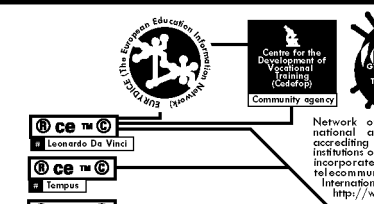


# EUROPEAN NORMS OF WORLD-PRODUCTION

**"First of all they've got to start by knowing how the system works... We can advise them on how they should put their argument on paper. We can advise them on which people in the committee would be interested... So that way you build a map for them, a sort of road map of where they need to go, who they need to talk to and what they need to know... We don't do the lobbying... What we do is to give the company the information so that they can go and make the case for themselves."**  
 Alan Watson, European chairman of the world's largest public relations firm, Burson-Marsteller

Concept: Bureau d'études, Bilicoro, Francaisa, Niz, Brian, First version: European Sociale Forum, Firenze (Italia), 2002.  
[www.univie.it/~tangente](http://www.univie.it/~tangente)  
 bureau d'études 2004



**Network of multinational corporations, national associations, the professions, accrediting and licensing authorities, and institutions of higher education world-wide, incorporated as a subsidiary of a telecommunications firm, Jones International, Ltd.** Founded in 1995. <http://www.jones.com/gate.html>

**The report of the European Roundtable of Industrialists (February 1995)** led to the need for a pilot training - including people to learn through their lives... The Commission funded on the need to encourage the production of educational computer programs... The program, funded with an initial budget of 800 million euros for four years, aims to provide research in "educational media programs" and to "increase the budget already devoted to them." [source: Monde diplomatique, Juin 1998]



**Opus Dei** est une organisation créée officiellement en 1924, pendant la République espagnole, pour lutter contre la monarchie et pour le retour de la monarchie du droit divin. Le fondateur, Escrivá de Balaguer, qui avait joint les pasteurs de Burgos, deviendra le pape de Jacques Santner, ex-président de la Commission européenne; Marcelino Oreia, ex-Commissioner en charge de l'Audovisivo le père de Giacard D'Estain, était également le trésorier de l'Opus Dei en France. The directive on the legal Protection of Biotechnological Inventions was adopted in 1988. It will extend current European patent law to permit the patenting and thus widespread public concern with the controversial legislation will allow for patenting of genes, cells, plants, animals, human body parts and genetically modified or cloned human amniotes. The pharmaceutical giant SmithKline Beecham was one of the most aggressive campaigners during the 1980s for the directive, leading its own lobby campaign even before the directive was adopted. The most influential lobbyist for the directive were the patients themselves, largely co-opted and directed by pharmaceutical companies such as SmithKline Beecham.

- ENIP - European Neuroscience Industrial Platform
- PIP Plant Industry Platform
- ACTIP - Animal Cell Technology Industrial Platform
- FAIP - Farm Animal Industrial Platform
- The Life patent Directive
- BIOTECH 2 (Biotechnology program)

**MESA & Mobile Robotics**  
 MESA technology will enable remote command and control of rescue efforts. A specific area of interest for MESA is Mobile Robotics. This is a subject of study in both the Public Safety and Military sectors, and also depends upon the application of a highly reliable and broadband wireless technology. Robots designed on both micro and macro scale may be used to assist such applications as rescue of people from inaccessible areas, inspection of non-accessible areas, Anti-terrorist actions, Urban warfare, Land Mine Clearing.

**The European Fund for Refugees** amounts to 216 million euros. In 2000 and 2001 several projects were selected for a total of 1.3 million euros and 1.7 euros respectively; they covered various areas such as networking, public awareness, international campaigns, legislative analysis, and policies and practices relative to reception, integration and repatriation.

**The European arrest warrant** applies to all offences.

**Established in 1995**, the Transatlantic Business Dialogue is undoubtedly the most successful international alliance between corporations and states. Unlike other lobby groups, it acts as a mandate for the U.S. government and the European Commission, working meticulously to identify barriers to transatlantic trade - in effect, any regulation or policy proposal that does not fit the corporate agenda on either side of the Atlantic.

**ERT** Since its foundation in 1983, the 45-member European Roundtable of Industrialists has exerted a decisive influence over the European Commission, giving rise to official bodies such as the former Competitiveness Advisory Group (CAG) and specialized lobbying groups such as the Association for the Monetary Union of Europe (AMUE, still active). The group's ongoing influence is reflected in the EU's March 2000 "Libson" action plan, which includes the further liberalization and privatization of energy, transport, telecommunication and postal services markets as well as neoliberal reforms of labour markets and pension systems.

