



# The coordination of the information and communication policies of Parliament and Commission in view of the European Elections

[thistimeimvoting.eu](http://thistimeimvoting.eu)



*Committee on Constitutional Affairs (AFCO),  
European Parliament, 18 March 2019*

Mikel Landabaso  
*Director, Directorate B – Strategy & Corporate Communication*  
DG Communication  
European Commission



*“I would like next year’s **European Elections** to be a **landmark** for European democracy”.*

*“It is everybody’s duty to **engage** as never before. And it is our **collective duty** to **deliver** on what citizens **expect**”.*

President Jean-Claude Juncker

**#SOTEU2018**



# EP - EC cooperation



## Communicating together ahead of the 2019 European Elections

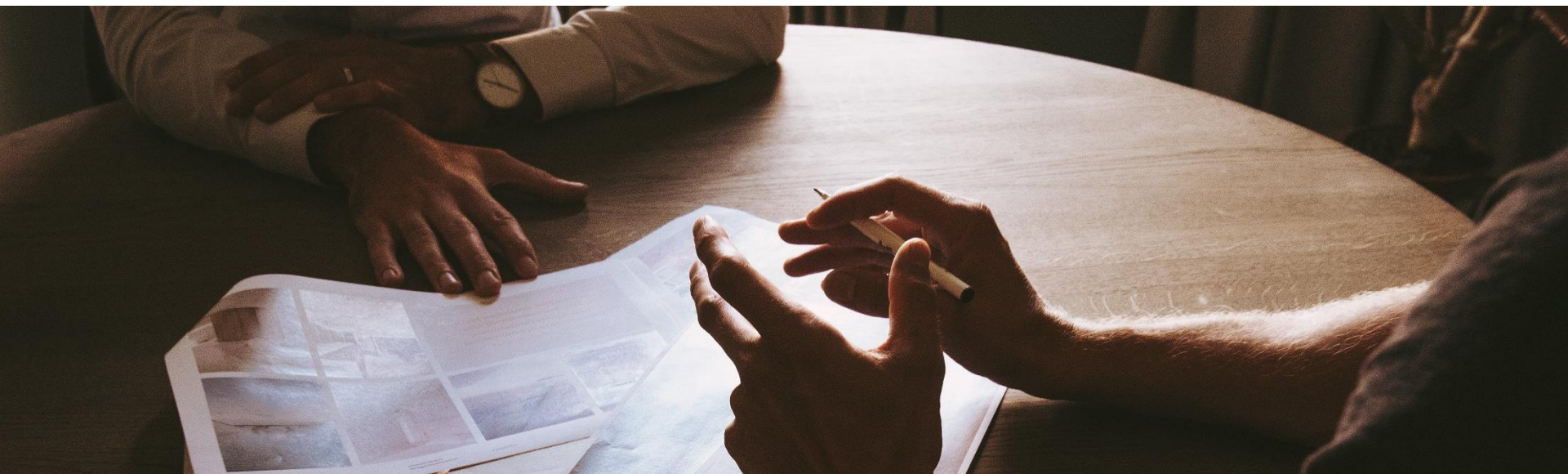
### Steering Group

to provide **guidance**.

### 3 Working Groups

on **campaign & digital** matters,  
**outreach** activities, **audiovisual** issues.

# Examples of EP - EC cooperation



- **“European Elections”** instead of “EP Elections”.
- **EU-branding** (wherever possible) instead of institutional logos.
- **Cross-referring** to our respective campaigns and materials.
- **EC feeds content on electoral rights** to EP elections portal
- **EC feeds countless examples** of policies and projects to **“What Europe does for me”** page.
- **Coordinated outreach to and mobilisation** of Erasmus students, trainees, civil society organisations, cinemas, football players, rural communities etc.



# EP-EC cooperation in Member States



This time I'm voting - **Riga**



Elections countdown- **Zagreb**



This time I'm voting – **Vilnius** Book Fair



Hackathon - **Vilnius**



Public transportation – **Germany**



Public transportation – **Ljubljana**



## Joined-up approach on the ground:

EP Liaison Offices and Representations are working together in all Member States.

# Role of the Commission



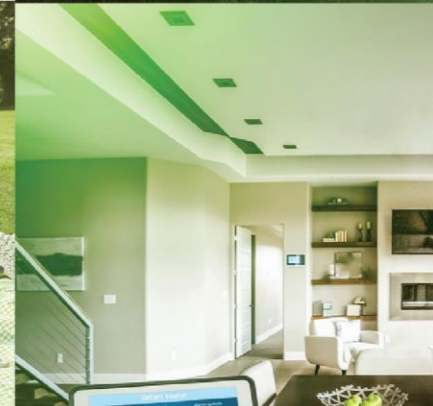
The **Commission** communicates on **three fronts** and in close cooperation with the **EP**, in order to **empower citizens** to take **informed decisions**.

