Kohesio

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DG REGIO – Communication Unit A2

28/09/2023

Agenda

- **What, Why and Who ?**
- **Data sources and development phases**
- **Live demo**
- **Communication campaign**
- **Next steps**
- **How to get the best out of Kohesio**

What is Kohesio?

A web platform collecting and visualising information on projects supported by the EU Cohesion policy

DG REGIO
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European Commission

Why do we need it?

Promotion

Accessibility

Transparency

Reuse

European Ombudsman Award for Good Administration

European Commission

Who is it for?

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- Managing Kohesio
- Using for project visits, interviews, briefings…

Managing Authorities & Member States

- Promoting and communicating
- Re-using Kohesio services

Project promoters

- Access to real examples of supported projects

Public and media

- Finding out more about regional policy
- Transparency

Researchers

- Access to standardised open data

European Commission

Data sources

- Kohesio uses data published by Member States and managing authorities, i.e. reusing the lists of operations
- The legal basis for MS/MAs publish information about projects selected for support:
  - 2014-2020: Article 115 & Annex XII of the CPR
  - 2021-2027: Article 49 of the CPR
- List of operations > the main source of data for Kohesio

How does it work?

Collect information on the operations

Publish a list of operations on their websites

Data collection & standardisation

Data enrichment and re-publication

European Commission

June 2020

March 2022

December 2022

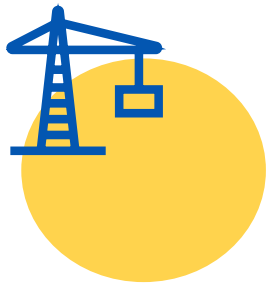
June 2023

September 2023

Pilot project

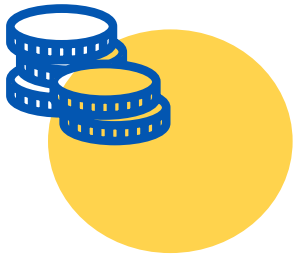
6

Member States



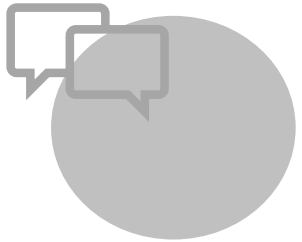
600 K

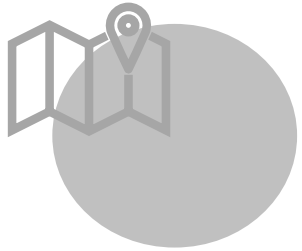
Projects

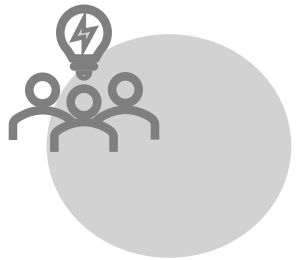


+150

billion €
investments







European Commission

June 2020

March 2022

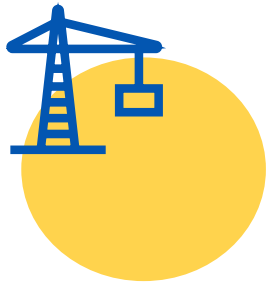
Official launch of Kohesio

December 2022

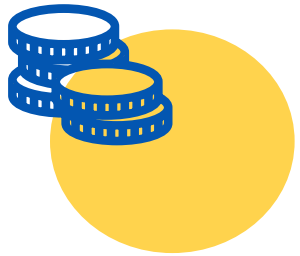
June 2023

September 2023

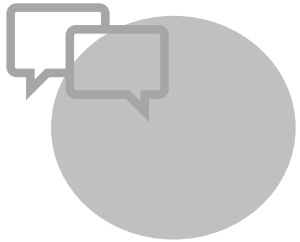
27
Member States

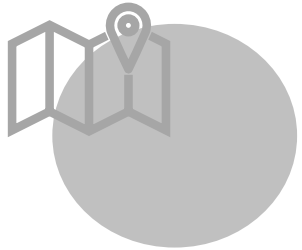


