

Europa om de hoek



Europa om de hoek communicating cohesion policy in the Netherlands

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Content

- How it started
- Communication Strategy
- Open days
- Conclusions



How it started

- Many organizations involved in Europe – communicating to the general public
- Lack of shared messages
- Small individual communication activities
- Expensive and ineffective

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Communication Strategy ERDF & ESF

- Working together
- Room for differences
- Projects





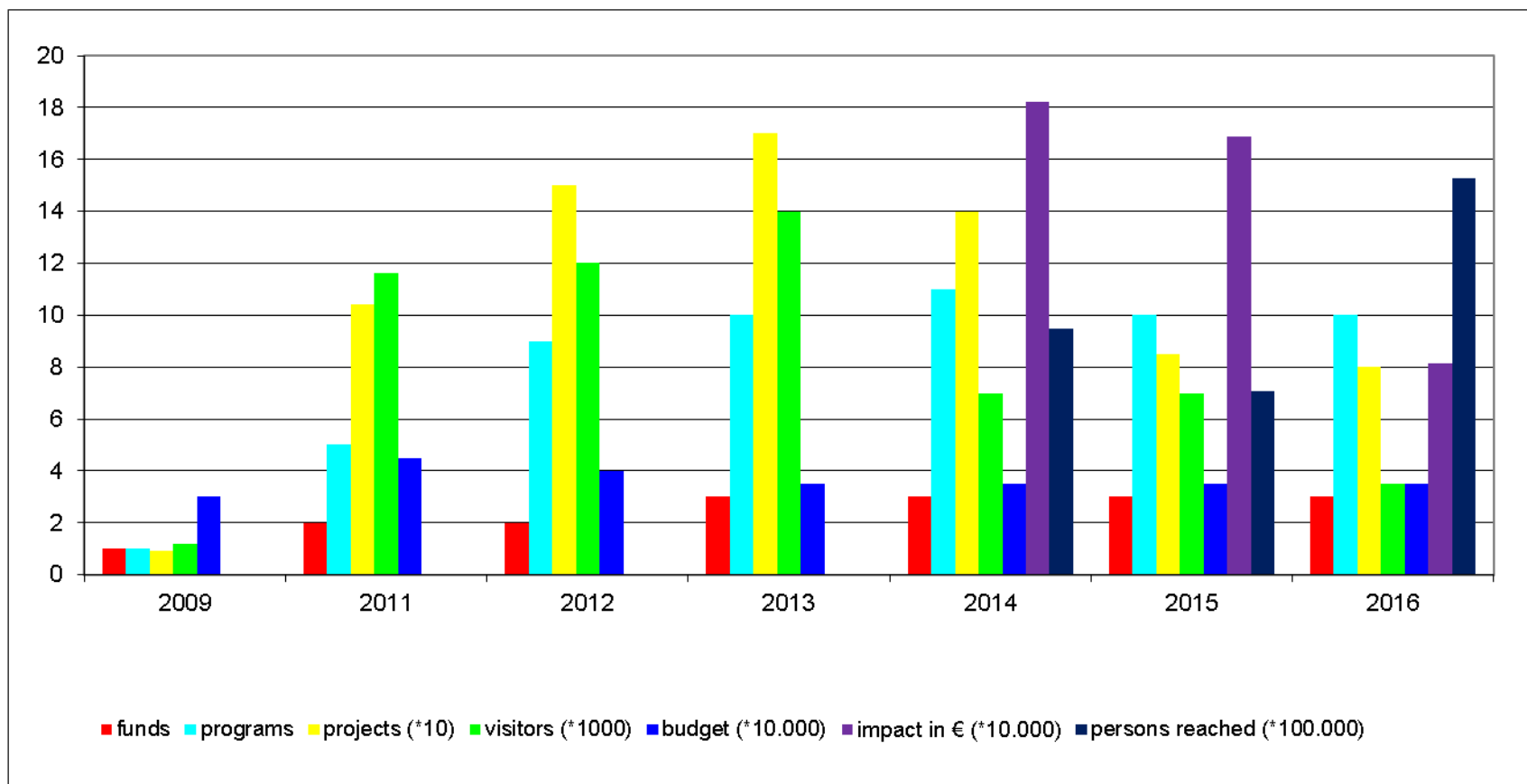
Open days

- Goal = showing results of EU investments
- General public = combination of networks
- Projects telling the story: reliable messengers 'around the corner'
- Participation voluntary
- Focus on spotlight projects
- Free publicity by networks
- National campaign, customized per region
- Local newspapers and radio

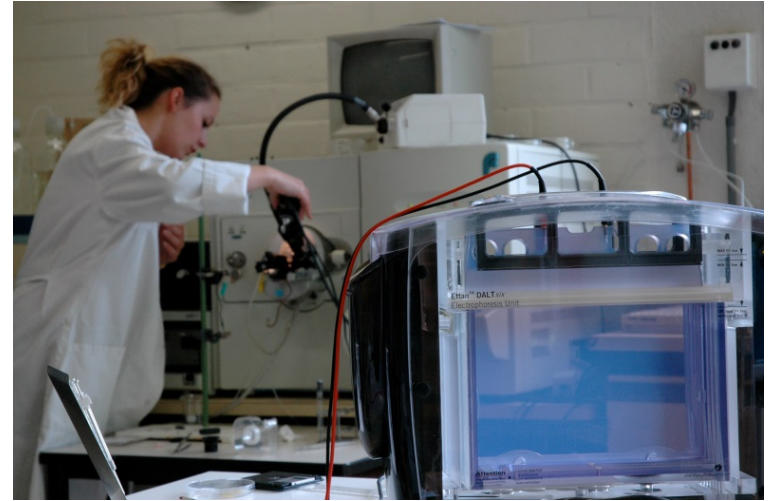




Results 2009-2016



Europa om de hoek



Future

- Kijkdagen in May (adjust proven concept)
- Continuous (digital) campaign Europa om de hoek



Conclusions

- The general public doesn't exist
- Open days are an effective way to show people what Europe brought to their neighbourhood
- Don't tell Europe is good, just show good results and let people judge for themselves
- Enthusiastic projects are the key
- Communicate Europe, not funds or programs
- Involving politicians is difficult
- Working together brings wider scope for less money