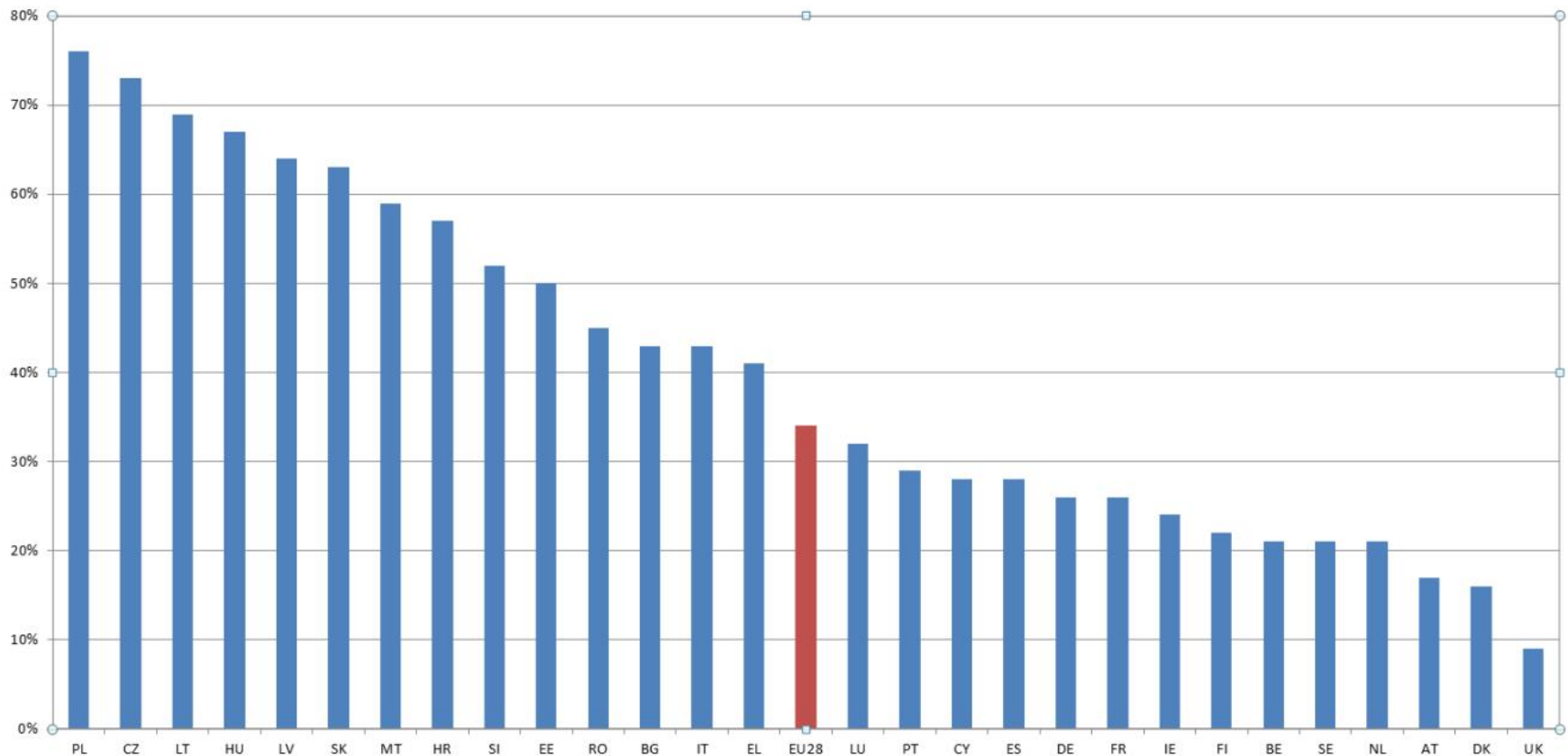




Communicating cohesion policy: challenges ... and opportunities!

