



Europe in my region

#EUinmyregion tools & services: what's on offer and what's next?

Presented by the DG Regio Campaign team
with representatives of the WPP consortium

26/04/2022





Welcome to this **interactive** webinar!

- **Together with you, we want to**
 - take stock and
 - look into the futureof our campaign tools and services
- **Based on your contributions to our dedicated survey**
 - Data collection: 21/03-08/04
 - 48 responses from 21 Member States
 - 29 have already used our services
 - 17 have not
- We invite you to **take the floor with your questions and comments!**



Agenda

N.B.: Each of the 4 sections includes a presentation of the respective survey results & a discussion.

Part 1: 'Europe in my region' - general services

1. Overview of existing services
2. Latest updates: New & discontinued services
3. Campaign coordination & management

Part 2: 'EU in my school'

1. General approach, latest updates & first practical examples



Part 1: What's on offer?

Overview of existing services



What's on offer?

- Communication toolkit
- Events map
- Postcards
- Social media budget allocation
- Upcoming: Mini digital campaigns



What's on offer? – Toolkit

- To download from our website:
https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/toolkit
- Adaptable branded formats and templates for your communication activities (social media, digital backgrounds, 'Europe in my region' pin in 27 languages...)

#EUinmyregion





Toolkit - your feedback

Strong points

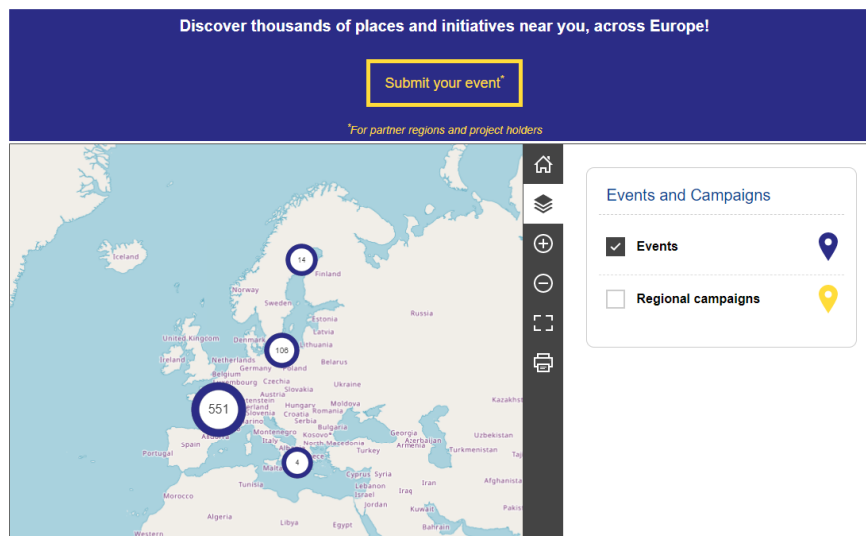
- Attractive layout
- Brand identity → common communication approach across regions
- Compliance with communication requirements

Suggestions & questions

- Don't change the visuals or less frequently
- How to use the Interreg brand along the 'Europe in my region' one?

What's on offer? – Events map

- 726 events currently displayed
- Submit via [online form](#) anytime in the year (in EN or in your national language)



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

Form fields for event announcement:

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



Events map – your feedback

Your willingness to share events remains very high

What would help you keep the reflex to notify us ?

