



Europe in my region

“Europe in my region” INFORM EU webinar

DG REGIO "Europe in my region" team & WPP consortium

11 April 2024





Our session today

Introduction

The "Europe in my region" approach to proximity communications in partnership

- 1) Social media service
- 2) Regional campaigns
- 3) EU in my school partnerships
- 4) Other tools & services

Conclusion



Renewed opportunities to join forces

- 2024-26: 3rd round under the "**Europe in my region**" umbrella
 - At the core of the approach: **Places, People, Pride**
 - Our DNA: **ultra-local, co-created**
 - A proven and tested approach
 - Social media support to 35 Managing Authorities (since 2021)
 - 70 fully-fledged regional campaigns (since 2017)
 - 9 EU in my school partnerships (since 2022)
- Consult the [Information pack](#) + complete the [survey!](#)





Who is in the room

DG REGIO



OLIVIA BRUYAS
Coordination



SHIVA HAKIM
Regional Campaigns



JULIETTE FERRIERE
Regional Campaigns &
Social Media Service



LOUISA STUPP
EU in my school

WPP Central Coordination Team (CCT)



LUIZA FUNDĂTUREANU
Client Relations Lead



VALENTINA POL
Social Media
Campaign Manager



ELEFThERIA KOUKKOU
Campaign Coordinator



ANAÏS VAN DER HEYDEN
Campaign Coordinator



3 main strands

1

SOCIAL MEDIA SERVICE

- Targeted support to Managing Authorities
- Strategic insight
- Social media support
- Creative support
- Webinars and online training sessions

2

REGIONAL CAMPAIGNS

- Regional communication campaigns
- Co-owned and co-branded with partner Regions
- EU-funded places

3

EU IN MY SCHOOL PARTNERSHIPS

- Tailored activities towards schools and younger audiences
- Ad-hoc local partnerships with regional authorities and partners
- EU-funded places



1/ Social Media Service





The service

Tailored to **empower communication representatives of Managing Authorities (MAs) and national INFORM EU coordinators** in their efforts to **promote EU co-funded projects and results locally**.

The social media targeted support aims to sustain and lead Managing Authorities on the **creation and execution of Paid Social Campaigns** based on ongoing improvement and a collaborative approach.

The main pillars of our service are:



STRATEGIC RECOMMENDATIONS
FOR CAMPAIGN SETUP



SOCIAL MEDIA
BUDGET ALLOCATION
AND GUIDANCE



CREATIVE SUPPORT
FOR SOCIAL ASSETS



ONGOING LEARNING
AND TRAINING SESSIONS



Our service in numbers

SIGNIFICANT VALUE IN THIS OFFERING

50

Activity-based budget envelopes from 2021-2023

35

MAs in **20** Member States benefited from the service

12

MAs received Branded Creative Content on top of a media budget

3

Online webinars

78M

Impressions

3.8M

Video Views

67K

Post engagement on Social Media

238K

Link clicks to the websites





Revamped offer for 2024-2026



Easy-to-access online request form



Possibility to request 2 services:
Creative and/or Paid Social
budget and recommendations



Ongoing support from Paid
Media Experts



Final qualitative feedback on
campaign executions for the
Paid Social Support



Access to learning materials and
webinars



One form, two tailored services

Through an online form ([JotForm](#)), you can request two types of services. You may choose one of them or both within the same request.

Creative support

Assistance in branding and editing visuals for your social media platforms, tailored to your needs, based on your own/existing visuals/materials.

