin America and the Caribbean and the European Union member states, as well as the EU's institutions, all of which are represented in its Board of Governors.

The EU-LAC Foundation's goal is to connect the non-governmental sectors of Europe-Latin America and the Caribbean with each other and to link them up with the agenda the governments of both regions are developing, in order to strengthen debate and its impact on the areas of interest for constructing the strategic partnership between the European Union, Latin America and the Caribbean that has existed since 1999. We want to involve the societies of Europe, Latin America and the Caribbean in this partnership process.

Thus, we want to transform the strategic partnership between both regions into a strengthened and visible reality in which the respective societies participate actively.

Mission

Connecting the intergovernmental process with the business, academic, and social sector, as well as, in a broad and general manner, the civil society of both regions. Turning these sectors into actors that are part of a biregio-

nal strategic partnership they know and value. Promoting and generating tangible room for debate focused on the challenges the strategic partnership may face.

Vision

Our aspiration is for the economic and socio-cultural exchanges between the countries of the European Union, Latin America and the Caribbean to reach a sustainable dynamism, built upon the achievement of mutual benefits for the societies of both regions.

Reaching these benefits requires these societies to recognise that they are united not only by the need to achieve their interests, but also by a body of common values. These include, among others:

- Democracy and the rule of law.
- Respect for personal dignity and rights.
- Tolerance.

This sustainable dynamism will permit the full enjoyment of the relationship's potential on the bi-regional as well as on the global level, making the strategic partnership a reality in which dialogue between both regions and their components is wide, regular, and fluid.



Official opening of the EU-LAC Foundation headquarters: from left to right, Jorge Valdez, executive director, Benita Ferrero-Waldner, president and Olaf Scholz, mayor of Hamburg

