



Europe in my region campaign: What's in it for you?

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DG REGIO campaign team

INFORM EU virtual training – 22 March 2021

New campaign “Europe in my region”

What’s new?

- Based on evaluation and your feedback, we merged “EU in my region” and “EU delivers in the regions” to “**Europe in my region**”
- Selection of 8 Member States for additional activities

What’s here to stay?

- **Objectives:** raise awareness about the **results of regional policy**, engage with local populations in a playful way, via shared experiences and interactions on the ground and online
- **Target group:** local population (with low awareness of the EU, in regions benefitting from EU actions)

New campaign “Europe in my region”

Why this training?

- Learn about the new campaign and what it offers for you
- Discuss with us and ask your questions
- Get in touch and let us know if you are on board!



Europe in my region



GOVERNMENT &
PUBLIC SECTOR
PRACTICE

STRATEGIC & CREATIVE CAMPAIGN APPROACH

Europe in my region campaign

22.03.2021

Our mandate

Creating one single umbrella campaign out of two previous communication actions by DG REGIO

1.

EU in my region

Yearly, EU-wide initiative encouraging citizens to discover European projects near them through events organised by Managing authorities and project beneficiaries



Public opening of EU funded projects – mostly around Europe Day – across EU27

2.

EU delivers in the regions

Campaign deploying ultra-local fully fledged communication activities in a selected number of focus regions by showcasing and branding EU delivery in a personalised way through proximity communication



Emblematic places/projects in focus countries receive tailored campaign treatment

Campaign's objectives

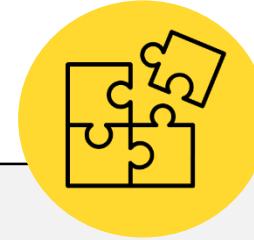


- Put the **spotlight on places** and **initiatives** that people are proud of in their close neighbourhood



- **Connect with local communities** and reveal the **EU's proximity**

STRENGTHENED FEELING OF CONNECTEDNESS



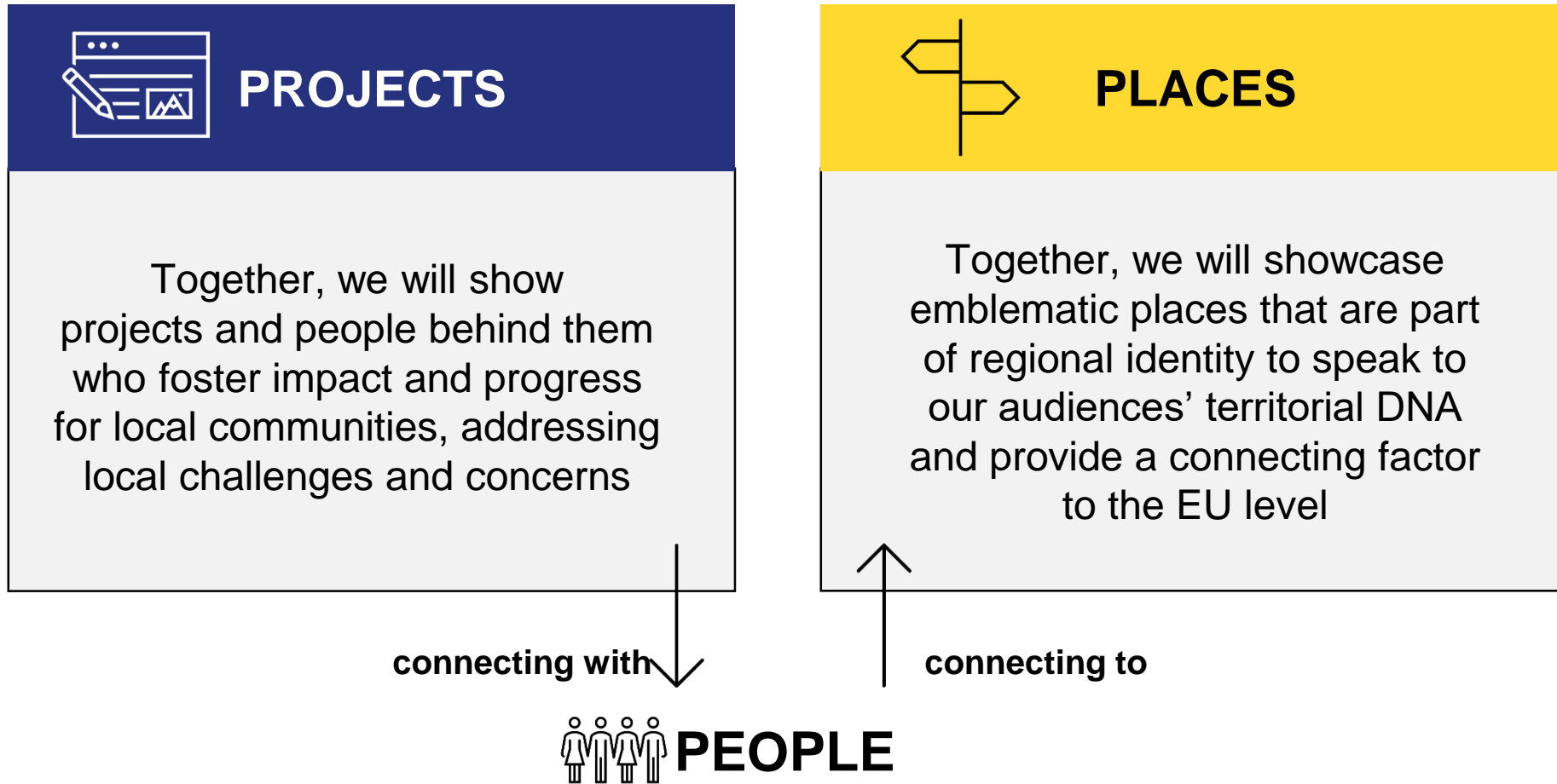
- Use ultra-local examples and stories to increase the **awareness of the EU's presence and impact** in regions