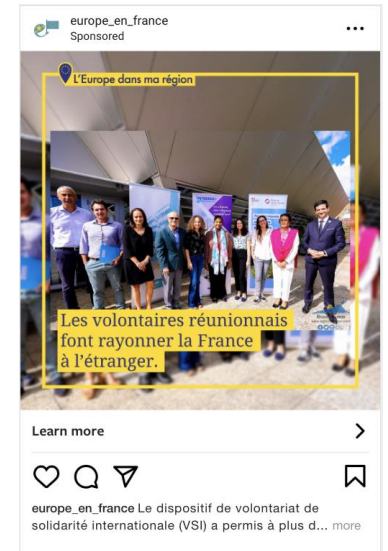
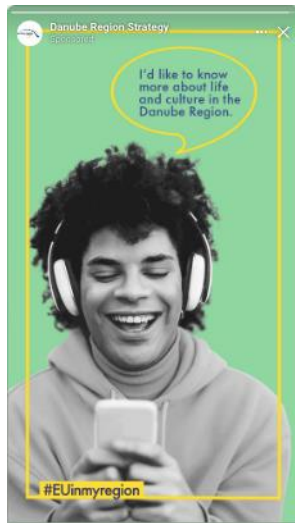
Budget allocation and Paid Social guidelines

Run paid ads on Facebook and/or Instagram via Meta Business Manager, supporting mini-campaigns, event promotions or other targeted initiatives.



Creative support examples

- Tailored and branded social content support
- Covering all possible formats and types of assets under the EUIMR branding





Budget allocation & guidelines example



Form submitted by MA the: 27/11/2023
Proposal shared with MA the: 06/12/2023
Campaign launch planned for: 01/12/2023

Budget proposal for DG REGIO's Europe in my region for Agence nationale de la cohésion des territoires in France.

Basic information about the promotion

Implementing institution	Agence nationale de la cohésion des territoires
Promotion	EU projects on skills
Number of regions	1
Link to the original request	
# of planned post/events	15

Paid media technical recommendations

Platform	FB & IG
Bidding Type	Auction
Campaign Objective	Reach
Targeting	Very Broad

This PDF contains the essentials to guide you on the execution of your paid social activity as part of the Europe in my region campaign.
Here you will find a headline media plan with recommended platforms and campaign objectives, main KPIs and benchmarks that you can use to compare your activity against, targeting recommendations, and some valuable internal and external resources.
Based on the request form you filled in the 27/11/2023 to run the promotion "EU projects on skills" in France we recommend a total budget of 1,915.88 €. This budget should provide with an est. total volume of impressions of 1,376,000.
Please always make sure to select "Lifetime Budget" at the Ad Set level when setting up your campaigns: this will optimize the campaign's media investment and avoid overspending.

Total Budget Recommendation
1,915.88 €
Budget of 100.00 €

Facebook Business Manager Campaign Name
Agence nationale de la cohésion des territoires_France_EU projects on skills_Dec_2023
Please make sure you name your campaign of Facebook Business Manager exactly as per the name above

Forecast and budget allocation

Country(s)	Region(s)	MAU	Target audience	Est. reach (percentage & total)	Frequency	Est. Impressions	Est. CPM	Est. Video views	VWR	CPVV	Link clicks	CTR	CPC	Budget	
France	France	43,000,000	34,400,000	4%	1,250,909	1.1	1,376,000	€1.39	183,467	13.33%	0.010 €	3238	0.24%	0.59 €	1,915.88 €

Paid Social Recommendations

Campaign execution proposal for DG REGIO's Europe in my region for Agence nationale de la cohésion des territoires in France.

CAMPAIGN OBJECTIVES RECOMMENDED	
1. Campaign "Europe in my Region" Phase 1: Reach Objective	We suggest running a Reach campaign with broad targeting in order to reach as many citizens as possible and support your awareness goal within the country.
2. Campaign "Europe in my Region" Phase 2: Engagement Objective	

PROPOSED CAMPAIGN APPROACH	
1. Phase 1: total budget of €93.396	Create one campaign per phase and assign specific budget to each of them. Please always make sure to select "Lifetime budget" when setting up your campaign.
2. Phase 2: total budget of €93.396	

TARGETING APPROACH	
Keep targeting Broad	To maximise the use of the budget, we recommend keeping the targeting broad yet relevant to your project. Therefore, you can use demographic targeting as well as detailed targeting options (interests) to focus on more relevant prospects for each of your campaign topics.
Leverage Video Viewers	If a video is used in phase 1 we strongly recommend to also leverage retargeting audience of Video Viewers or lookalike of Video Viewers to further connect with this group of engaged citizens that proved to be more interested in your content.

