



Europe in my region



EUROPE IN MY REGION
Q&A WEBINAR: 17/5 2.30pm CET



Main rule:

**This is an interactive session:
Ask your questions!
(Take the floor)**

Thank you!



Agenda

- Presentation of the website
- Event map
- Toolkit
- Helpdesk:
 - ✓ Postcards
 - ✓ Infographics
 - ✓ Regional Quiz
- Social media:
 - ✓ Available budget for social media boost: new allocation system

Visit https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/

Available in your language!



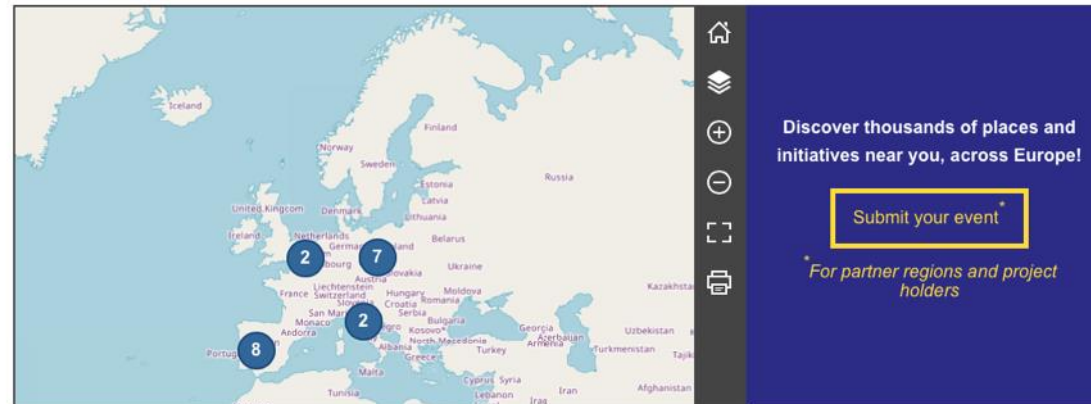
#EUinmyregion

Join the discussion via #EUinmyregion on social media.

What is it?

Europe in my region is a co-created communication initiative that aims to feature EU action for the Regions throughout Europe. Together with partner Regions and EU-funded projects, we create tools and opportunities to engage with citizens and show what is made possible near them thanks to co-funding efforts between EU and their Regions.

Europe in my region is also about partnering up with a number of Regions to run regional campaigns with an ultra-local flavour and a smile, proposing cheerful experiences and activities around popular places that are part of regional identity. From 2021 to 2023, up to 40 such operations will be deployed in 8 focus countries: Bulgaria, Finland, France, Germany, Greece, Italy, Portugal and Romania.



How it works

A **Toolkit** providing easy-to-use templates and adaptable formats is made available to our regional partners, to be used as part of their communication activities.

A dedicated **Helpdesk** can be accessed by Regions and projects to create tailored materials on demand. Personalised services include:

- The production of postcards, based on the provision of beautiful project pictures,
- The design of custom-made infographics, visualising key project-related data in a user-friendly way,
- The creation of quizzes in local languages.

In **focus countries**^{*}, we will deploy a series of **regional campaigns**, with ad-hoc concepts for each partner region. The mix will include outdoor displays, visuals to be advertised on social media, street marketing operations and partnerships with local media and influencers

^{*} *Bulgaria, Finland, France, Germany, Greece, Italy, Portugal and Romania.*



Europe in my region

EU Quiz

Take it, share it, and... Get a chance to win a basket full of European delicacies from the Regions of Europe!

[Take the quiz!](#)



Toolkit



Helpdesk



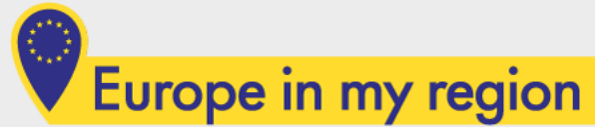
Regional campaigns



Previous edition

Toolkit

Access visuals and templates of the **Europe in my region campaign** and use them as an integral part of your communication activities and regional effort.



Download Europe in my region **in your language** (all EU languages available).

English



Download

Europe in my region key visual

Download the Europe in my region poster templates (A2, A3 and A4, in vertical and horizontal format) and customise them to promote your activities under the Europe in my region initiative.

Vertical format



[Download](#)

Horizontal format



[Download](#)

Social media

Access branded visual templates including templates for social media posts and stories, headers, stickers, goodies and digital event backgrounds, and share them on your favourite social media platforms, i.e., Instagram, Facebook, Twitter and YouTube.

[Download](#)



Toolkit

Your campaign's toolkit is just a click away! Download it and access all elements in one go.



Branding manual

Access the full version of the guidelines for a professional use of the campaign's brand.

[Back to homepage](#)

Helpdesk

This Helpdesk service is made available for partner regions and for EU regional development projects who want to take part in the **Europe in my region campaign**. We will assist with tailored information and promotion tools.