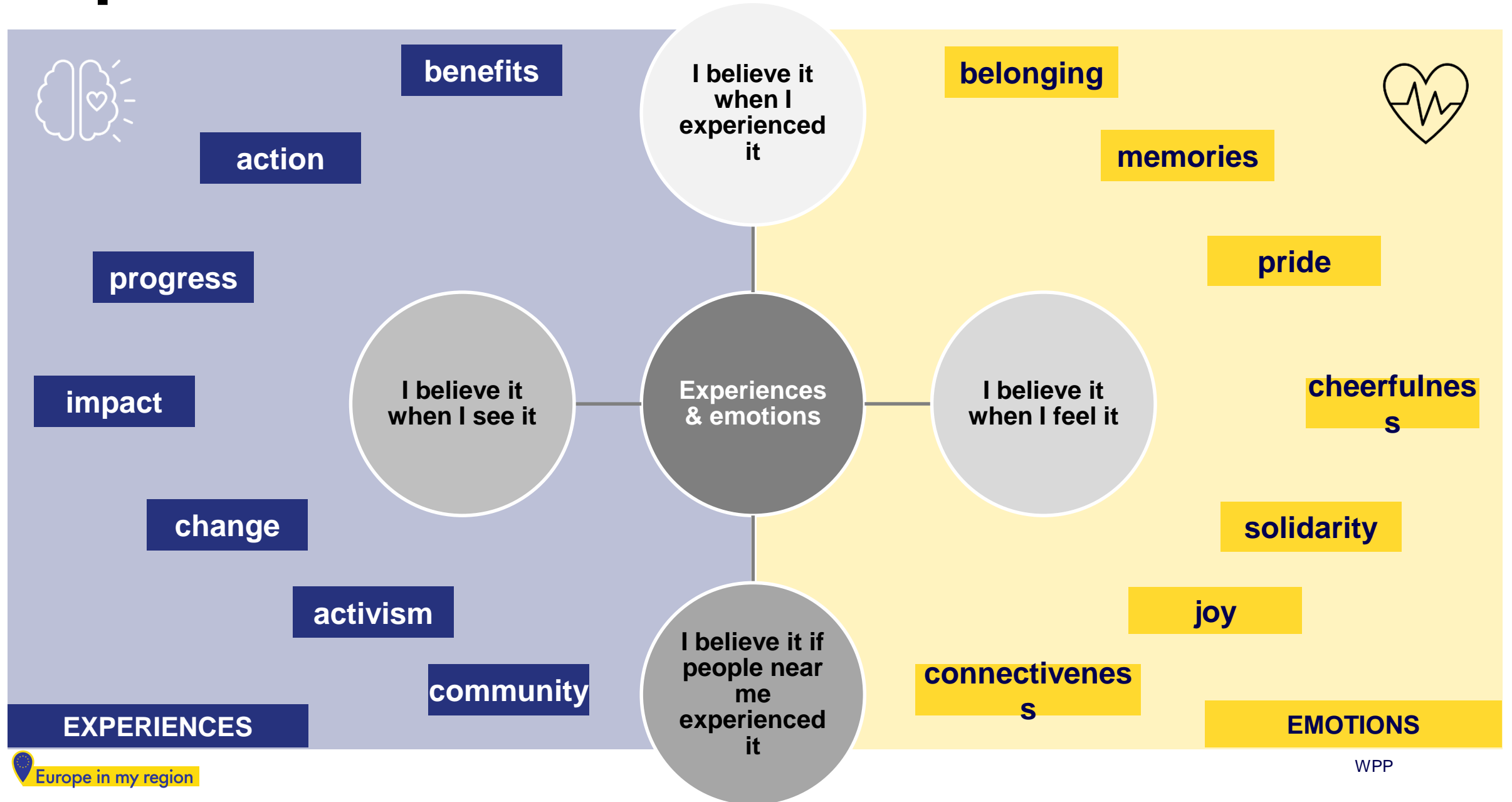
- Change the perception (from 'a distant and bureaucratic Union' to 'a **relevant partner for my community**')

