



INFORM EU

The Network of EU Funds Communicators

14-16 November 2023

Welcome!

Maja SCHUSSLER European Commission

Alexander FERSTL European Commission



Social media

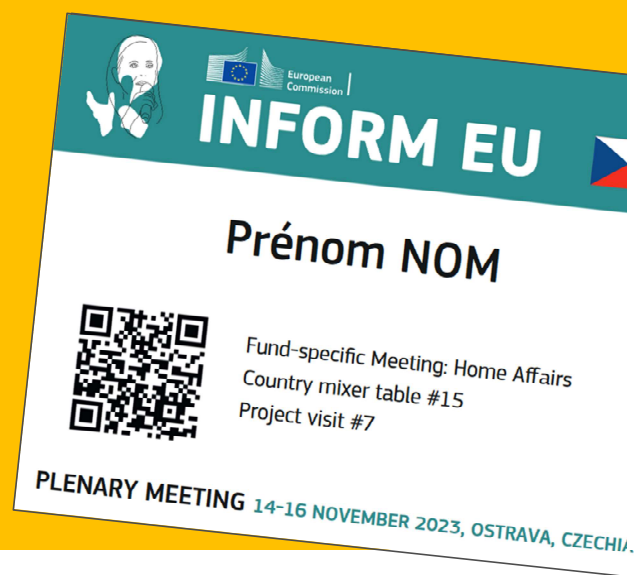
#INFORMEU



There is no such thing as a bad GIF!

- 3D camera in the lobby – have fun & get the GIFs to your email, whatsapp, social media
- Use #INFORMEU

Programme information



The programme is available on the website.

Your chosen **fund-specific meeting**, **project visit** and group for **country team mixers** is indicated on your badge.

<https://informeu.regio-events.eu/en/programme>

Eyes on the lanyards

For easier networking, the colours of the lanyards indicate the fund-specific meeting you have chosen.



The last call to vote for your favourite finalists:
The public vote closes today!

Welcome

Stanislav SCHNEIDR

Director General of the Section for Coordination of European Funds,
International Relations and Tourism,
Ministry of Regional Development, Czechia



Welcome

Karolina KOTTOVA

Head of Unit for Communication
Directorate-General for Regional and Urban Policy,
European Commission



Keynote speech

Stefan GADRINGER



Senior Lecturer

Department of Communication Science, University of Salzburg, Austria



A high-angle, wide shot of a large crowd of people gathered in a public square. In the center, a large European Union flag is being held up. The flag is blue with twelve yellow stars arranged in a circle. The people are dressed in casual attire, and the scene is brightly lit, suggesting a sunny day. The crowd is diverse in age and appearance, and many people are looking towards the flag or taking photos.

HOW DID WE GET HERE ?

CONTEXTUALIZING SOCIAL DEVELOPMENTS WITH
COMMUNICATIONS RESEARCH

STEFAN GADRINGER



THE CRUCIAL ROLE OF COMMUNICATION

SOME ASPECTS FROM RESEARCH

INFORMED CITIZENS

& ELECTIONS

87 %

believe that disinformation has
already had a major impact on the
political life in their country

are worried about the impact of
disinformation on the upcoming
elections in their country



