

Macro-regional strategies: **The great unknown?**

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What do people actually know?

How can we get the message across?

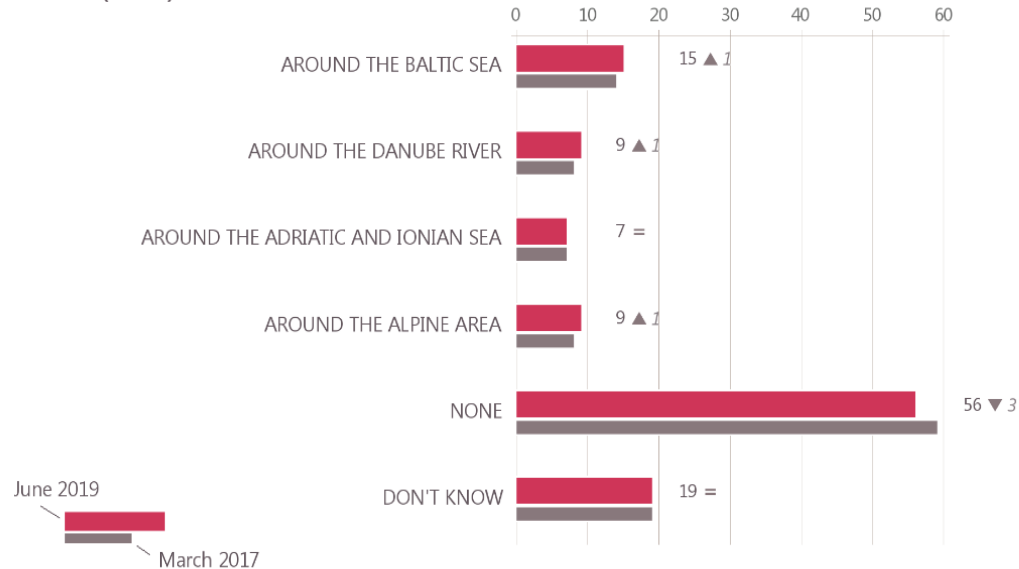
What do we need to get right?

What do people actually know?

