



# Hot on the EU Agenda – EU empowers

EDC Training Seminar

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## EU THAT DELIVERS

**What?** EU funding for projects that generate jobs, growth and investment

**Why?** To demonstrate local relevance and impact of EU funding and investment

**How?** Showing real local stories and beneficiaries of EU-funded projects.



## EU THAT EMPOWERS

**What?** Life changing opportunities that the EU offers its citizens

**Why?** To reconnect Europeans with EU values

**How?** Showing personal stories and interrelating symbolic milestones and initiatives: 60th Anniversary of Rome Treaties, Social Pillar, 30 years of Erasmus etc.



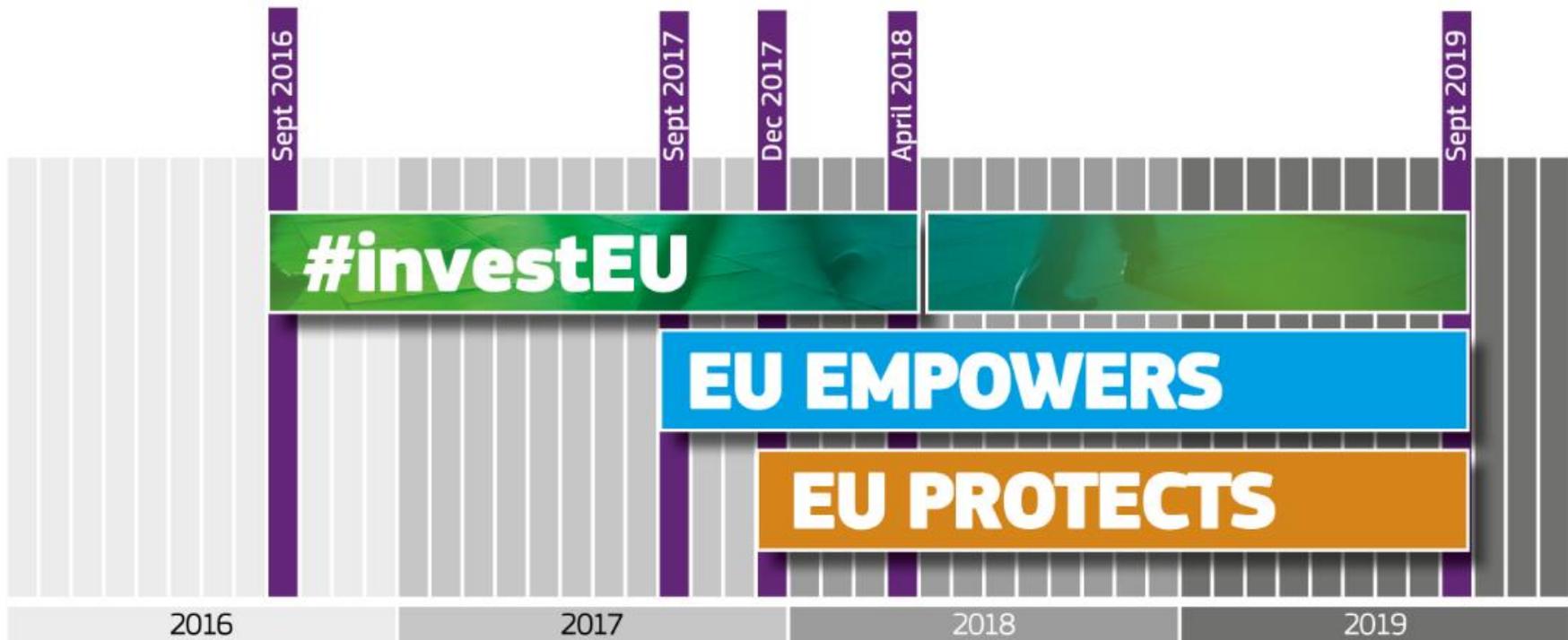
## EU THAT PROTECTS

**What?** Collective EU solutions to tackle global challenges, such as migration, security, or defence

**Why?** To reassure people the EU is taking action to address their concerns

**How?** Highlighting people in action working on the ground for the protection of EU citizens and broader stability in the world.

# Corporate communication campaigns



# What EU Empowers is about

- **Campaign on European values and opportunities offered by the EU**
  - **why the EU is best placed to tackle today's global challenges and threats** for the benefit of its citizens
  - **what makes the EU a unique place and convey the European Way of Life** rooted in a social market economy and a set of fundamental rights
  - show that **these values should never be taken for granted**
  - show that the **EU empowers people** to connect with life-changing and life-enriching opportunities
- **Targeting young people (17-35), neutral towards EU**
- **Focus on social media channels and events**

# Content strategy

**5 core themes** – Mobility, Rights, Skills & Business, Sustainability, Digital

**Concept of "Empowerments"** – main messages we want to deliver to the audience (around 30)

- Practical added-value of Europe in young people's daily lives that they take for granted, ignore or simply don't know it is thanks to the EU
- They have to be **concrete, tangible, relevant and impactful**

# Type of content

## **Generic content**– illustrated **factsheets and social media visuals**

- Fact based, introducing key initiatives and policies – **informative, reason-to-believe**
- In all EU languages

## **Localised content**– **digital stories**

- Human, introducing the personal experience – **emotional and inspiring**
- Produced locally in the local language
- Up to 5 per country (selected from the 30 empowerments)

# EU Empowers timeline

Year	2017				2018												2019							
Month	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Campaign Phase	<i>Preparation/ Production</i>				<i>Awareness</i>				<i>Engagement</i>												<i>Sharing</i>			

**Europe Day**

**Europe Day**

- **October:** slogan testing
- **December:** concept development
- **Jan/ Feb:** Selection of local stories and testimonials featuring in the campaign
- **May:** Presentation of **films** around Europe Day
- **As of June:** use material for engagement via social media channels and events (incl. summer festivals, youth events, etc.)

## Next steps

- **Slogan and hashtag testing** (October 2017)
  - In FR, IT, HU, SE, IE, ES, DE and CS + pilot in BE
  - Representations invited to observe
- **Drafting of generic packs** (October-November 2017)
- **Local adaptation of the packs, incl. digital stories** (January - April 2018)
- **Distribution of packs** (May 2018)
- **Release of short films** (Europe day 2018)