AD CREATION and CREATIVES RECS	
Use multiple creatives in rotation within the same campaign	To maximise the use of the budget, we recommend keeping the targeting broad yet relevant to your project. Therefore, you can use demographic targeting as well as detailed targeting options (interests) to focus on more relevant prospects for each of your campaign topics.

FRIENDLY REMINDERS	
ACCOUNT USE BEST-PRACTICE	The Ad Account is shared with other Managing Authorities so be careful not to alter any campaign that is not yours.
BRANDING KIT	We very much invite you to make use of the "Europe in my region" branding https://the.europa.eu/regional_publicjobs/communications/campaigns/eumrmyregion/helpdesk_en
CAMPAIGN NAMING CONVENTION	From a tracking perspective, can you please make sure to use the campaign "Naming Convention" shared in the media guidelines in the previous section of this document? The general rule for the structure is the following: Region_Country_Campaign_Date
LIFETIME BUDGET	Please be mindful of other campaigns and do not spend more than what has been allocated to you. You can avoid overspend by using "Lifetime Budget" and double-checking that you have used the right amount allocated to you.
USE OF RADIUS TARGETING	To avoid reaching people outside your desired target country (to be done in each respective Ad Account) - especially when using city radius targeting - we strongly recommend to exclude neighbouring countries from the targeting when appropriate.
TARGETING REGULATIONS	Be aware of the new Ad Targeting regulation in EU countries and include the official name of your Managing Authority at the Beneficiaries and Payer section of your campaign set up (more info in the section here below)

POLICIES GUIDELINES	
Avoid your ad to be classified as "political"	Tip: to avoid your ads being classified as political by Facebook - access the guide on the following link: https://the.europa.eu/regional_publicjobs/communications/campaigns/eumrmyregion/helpdesk_en

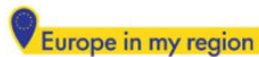
- Easy-to-follow paid media campaign setup based on a detailed media plan (additional recommendations, including objectives and target audience selection, campaign structure and duration).


- Useful guidelines for institutional campaigns and additional resources tailored to MAs knowledge level and abilities to run paid campaigns on social.