Tony Lockett
European Commission
DG REGIO

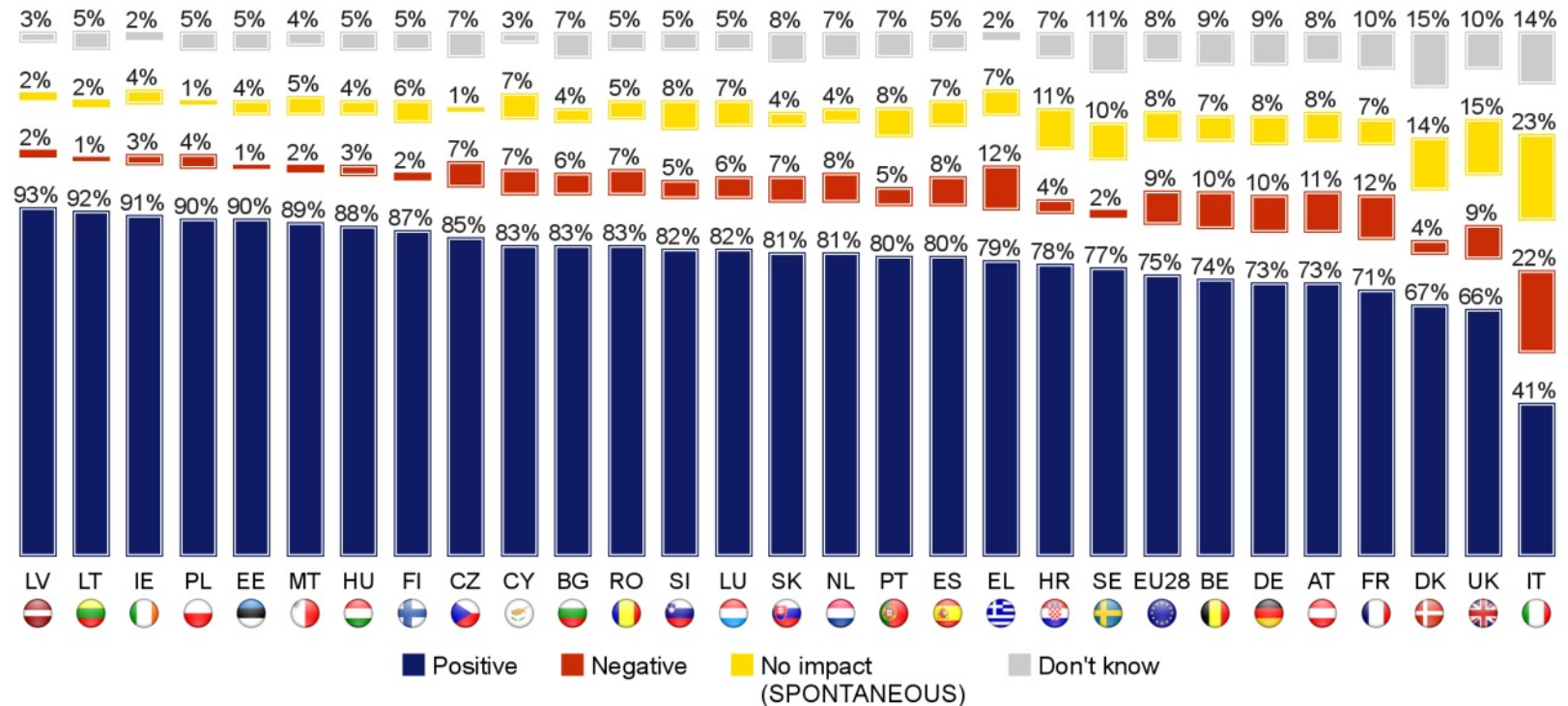
EU regional funding: levels of awareness



