



# **Communicating Europe**

## **The new approach of the European Commission**

**Mikel LANDABASO**

**Director**

**Strategic and Corporate  
Communication**

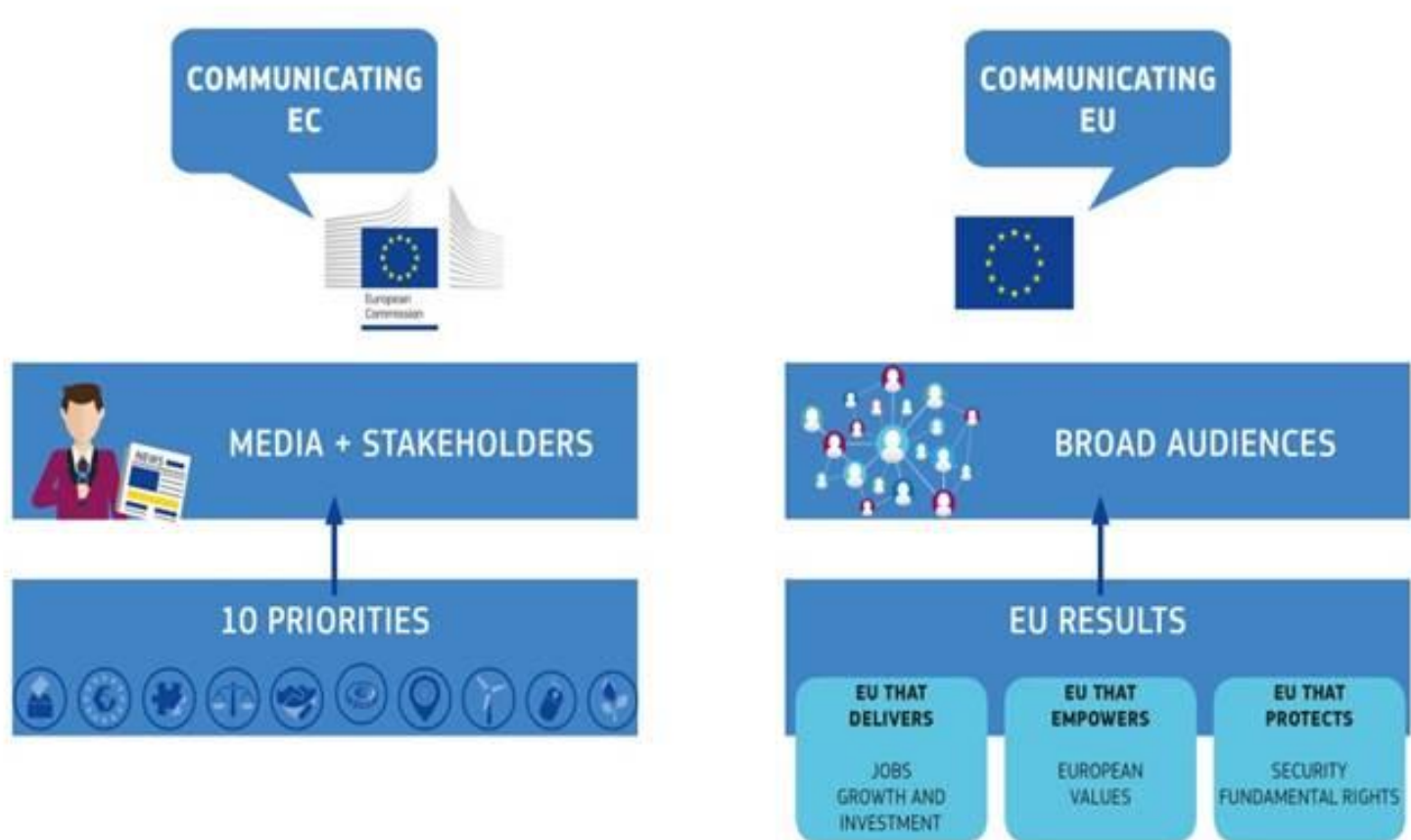
**DG Communication**

**28/03/2017**

**European Committee of the Regions**

## Three strands of communication narrative

- Translate political priorities to citizens;
- Show what Europe does for Europeans, what it stands for and why;
- Construct a narrative for hope and revive EU values, storytelling with a human angle;
- Contextual, using appropriate communication channels (social media, mobile first) also using regional media;
- In all Member States and in all community languages.