Qualitative feedback & recommendations



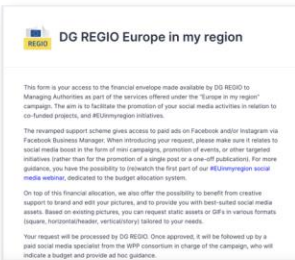
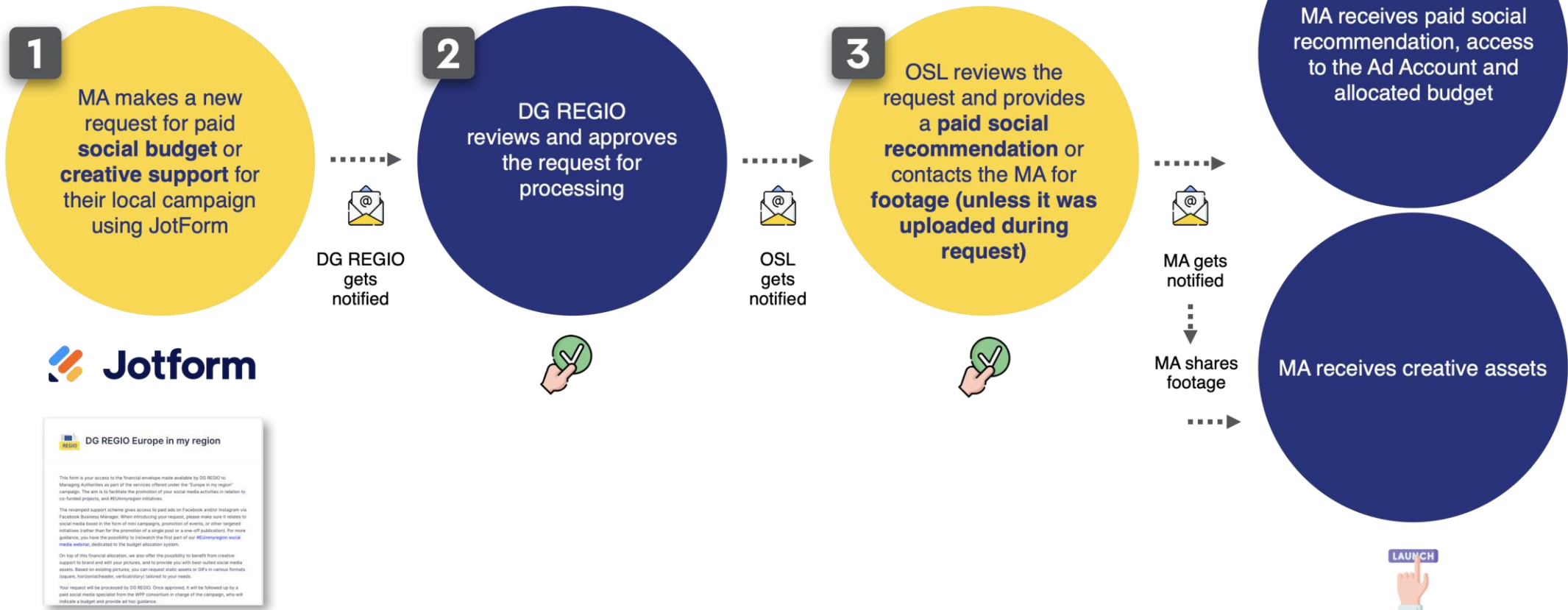
 INTERREG Slovenia - Hungary			
Layer	Start	Stop	Continue
Channels/ Placement			<ul style="list-style-type: none"> Continue testing different placements and optimize toward the best performing ones. Indeed, for this campaign it was good to focus on Newsfeed, as it was the one driving overall stronger results for your main objectives.
Targeting		<ul style="list-style-type: none"> As we noticed you set a daily budget for the Hungarian campaign, we highly recommend to always use Lifetime budget to keep full control of the budget. It also maximizes your spending opportunities. 	
Creative	<ul style="list-style-type: none"> Start using Placement customization, using the right ratio for each placement (9:16 for Story, 1:1 or 4:5 for Newsfeed) Try to convey a stronger campaign message on the post copy. We noticed you included a very lengthy text in the description, which cannot be fully read by the majority of the placement. We advise you to use description fields for shorter messages and use the Primary text box to address main info about the content/project. 		<ul style="list-style-type: none"> Continue to use Headline and description when adding a Call To Action button (CTA) but try to create a stronger message to ensure clicks to your website (more on the start). Try to have short and effective headlines, to trigger more users to click through to the landing page. Continue to use consistent branding/visual identity and use of the same logos/layouts across all creative executions to ensure stronger ad relevance and better users experience. Continue using copy variations across all your ad sets following Meta best practice) to reduce ad fatigue and improve overall results.

✓ Feedback derived from evaluating your campaign setup and performances aimed at adjusting course and empowering you for future paid campaign requests:

- Use of channels/placements
- Audience targeting and objectives
- Use of creative assets



Step-by-step

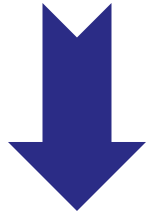




Tips and recommendations

PREVIOUSLY

Pre-allocated lump sums
per country
→ One-off posts



NOW

Tailored activity-based budget envelopes
→ Mini campaigns promoting co-funded places/
events/ activities
→ Flexible, cost-efficient,
enhanced professionalisation

First



Then

Please fill in the [JotForm](#) **thoroughly** and in a **timely manner** to:

- ✓ Increase time efficiency
- ✓ Receive best suited recommendations, guidance, and a budget fit to your specific needs

- ✓ Follow recommendations shared (objective, targeting, "Lifetime budget")
- ✓ Creative support: use high quality content for appealing assets



2/ Regional campaigns





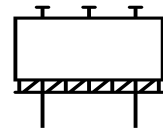
Regional campaigns in a nutshell

Time-bound, fully-fledged regional communication campaigns, **co-owned and co-branded with partner Regions** (Managing Authorities).