Disinformation
Hate Speech
Fake News



DYNAMICS OF POLITICAL COMMUNICATION



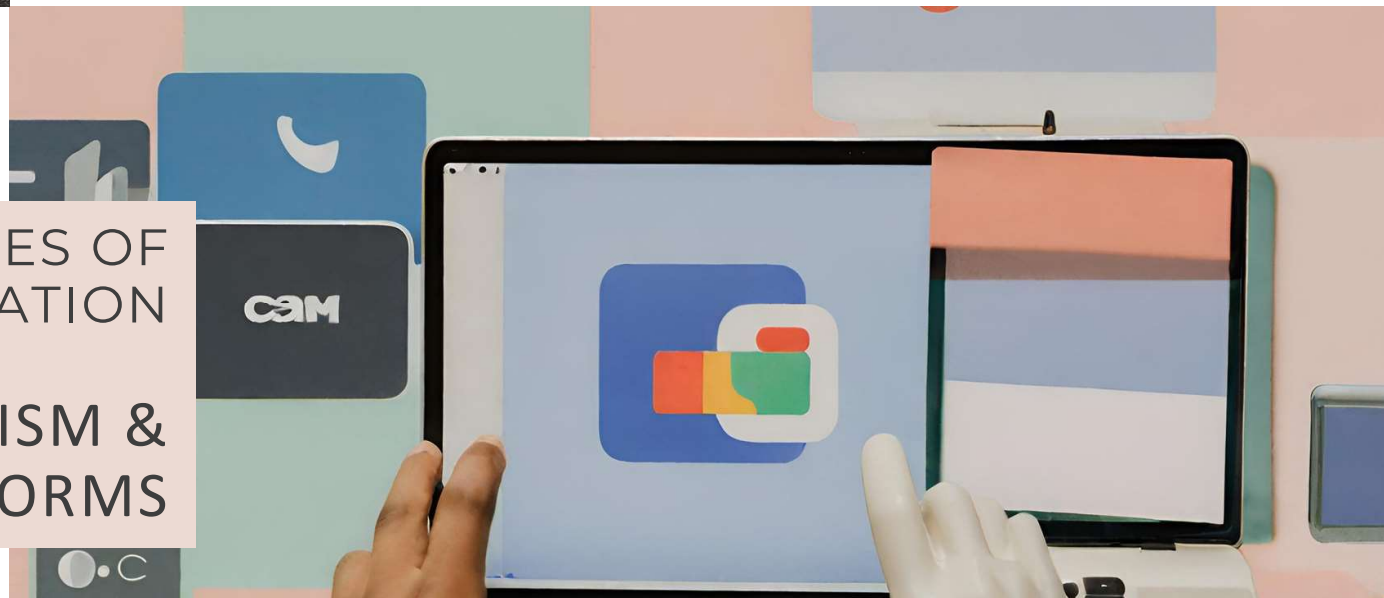


Journalism and News
as long standing providers of
information

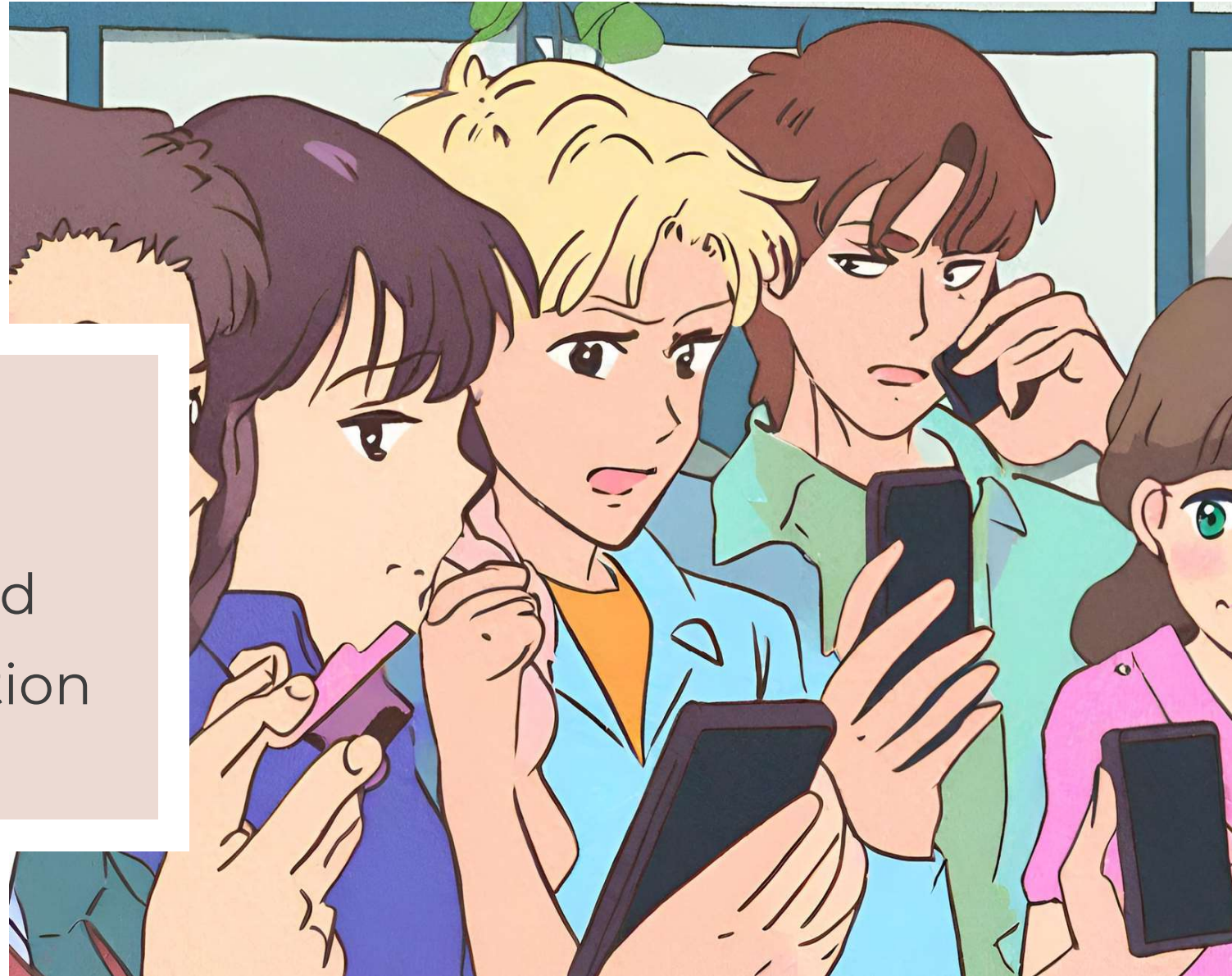
facing challenges that come with the
increasing power of
big tech platforms