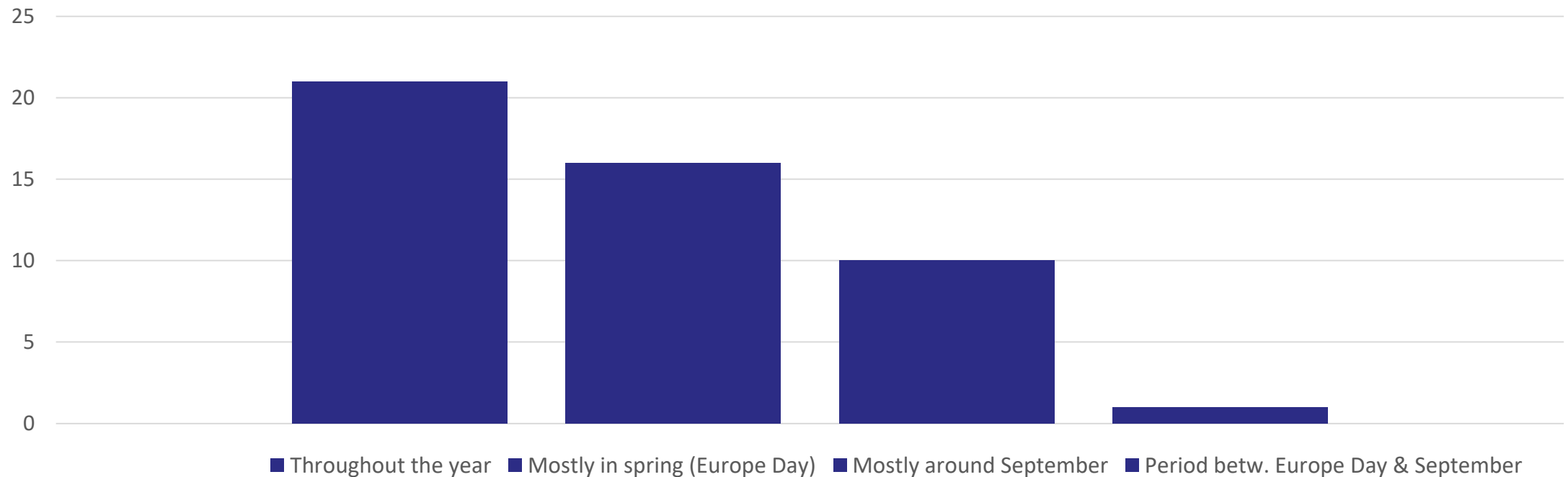
- Regular reminders (email/Teams/meetings/webinars/surveys)
- Time & human resources

Suggestions & comments

- Add more information about events
- Make it easier to fill in & edit the form
- Make the map better known
- Clarify purpose & target audience of the map



Your preferred timeframe for future events



Your remark: Flexibility has made the planning easier

What's on offer? – Postcards

- Submit your pictures to receive digital branded postcards anytime throughout the year
- Best entries to receive a set of 300 printed postcards
- All promoted on DG REGIO's [Facebook page](#)
- Send your pictures with a short caption of your project at: info@euinmyregion.eu (Subject: Postcards)



WISE aims to facilitate the access of disadvantaged people to the labour market through a long-term process based on the assessment of each person's skills and needs.

Total budget: € 194 132
EU funding: € 176 492





Postcards – your feedback

Strong points

- Attractive layout

Suggestions

- Place national flags on the postcard



What's on offer? – Social media budget allocation

- 21 requests received
- From 15 different MS: AT, BE, BG, CZ, DE, DK, EL, FR, IE, IT, MT, NL, PL, SE, SK
- Fill in the [JotForm](#) to submit your requests
 - Budget based on strategy foreseen (promotion objective, target audience, number of posts...)
 - While maintaining equity between MAs
- Additional/second requests welcome




DG REGIO Europe in my region

This form is your access to the financial envelope made available by DG REGIO to Managing Authorities as part of the services offered under the "Europe in my region" campaign. The aim is to facilitate the promotion of your social media activities in relation to co-funded projects, and #EUinmyregion initiatives.

The revamped support scheme gives access to paid ads on Facebook and/or Instagram via Facebook Business Manager. When introducing your request, please make sure it relates to social media boost in the form of mini campaigns, promotion of events, or other targeted initiatives (rather than for the promotion of a single post or a one-off publication). For more guidance, you have the possibility to (re)watch the first part of our #EUinmyregion social media webinar, dedicated to the budget allocation system.

