



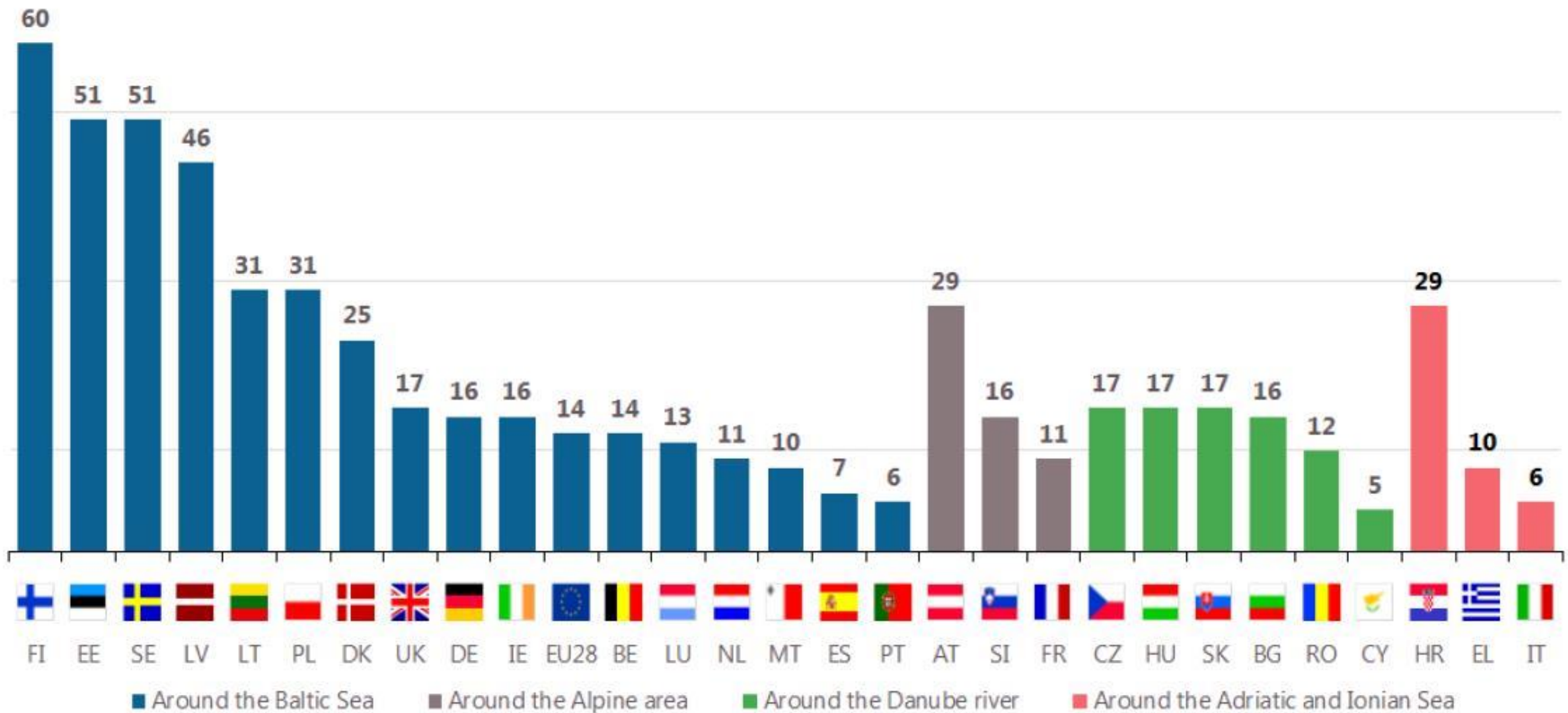
# **Communication of the EU macro-regional strategies: success stories**

**22 September 2017**

## EU citizens' awareness of EU macro-regional strategies (I)

	EU level	Macro-regional level
EU Strategy for the Baltic Sea Region	14%	16-60%
EU Strategy for the Danube Region	8%	10-24%
EU Strategy for the Adriatic and Ionian Region	7%	6-29%
EU Strategy for the Alpine Region	8%	4-29%

# EU citizens' awareness of EU macro-regional strategies (II)



# If communication could be a chemical formula...



$W_2 = \text{What? Who?}$

$H = \text{How?}$

# Branding



# Branding



**EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION



**DANUBE REGION**  
**strategy**



**EUSALP**  
EU STRATEGY FOR  
THE ALPINE REGION



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**



*Along the Danube on a 150-year-old velocipede: Hungarian ultramarathoner Pál Hidvégi-Üstös draws attention to the EU Strategy for the Danube Region*



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