PERCEPTION CHANGE

How do we achieve our objectives?



Experiences & emotions



Experiences & emotions – through the eyes of our audience



Events



- Locals make new experiences and take part in cheerful activities



- They become an active part of your community
- They connect with relevant actors and fellow citizens



- Curiosity is spiked about activities, events, projects happening nearby and they may remember what they've already experienced at these locations

PR and social media



- They receive more information about initiatives nearby

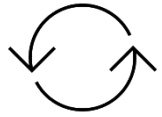


- They get to know people's experiences & activities (through believable and authentic testimonials)



- They appreciate and connect with your territory - through "ultra-local wanderlust" you discover their own territory better and show it to others

Overview of campaign tools and services



CAMPAIGN LEVELS



TOOLS AND SERVICES

LEVEL 3 (in BG, FI, FR, DE, IT, PT, RO)
Co-branded operations, joint development, ultra-tailored and extended activities with support of expert teams

Special focus

- **Outdoor** displays
- **Paid & earned** media (notably digital)
- **Partnerships** (local media & influencers)
- ...

LEVEL 2
Guidance for more tailored & specific materials (beyond toolkit adaptability)

Helpdesk (upon request)

- **Infographics**
- **Quiz** (in local language)
- **Postcards**
- ...

LEVEL 1
Adaptable formats with EUIMR branding for MAs/projects to use for their own communication purposes

EU27

- **Campaign toolkit** with adaptable templates
- **Quiz**
- **Events map**
- ...

Frame 1: Toolkit

- Provision of **adaptable templates** to facilitate the use of consistent branding by Managing authorities (and project owners)
- **Postcard contest** open to all EU27
- **Generic campaign quiz** (generic with information from across member states)
- **Events on website**
- Potential competition element between regions

Standard

Frame 2: Helpdesk

- **Tailored adaptation of creative materials** (exceeding standard formats)
- **Potential tailored quizzes** in local language
- **Production of postcards** for the winners of the contest
- Design of **custom-made infographics** in **local language**
- Local language **trainings** upon request
- Adaptation of **social media formats** for regions
- **Social media budget** allocated to INFORM partners **upon**

Flex

Frame 3: Customised service*

- **Outdoor displays**
- **Paid & Earned Media** relations
- **Partnerships** with local media and/or influencers
- **Production** of videos/other creative materials **for social media**
- **Tailored visuals and campaign ads**
- **Specific events & activities** around projects and beyond

Special focus

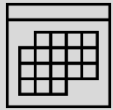
What's in it for you (for all)?