Tailored Postcards

Your project is an EU regional development project, and you have a beautiful, quality picture of your activity that you want to share? Get an edited version in the form of a digital postcard with the Europe in my region brand and share it via your favourite platforms.

To further reward the best entries among all submissions, we also provide the opportunity for you to receive a set of 300 printed postcards of your motif to promote your activity at events and with your partners!

You can submit your pictures on an ongoing basis from 1st May until 31st August 2021. Follow up on [Facebook](#), where we will showcase best entries at the end of each month!

To participate, send your picture(s) with a short caption proposal to: info@euinmyregion.eu (Subject: Postcards).



Infographics

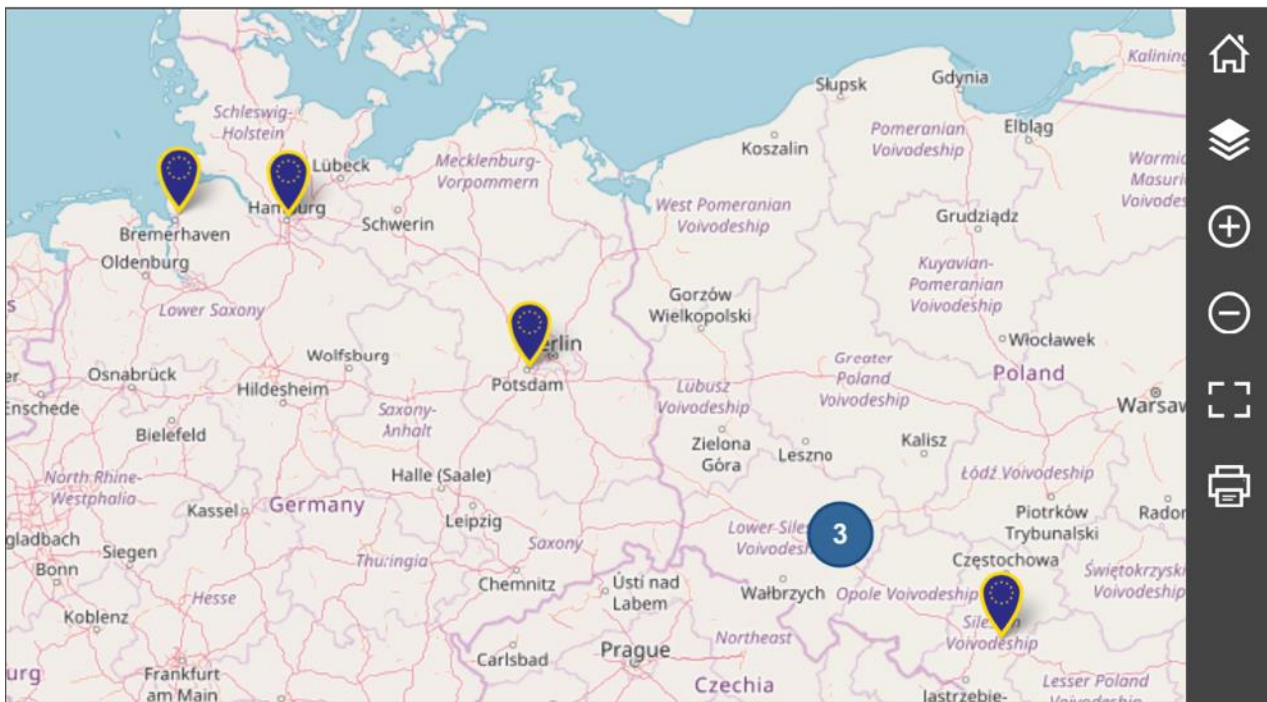
Infographics allow you to display data on one single visual. Whether you want to visualise the impact of EU development projects in your region, regroup information on a given priority topic or feature data related to a specific project, the Helpdesk can assist you. Interested? Fill in the form here to get in touch: <https://cutt.ly/ivJMADI>

Regional Quizzes

This service is for partner regions

What about a quiz on Europe in your region? Present your quiz idea to info@euinmyregion.eu (Subject: Quiz - Name of the region), and we will help you with its development. Questions will be in your language and tailored to your geographical area, including neighbouring regions/countries whenever relevant. The quiz should feature topics of local interest and relevance to engage audiences and make them learn more about Europe-related topics and initiatives in a playful manner. The Helpdesk will provide you with an online, illustrated format available for dissemination via your favourite platforms.

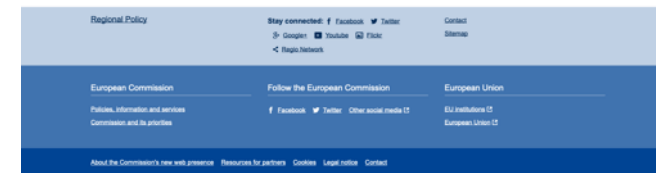
Submit your event



Europe in my region campaign - Event announcement

Please note: It is normal that you do not immediately see your event on the map as it needs to be validated! The validation process normally takes less than 2 hours but sometimes longer. Please wait for a few hours before attempting to upload your event again or before contacting us!
To modify events please use this [Tools](#) with your EU Login

Title
 Start Date
 End Date
 Venue, address, or indicate 'online event'
 City
 Country
 Geocoordinates (Lon,Lat) [Get Geocoordinates](#)
 Organizer
 Email
 Description
 Event website
 Image URL



Europe in my region

Evropa v mém regionu

Europe in my region



Weekend of Science

Want to see for yourself how European funding drives research and innovation? On 2 and 3 October you have the unique opportunity to make a backstage experience at companies, institutes, universities and museums to experience science and technology. The Weekend of Science is the stage of the future.

