



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.



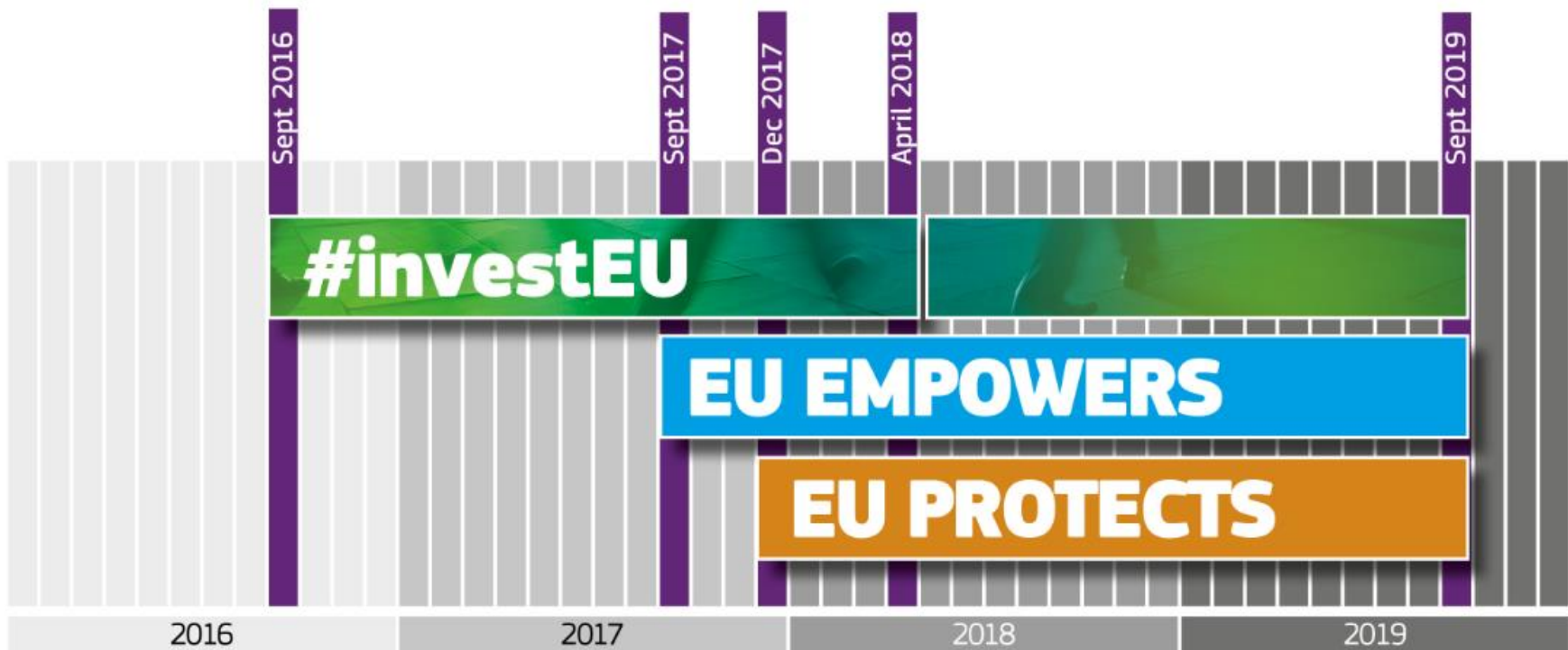
EU THAT PROTECTS

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

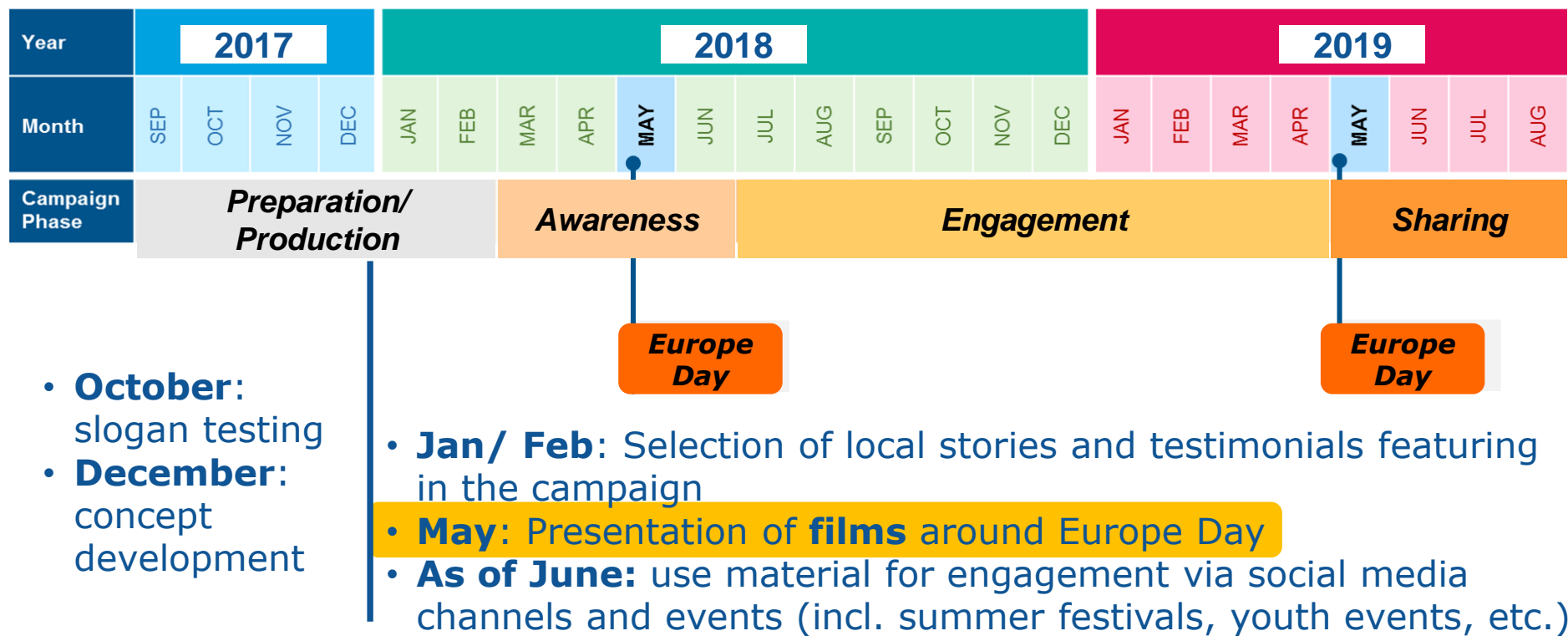
Generic content– illustrated **factsheets** and **social media visuals**

- 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



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)