The campaigns spotlight a specific **EU-funded place/group of places with impact** on the region and people's everyday lives.

To maximise the impact of our communication campaigns, we utilise a **strong, relatable, ultra-local storyline** that emphasises **proximity and community**.

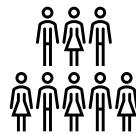
A **multichannel** approach:



PAID MEDIA



PAID SOCIAL MEDIA



LOCAL ACTIVATIONS



INFLUENCERS



PRESS RELATIONS



THIRD-PARTY ENDORSEMENT



The building blocks of regional campaigns



Regional campaign example:

Sicily
Sept-Oct 2023



Places



Social housing complex in Trapani, Via Pantelleria



“Gaspere Umile” sports centre in Marsala, Via Istria



Social housing in Ragusa Ibla



Social housing in Palermo, Via Chiappara



Europe in my region

Key visual



I nostri luoghi hanno nuovi colori.



I luoghi dove viviamo danno colore alle nostre vite e fanno parte di noi. Case accessibili, dove incontrarsi e stare insieme, permettono di creare una storia nuova, condivisa. A Trapani e a Marsala, come anche a Palermo, a Ragusa, e in tutta la nostra regione, l'Unione Europea insieme alla Regione Siciliana dà vita a progetti di edilizia sociale, centri sportivi, e spazi riqualificati che ci fanno sentire davvero a casa.



Claim: *"Our places have new colours"*

Key message:

- Thanks to EU funding, Sicilians have access to quality housing and new community spaces.
- The new housing and facilities help strengthen social bonds in the neighbourhood and municipality, leading to improved quality of life in the area.

The key visual was developed by local artist Angelo Crazyone.





Europe in my region

Activations

Creative workshop and neighbourhood gathering at the social housing in Trapani

CREATIVE WORKSHOP



NEIGHBOURHOOD GATHERING



Sports activities at the “Gaspere Umile” sports centre in Marsala





Influencer partnerships

Angelo Crazyone



Creation of the illustration for the campaign's key visual, used across all touchpoints: OOH, print, digital, social media



Coordination of the creative workshop in Trapani

Social media (Instagram):

- Pre-event teaser (story)
- Live stories during the workshop in Trapani
- Post-event reel

Zoghlami brothers



Video of the athletes' experience and connection with the area and campaign themes, used for social media promotion.

Participation in the sports day in Marsala

Social media (Instagram):

- Pre-event teaser (story)
- Live stories during the event in Marsala
- Post-event wrap-up post (photo carousel)





Paid media & media partnerships

Paid media & media partnerships

- 882 outdoor displays
- 10 print ads in 2 newspapers
- 714k digital ads on over 130+ websites
- Radio spot broadcasted 896 times on 4 radio stations
- TV spot broadcasted 560 times on 4 channels
- 1 media partnership with 3 articles on tp24.it
- Over 118M impressions (excl. TV)



Paid social media

- Sponsored posts and stories on Facebook and Instagram
- ✓ Over 18M impressions
- ✓ Over 5M people reached





Press relations

- Distribution of 2 press releases to local media
- Press event in Marsala with representatives from the Municipality of Marsala and the Region, along with a representative from DG REGIO
- Media attending the press event included RAI, tp24.it, and itacanotizie.it
- ✓ **37 clippings generated**