Your request will be processed by DG REGIO. Once approved, it will be followed up by a paid social media specialist from the WPP consortium in charge of the campaign, who will indicate a budget and provide ad hoc guidance.

Please provide your professional information:

Date of the request * 
Date

What institution do you represent? *
Local, regional or national authority that is making the request.

Name *
First Name Last Name example@example.com





Social media budget allocations – your feedback

Suggestions

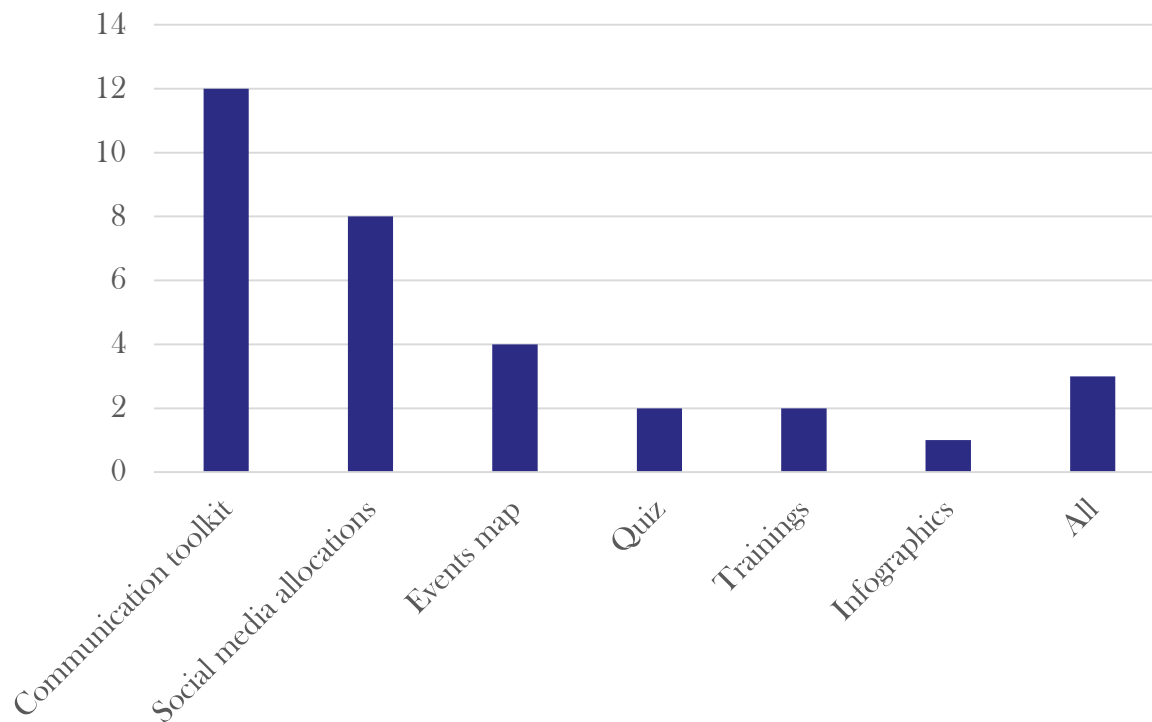
- Increase the budget
- Offer a dedicated training on social media

Feedback by OSL (service provider)



Existing services – your feedback

Most useful services



Strong points

- Easy to use, good guidance, single entry-point
- Diverse, modular system
→ regions can pick what they need



Existing services – your feedback

Suggestions for improvement

- Regular reminder of the offer
- Higher degree of customization
- Share good practices
- Timely planning & communication

Reasons for not using the services

- Other priorities (9)
- Not aware (4)
- Communication about new programming period is just starting
- Cross-border programmes excluded
- Focus on B2B – general public only secondary target for some MAs



Part 1: What's on offer?