Access to campaign toolkit with ready-to-use creative materials (poster templates, social media templates etc.)



Access to campaign's general quiz to share on your channels



Possibility to showcase and announce events on EUinmyregion website for additional visibility



Helpdesk at your disposal for services upon request



Possibility to access paid social media budget upon request to promote activities within EUinmyregion framework



Special focus countries



BG, DE, EL, FI
FR, IT, PT, RO

Selection:

- Low local awareness/positive perception despite intensity of EU funding (Eurobarometer)
- Geographically balanced, mix of large, medium-size and smaller MS and regions
- Regions in transition towards a climate-neutral economy

What:

- Co-branded operations, joint deployment, tailored and extended activities with support of local expert team
- **Outdoor displays, Paid & earned media** (notably **digital**), **Partnerships** (local media & influencers)

How:

- **Sounds like you? Are you ready to go the extra mile? Let us know!**

Examples of products and services

Key visual



 Europe in my region

Heroes are made, not born.

The nature at the Czech-Polish border is a common good, reason why firemen from both side have been trained and equipped together, to improve the security of the citizens, wherever they come from.



Key elements

Europe in my region



Europe in my region



Open day at Olomouc Fire Rescue Brigade

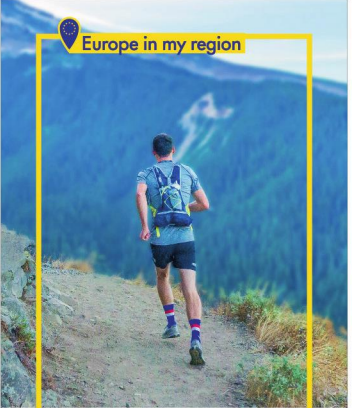
A family experience with interactive games, quizzes, food and our rescue team to tell you all about their work. Discover our fire trucks up close and step into the shoes of our fire brigade, becoming a hero for a day!

08.05.2021 **9am – 5pm**

Free entrance also to the Fire museum - More info: www.hzscr.cz/openday
Join the digital conversation! #EUinmyregion




Europe in my region



Running in the forest has never been safer.

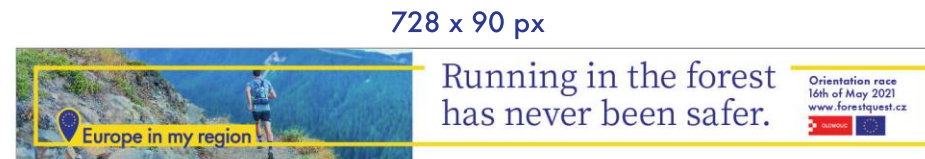
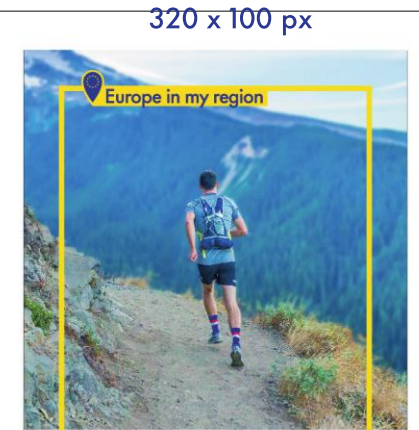
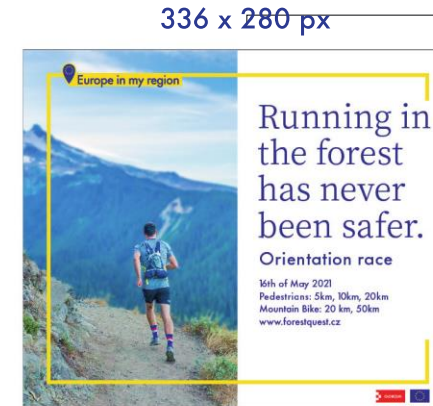
Orientation race