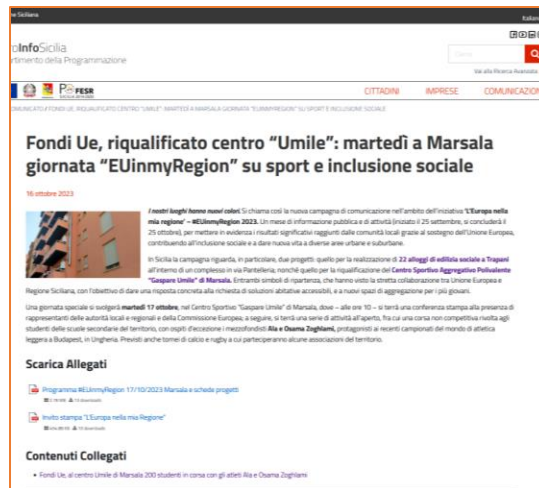




Co-ownership & local partners

Collaboration with the Region, project beneficiaries & other third parties

- The Sicilian Region promoted the initiative on their own channels, and acted as spokesperson and facilitators for the campaign
- The managers of the two main projects helped disseminate the message about the activities at their places.
- Europe Direct Trapani were close partners and instrumental in securing participation by local schools in Marsala and Trapani
- Campaign website hosted by the Region of Sicily





Partnership fundamentals

- ✓ For Regions that want to take their communication on EU funds to the next level
- ✓ DG REGIO and the partner Region are **co-owners and co-emitters** of the campaign
- ✓ A successful campaign requires an **active role by the Managing Authority throughout**
 - A clear commitment to allocate dedicated time and resources for the campaign's planning, preparation, execution, and follow-up

Provision of projects' information and data

Facilitation of contacts with local interlocutors

Provision of local expertise, input, and advice

Participation in preparatory meetings

Contribution & validation of communication products and deliverables

Organisational and/or logistical support

Presence during launch event and/or on-site activities

Promotion and dissemination



We will go in priority wherever



Awareness of EU action is **lower than the EU average** AND relatively low compared to funding



Positive perception of EU action in the region is **low**

Putting a special emphasis on



Regions in transition towards a climate-neutral economy

Outermost regions



Small- to medium-sized **towns** (“small-town Europe”)

Suburban areas, notably **deprived districts**

Rural areas/Remote territories



Organisational setup

A STRONG CENTRAL STEER WITH LOCAL INPUT AND EXPERTISE



DG REGIO:

- Small team
- 1 main interlocutor per campaign/region



3/ EU in my school partnerships





EU in my school partnerships

Tailored **activities towards schools and younger audiences** (aged 3-19) through ad hoc local partnerships with regional authorities and other partners.

EU in my school (EUIMS) revolves around **real-life experiences** whereby **pupils actively and playfully** explore co-funded local places and initiatives, meet local actors that receive EU support, and interact with role models (local influencers or inspiring personalities).

EUIMS follows a 3-stage formula:



**LIVING A MEMORABLE
EXPERIENCE**



**CONSOLIDATING THE
EXPERIENCE IN A CREATIVE WAY**



**SHARING THE EXPERIENCE
WITH THE COMMUNITY**



The building blocks of EUIMS

On-site activations with active participation of children/pupils

Local activities, visiting local sites, and meeting individuals who benefit from EU support

School excursions, events, games, treasure hunts, and competitions

Encounters with local, authentic and relatable influencers

Earned media: press relations, press moment and/or press release distribution

Paid media/social media support: targeting parents, teachers and citizens interested in the activation topic

Post-event materials for dissemination (e-publications, video wrap-ups and photo albums)



EUIMS Lower Saxony: A series of activations under the same umbrella

Sept-Oct 2023



1 region, 5 projects

Projects: co-funded initiatives linked to experiencing nature and local history, youth, and experiential learning

- Marschensee conservation for people and nature (**Langen, Geestland**)
- Construction of a new water playground at Vördersee (**Bremervörde**)
- Pop-Up-Park (**Nordenham**)
- Preservation and upgrading of the waterfront promenade (**Otterndorf**)
- Adventure trail Lauschplätze (**Osterholz-Scharmbeck**)