New & discontinued services

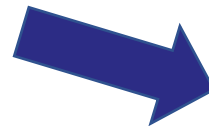
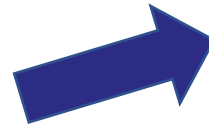


What's new? – Mini digital campaigns

- Additional creative support in complement to budget support
- Offer to brand and package your existing pictures for your social media promotion:
 - Static or GIF
 - Horizontal, vertical, square formats (profile header, posts, stories)
- Requests to submit when asking for budget via [JotForm](#)



What's new? – Mini digital campaigns



Europe in my region

#AlgarveIsEU 2.1

Tema: Europa pela sua saúde
Concurso de fotografia

#EUinmyregion

ALGARVE UNiG CDE

Europe in my region

#AlgarveIsEU 2.1

Tema: Europa pela sua saúde
Concurso de fotografia

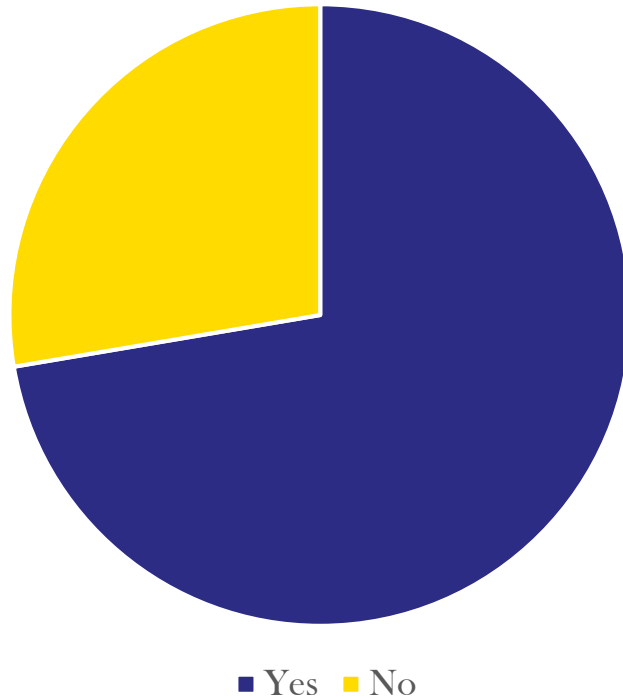
#EUinmyregion

EUROPE DIRECT UNiG CDE



Mini digital campaigns - your feedback

Interest in this service



What other services would serve your social media activities?

- Guidance on
 - post formatting
 - YouTube videos
 - Audience targeting
 - Choosing the right objectives/metrics
 - Managing SoMe with limited resources
 - Animations & videos
- Support for website management
- Support for communication via LinkedIn



What was discontinued?

- Infographics
 - Data visualisation vs communication
 - Few requests received
- Regional quizzes
 - More suited directly as part of regional campaigns or EUIMS activities



Quizzes – your feedback

Suggestions

- Translate into local languages
- Organize more frequently
- Publish quiz rules on website

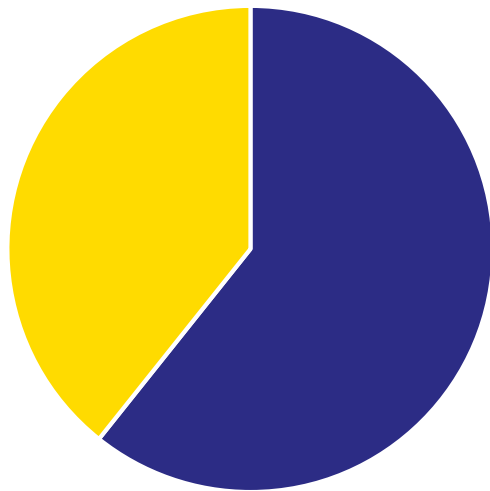


Part 1: Feedback on campaign coordination & management



Campaign website

Do you consult
the campaign website?