Results of the 2019 Eurobarometer survey

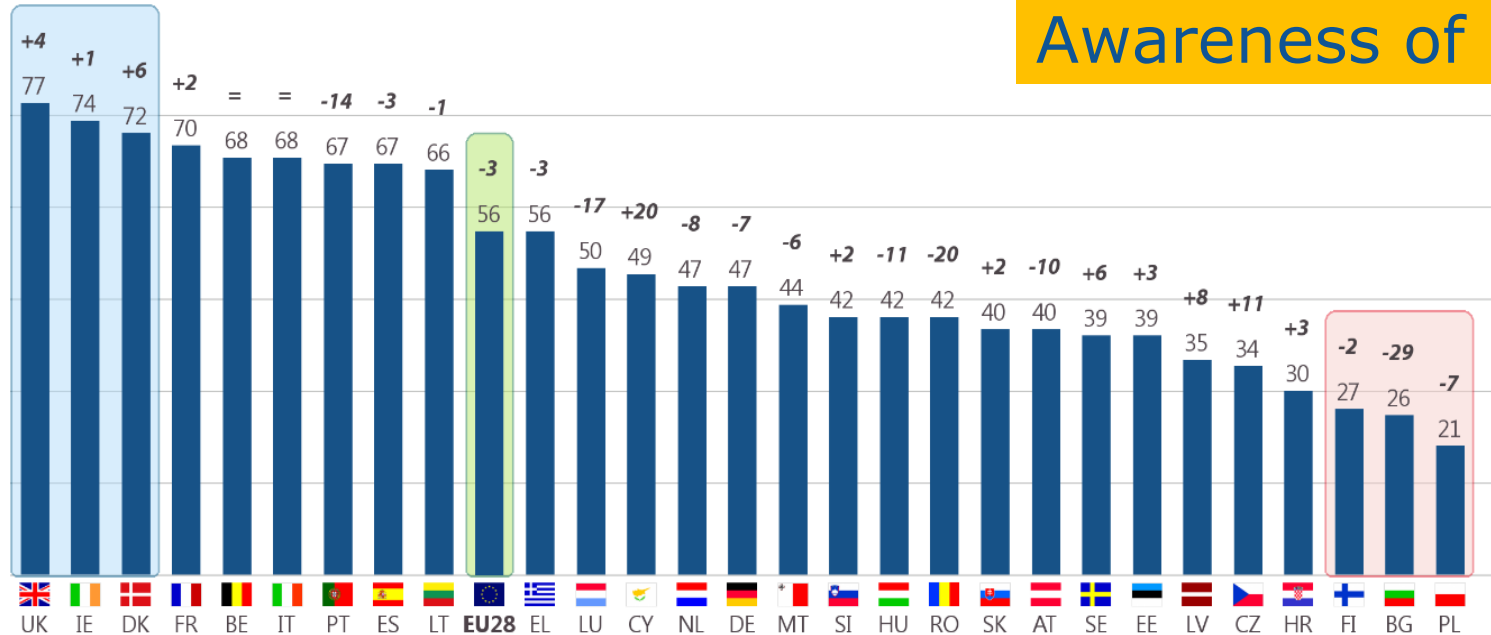
Awareness of MRS

Are you aware that there is an EU strategy to promote cooperation between countries in the following areas?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Q10 Are you aware that there is an EU strategy to promote cooperation between countries in the following areas? (MULTIPLE ANSWERS POSSIBLE)

(% - None)



(June 20)

Awareness of MRS

Flash Eurobarometer 480 (2019)

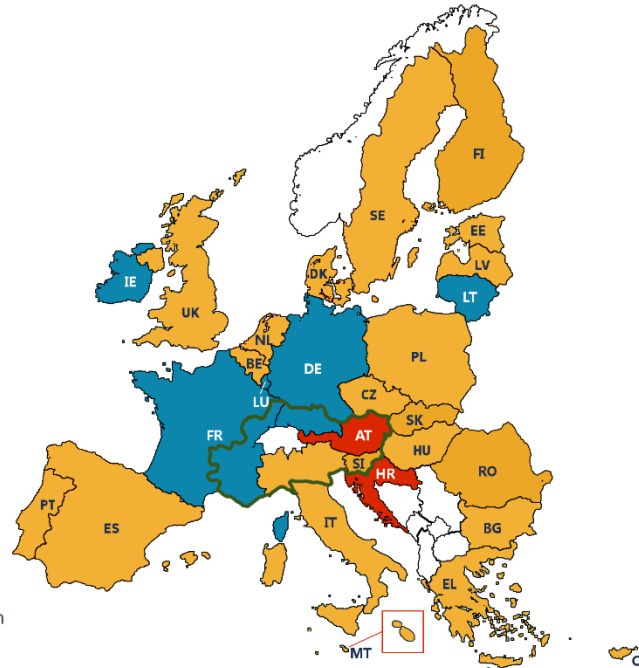
LU		18	▲ 7
DE		17	▲ 5
FR		15	▲ 4
LT		8	▲ 4
IE		11	▲ 4
CY		4	▲ 3
HU		8	▲ 3
EL		4	▲ 2
EE		7	▲ 2
UK		10	▲ 2
BG		4	▲ 2
MT		10	▲ 2
IT		5	▲ 1
EU28		9	▲ 1
PL		6	▲ 1
SK		6	=
RO		3	=
FI		8	=
SI		16	=
PT		2	▼ 1
BE		11	▼ 1
CZ		10	▼ 1
DK		4	▼ 1
NL		6	▼ 2
ES		2	▼ 2
LV		4	▼ 2
SE		5	▼ 3
AT		25	▼ 4
HR		12	▼ 4

Q10 Are you aware that there is an EU strategy to promote cooperation between countries in the following areas? (MULTIPLE ANSWERS POSSIBLE)
(% - AROUND THE ALPINE AREA)

Awareness of EUSALP

Map Legend

- Increase (4-9 pp)
- Stable (within 3 pp)
- Decrease (4-9 pp)
- Alpine macro-region



(June 2019 - March 2017)

