

THE POWER OF POSSIBLE

The European Pillar
of Social Rights
Action Plan



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November 2022

Building stakeholder engagement

Special preview of the campaign and discussions:

- At the European Employment & Social Forum in Brussels 17 Nov
- At INFORM EU Social in Evora 18 Nov

4 March 2023


Campaign launch on the occasion of the second anniversary of the launch of the Action Plan:


- Unveiling of the campaign platform
- Media activities
- Social media activities


Your support is key


The Power of Possible

In a nutshell

 On the ground from March 2023 to Dec 2025 in all EU countries and languages

 Focus on Skills in 2023

 Inform about EPSR impact on our daily life and increase trust in the EU as a social actor

 Using stories and facts



Campaign Target Audience

- Working Parents of Young Children (30-45 years old)
- Young Professionals (24-29 years old)
- Job Seekers (18-45 years old)
- Employers in SMEs (30-55 years old)



Non-Expert
EU Citizens



Positive or Neutral
Perception of the EU

Key messages



In the EU,
everyone
deserves a fair
chance to
get a job.



The EU helps
young people to
find a job.



Working
conditions in the
EU are among the
best in the world.



In the EU, everyone
is entitled to a
dignified life and
protection against
the vagaries of life,
including poverty.

Campaign manifesto

***THE
POWER
OF
POSSIBLE***

A targeted dissemination strategy



Umbrella approach
targeted to target
audience's needs
in MS



Localised approach
using the EU Social
Scoreboard* to design
Member State-specific
dissemination plans



Plan **national**
thematic priorities
and engagement

*Source: [Indicators - European Pillar of Social Rights - Eurostat \(europa.eu\)](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&plugin=1)

Next steps:

Your input today will help shape the campaign

You can:

- **Contribute** with examples of skills projects in 2023
- **Amplify** the message – we will keep in touch about the launch and share the toolkit
- Get involved – reach out to the campaign team: EMPL-CAMPAIGN@ec.europa.eu