■ Yes ■ No

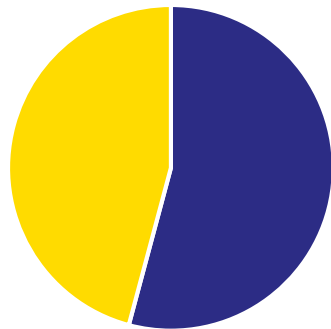
Suggestions

- Translate into all EU languages
- Clearer overview of EU27 services
- Clarify target audience/create page for the public
- Dedicated page for 'EU in my school'
- Supplement regional campaign pages with more information
 - Promotion tool during campaign
 - Video testimonials after campaign



Campaign Teams group

Are you a member of the group?

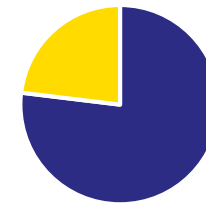


■ Yes ■ No

Yes

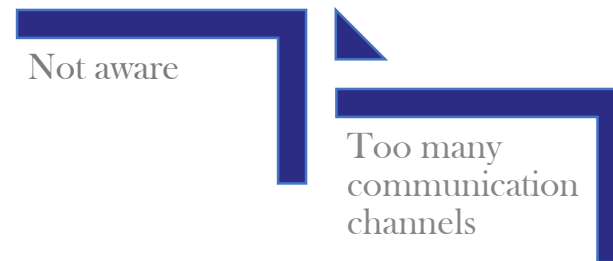
No

Do you find it useful?



■ Yes ■ Neutral

Reasons for not joining the group





Campaign Teams group

Suggestions

- Members of all OPs should interact
- Share good practices
- Send key information by email
- Structure better
- Ensure accessible links



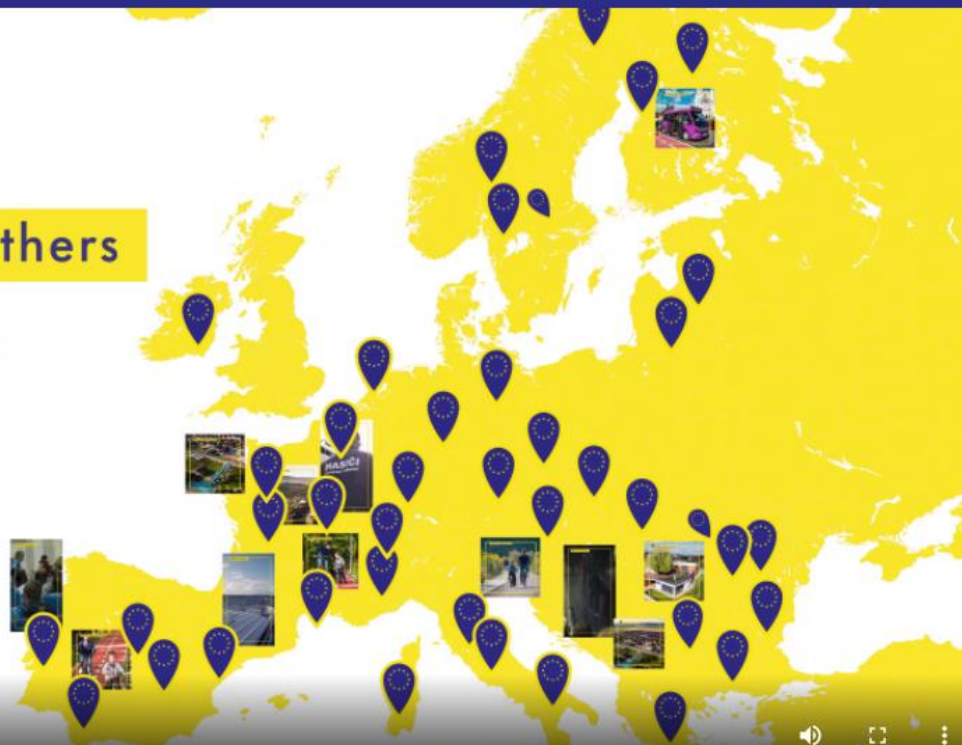
Part 2: 'EU in my school'





About 'EU in my School'

To share with others
in your region
and beyond



▶ 0:00 / 0:42





The 'EU in my school' experience

LIVE A (MEMORABLE) EXPERIENCE

- **Field trips** and inspiring **encounters** (one day/half a day).