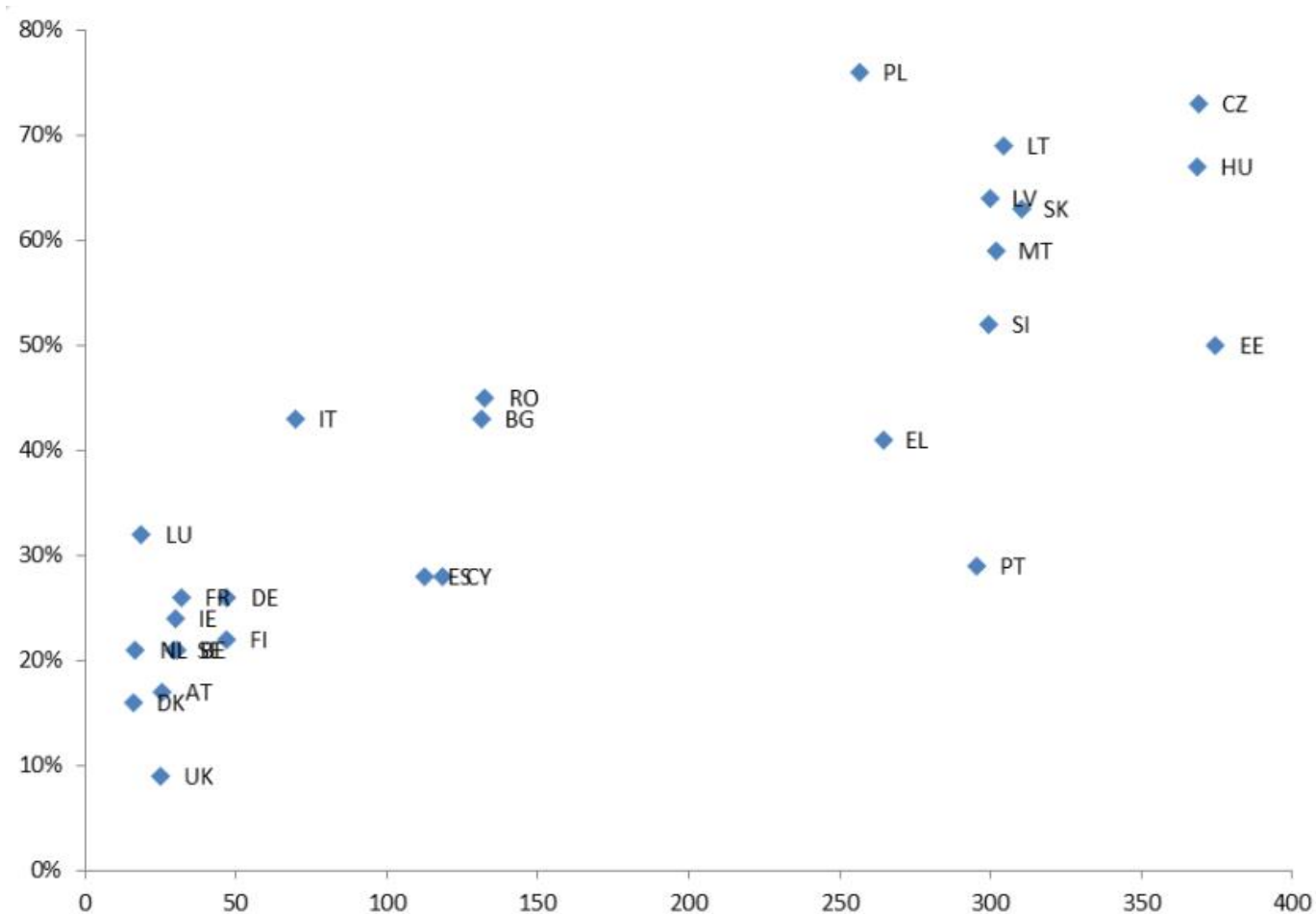
Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live? (Flash Eurobarometer 423, September 2015)