SOURCES OF
INFORMATION

JOURNALISM &
PLATFORMS



Interest in
News and
Information



TRUST IN NEWS



▶ DECREASE OF TRUST IN
EU COUNTRIES

▶ CONNECTED TO
VARIOUS SOCIAL
ASPECTS

▶ LOWEST TRUST SCORES
ON SOCIAL MEDIA
PLATFORMS



DISCUSSION

- ▶ ROLE OF PLATFORMS
- ▶ EFFECTIVELY COUNTERING
DISINFORMATION AND HATE SPEECH
- ▶ NEWS AND JOURNALISM

THANK YOU



STEFAN.GADRINGER@PLUS.AC.AT

UNIVERSITY OF SALZBURG

Perspectives

How do citizens in the regions see us? Results of Eurobarometer 2023

Femke DE KEULENAER

Senior Research Director
European Public Affairs, Ipsos, Belgium





Flash Eurobarometer 531

Citizens' awareness and perception of EU regional policy

Survey requested by the European Commission, Directorate-General for Regional and Urban Policy and coordinated by the Directorate-General for Communication

Fieldwork
9/6 – 22/6/2023
Fieldwork conducted by
Ipsos European Public Affairs



Technical note

Survey requested by the European Commission, Directorate-General for Regional and Urban Policy and coordinated by the Directorate-General for Communication

Fieldwork conducted by Ipsos European Public Affairs

Methodology

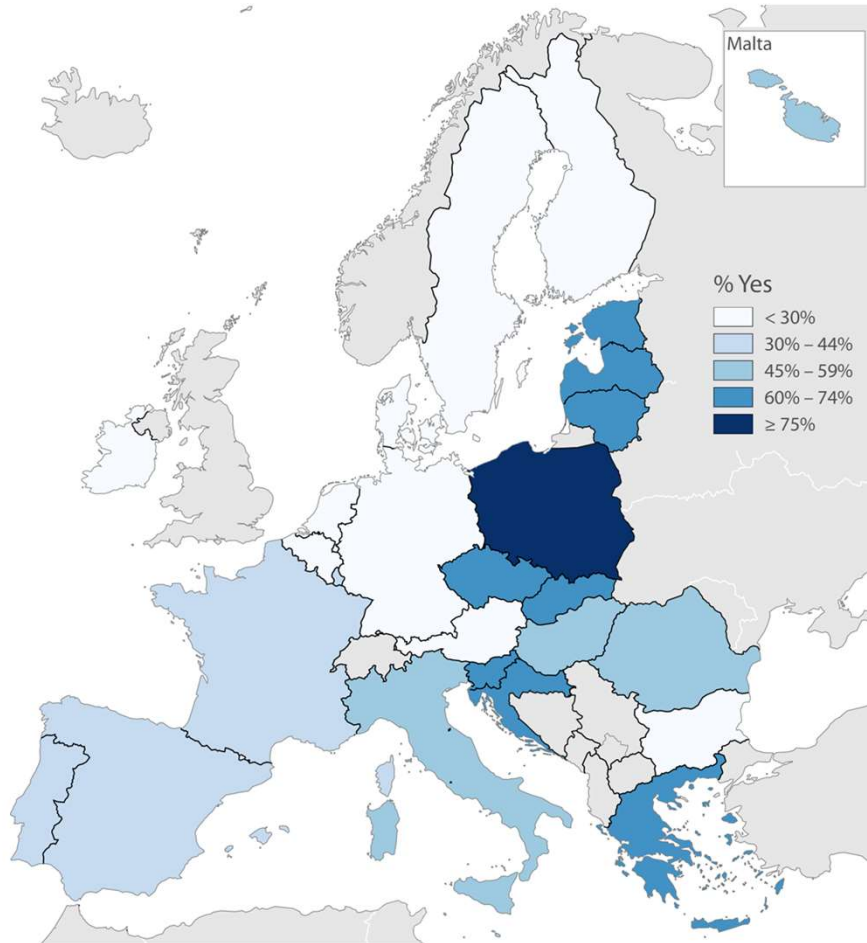
- The survey was conducted via telephone interviews
- Fieldwork: from 9 June to 22 June 2023
- Target population: EU citizens, 15 years and over
- Coverage: EU27
- Sampling methodology: dual frame, landline and mobile, probability design
- Number of interviews: 25 718
- Sample size per country: 500 in LU, CY, MT, 1000 in all other countries

Presentation of survey data

- Survey data are **weighted** to marginal age, gender, activity status and region population distributions using *rim* weighting. The EU27 averages are weighted according to the size of the 15+ population of each country.

Note: Percentages may not total 100 due to rounding.