**The Court of Justice** Since its establishment in 1954, the Court of Justice has treated over 9,000 cases and pronounced over 4,000 verdicts. These verdicts constitute European jurisprudence. When such jurisprudence touches on the interpretation of treaties, it can profoundly modify their spirit, without the public's knowledge. In 1982, for example, the Court ruled against five Member States which held that the European Commission did not have the right to issue a directive by itself.

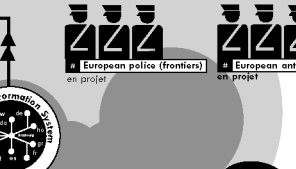
**The Paris-based International Chamber of Commerce**, founded in 1919, is the single largest and most influential international corporate lobby group. This self-proclaimed "world business organization" - implying a self-interest of its officials - has thousands of member companies in over 130 countries. It is dominated by the world's most powerful transnational corporations, including General Motors, Novartis, Bayer and Nestlé.

**The European System of Central Banks (ESCB)** includes the Central Bank (ECB) and national central banks of the Member States.

**Biotechnology Directorate** oversees the development and implementation of biotechnology policies.

**Entreprise Directorate** is responsible for the programming and planning of the industrial work in the form of a Business Plan, for the monitoring and the execution of the work in accordance with the agreed Business Plan and for the management of the standards making process.

**Comité techniques CEN (CEN/TC)** are responsible for the programming and planning of the industrial work in the form of a Business Plan, for the monitoring and the execution of the work in accordance with the agreed Business Plan and for the management of the standards making process.



**Justice Directorate** oversees the judicial system and legal matters.

**Trade Directorate** oversees trade policy and international relations.

**Internal Market Directorate** oversees the internal market and competition.

**External Relations Directorate** oversees relations with other international organizations.

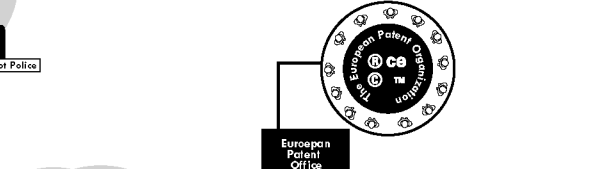
**Directorate for Economic and Social Affairs** oversees economic and social policy.

**Directorate for Regional Development** oversees regional development and cohesion.

**Directorate for Agriculture** oversees agricultural policy and rural development.

**Directorate for Fisheries** oversees fisheries policy and management.

**Directorate for Consumer Affairs** oversees consumer protection and public health.



**The International Organization of Supreme Audit Institutions (INTOSAI)** is the professional organization of supreme audit institutions (SAI) in countries that belong to the United Nations or its specialized agencies. SAIs play a major role in auditing government accounts and operations and in promoting sound financial management and accountability in their governments.

**The INTOSAI Development Initiative (IDI)** was established at the 1986 Sydney Congress to provide region-specific training programs with a focus on training-the-trainer. From 1986-1994, IDI conducted 445 courses for over 1500 participants from 150 supreme audit institutions.

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**The Commission Européenne** is the executive branch of the European Union.

**European Economic Community (EEC)** was the predecessor of the European Union.

**European Central Bank (ECB)** is the central bank of the Eurozone.

**European Court of Justice (ECJ)** is the judicial branch of the European Union.

**European Parliament** is the legislative branch of the European Union.

**European Council** is the highest decision-making body in the European Union.



**The European Bank for Reconstruction and Development (EBRD)** was established in 1991 when communism was crumbling in central and eastern Europe and ex-Soviet countries needed support to nurture a new private sector in a democratic environment.

**The EBRD** is the largest single investor in the region and mobilizes significant foreign direct investment beyond its own financing. It is owned by 60 countries and two intergovernmental institutions.

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**Directorate of the European Commission** oversees various policy areas.

**Directorate of the European Parliament** oversees legislative processes.

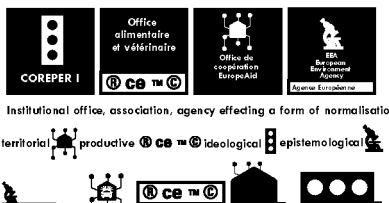
**Directorate of the European Court of Justice** oversees judicial decisions.

**Directorate of the European Council** oversees high-level decisions.

**Directorate of the European Commission** oversees various policy areas.

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## meaning of the pictographs



**Office alimentaire et vétérinaire**  
**Office de coopération européenne**  
**Office de coopération méditerranéenne**

**Directorate of the European Commission**  
**Directorate of the European Parliament**  
**Directorate of the European Court of Justice**

**Directorate of the European Council**  
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