Positive perceptions

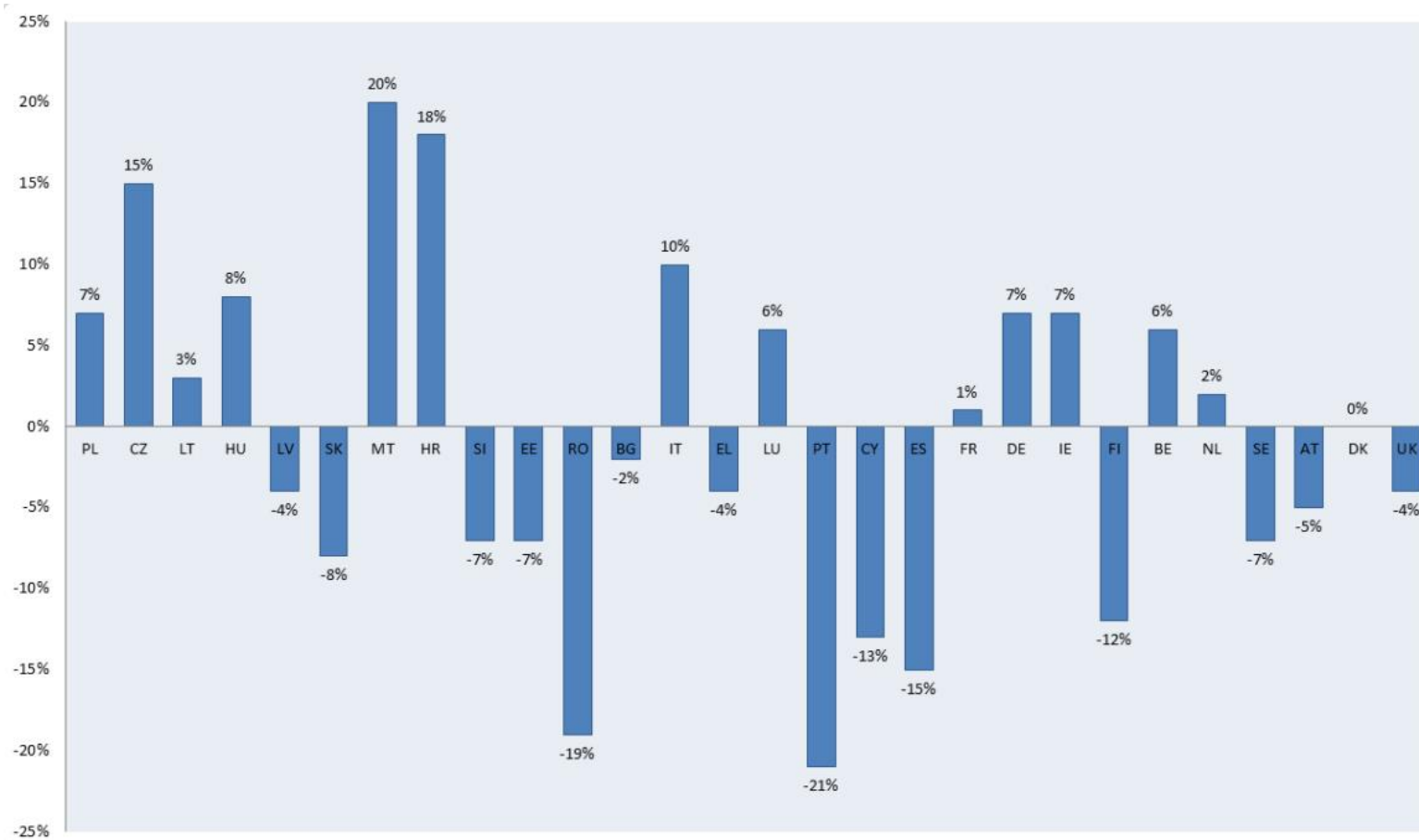
Q1C. Taking into consideration all the projects you have heard about, would you say that this support has had a positive or negative impact on the development of your city or region?



Money can't buy you love awareness?



Increases / decreases in awareness



Change in levels of awareness of EU-funded projects between 2010 and 2015 (2013 and 2015 for HR).

Human stories



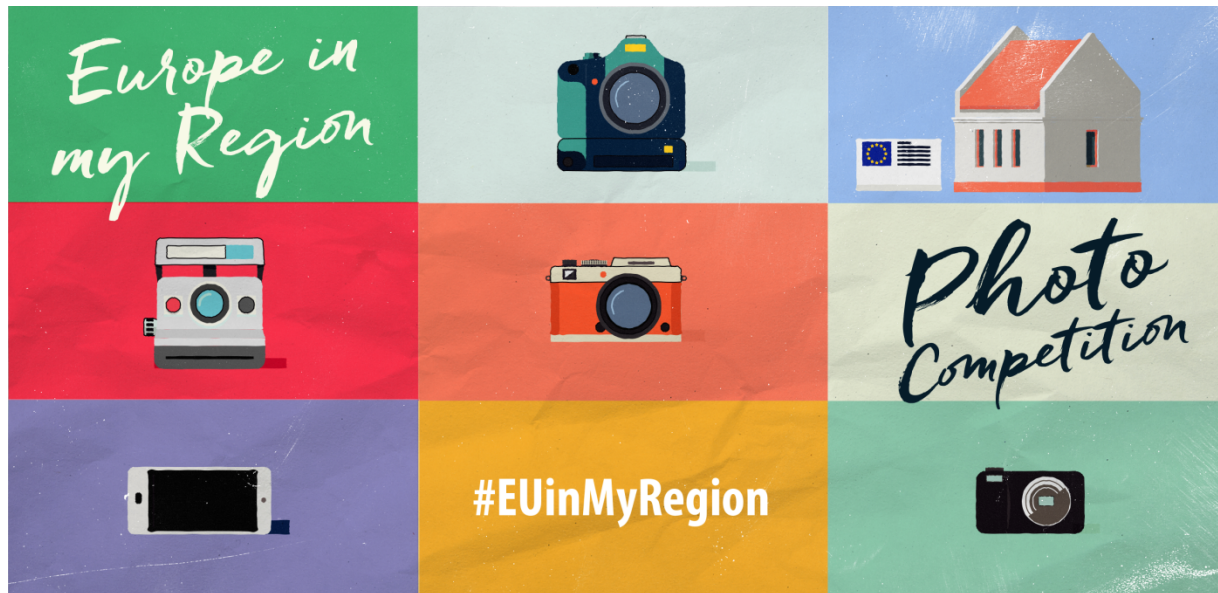
"Think globally, act locally"



Third party endorsement



The power of networks



Europe in My Region campaign

- 23 countries
- 2000 projects
- Thousands of visitors, tweets, blog posts ...