Awareness of EU co-financed projects

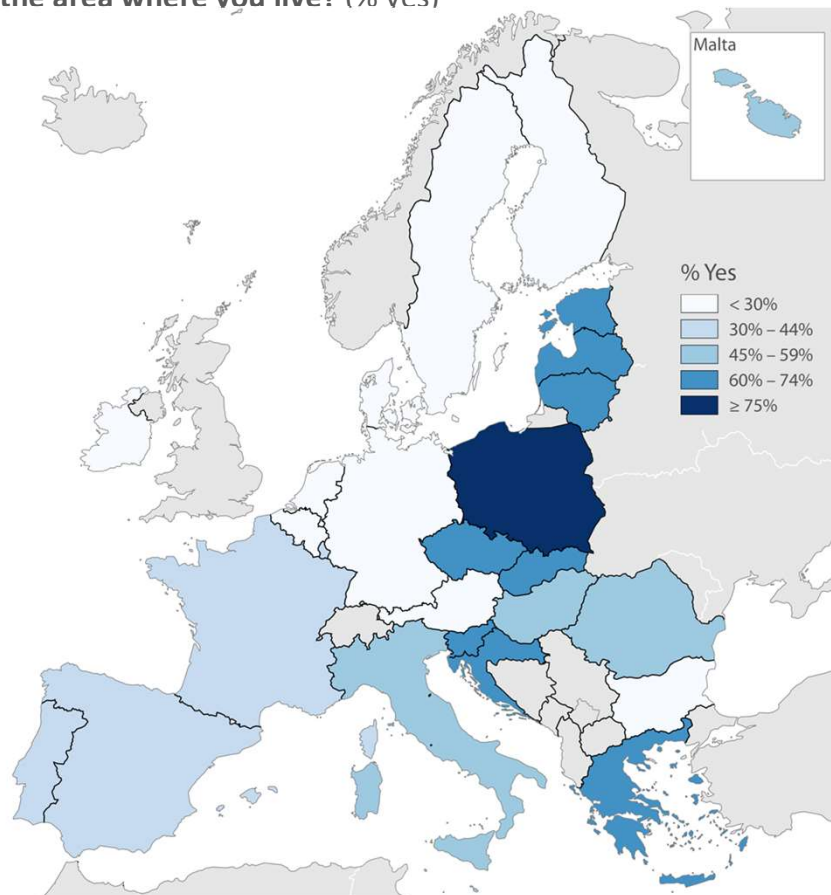


Europe provides financial support to regions and cities. Have you heard about any **EU co-financed projects to improve the area where you live?** (% yes)

EU27		39%	LV		62%
BE		23%	LT		65%
BG		29%	LU		37%
CZ		70%	HU		55%
DK		15%	MT		58%
DE		16%	NL		18%
EE		60%	AT		25%
IE		29%	PL		80%
EL		60%	PT		42%
ES		39%	RO		47%
FR		31%	SI		64%
HR		72%	SK		73%
IT		54%	FI		29%
CY		35%	SE		23%

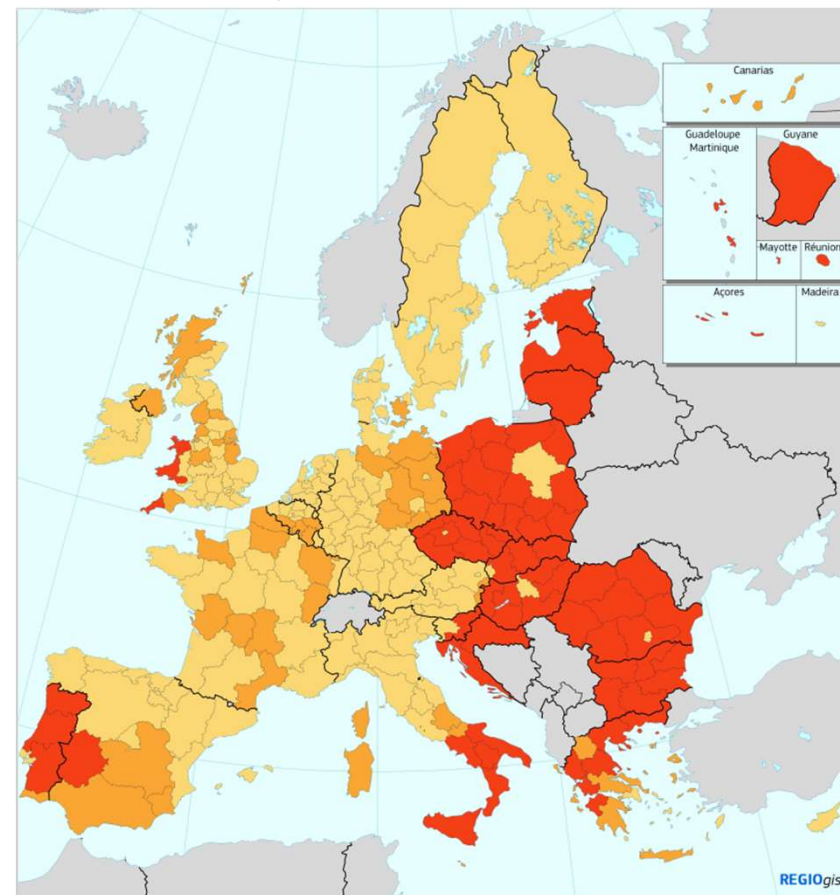
Awareness of EU co-financed projects

Have you heard about any EU co-financed projects to improve the area where you live? (% yes)



Structural funds (ERDF and CF) eligibility, 2014-2020

(Source: European Commission, DG REGIO)