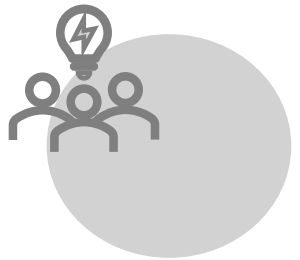
1.3 M
Projects



+300
billion €
investments







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June 2020

March 2022

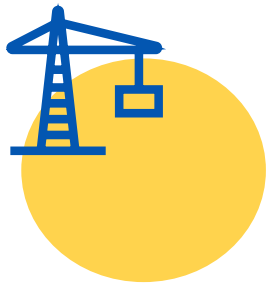
December 2022

June 2023

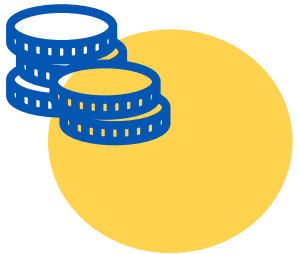
September 2023

Multilingual version

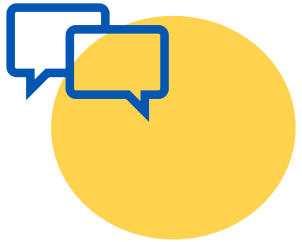
27
Member States



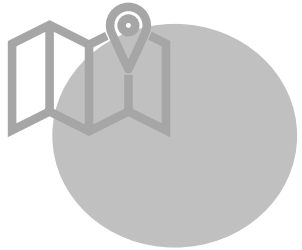
1.6 M
Projects

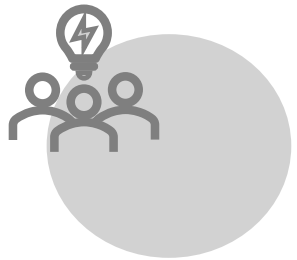


+500
billion €
investments



24
official EU
languages





European Commission

June 2020

March 2022

December 2022

June 2023

Embedding Kohesio map

September 2023

27
Member States

1.9 M
Projects

+650
billion €
investments

24
official EU
languages

Re-use
Embedding
functionality

European Commission

June 2020

March 2022

December 2022

June 2023

September 2023

Professional space

27
Member States

1.9 M
Projects

+640
billion €
investments

24
official EU
languages

Re-use
Embedding
functionality

Collaboration
Professional
space

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LIVE DEMO

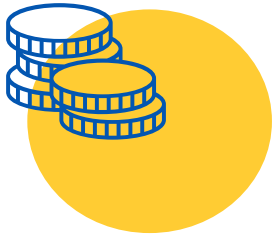
European Commission

March 2022

Launch of Kohesio

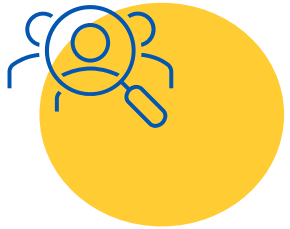
September 2023

Key Statistics



1.9
million projects

+650
billion €
investments

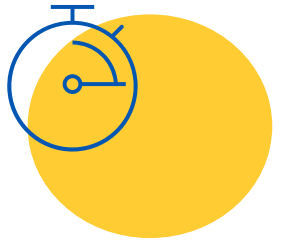


+640,000
beneficiaries

+80,000
locations

+100,000
visitors

1.7
million
page views



10
minutes on
average

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Kohesio Outreach Campaign

An overview

7 Countries targeted

FR/NL

DK

GR

NL

PT

RO

ES

The targets were chosen on the basis of their rate of awareness about EU funded projects according to Eurobarometer in relation to the amount of funds invested in each country

Campaign Objective 1: Awareness-raising on EU funding throughout Europe

Campaign Objective 2: referrals to **kohesio.ec.europa.eu**

Duration: 2 to 4 months, depending on the countries

Social Media Campaign Stats

3,5M People reached*

*How many accounts were exposed to the ad during the campaign

17, 7M Impressions*

*How many times the ads appeared
on the screen of a given target audience

65.500 Link clicks*

*Not all link clicks lead to the kohesio page
as some users clicked on the advertiser's page