CONSOLIDATE THE EXPERIENCE

- Production of **creative content** (writing/drawing/painting/photos/videos).
- On offer: **coaching session on story-telling for pupils**

FEED BACK AND SHARE THE EXPERIENCE

- **Competitions**, school parties/events, digital gatherings.
- **Interconnection** with other schools in the region/in other regions.

'EU in my school' in Malta





‘EU in my school’ in Flanders

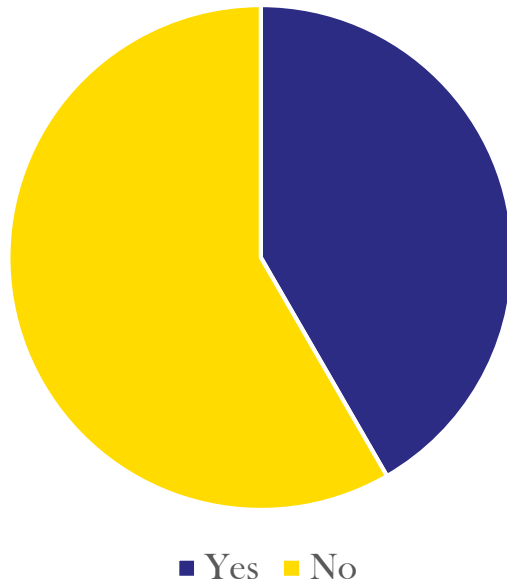
- Road show with VR video feat. 4 EU-funded projects & accompanying programme
- Goal: Reach 10.000 young people (14-18 yrs)
- April-May 2022 (+ potential continuation in autumn)
- 24 schools - 18 stops across Flanders
- Joint venture:
 - Flemish MAs (ERDF, ESF, EMFAF, EAFRD)
 - DG REGIO
 - with support from EC-Representation
- Collaboration with macro- & micro-influencers