16th of May 2021
Pedestrians: 5km, 10km, 20km
Mountain Bike: 20 km, 50km
www.forestquest.cz



Europe in my region

Social media & web



Powerpoint template

Europe in my region
signature in local
language

Main visual
(picture)

Click icon to add picture

Pin logo

Main
title

Click to add subtitle

Time

Date

Extra information

logo



Powerpoint template



Europe in my region

Weekend of Science

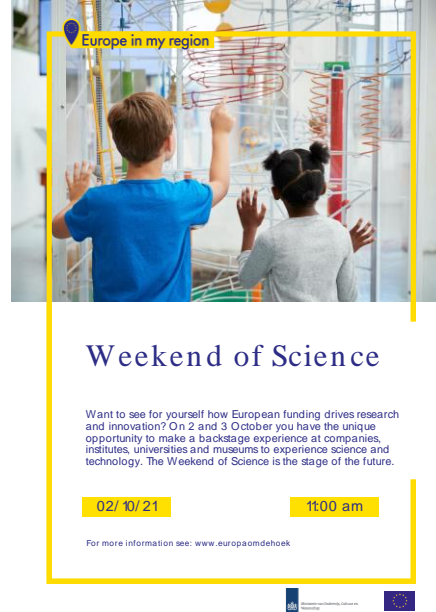
The Netherlands goes backstage at companies, institutes, universities, institutions and museums to experience live science and technology.

02/10/21
11:00 am

Throughout the Netherlands

Logos: European Commission, Umbria Region, European Union

Examples A2
Horizontal,
2/3
and 1/2 page
ratio



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

Logos: European Commission, Umbria Region, European Union



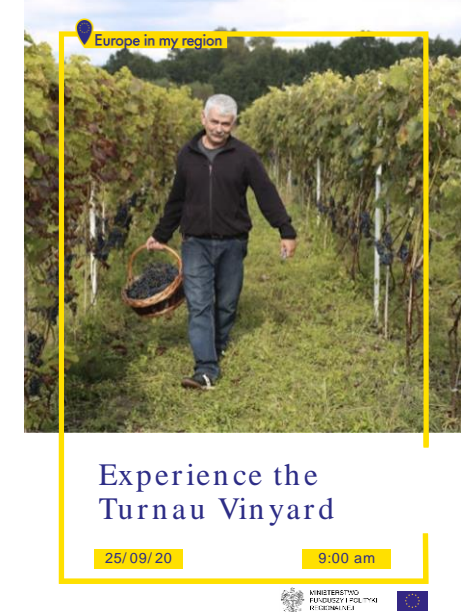
Europe in my region

Build your own PC

Free workshop
Kerry College – Monavalley Campus in Ireland

03/03/20 05:00 pm

Logos: Irish Government, European Union



Europe in my region

Experience the Turnau Vinyard

25/09/20 9:00 am

Logos: Ministry of Agriculture, Rural Affairs and Fisheries, European Union

Examples A3 Vertical, 1/2, 2/3, 3/4 page
ratio

Available formats: A4, A3, A2, vertical, horizontal

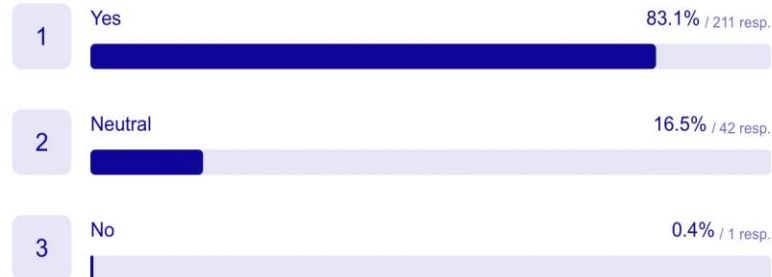
Survey on campaign quiz



- Total of **274 responses** to survey
- **Satisfaction rate** of more than **83%**
- **Specific language versions** desired
- **High response** rate in **Mediterranean countries**: Italians & Greeks represent more than a third of the responses, followed by Spain

