

HOW TO COMMUNICATE ON ASSISTANCE TO UKRAINE

Training for INFORM EU, 4 October 2022

shared resources and communication materials

Video recording: <https://webcast.ec.europa.eu/inform-eu-how-to-communicate-on-assistance-to-ukraine>

2022 State of the Union Address by President von der Leyen (with first lady Olena Zelenska as guest at the EP Strasbourg) https://ec.europa.eu/commission/presscorner/detail/ov/speech_22_5493

Official speeches

As part of the communication efforts conducted by DG HOME, Commissioner Johansson has directly addressed people fleeing the war in Ukraine in her official declarations.

- *Always welcome in the EU* - [YouTube](#)
- *Our unity in supporting Ukrainian children's education* – [YouTube](#)
- *#TemporaryProtection grants rights to people fleeing the war from Ukraine* – [YouTube](#)

Explainer Videos

These 1 min. crash courses on the Cohesion's Action for Refugees in Europe and Invest EU have been produced by Euronews Real Economy magazine in partnership with the European Commission DG Employment, Social Affairs and Inclusion (DG EMPL) and DG Economic and Financial Affairs (DG ECFIN).

Available **in EN, ES, FR, DE, GR, HU, IT, PT and RU** for use on social media, websites, events and other communication channels.

Language versions can be downloaded by choosing the language on the Euronews [home page](#) and then selecting *Real Economy* from the list of programmes

Crash courses in English:

- What funding do EU countries get to help Ukrainian refugees? | [Euronews](#)
- What are the main obstacles to finding work for Ukrainian refugees? | [Euronews](#)
- What is the EU's plan to end reliance on Russian energy? | [Euronews](#)

Full episodes:

- Where is Europe finding the money to host millions of Ukrainian refugees? | [Euronews](#)
- Ukrainians have the right to work in Europe - but how difficult is it to find a job? | [Euronews](#)
- Europe's energy future: the plan to cut Russian fossil fuels and speed up the green transition | [Euronews](#)

Testimonial videos

EUAA has produced a set of testimonial videos in which people fleeing the war in Ukraine explain their journey to one EU Member State, how they were received at arrival and the process of registration for Temporary Protection.

- Anastasiia & Yelyzaveta's Journey from Ukraine to Romania - [YouTube](#)
- Anna's Journey from Ukraine to Romania - [YouTube](#)
- Bogdan and his family's journey to Romania - [YouTube](#)
- Xienia and her Journey from Ukraine to Romania - [YouTube](#)

Storytelling examples

DG EMPL ESF+ website features news and ESF projects supporting displaced people from UA with testimonials from :

- beneficiaries Sanctuary for Ukrainian war refugees | [European Social Fund Plus \(europa.eu\)](#)
- Ukrainian refugees find work in Bulgaria | [European Social Fund Plus \(europa.eu\)](#)
- Polish project focuses on needs of Ukrainians today – and in the years to come | [European Social Fund Plus \(europa.eu\)](#)
- Lazio builds a caring society for Ukrainians – supported by the ESF | [European Social Fund Plus \(europa.eu\)](#)

If you want to share examples of ESF projects, contact: EMPL-INFORM-EU@EC.EUROPA.EU

Events

DG HOME has organised two events in coordination with the Diplomatic Corps of Ukraine and their Delegation to the EU. These events have focused on information on Temporary Protection and measures to protect people fleeing the war from Trafficking on Human Beings.

- EU Solidarity with Ukraine: protecting people fleeing the war - [YouTube](#)
- EU Solidarity with Ukraine: Temporary Protection for people fleeing the war in Ukraine - [YouTube](#)

Campaigns

1. EU Solidarity with Ukraine

Dissemination of content focused on Temporary Protection and Anti-Trafficking in Human Beings.

DG HOME has put in place a communication campaign targeting people fleeing the war to ensure a flow of trustworthy information.

Materials can be downloaded via the following link: <http://ec.europa.eu/assets/home/communication-campaign/dissemination-material-2.zip>

2. [Faces of Ukraine - EU NEIGHBOURS east](#)

Links

Central Website combining useful information for Ukrainians, solidarity stories and up to date overview of EU efforts on several fields:

- **EU Solidarity with Ukraine:** https://eu-solidarity-ukraine.ec.europa.eu/index_en
- **CARE** – Cohesion’s Action for Refugees in Europe: https://ec.europa.eu/regional_policy/en/funding/care/#2
- [Support to people fleeing the war in Ukraine](#): a dedicated page highlighting news, initiatives and practical guidance and tools to support displaced people from Ukraine who benefit from the EU temporary protection to assess their skills, get support to find jobs and integrate into the society

Social Media Wiki

- DG COMM: <https://webgate.ec.europa.eu/fpfis/wikis/pages/viewpage.action?pageId=1087996950>
- DG EMPL: <https://webgate.ec.europa.eu/fpfis/wikis/display/SMGG/Support+to+Ukraine>
- Graphic’s wiki: <https://webgate.ec.europa.eu/fpfis/wikis/display/GraphicDesigners/Ukraine>
- EAC: <https://webgate.ec.europa.eu/fpfis/wikis/display/NAITDOC/Project+handling+specifics+related+to+the+Russian+aggression+on+Ukraine>