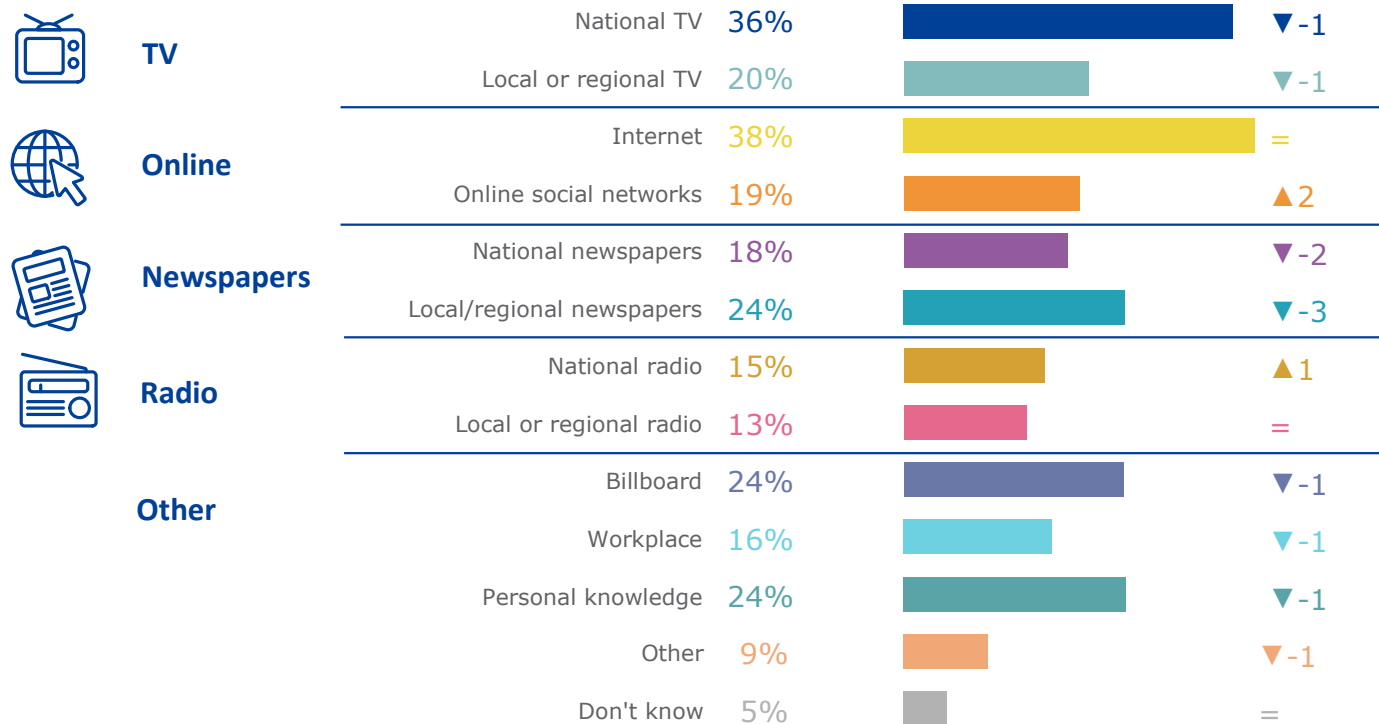


Sources of information on EU co-financed projects

Where did you hear about [EU co-financed projects to improve the area where you live]? Firstly? And then?

Base: respondents who have heard about EU co-financed projects in their area

▼▲ Evolution
2023-2021



Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy / Fieldwork: 9/6-22/6/2023

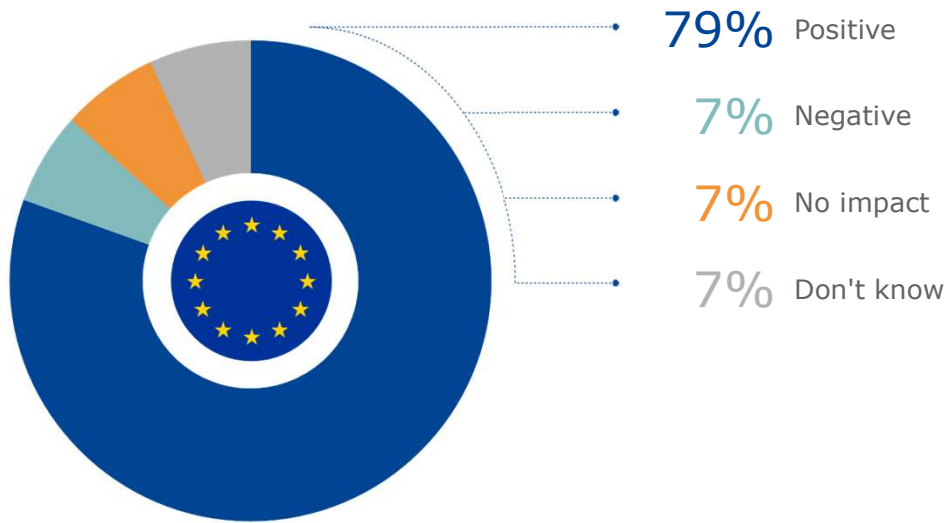
EU27 average

27 (%) Base: n=11 835 - Respondents who have heard about any EU co-financed projects to improve the area where they live