## EU THAT DELIVERS

**EU delivers on jobs, growth and investment**

### **Corporate campaign**

Showing relevance and impact of EU investment and funding via local real stories.



## EU THAT EMPOWERS

**Reconnect Europeans with core EU values**

### **Umbrella communication with youth in focus**

Interrelating to symbolic milestones and initiatives: 60<sup>th</sup> Anniversary of Rome Treaties and Social Pillar, 30 years of Erasmus etc.



## EU THAT PROTECTS

**Showcase EU action and solutions**

Development, humanitarian aid and migration policy;

External borders, internal security, fight terrorism, asylum;

Social inclusion, regional and urban policy.

60  
ROME



# Context

- One of the main communication challenge for the whole EU and its institutions in 2017;
- Commissions' services and **EU institutions working together**;
- **Sober, simple, serious, emotional**;
- **Looking into the future** (what the EU has to do), **grounded on past achievements** (what the EU has done in different policy areas);

# Events and products

- **Citizens' Dialogue** with HRVP Mogherini
- **EU60 stories** – video testimonials of citizens talking about Europe
- **EU60 in 60 seconds** – timelapse video
- Documentary video
- **EU GIFstory** – GIF competition





Investment Plan for Europe



European  
Commission



European  
Investment  
Bank  
*The EIB bank*



EUROPEAN INVESTMENT FUND



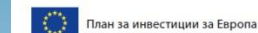
# From stakeholders to general public

- Part I (Jan-July 2016)
  - Establishing credibility towards **stakeholders**: attract potential investors and project promoters by promoting EIPP and the Investment plan
- Part II (early 2017 – early 2018)
  - Locally targeted campaign for a **broader public** using real examples of EU investment projects

# Stakeholder campaign

**Print ads**  
**10.5 million issues**

**Online ads**  
**113 million impressions**



# InvestEU (general public) campaign

## Objectives and Goals



Generate  
measurable  
public recognition



Provide an opportunity  
for every citizen to  
reach a more informed  
view of the EU



Strengthen trust  
in the EU and show  
that the EU is part  
of the solution

**SHOW CONCRETE BENEFITS OF EU INVESTMENT ACTIVITIES**  
**"ON THE GROUND"**

# InvestEU campaign - Scope and target

- **Present EU funding at large** with a special focus on results enabled under the Investment Plan – 2/3 EFSI, 1/3 others
- **Ambivalent Europeans** (don't know/don't care about the EU) in all 28 Member States (with special emphasis in 14 MS)
- **Potential to attract new beneficiaries** by showing real examples of successful entrepreneurs
- **Third party endorsement**: partnerships with project beneficiaries, banks, national managing authorities etc.

# Real projects, Real stories

- Target **real people** with **real stories and projects**
  - Embedding a human story
  - Having a tangible impact
  - Responding to end-users' key concerns
  - Contributing to strategic sectors for the EU economy
  - Reflecting the diversity of EU funding
  - Presenting tangible results on local/regional economy
- A teaser towards all EU funded projects

# Campaign toolkit








European  
Commission

# Website

**investEU**  
europa.eu

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Search




Europa > Invest EU


[Home](#) [Project Overview](#)

## The European Union is about opportunities

The EU is investing in your future, close to you and in every country in the Union, the results are here.



[Share](#)   



### EU investments create opportunities

Support to get projects off the ground, tailored grants and schemes available at all stages and ages of life, smart lending to trigger additional investments, targeted funding to modernise, develop and interconnect... The European Union is about opportunities that deliver concrete benefits, boost job creation and make a difference locally.

# europa.eu/InvestEU

# Explaining EFSI - 16 Facts

March 2017

*"At mid-term of the initiative, it is important for us to share some fact-checking on a number of the criticisms directed at the EFSI. Here are both the Commission and EIB responses to the questions we often receive."*



#InvestEU



# #investEU tweets





EUROPESE UNIE

## 5 PROJECTEN IN BELGIË WAARVAN JE NIET WIST DAT ZE WERDEN MOGELIJK GEMAAKT DOOR DE EU



**Jobcreatie en  
lokale economische  
ontwikkeling**



**Ondersteuning en  
investerings in  
onderzoek, ontwikkeling  
en innovatie**



**Steun voor de lokale  
gemeenschap door  
opleiding en  
werkgelegenheid**

De EU investeert in duizenden Belgische projecten om de economische ontwikkeling te stimuleren en jobcreatie te ondersteunen ten voordele van lokale gemeenschappen. Het gaat over verschillende projecten in België die allemaal één ding gemeen hebben: ze zijn **mogelijk gemaakt met de steun van de Europese Unie**.

