

WORKSHOPS #EUGREENDEAL : WHAT'S IN IT FOR COMMUNICATION?

#EUROPCOM

3 BIG QUESTIONS

WHAT OUR EXPECTATIONS FOR #EU GREENDEAL?

★ ANTHONY

ENGAGING THE PUBLIC?

CLIMATE & BIODIVERSITY CRISIS ARE REAL ...

UNDERSTANDING EUROBAROMETER IS NOT EVERYONE

HAS COVID GOT IN THE WAY?

⚠️ COST OF CHANGE?

★ WE CAN'T AFFORD NOT TOO



MAKING POSITIVE CHOICES FOR A BETTER LIFE

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RAFAL

CHANGE HAS ITS OWN MOMENTUM

THERE ARE DELAYS...

★ WE CAN WORK BEYOND NATIONAL GOVTS

CITIES & REGIONS TOGETHER

BE SMART

BE TANGIBLE

BE THE NEIGHBOURHOOD

TODAY

★ ACTIVE ENGAGEMENT

THE AIR CAN SMELL BETTER

MAKE OUR OWN IN OUR CONTROL

★ WE HAVE THE TECH
 ★ WE HAVE THE MONEY

BUILDING OUR TOOLS €

#EUGREENDEAL

WE NEED PUBLIC & PRIVATE
 LOOK FOR FINANCIAL INSTRUMENTS €



INVESTING IN A NON OBSOLETE ECONOMY

drawNALISM

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★ **A HISTORIC MOMENT**

JUAN

#EUGREENDEAL
 ↳ A SOCIAL AGREEMENT
 ↳ PRIORITIES ALLOW ACTION

★ **CITY & REGIONS**



★ **MAKING CHANGE TANGIBLE AT THE LOCAL LEVEL**

WORDS

UNDERSTOOD

SCIENCE

LANGUAGE

SCIENTIFIC LITERACY

CHANGE MAKERS

FACTS

AND

★ **HEALTH AS A STORY FOR CUT THROUGH**

Céline

TACKLING THE DISLOCATION

BUILDING MORE OF THE BETTER

★ **[RE]CREATING CONVERSATIONS**

★ **AT THE LOWEST POSSIBLE LEVEL**



★ **LESS IS O-K.**

THE DEMAND FOR CHANGE IS HERE

FRAMING
 WE NEED A POSITIVE

⚠️ **ALONE CANNOT DELIVER CHANGE**

★ **OUR LANGUAGE**

WE ARE DOING THIS FOR OURSELVES... NOT THE PANGOLIN



CITIZEN ENGAGEMENT

★ **THIS IS AN OPPORTUNITY OR QUESTION OF € [€1.8 TRN & #EUGREENDEAL]**

MAKING PHYSICAL SPACE FOR PEOPLE

TRANSPORT
 CARS
 HEALTH
 TOURISM

WORKSHOPS #EUGREENDEAL : WHAT'S IN IT FOR COMMUNICATION?

WELLBEING · QUALITY OF LIFE · HEALTH · ECONOMY

DISCUSSION

ESSENTIAL OPPORTUNITY IN MOST DEPRIVED REGIONS OF OUR SOCIETIES

THIS IS FOR PEOPLE



- ★ PASSION
- ★ COCREATION
- ★ POSSIBILITY

#DISCUSS ANTHONY
THE CITIES ARE INSPIRING & AHEAD OF NATIONS

★ LET THE LOCAL COMMUNICATION CHANNELS BLOOM

RESOURCE IS NOT WEALTH EXCLUSIVE

LOCATION SPECIFIC

THIS IS FOR US ALL FOR AS LONG AS WE ALLOW OURSELVES

NOBODY OWNS THESE MESSAGES

DISPERSED DIGITAL REMOTE



JUAN
CÉLINE

POSITIVE FRAMING

WE'VE SEEN OUR FRAGILITY... THAT HELPS ATTENTION & ACTION ARE OVERDUE

DIGITISATION & THE WORLD OF WORK IS AN OPPORTUNITY

ENERGY TRANSFORMATION