02/10/21

11:00 am

For more information see: www.europaomdehoek



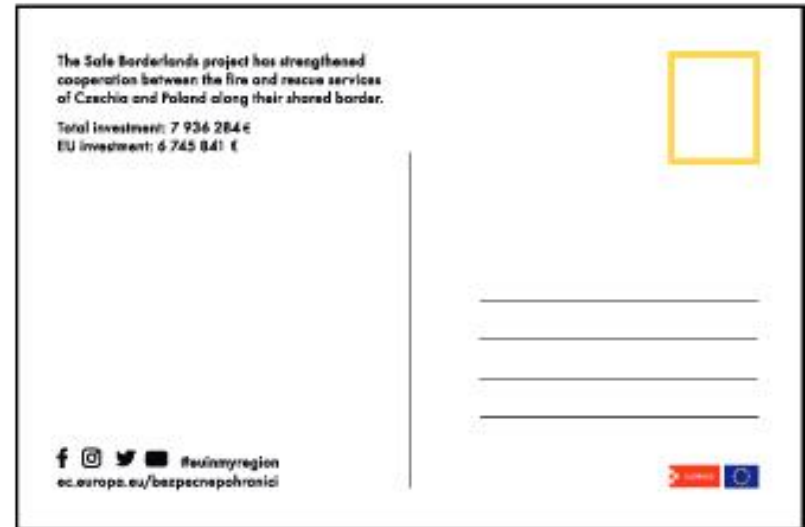
#EUinmyregion



Tailored Postcards

New: every submission gets an electronic version

The best pictures get printed (one picture per project)





Infographics: Based on project, region or thematic





Europe in my region

Seasonal EU quiz:

1 in spring

1 in summer

1 in autumn

1 winner / month

Regional quiz:

Co-produced with you!

- 1→ Germany is the country that has the highest number of "neighbours" in Europe. Which of these European countries does not have a border with Germany?



Key A Italy

B Czechia

C The Netherlands

D Poland

0 of 14 answered

Powered by **Typeform**





Regional campaigns page

Regions across Europe are partnering up with us to run a series of regional campaigns with an ultra-local flavour and aiming at creating memorable experiences!

From mid 2021 until 2023, emblematic places will be highlighted in up to 40 regions across Europe. The partner regions will be spread over 8 countries: *Bulgaria, Finland, France, Germany, Greece, Italy, Portugal and Romania.*

An official website of the European Union - How do you know? ▼

European Commission | english (en) | Search

European Commission > EU regional and urban development > Regional Policy > Policy > Communication >

Policy | 2021-2027 | Funding | What's new | In your country | Projects | Information sources

Regional campaigns

Regions across Europe are partnering up with us to run a series of regional campaigns with an ultra-local flavour and aiming at creating memorable experiences!

Each regional campaign is deployed around a familiar place and highlights EU-enabled ideas and initiatives, which make a difference at the local level. Connecting to the territory's identity, these operations are an ode to the regions and their inhabitants. They show projects and places that people can be proud of. Each project, in each region, becomes a unique place within Europe which is worth discovering and ideally fuels everyone's ultra-local wanderlust.



From mid 2021 until 2023, emblematic places will be highlighted in up to 40 regions across Europe. The partner regions will be spread over 8 countries: **Bulgaria, Finland, France, Germany, Greece, Italy, Portugal and Romania.**

Check this page to find out what already happened in regions across Europe between 2016 and 2020.

[Back to homepage](#)

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Social Media - #EUinmyregion

- What kind of support?
- Self-Service platform
- Budget allocation and validation process
- Traceability, responsiveness and flexibility
- Dedicated webinar

The screenshot shows the Twitter profile of EUinmyRegion, which has 41.1K tweets. The profile picture is a circular logo with the EU flag and the word 'REGIO'. The header image is a landscape photo of a person on a rocky peak with the text 'Europe in my region' and '#EUinmyregion'. Below the profile is a tweet from EUinmyRegion (@EUinmyRegion) dated 18 Apr, featuring the hashtag #WorldHeritageDay. The tweet text reads: '#EURegionalfunds preserve and promote local heritage across Europe, while supporting cultural activities and creativity 🎨'. It includes a link to browse #EUinmyregion projects and a photo of a grand building at night. The photo has a red '#EUinmyregion' tag. Below the photo, it says '#EUinmyRegion for culture' and 'europa.eu'. The tweet has 11 replies and 26 likes.



Thank you for your attention!