<https://europa.eu/investEU>



[facebook.com/EU4BE/](https://facebook.com/EU4BE/)



[twitter.com/EU4BE/](https://twitter.com/EU4BE/)

OPPORTUNITEITEN STARTEN HIER

#investEU



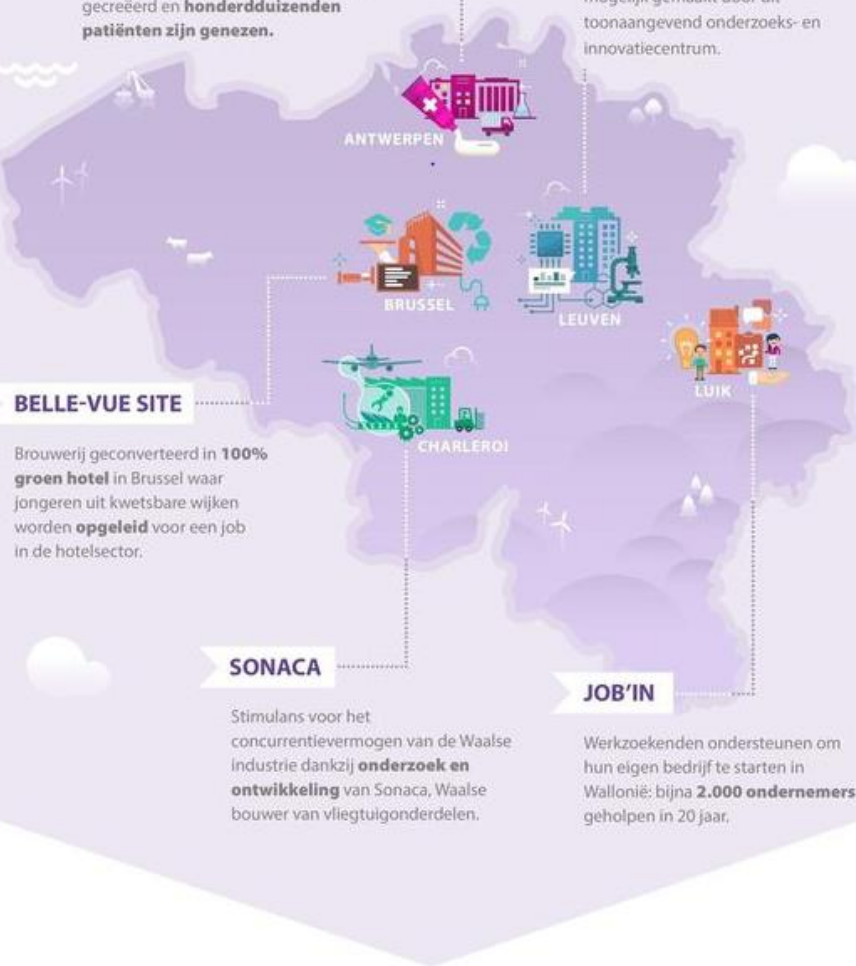
De EU financiert de volgende projecten die concrete en lokale impact creëren.

### FLEN PHARMA

Investerings in innovatieve wondverzorging waardoor **78 jobs** zijn gecreëerd en **honderdduizenden patiënten** zijn genezen.

### IMEC

Grensverleggende **innovaties in nano-elektronica en digitale technologieën** mogelijk gemaakt door dit toonaangevend onderzoeks- en innovatiecentrum.



### BELLE-VUE SITE

Brouwerij geconverteerd in **100% groen hotel** in Brussel waar jongeren uit kwetsbare wijken worden **opgeleid** voor een job in de hotelsector.

### SONACA

Stimulans voor het concurrentievermogen van de Waalse Industrie dankzij **onderzoek en ontwikkeling** van Sonaca, Waalse bouwer van vliegtuigonderdelen.

