



EU: Working for you
CORPORATE COMMUNICATION PILOT PROJECT

The European Commission is launching a communication campaign "EU: Working for you" in six EU countries: Germany, Spain, Portugal, Poland, Finland and Latvia. The aim of the campaign is to show – through concrete examples – how EU programmes, funds and policies help improve people's lives. The campaign is a pilot. It is to test the concept of communicating on several policies and programmes under one umbrella message: i.e. to show the wood rather than the individual trees.

How have the pilot countries been selected?

The aim is to target those who have a neutral image of the EU. Eurobarometer data shows that the selected countries have a high proportion of neutrals (about 40% of the population). Most neutrals claim that they are not informed about the EU, but, on the other hand, they are not willing to seek proactively information about the EU. They expect messages to reach them. About 80% of Europeans also say that the EU needs a clearer message.

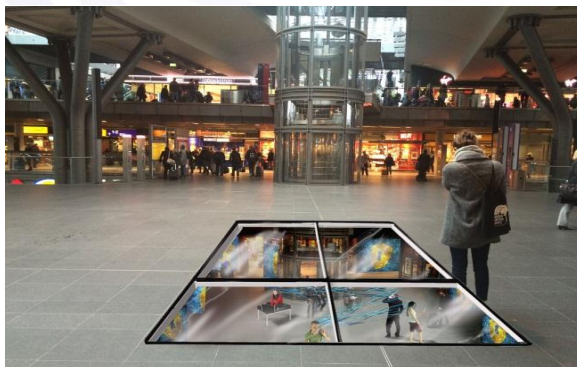
How will the campaign work? *"Il n'y a pas d'amour, il n'y a que des preuves d'amour."*

The Cocteau quote provides the creative concept - there is no Europe, just evidence of Europe. The campaign is about revealing examples and stories from EU funding programmes and policies which are not usually easily visible. The slogan "European Union: working for you" provides the overarching message. The communication agency implementing the campaign is HAVAS Worldwide.

This briefing summarises "European Union: working for you" as the campaign gets fully underway:

1. Campaign launches: after the first launch in Madrid on 22 July, further launches took or will take place:

- 14 November in Berlin Hauptbahnhof, based on consumer protection in the digital environment;
- 18 November in Helsinki, based on a research project helping social inclusion for elderly people;
- 20 November in Lisbon, based on a start-up project in IT technological innovation;
- 1 December in Warsaw, based on helping entrepreneurs to reach out to new markets
- 4 February in Riga, based on the Erasmus+ programme and the Youth Guarantee initiative.



Impression of the Hauptbahnhof streetart



Streetart event in Spain

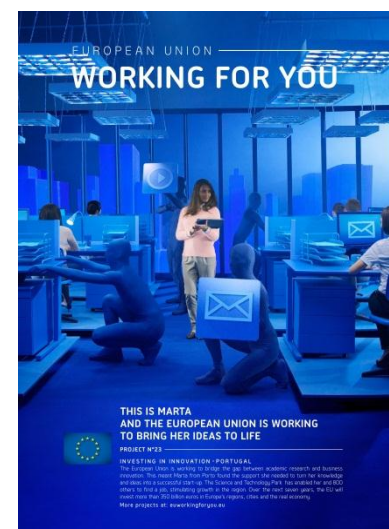
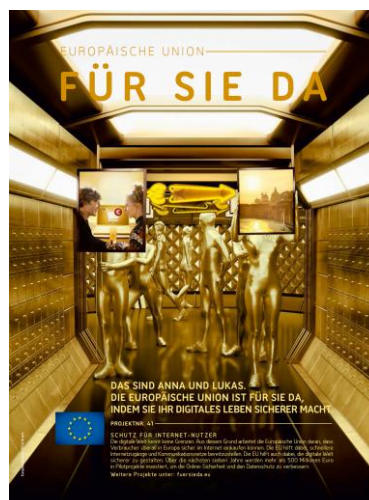
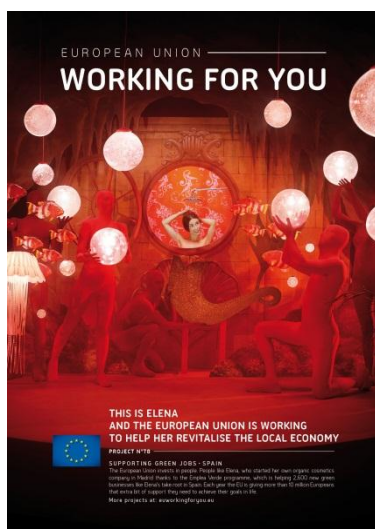