556.000 Video playthroughs

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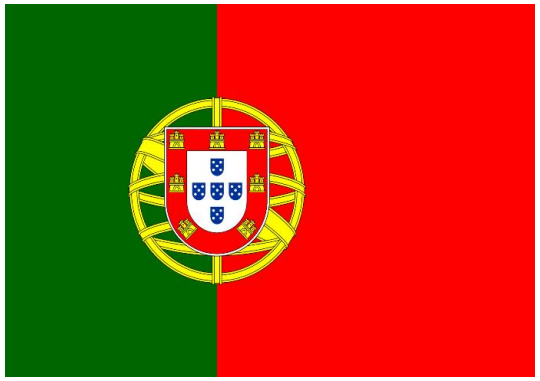
Where did the video ad perform best?

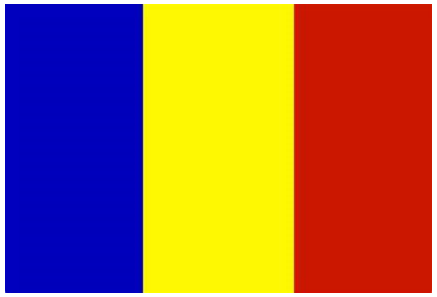
As **the call to action** and the **Kohesio link** appear at the end of the video,

the **playthrough rate** can be considered a **valuable metric** on raising awareness about Kohesio. To accommodate the average Social Media attention span, the video ad was further shortened from 1m 8s to 57s, which yielded a higher rate of playthroughs.

Ranking per country by video plays at 100%:



207,167



108,053

100,183

91,656

29,336

7,788

1,808

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Main takeaways: a qualitative analysis

- **Best clickthrough-rate**: younger audience (25-34) across platforms;
- **Highest engagement**: over 34 y.o. mainly on Facebook;
- DK and the NL showed a low yield compared to other target countries
  - Due in part to the **Meta algorithm** considering the **ads non-compliant** with their political advertisement guidelines;
- With the tag-line “What the EU does for you?”, the campaign was **openly provocative**,
  - Whether negative or positive, the **question draws attention** and drives engagement;
- **Conclusion:** the campaign succeeded in showing public interest for EU-funded projects provided through Kohesio.

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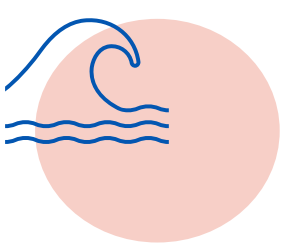
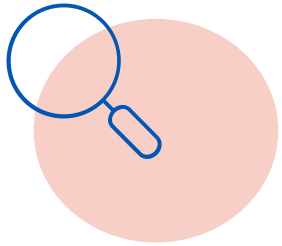
Areas for further improvement



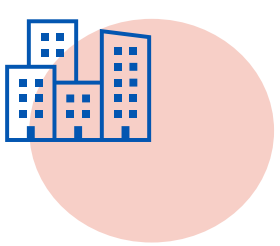
An ocean of data

Difficult to organise such a huge volume of information



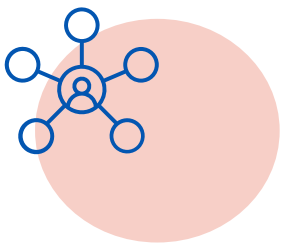
Discoverability

Finding projects with a good communication can be hard



Territorial focus

Projects are interesting if put in relation to the areas people are living in



User centricity

Develop new functionalities allowing users to interact with the platform

Next steps

1. Leverage on location-based searches
2. A cleaner and smarter map on the homepage
3. Better search results
4. More functionalities for the users
5. Mobile homepage

How to re-use Kohesio services ?

1. Embed the map of Kohesio in your website – select a country, a region or a program
   Instructions: link

2. Modify the description of a project directly from Kohesio – Professional Space for MAs
   Stay tuned !

3. Data export - link

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Thank you

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