



# Staying positive, even in Milan #EuroPCom

29th June 2020



***Massimo Gaudina***

***European Commission, Head of Regional Representation in Milan***



**Piazza Duomo, Milan**  
**20<sup>th</sup> February 2020**



**Piazza Duomo, Milan**  
**27<sup>th</sup> February 2020**



**Bergamo, 18<sup>th</sup> March 2020**



**Arrival of protective equipment from China**



**Russian expedition to Bergamo**





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## What the Commission in Milan has done



***Spread positive  
messages during  
the COVID-19 crisis***

***#StrongerTogether***



«Dear Italy, dear Italians...  
(...) **Europe** is a big family. This family, **your family**, will not leave you alone.»





## Media actions



MASSIMO GAUDINA

### «Bandiera europea ammainata, non è l'ora di agitare gli animi»

Critiche dal capo Rappresentanza italiana alla Commissione di Bruxelles  
«Dalla Bce misure importanti, aiuti per le imprese e per la ricerca scientifica»

*"This is an emergency that goes beyond borders,  
so **we will overcome it by going beyond borders.**"*

Il Tirreno, 3<sup>rd</sup> April 2020



**Webinars for journalists** "70 years of the European Union - The new challenge EU vs COVID-19" in collaboration with the EDICs Pordenone, Trieste, Cuneo and with the Order of Journalists.

# Special TV programmes with regional TV channels



An **Italian** patient treated in **Germany**

## Online school lectures



Online school lectures in collaboration with EDIC Emilia Romagna to explain to students **how the EU is operating** in this context of pandemic. Module used in other regions too.

## Promote EU Covid-19 research projects



Promoting EU Covid-19 research projects by taking part in **TG Leonardo** – a daily scientific TV news programme on National television (*1.7 million daily audience*).



# And more...

## Many other joint online actions with EPLO and EDICs



## 9<sup>th</sup> May events



In order to celebrate Europe Day, the Italian city of **Venice** casted the **European flag** on the main monuments of the city.



The **Citizens' Dialogue** on the Future of Europe with Vice-president **Dubravka Šuica** addressing Italian high school students.

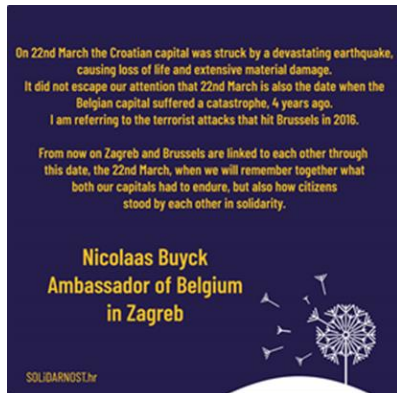
# Virtual concert



More than 800 band musicians and choir singers from across the EU took part in **Bands and Choirs 4Europe**, a huge virtual ensemble performing the Ode to joy in Latin. The initiative was organized by the **European Commission Representation in Rome**.



# Other Commission's actions around Europe





# #UnitedAgainstCoronavirus



**#Resilience**  
**#Solidarity**