Natur mit allen Sinnen erleben am Marschensee

#EUinmyregion
#EUinmyschool
#LernenMitAllenSinnen

Marschensee in Langen
27607 Geestland 08.09.2023



Ein Abenteuer am Wasser in Bremervörde

#EUinmyregion
#EUinmyschool
#LernenMitAllenSinnen

Natur und Erlebnispark
Bremervörde 14.09.2023



Aus Stadt mach grün in Nordenham

#EUinmyregion
#EUinmyschool
#LernenMitAllenSinnen

Freizeitplätze 22.09.2023



Auf zu neuen Ufern in Otterndorf

#EUinmyregion
#EUinmyschool
#LernenMitAllenSinnen

Am Großen Specken 09.10.2023



Lausche dem Klang der Geschichte in Osterholz-Scharmbeck

#EUinmyregion
#EUinmyschool
#LernenMitAllenSinnen

16 ausgewählte Orte in der Bremezeit 10.10.2023



5 activations in 1 month

Activations: five on-site activations centred around the theme of “Learning with all senses” that took place around the Region in the span of one month

1. 4-hour event in **Marschensee**, including an insect workshop, plant identification workshop, dairy workshop, sensory walk and yoga.
2. **Bremervörde**: activities included mini golf, disc golf, guided discovery tour through the “World of Senses”, and play in the renovated water playground.
3. **Nordenham**: plant identification and raise of plant beds, painting and design of burlap bags.
4. Detective trail through **Ottendorf**, discovering the city’s history by observing historical places and solving riddles.
5. Scavenger hunt in **Osterholz-Scharmbeck** to learn about the town’s history, followed by musical performance.





Promotion & amplification

- ✓ **Influencer** partnership, on-site & on social media
- ✓ **Paid social media campaign** and **creative support** via Social Media Service
- ✓ **Press release & press event**
- ✓ **Offline materials:** T-shirts, seed bombs, roll-ups, tent

Impact:

- **492 pupils** from **14 schools** actively engaged
- **>790K** social media impressions over 3 weeks
- **577K** citizens reached
- **8 press clippings** generated



EUIMS Austria:

One activation applied to multiple regions

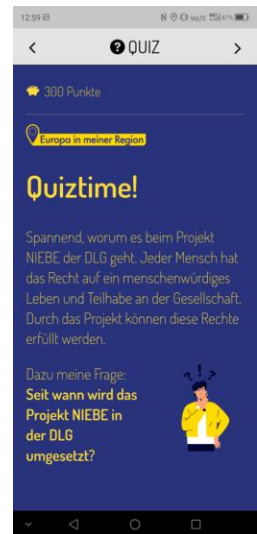
Nov 2022-Oct 2023

1 concept in 3 regions

Projects: co-funded sustainability initiatives and places nearby

Activations:

- **World Café:** open exchange between students and various inspiring personalities
- **Scavenger hunt** to discover the places via **Actionbound app**
- Encounters with **young local influencers**



Styria – November 2022

Vorarlberg – May 2023

Lower Austria – October 2023



Promotion & amplification

- ✓ **Influencer** online content
- ✓ **Paid social media campaign** via Social Media Service
- ✓ **Offline materials:** postcards, posters, beach flags, roll-ups

Impact:

- **250+ pupils** actively engaged
- **>260K** social media impressions



Actionbound Kick-Off Veranstaltung: Europa mitgestalten – Gemeinsam für eine grüne Zukunft

Actionbound – Geh auf eine digitale Schnitzeljagd und entdecke Europa in deiner Region

#EUinmyregion
#EUinmyschool

Audimax der Universität für
Wienersalzburg Krems
Dr.-Karl-Dorrek-Straße 30
3500 Krems

05.10.2023
09:00-14:00 Uhr





Partnership fundamentals & best practices

Partnerships are:

- Co-owned & co-created at all stages
- Built on your ideas & local expertise

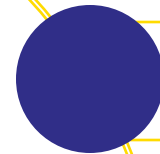
We strongly recommend:

- Involvement of Europe Direct centres
- Leverage MAs' press contacts for earned media
- Memorable encounters with inspiring local personalities

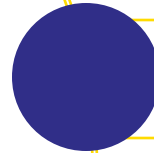




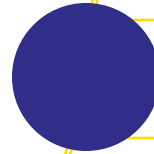
What's in it for you?