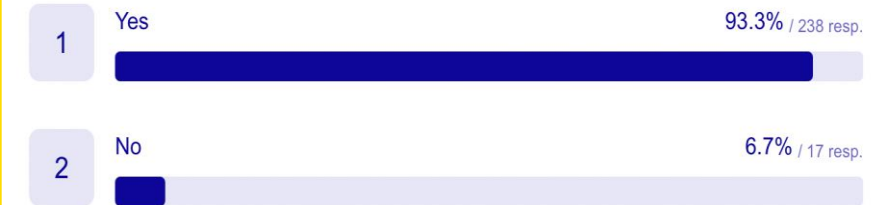
Overall, are you satisfied with this initiative?

254 out of 272 answered



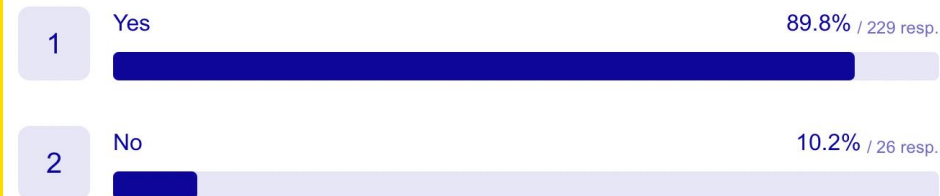
Would you agree to receive information about EU in My Region activities in your region/country?

255 out of 272 answered


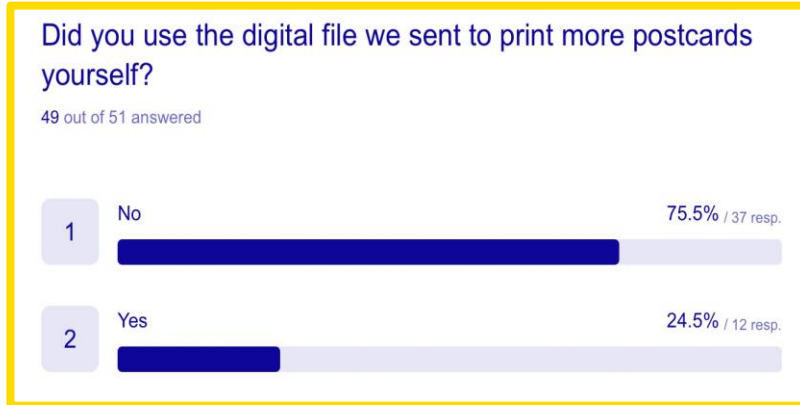


Would you like to play games in your language with a focus on your region/country or on your neighbouring regions/countries?

255 out of 272 answered



Survey on campaign postcards



- 71% of responses to survey
- **Satisfaction rate of more than 94%**
- More than **70% physical distribution**
- Desire for **digital distribution solutions**

Reactions from postcard recipients:

“Very satisfied seeing their hometown mentioned by EU project”

“Surprise, enthusiasm & delight”

“Curiosity”

“Recipients of the postcard congratulated my project on winning and found it nice e.g. for the decoration of an office”



Next steps

- **Call for participation open now!**
- Website (www.euinmyregion.eu, as of beginning of April) with toolkit, helpdesk and map (for submitting your events)
- EU in my region TEAMS group for participating regions (from May on)
- Timeline: toolkit available mid-April, helpdesk in May, start of the campaign around Europe Day (more flexible schedule in 2021)

Questions?

Contacts

Helpdesk: info@euinmyregion.eu

Your REGIO campaign team:

**Campaign
coordination**

Olivia Bruyas

**Coordination with
MAs**

**Vera Fairbrother with
Hanna Söderström**

**Campaign
management**

Shiva Hakim

Thank you!