Flash Eurobarometer 480 (2019)

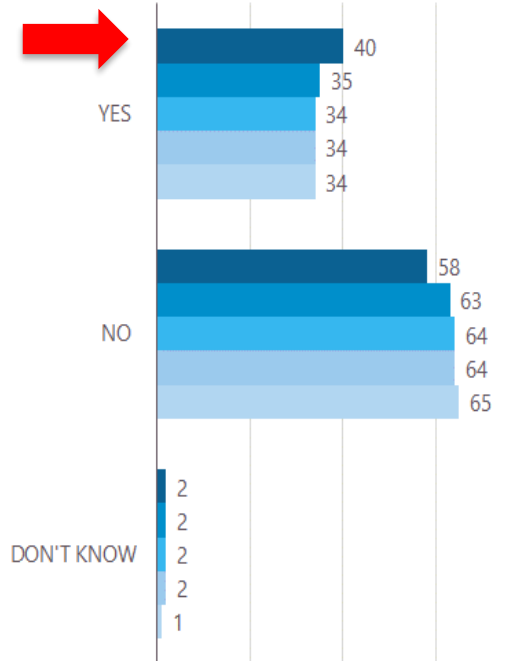
Q10 Are you aware that there is an EU strategy to promote cooperation between countries in the following areas? (MULTIPLE ANSWERS POSSIBLE) (% - EU)

Reasons for knowing

	Around the Baltic Sea	Around the Danube river	Around the Adriatic and Ionian Sea	Around the Alpine area	None	Don't Know
EU28	15	9	7	9	56	19
Awareness of EU co-financed projects						
Yes	21	12	9	11	46	21
No	11	6	6	8	63	17
Impact of EU support on the development of cities/regions						
Positive	23	13	10	12	43	21
Negative	15	11	10	9	53	22
No impact	11	8	10	7	63	14
Personally benefited from ERDF or Cohesion Fund						
Yes	30	15	11	12	35	24
No	16	10	9	11	53	19
Awareness of cross-border cooperation						
Yes	27	16	12	15	39	19
No	11	6	6	7	62	18

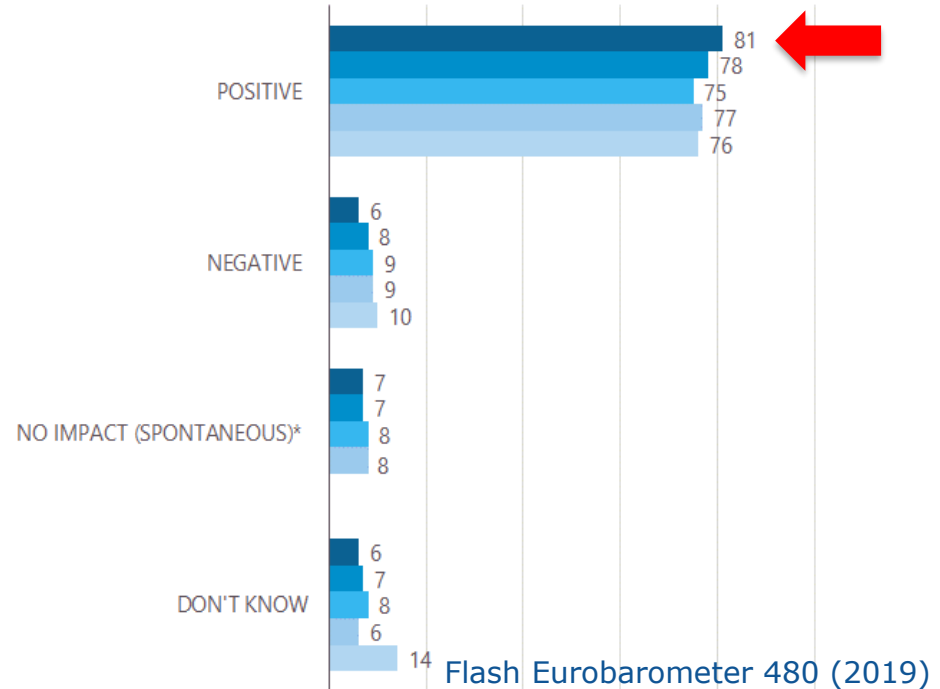
Regional policy: Awareness

■ June 2019 ■ March 2017 ■ June 2015 ■ Sept. 2013 ■ June 2010



Perceived positive impact

■ June 2019 ■ March 2017 ■ June 2015 ■ Sept. 2013 ■ June 2010



Flash Eurobarometer 480 (2019)

How can we get the message across?