What the EU does

Why and how to vote

How to engage







# Three corporate campaigns



Showing **real** local stories & beneficiaries of **EU-funded** projects.



Reaching out to **young people** across Europe, inviting them to rediscover essential **European** values.



Highlighting people in **action** working on the ground for the **protection** of EU citizens.

## Target groups:

People who are **neutral** or **ambivalent** about the EU (*don't know/don't care*).



# The results so far



## Phase 1: March 2017-March 2018

- **Reach** 203m citizens
- **Recall** 25%
- **Impact** +3% aware of positive EU impact and +5% agree EU helps with jobs and growth in their regions

## Phase 2: May 2018-on-going

- **Reach** 40m citizens
- **Media coverage** 195 pieces
- **Visits to the website** 112k
- **Video views** 2,7m



## May 2018-present

- **Reach** nearly 40m citizens (17-35 years old)
  - **Recall** 26%
  - **Feeling proud to be European** 43%
  - **Trust in the EU** 51%
- **Views of short movies** 10m+
- **Visits to the website** 1m



## October 2018-present

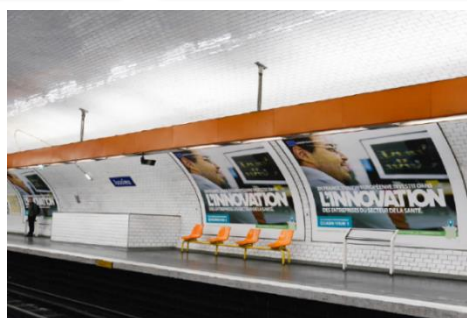
- **Reach** 10.4m citizens
- **Views of short films** 10m+
- **Paid digital advertising impressions** 299m

# Video: How EU is combatting radicalisation





# InvestEU: opportunities start here



Showcasing  
the **impact** of EU funding



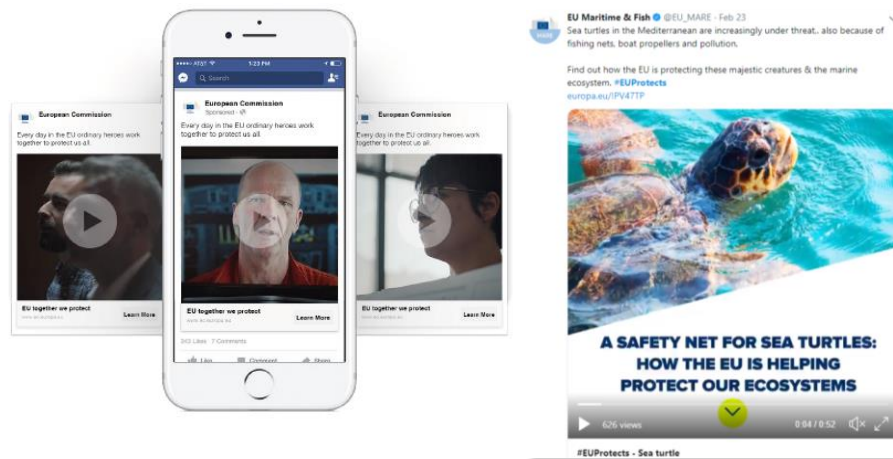
# #EUandME: reaching out to young Europeans



**#EUandME** Showcasing  
the core **European values & achievements**



# EU Protects: real people & real stories



Showcasing  
the **ordinary** heroes of the EU

# Minimum requirements



Funded by the  
European Union

## Future long-term budget: Communication and visibility requirements

- Binding, simple and **effective**
- For all **programmes** and management **modes**
- Using **EU emblem**, intellectual property rights, proportionate communication efforts, contribution to corporate communication and, where possible, financial corrections in case of non-respect.



# Engaging with citizens



## EC strengthening its outreach

- **1,400 Citizens' Dialogues** – in over **450** towns in **27** EU Member States.
- **Online consultation** on the Future of Europe
- **440 Europe Direct Information Centres (EDICs)** engaging with citizens **locally**.
- **800** EU and **national** officials participated in **Back-to-School** in 2018.
- These **outreach activities** are geared more and more **to the elections**.