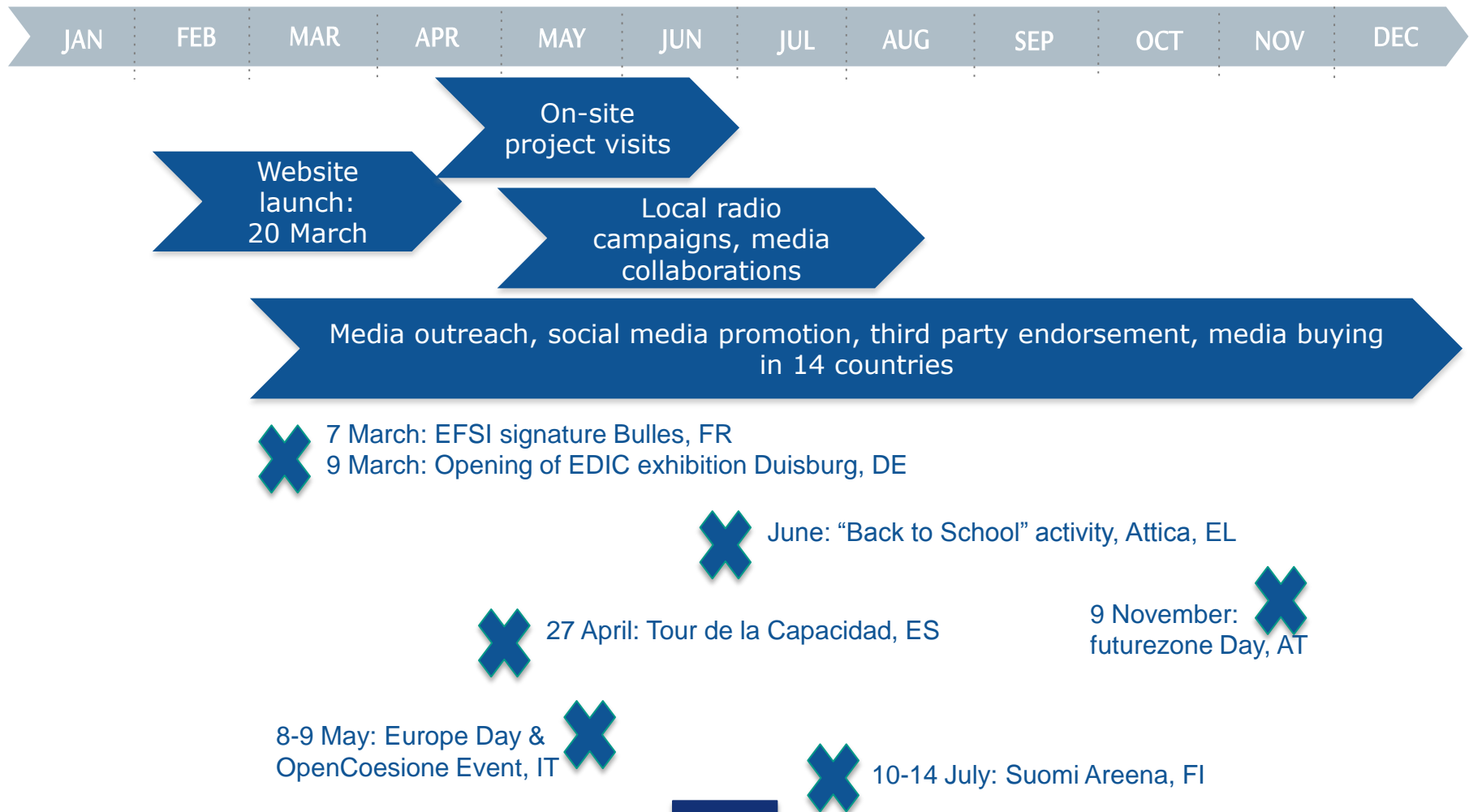
### JOB'IN

Werkzoekenden ondersteunen om hun eigen bedrijf te starten in Wallonië: bijna **2.000 ondernemers** geholpen in 20 jaar.

# Generic clip

*[http://ec.europa.eu/avservices/video/player.cfm?  
sitelang=en&ref=I135556](http://ec.europa.eu/avservices/video/player.cfm?sitelang=en&ref=I135556)*

## investEU CAMPAIGN TIMELINE - 2017





European  
Commission



**FUTURE OF EUROPE**



# The European Story





# Drivers of Europe's Future



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**A changing place in an  
evolving world**



---

**A profoundly transformed  
economy and society**



---

**Heightened threats and concerns  
about security and borders**



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**A questioning of trust and  
legitimacy**



# SMARP

**EC Employee Advocacy Program**



## **What we believe in**

*Employees are our most valuable asset and most trusted ambassadors*

## **Our vision and mission**

*Inspiring every professional to be an influencer by making knowledge sharing simple and rewarding*