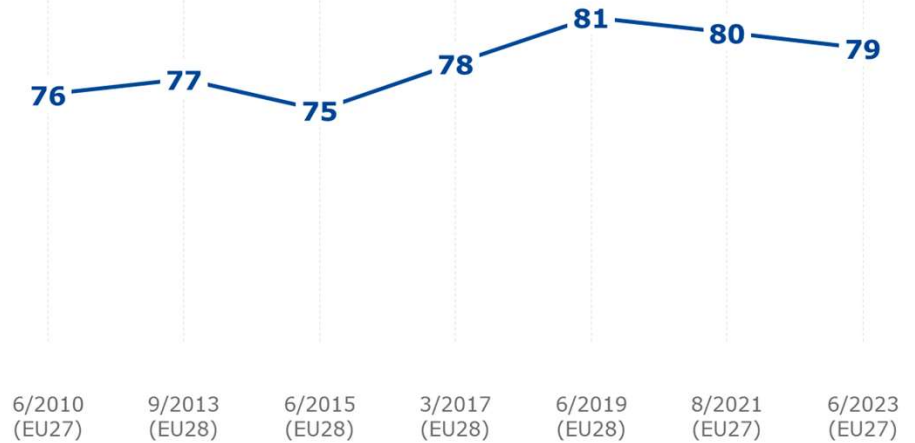
Impact of EU co-financed projects on development in local areas

Taking into consideration all the projects you have heard about, would you say that this support has had a **positive or negative impact on the development of your city or region?**

Base: respondents who have heard about EU co-financed projects in their area



% 'Positive' – Longer trend shows continued high awareness of EU's role in improving their city or region



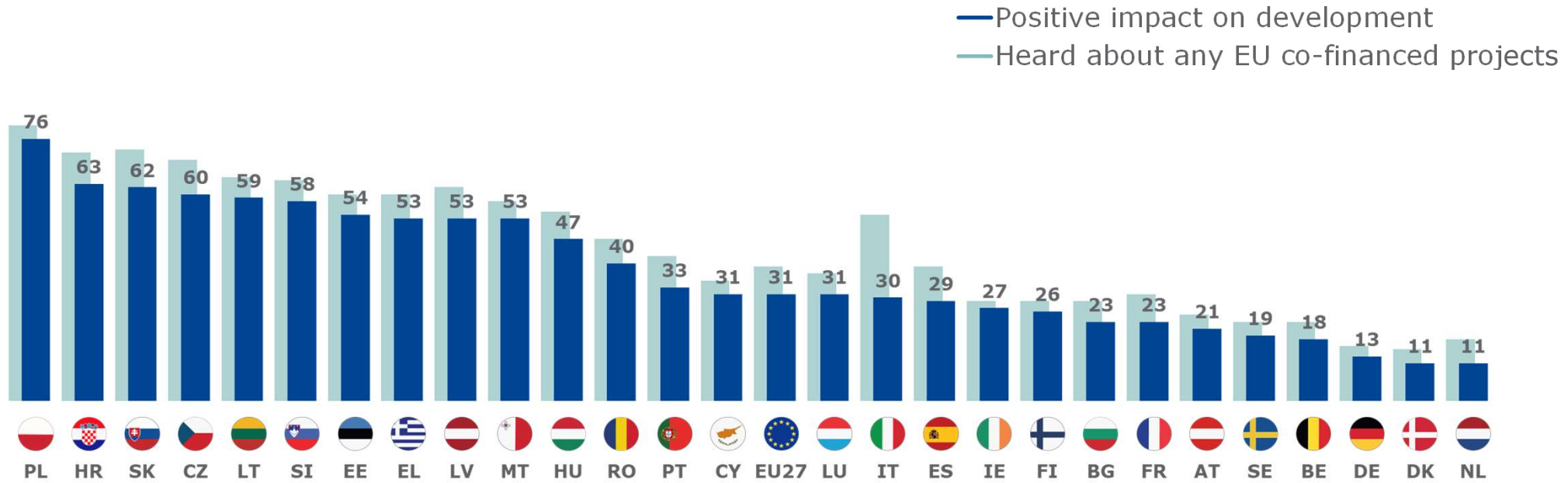
EU27 average

Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy / Fieldwork: 9/6-22/6/2023
 (%) Base: n=11 835 – Respondents who have heard about any EU co-financed projects to improve the area where they live

Impact of EU co-financed projects on development in local areas

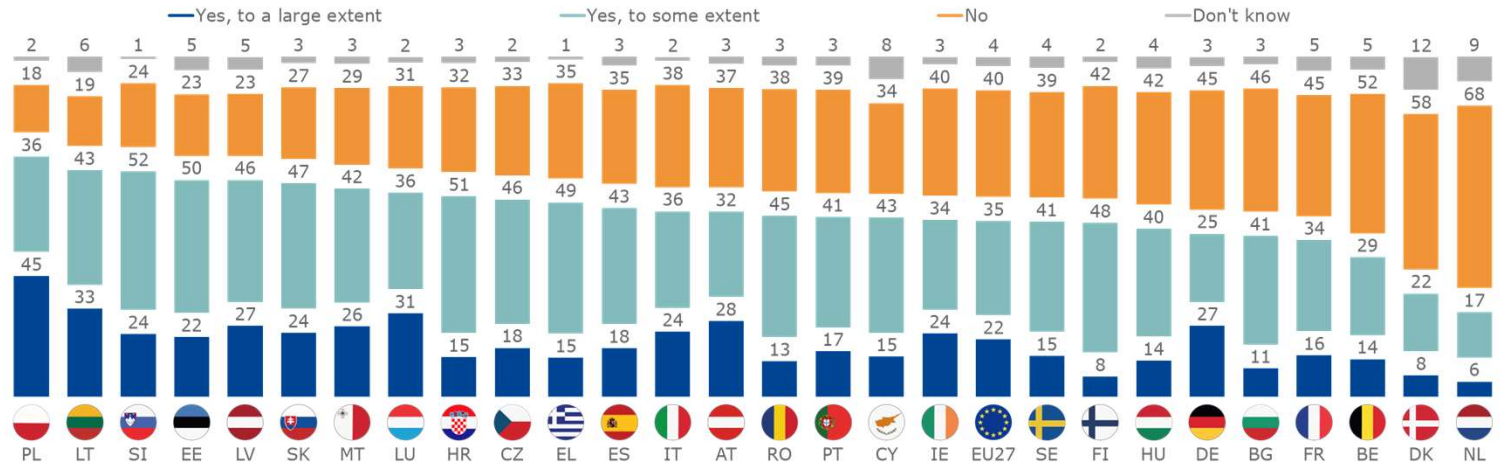
Taking into consideration all the projects you have heard about, would you say that this support has had a **positive or negative impact on the development of your city or region?**