About our toolboxes



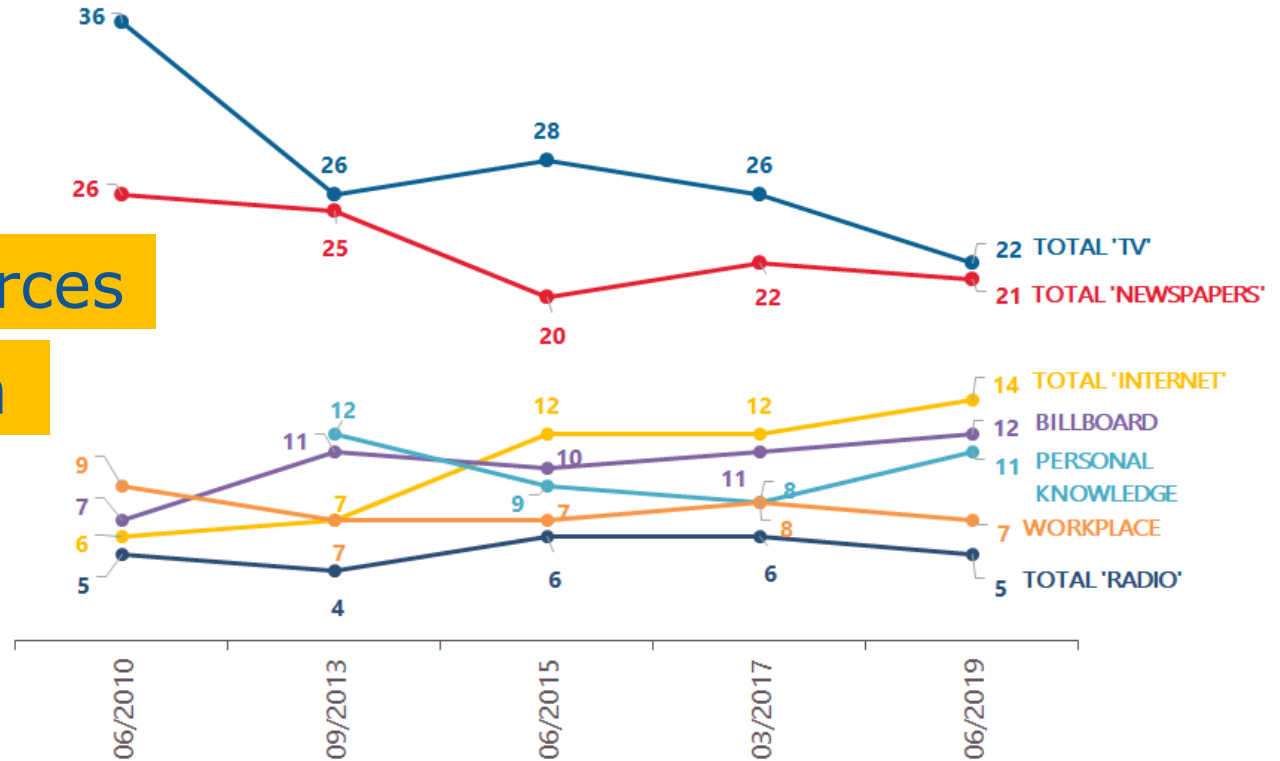
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

Charles Darwin

EU communication iceberg?



Changing sources of information



Press & media

Media programmes for MRS

Youth4Regions

Call for media (partnerships)

Social Media

2018

25

Beneficiaries

17

Member States



COHESION

EVinr

MONS, BELGIUM

13-15/12/2017

Networks with stakeholders

INFORM: EU network of communication officers

Citizens Engagement with Europe Direct Info Centers

Regional Offices Dialogues Brussels

RESULTS

AS
COMMUNICATORS
WE HAVE TO.....