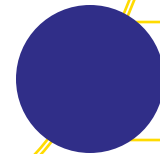
A tailored, flexible partnership to support your activities with schools



A co-owned partnership with DG REGIO & support of WPP consortium



Logistical support & cost coverage



Social Media campaign budget & recommendations



5/ Other tools and services



Strategic guidance to empower YOU

Assisting Managing Authorities in establishing and implementing their own proximity communication initiatives to promote the joint EU and regional actions and projects.

Tailored approach based on needs:

Regional campaigns
strategic guidance

Communication plan
building blocks

Guidelines and setup
formula

Training and capacity
building sessions

Revamped EUIMR toolkit

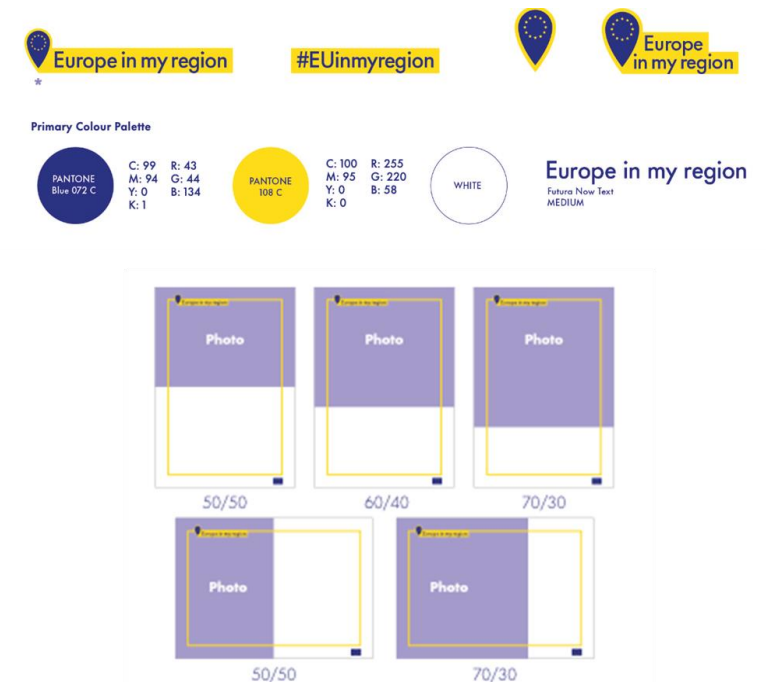
The EUIMR toolkit is a comprehensive set of resources, information, and material, designed to ensure that all partners and third-party endorsers have consistent and accurate information, as well as the tools needed to effectively communicate the campaign's goals, messages, and activities to their respective audiences.

It will include:

Branding principles and guidelines

Ready to use templates and formats

Fonts and branding elements in all EU languages



What's next?



Next steps

Who's in for regional campaigns and EUIMS partnerships during 2024-25?

To express your interest:

- **Survey:** <https://ec.europa.eu/eusurvey/runner/Europeinmyregion24-26Survey>
 - **Country teams**
 - **Contact us directly**
-
- Dedicated workshop at the INFORM-EU gathering in Hanover (29 May)
 - Webinar on SoMe service (June, TBC)



Contact & information



Functional mailbox: REGIO-EUROPE-IN-MY-REGION-CONTACT@ec.europa.eu

(Please specify the topic of your request in the subject line)



Teams group: [GRP-GRP-EUROPE IN MY REGION](#)



Web page:

https://ec.europa.eu/regional_policy/policy/communication/campaigns/euinmyregion_en



Online library *(for internal use only)*:

- Regional campaigns: <https://euinmyregion.eu/library/regional-campaigns/>
- EU in my school: <https://euinmyregion.eu/library/euinmyschool/>