# How to vote



- EC cooperates with **national electoral bodies** and publishes **updated** information on **voting rights** and **registration deadlines** on the **Your Europe** portal.
- EC feeds this information into the **EP's elections portal**
- **Targeted** communication campaign in close cooperation with EP to reach **17 million mobile EU citizens**



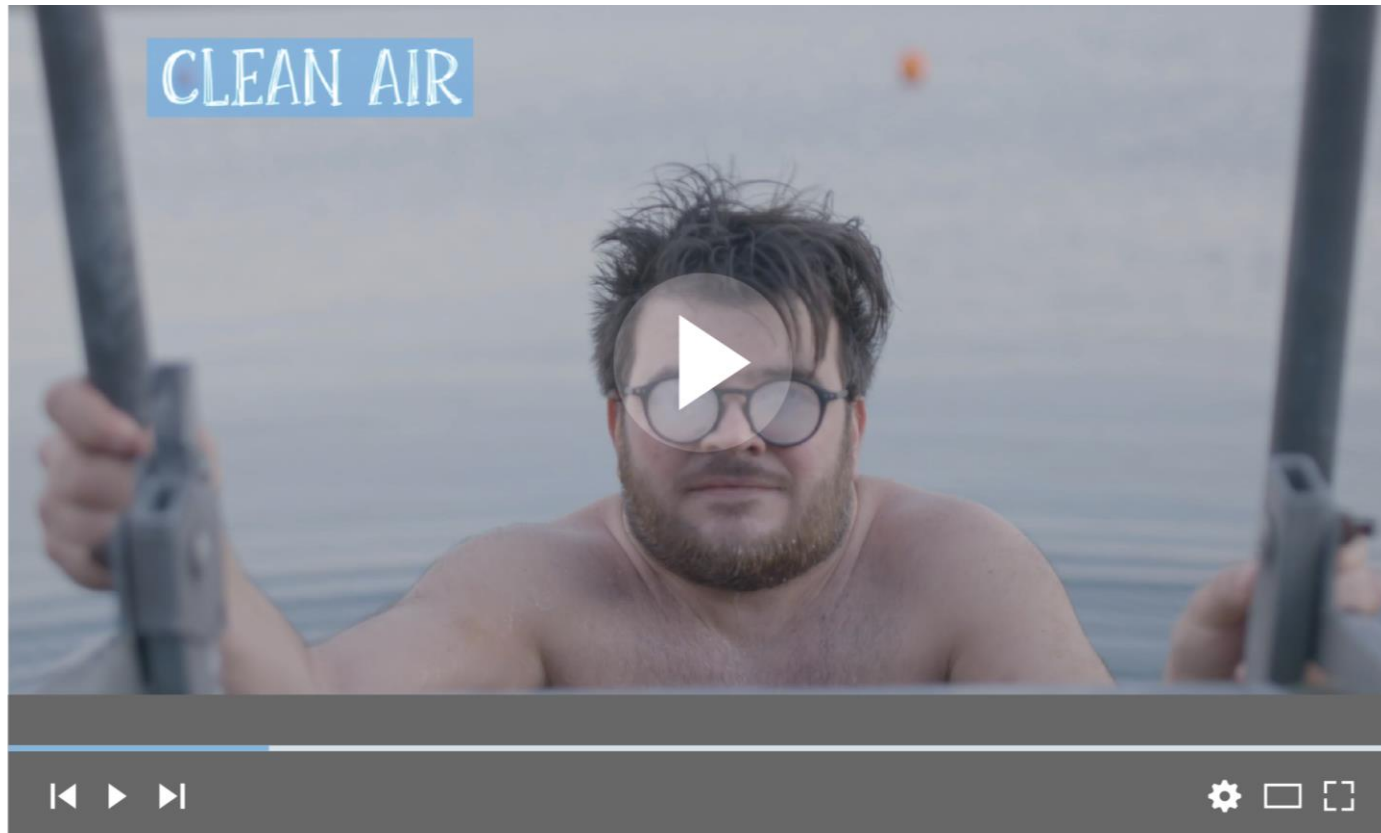
# Social media: #EUElections2019



- **98 European Elections-related contents** since 2018.
- **96.000** engagements, **4 million** Twitter impressions, **2 million** Facebook/Instagram users reached.
- EC has opened **Social Media** staff engagement tool (**SMARP**) to **EP staff**.



# Video series: A Day in the Life of an EU citizen



## Go-to-vote phase



**10 April 2019 – launch by EP**

**EC committed to support** the EP's *go-to-vote efforts in this final phase, e.g. by disseminating the go-to-vote spot via social media and the Europa Cinemas Network, while continuing to roll out our corporate communication and linking it where possible to the elections.*

# EE19 Communication Toolkit



**EE19 Toolkit Postcard**  
**Ready to print – Ready to share**