# The Smarp Platform will enable us

*-to curate on a daily basis the best content*



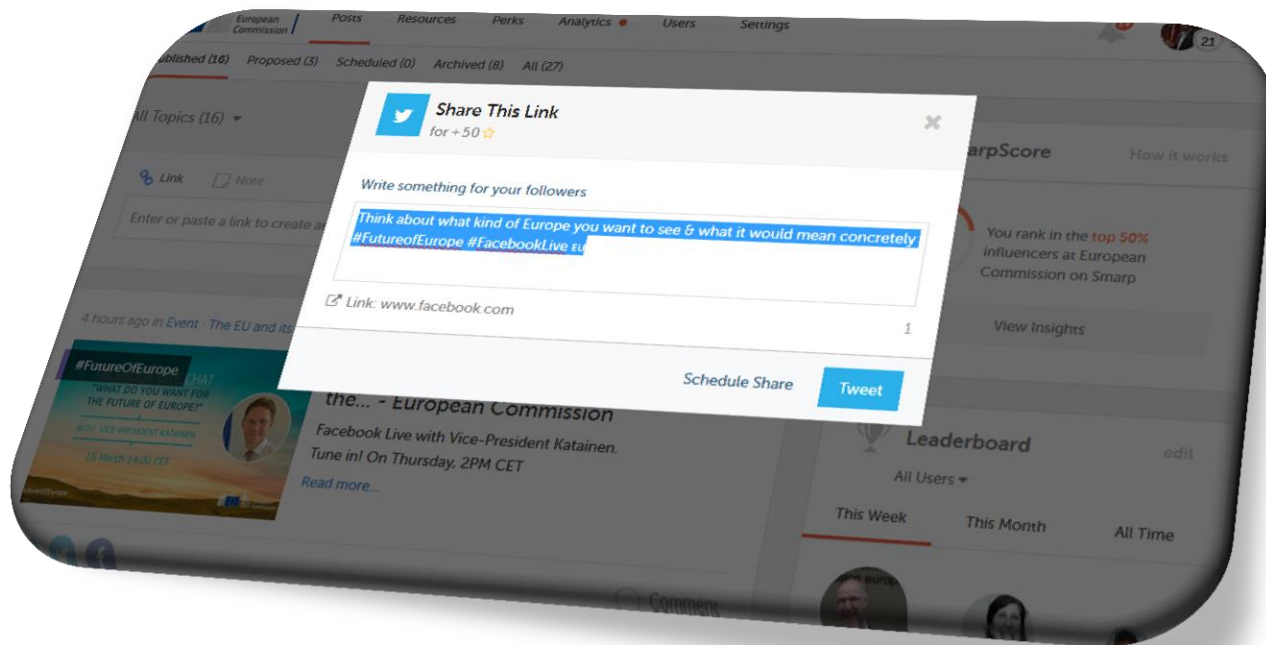
...because we love to live in peace  
...because we love to be united in diversity  
...because we love to travel freely  
...because we love having the choice to work and live in another EU country  
...because of Erasmus... See more




2,139,579 people reached

Boost post


*to distribute this content to EC employees to share it with their networks, in their own voice and to measure the impact of this sharing activity.*



**EASY  
AND  
READY  
TO GO  
CONTENT**



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Commission





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 Link


 Note


Enter or paste a link to create an inspirational post

4 hours ago in Event - The EU and its Values - Video




"We don't want to dictate what is the... - European Commission  
Facebook Live with Vice-President Katinen.  
Tune in! On Thursday, 2PM CET  
[Read more...](#)





 Comment

20 hours ago in Future of Europe - The EU and its Values - Video




60 years, 60 seconds. In Rome,...  
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19 hours ago in Europe in Member States - Jobs, Growth and Investment - Social Europe



15/3 will see the signature of the launch of



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21

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This Week

This Month

All Time



1  
Bela Dajka  
3330 ☆



2  
Dana Manescu  
1340 ☆



3  
Glen Campbell  
1250 ☆

4  Christine König860 ☆

5  zornitza venkova680 ☆

6  Maria Te660 ☆

7  Attila Gecse620 ☆

8  Corinne Wenner410 ☆

9  Mikel Landabaso340 ☆

10  Mikel Landabaso210 ☆

11  Corinne Wenner410 ☆



European Commission  @EU\_Commission · Mar 13

60 years, 60 seconds.  
[#EU60](#)



**60th anniversary of the Treaties of Rome**

25/03/2017: EU leaders will come together to celebrate 60 years since signing of



- Be proud, be open, be safe and



***SHARE IT***