EuroPCom – Brussels – 9 November 2018
Tina ZOURNATZI, Head of Unit – Strategic Communication
European Commission
Corporate Communication
One message, one voice, one logo

Show what Europe does, what it stands for and why
How do we do it?
Targeting & Localising
Co-creation with policy departments and local representations
Appealing to hearts & minds
**What?**
EU funding helps generate more jobs, growth and local investments.

**Why?**
To demonstrate the local benefits and impact of EU funding and investment.

**How?**
A multichannel campaign. Targeting Europeans with an ambivalent or neutral attitude to the EU. Showcasing real stories, real beneficiaries and real local impact.

---

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

**Why?**
To reconnect young citizens with the EU’s core values.

**How?**

---

**What?**
How the EU brings together ordinary heroes to help tackle global challenges and protect citizens.

**Why?**
To reassure Europeans that the EU is taking action to address their concerns.

**How?**
Targeting Europeans 35-55 years old, with and ambivalent or neutral attitude to the EU. Focusing on chains of ordinary heroes working together on the ground to protect the citizens.
Impact

+5% increase in positive opinion

44% agree EU helps create economic growth in their region
Digital stories

Hi, I'm Marc. I'm the singer of the band Suarez.

Dóri
30 ÉVES DESIGNER
MAGYARORSZÁG

135 testimonies from around Europe, telling how Europe empowered them

Available soon on the campaign website
Local Heroes

Bruno Terryn & Wim Tielemans, Foster Parents - MinorNdango NGO, BELGIUM

Irina Mateeva, Society for the Protection of Birds, BULGARIA

Lotte Kruger, Archelon NGO, GERMANY

Enhance local reach
Bring the campaign closer to citizens
Promote the campaign to local media
The Human Trafficking chain

Discover how ordinary heroes in your country are helping to protect you.
www.europa.eu/euprotects
Localising our efforts

- Outreach
- Website
- Local stories
- Movies

EU Together We Protect

European Commission