30 YEARS of
COHESION
POLICY

CAMPAIGN

SUCCESS

Events & Competitions

#EURegionsWeek

REGIOSTARS

Conferences & Fora



European Week of Regions and Cities

7-10 OCTOBER 2019 | BRUSSELS



Campaigns

EUinmyRegion

Road Trip Project

EU delivers in the regions



Internal

REGIO Communication Matrix

Intranet & trainings

Internal events

Design, production & web

Knowledge management

	REGIO.DDG.D.5 (Estonia, Finland, Lithuania and Latvia)
	REGIO.DDG.E (Administrative Capacity Building and Programme Implement
	REGIO.DDG.E.1 (Administrative Capacity Building and European Solidarity Fund)
	REGIO.DDG.E.2 (Romania)
	REGIO.DDG.E.3 (Bulgaria, Croatia and Slovenia)
	REGIO.DDG.E.4 (Hungary)
	REGIO.DDG.F (Closure, Major Projects and Programme Implementation III)
	REGIO.DDG.F.1 (Closure and Major Projects)
	REGIO.DDG.F.2 (Austria, Germany and the Netherlands)
	REGIO.DDG.F.3 (Poland)
	REGIO.DDG.F.4 (Czech Republic and Slovakia)
	REGIO.DDG.G (Smart and Sustainable Growth and Programme Implementa
	REGIO.DDG.G.1 (Smart and Sustainable Growth)
	REGIO.DDG.G.2 (Portugal and Spain)



Regulation

Single rule book for communication

Publicity and visibility

Monitoring



CO-FUNDED BY THE
EUROPEAN UNION



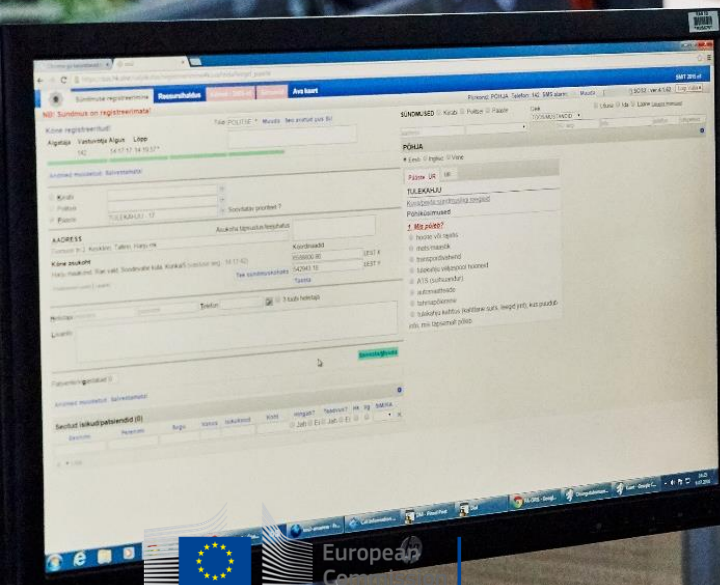
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number].



Co-funded by the
Erasmus+ Programme
of the European Union

What do we need to get right?

...and where are we missing out?



Development of a national e-Emergency system
Co-funded by the European Union





People

Audiences

Participation



Moment(um)

Relevance

Ambition



Channels

Ideas, not money



Solutions

Evidence

Results!

Simplicity

Coherence

Brand





Politics
Endorsement
Institutions

A young woman with long brown hair, wearing a light blue t-shirt, is focused on looking through the eyepiece of a white compound microscope. She is standing at a white lab bench. Her right hand is on the coarse focus wheel. In the background, another person in a blue shirt is visible, looking towards the camera. The lab is equipped with various scientific instruments, including pipettes, a yellow biohazard waste bin, and shelves with bottles and containers. A sign with text and images is posted on the wall behind the woman.

Skills

Knowhow

Professionalism



Stronger
Together

#EUinmyRegion

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