2. TV/Advertising campaigns:

At the end of November, the first wave of the advertising campaign will appear on TV, print and digital media. A series of TV clips has been prepared, with three different clips in each country:

- Spain - EU helps create jobs (the Portugal and Germany clips will also be shown in Spain);
- Germany - EU protects consumers in the digital environment (the Spain and Latvia clips will also be shown in Germany);
- Finland - EU research helps elderly people to stay at home as long as possible (the Germany and Portugal clips will also be shown in Finland);
- Poland - EU helps entrepreneurs with business information to reach out to new markets (the Spain and Latvia clips will also be shown in Poland);
- Portugal - EU helps technological innovation (the Germany and Spain clips will also be shown)
- Latvia - EU helps young people to study abroad and get a job at home (the Germany and Portugal clips will also be shown).

The TV spots are also the basis for print advertising and promotion in the social media and online. A second wave of advertising will take place early in 2015. The advertising campaign in Latvia will take place in February 2015.



Examples of the advertising campaign

3. The [web presence](#) shows around a hundred examples of projects including those mentioned above and provides an anchor point for the campaign. It is hosted at the inter-institutional top-level domain of the Europa site and is available in French, English and the relevant national languages.

How can the EDICs help promote the campaign?

The campaign has been designed as six national campaigns and promotional activities will take place only in the six target countries. EDICs in these countries are welcome to

- **link to the website** of the campaign using the forwarding URLs in the national languages:

DE: fuersiedea.eu

PL: pracujemydlaciebie.eu

PT: trabalhamosparasi.eu

FI: tyotasununhyvaksesi.eu - **SE:** jobbarfordig.eu

LV: stradamusulaba.eu

ES: trabajandoparati.eu

- **promote the press packs:**

Spain: <http://www.epresspack.net/comision-europea-trabajando-para-ti/>

Germany: <http://www.epresspack.net/europaeische-union-fur-sie-da/>

Portugal: <http://www.epresspack.net/uniao-europeia-trabalhamos-para-si>

Finland: <http://www.epresspack.net/tyota-sinun-hyvaksesi-euroopan-unioni>

The press pack for Poland will be available on 1 December.

- promote the TV spots:

The TV spots are available on the YouTube channels of the EC Representations in Spain, Portugal, Germany and Finland. These are the links to the spots:

Spain:

Green jobs: <http://youtu.be/8qxxe-tK074>
Innovation: <http://youtu.be/2CU11wto3xU>
Consumers: http://youtu.be/CWnhVqC_YQU

Germany:

Consumers: http://youtu.be/aaG5Qj_Knw
Green jobs: <http://youtu.be/S51-31U0KDA>
Erasmus + <http://youtu.be/tHfjk2aAGfw>

Poland:

Entrepreneurs: <http://youtu.be/4NKRajMYH5I>
Erasmus +: <http://youtu.be/S0ZCruqTmc0>
Green jobs: <http://youtu.be/WlCmUzZKj1c>

Finland:

Elderly: <http://youtu.be/sQ-eVg28-IU>
Consumers: <http://youtu.be/14ALwcjuBhU>
Innovation: <http://youtu.be/ogVXoskUCC0>

Portugal:

Innovation: http://youtu.be/WHVi6FZ_z8s
Green jobs: <http://youtu.be/43LPaxPMEuk>
Consumers: <http://youtu.be/qBvg0rs2rMg>

The TV spots are also available on the Commission's Audiovisual Portal.

I-095680 UE: Agir pour vous – Des e-consommateurs mieux protégés
<http://ec.europa.eu/avservices/video/player.cfm?ref=I095680>

I-095681 UE: Agir pour vous – Au service des seniors
<http://ec.europa.eu/avservices/video/player.cfm?ref=I095681>

I-095684 UE: Agir pour vous – Investir dans l'innovation
<http://ec.europa.eu/avservices/video/player.cfm?ref=I095684>

I-095744 UE: Agir pour vous – Soutien aux emplois verts
<http://ec.europa.eu/avservices/video/player.cfm?ref=I095744>

I-095745 UE: Agir pour vous – Investir dans les jeunes
<http://ec.europa.eu/avservices/video/player.cfm?ref=I095745>

The dedicated clip for Poland will be released on the AV Portal on Monday, 1 December.

The promotional period on social media is from 28 November 2014 to 28 February 2015.

How will the campaigns impact be measured?

The Commission conducts thorough monitoring of the reach and recall of the campaign. Apart from quantitative measurements, a Eurobarometer survey will be conducted to measure how people remember the campaign's message. EDICs are welcome to report back on their promotional activities of the campaign.

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