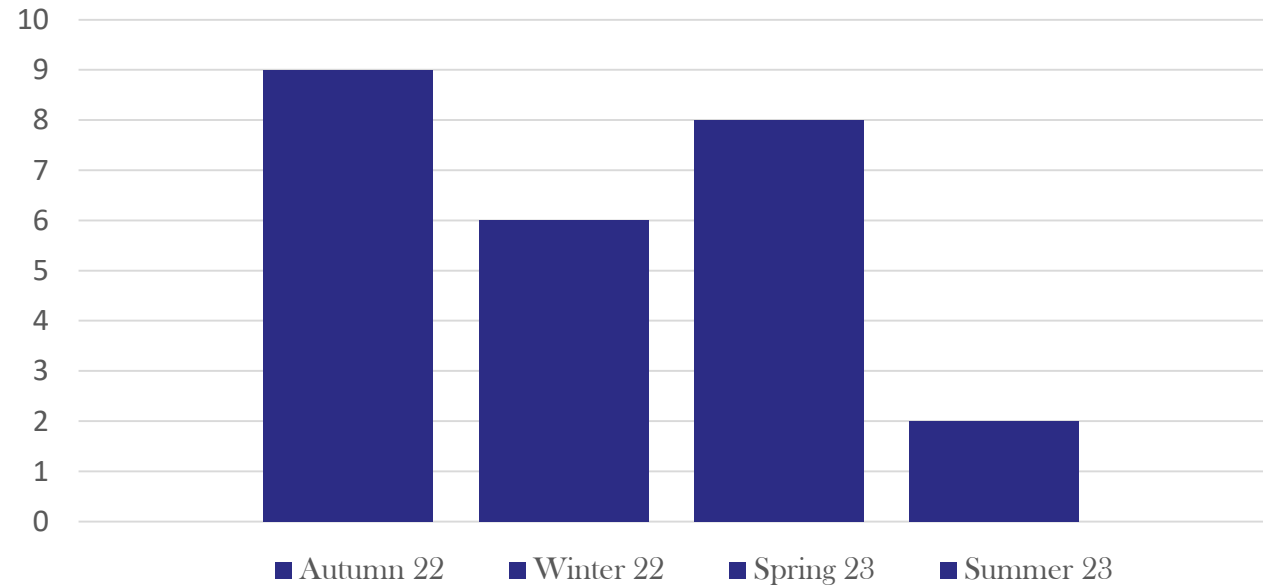


'EU in my school' – your feedback

Intention to participate



Preferred timing





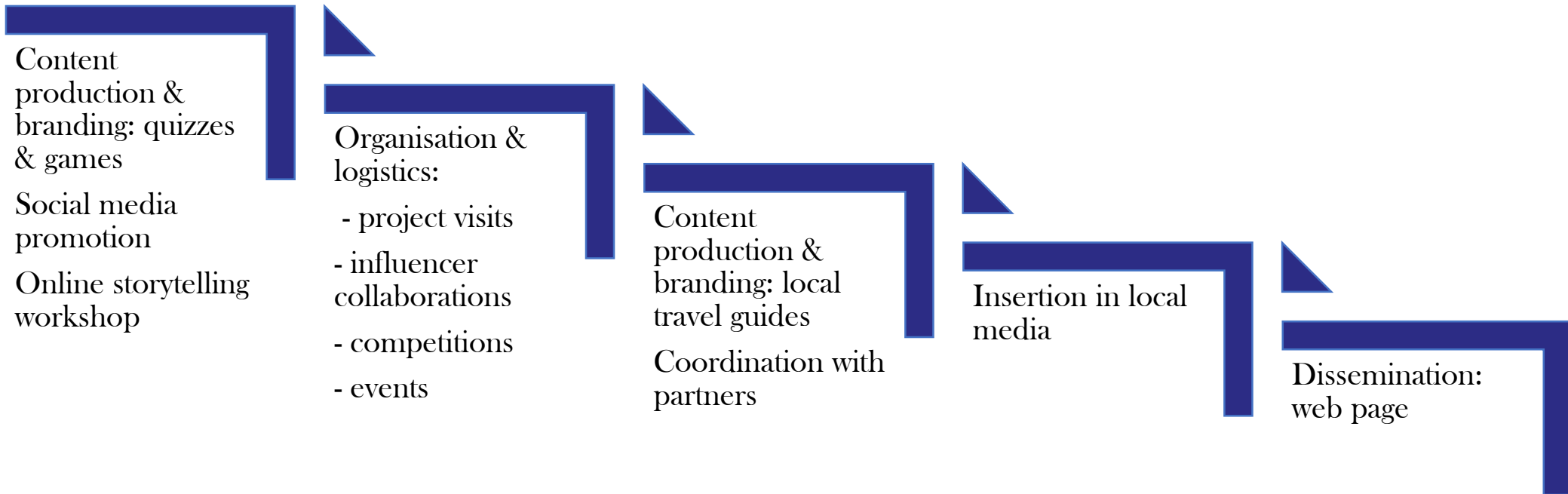
‘EU in my school’ – your feedback

First ideas & plans

- **EL:** Educational material (games)
- **SK:** Creative competition for second. school students incl. event & awards
- **AT:** Regional event for pupils aged 15+
 - Topic: sustainability
 - Exchange with project beneficiaries & active engagement of pupils
 - Organization: national coordinator, REP, Europe Direct, local partners
- **RO:** Involve children in EU-funded schools & kindergartens
- **PT:** Build on existing EU-themed toolkits & trainings for teachers
- **SI:** Activity on EC day
- **BG:** Integration into regional campaign
- **DK:** Visit to EU-supported businesses & accompanying video competition



Most useful 'EU in my school' services – your feedback





Europe in my region

Thank you for your attention!