Base: all respondents



'Feeling like an EU citizen'

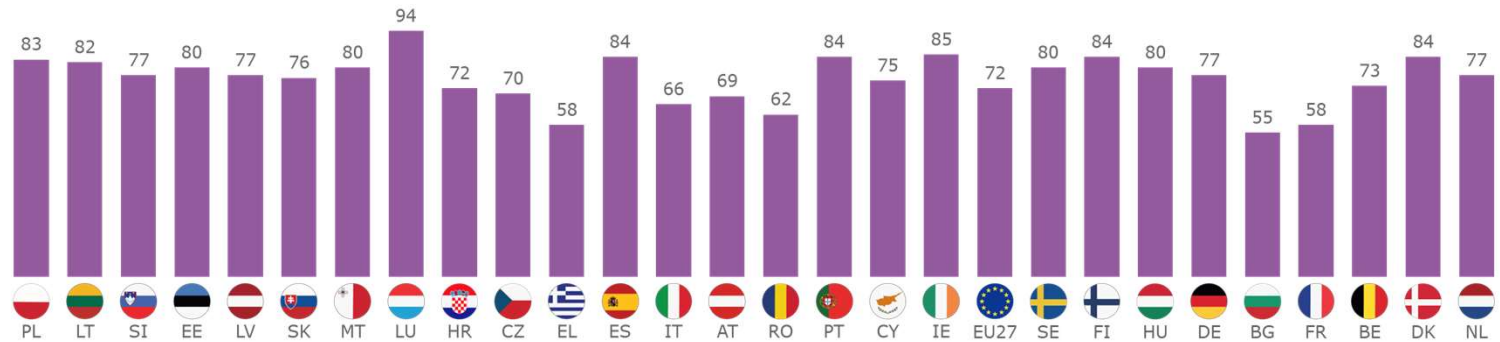
Do EU funded projects in your area make you feel like an EU citizen?



Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy / Fieldwork: 9/6-22/6/2023 / (%) Base: n=25 718 - All respondents

% who feel at least to some extent like an EU citizen

(Standard Eurobarometer 99.4, Spring 2023)



Thank you!

Flash Eurobarometer 531

Citizens' awareness and perception of EU regional policy

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and coordinated by the Directorate-General for Communication

Fieldwork conducted by Ipsos European Public Affairs

Femke De Keulenaer

femke.dekeulenaer@ipsos.com

Ipsos European Public Affairs

Facts matter, but not only The 2024 European elections as a communication challenge

Jens MESTER



Head of Unit Interinstitutional Relations, Corporate Contracts & Europe Direct
Contact Centre; EC COMM 2024 European elections coordinator
Directorate-General for Communication, European Commission





Facts matter, but not only – the 2024 European elections as a communication challenge

InformEU plenary meeting: Data, Transparency and Communication
Ostrava, Czechia (14 – 16 November 2023)

Jens Mester

*Head of Unit, EC COMM.B.2 – Interinstitutional relations, corporate contracts & Europe Direct Contact Centre
Communication coordinator for the European elections 2024
European Commission, DG COMM*

Objectives of our communication

- **inform** citizens about the European Union and the elections, based on facts
 - **engage** citizens in European democracy.
- to **empower them** to make **informed decisions** about **Europe's future**.

There are around 350 million voters!
Exact figure available soon





Our candidate is Europe!





- The **2019 European elections** saw a **significant increase in turnout**, which rose to an EU average of almost 51% (42% young people).
- For **2024: Higher awareness, higher interest and higher participation likelihood**: the EP Spring Eurobarometer survey results (released on 6 June 2023) show more positive results than a similar survey carried out in 2018.
- **67% of respondents said they would vote**, compared to 58 % in a similar survey in 2018 (whilst actual 2019 turnout was ca. 51%).

This is not bad! But is it enough to strengthen our democracy ???

Six areas of action and cooperation of the EC

1. Communicating EU delivery

What the EU stands for

What the EU does *for* citizens

What the EU does *with* citizens

2. Fighting elections-related mis-and disinformation

3. Informing about the elections and voting rights

4. Supporting the EP's 'Go-to-vote' campaign (2024)

5. Activating our networks and partners

6. Empowering and engaging staff

Facts-based and data-driven – regarding the choice of topics, messages, target audiences, channels and multipliers – EC and EP are aligned. Accompanied by solid monitoring.