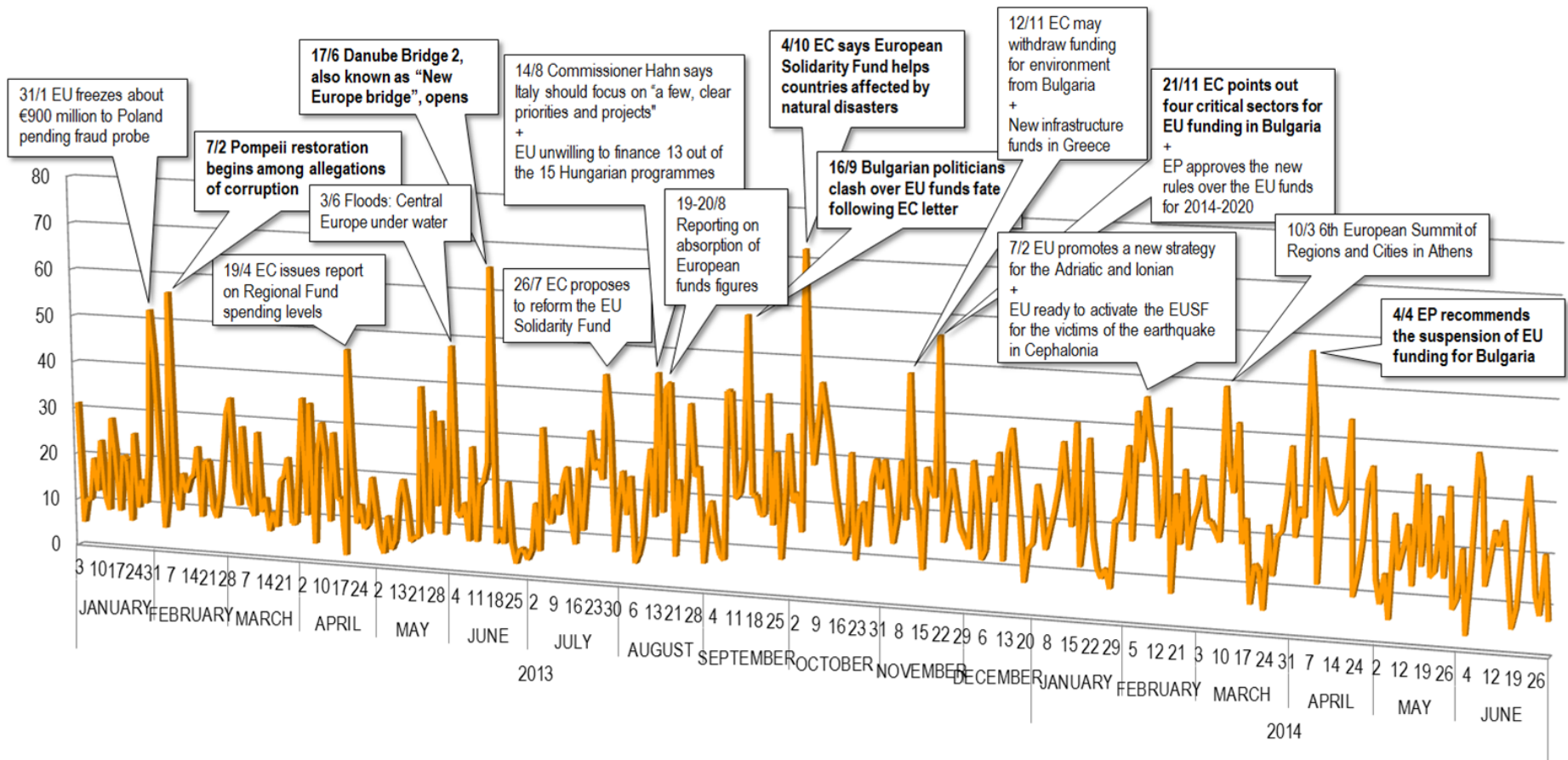
Visual storytelling



Legal rules – fit for purpose?



Good news is no news?



Good news from Brussels sometimes ... forgotten





Thank you for your attention!