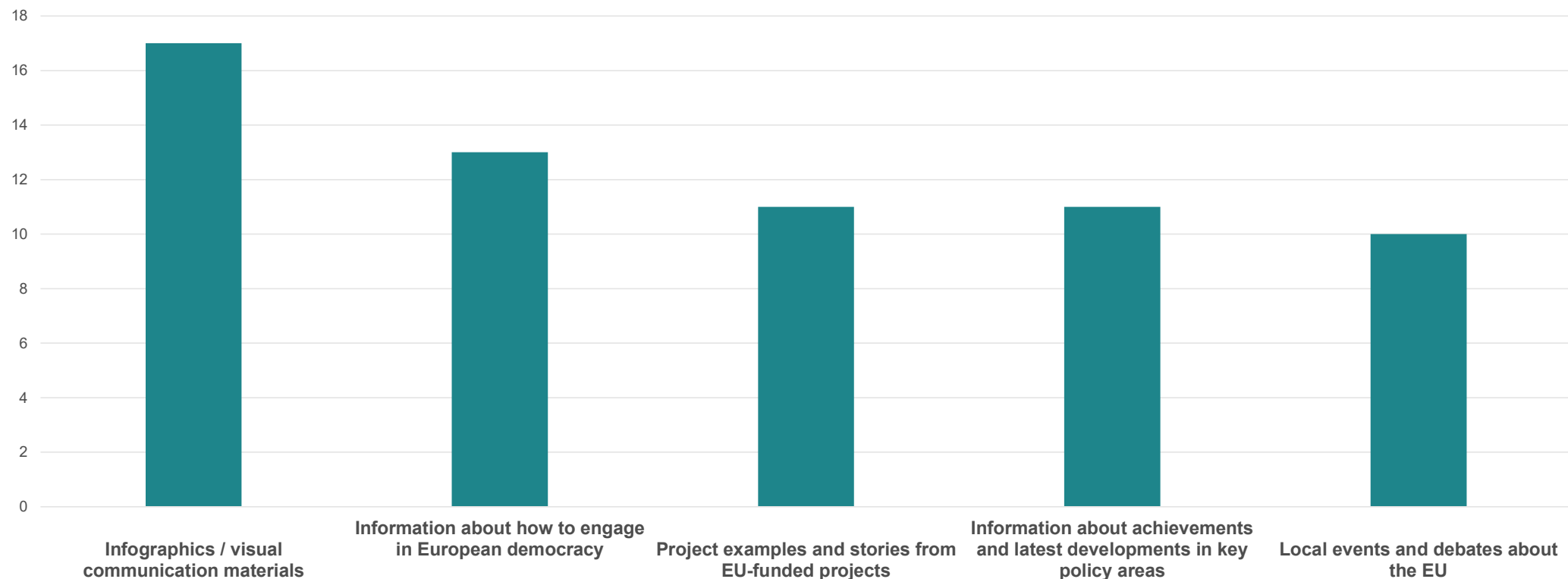
What you can do to **boost our collective communication firepower**

- Play your part in **EU communication and ensuring EU visibility**
- Use **examples and stories** about **EU delivery** that resonate in a **given local context**, highlighting the **European, joined-up character** of our policy responses;
- Spread **reliable information about the elections**
- Inform and engage **young people/first time voters in particular**
- Convey that the **EU is available** for citizens and engages with them
- Activate **beneficiaries of EU funding** to communicate and raise EU visibility and activate **other multipliers to speak up for Europe**
- Help grow EP '**together.eu for democracy**' platform via following link:
https://together.europarl.europa.eu/en_GB/referral/SOk590195958

38* Support the **go-to-vote campaign** as of April 2024;

“What would you need to support you in your efforts to inform and engage citizens ahead of the elections so that they are empowered to make informed decisions about Europe’s future?”

Top 5 most frequently mentioned



Thank you

Panelists



Stefan
GADRINGER



Femke
DE KEULENAER



Jens
MESTER

You can ask questions on
www.sli.do #INFORMEU



Joining as a participant?

INFORMEU

Join an existing event

Q&A

Polls

Our co-hosts Radek & Michal & the team



Today's agenda – What's next?

Now	Family photo
15:15 – 15:45	Coffee-to-go
15:45 – 17:00	Walking tour through the Dolní Vítkovice quarter
17:15	Bus transfer from Dolní Vítkovice to hotels
18:30	Bus transfer from the hotels to the dinner venue
19:30	Dinner hosted by Czechia Buses depart at: 22.00, 23.00 and 00.00 (50 min drive back)

Tomorrow's agenda

8:30 – 10:00	Fund-specific meetings
10:00 – 10:30	Coffee break
10:30 – 11:15	Country mixers warm-up: How to use and communicate data?
11:25 – 12:30	Country mixers (not moderated)
12:30 – 13:30	Lunch
13:30 – 17:00	Project visits
19:00	Dinner hosted by the European Commission

Family photo



European
Commission



1, 2, 3... *SMILE!* 😊