



Indonesia/ASEAN Delegation
Communication and Visibility Workshop
Thursday 9 September 2021

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Contents

1. EU/INTPA digital campaigns : a short history...
2. What do we want from our partners?

Question...





EU BIOENSEC Project



In the framework of the Regional Energy Security Programme to combat high energy costs and significant energy poverty, this EU-funded renewable energy project contributes to a more secure, competitive and sustainable energy production from biomass sources, the most readily available renewable energy source.

Budget and timeframe

Budget: €23.96 million

Timeframe: 2011 - 2017

Main results

- Over 225 public buildings equipped with Biomass boilers
- 140 000 persons benefiting from securely supplied and locally produced energy
- Over 400 new jobs established
- 40 000 tons CO₂ emissions reduced annually










“Does the EU logo need to be printed on the product or can it be attached to it on a separate paper label?”



I don't care.

Survey of young Africans in seven countries, June 2020

	Country	Sample size
	Angola	1006
	Cote d'Ivoire	1008
	Ethiopia	1016
	Ghana	1014
	Kenya	1518
	Senegal	1054
	Zambia	1026



All participants were aged between 18 and 35 and with at least some secondary education, living in urban areas (not just the capital).
The survey was conducted in national languages.

Recognition of the EU as a key/influential partner

Question: which countries or IOs are your country's most important/influential international partner?

Open ended question, "top 3" countries named. Seven country average, all respondents



#1

China **47%**



#2

United States **36%**



#3

France **19%**



#4

WHO **12%**



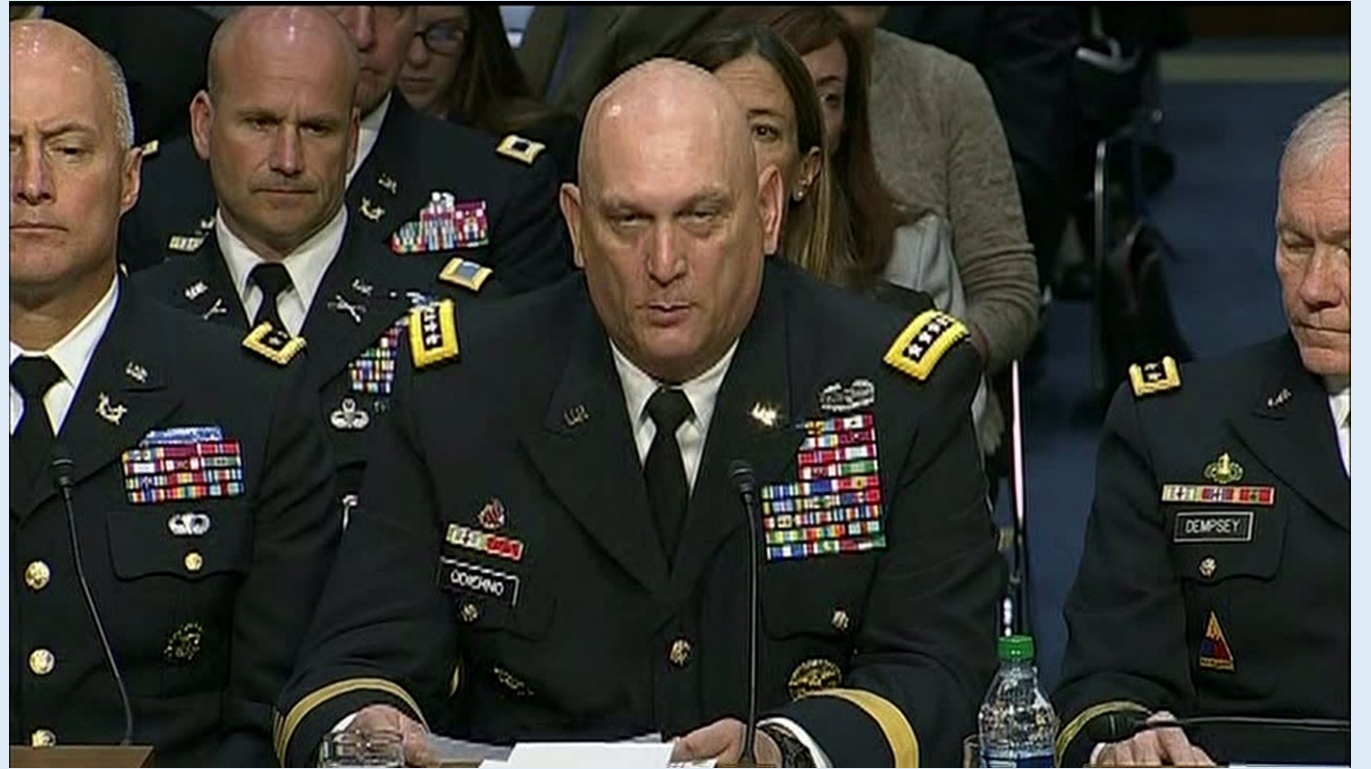
#5

United Nations **11%**

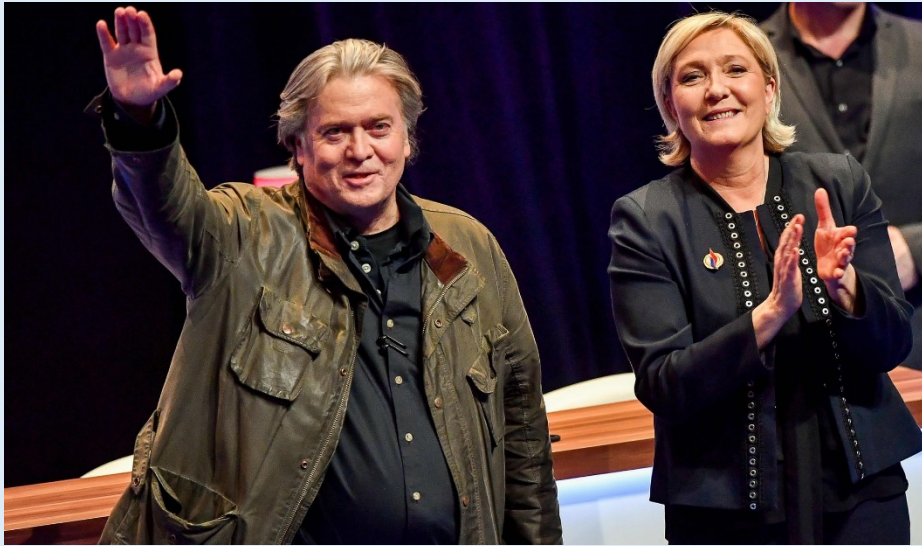


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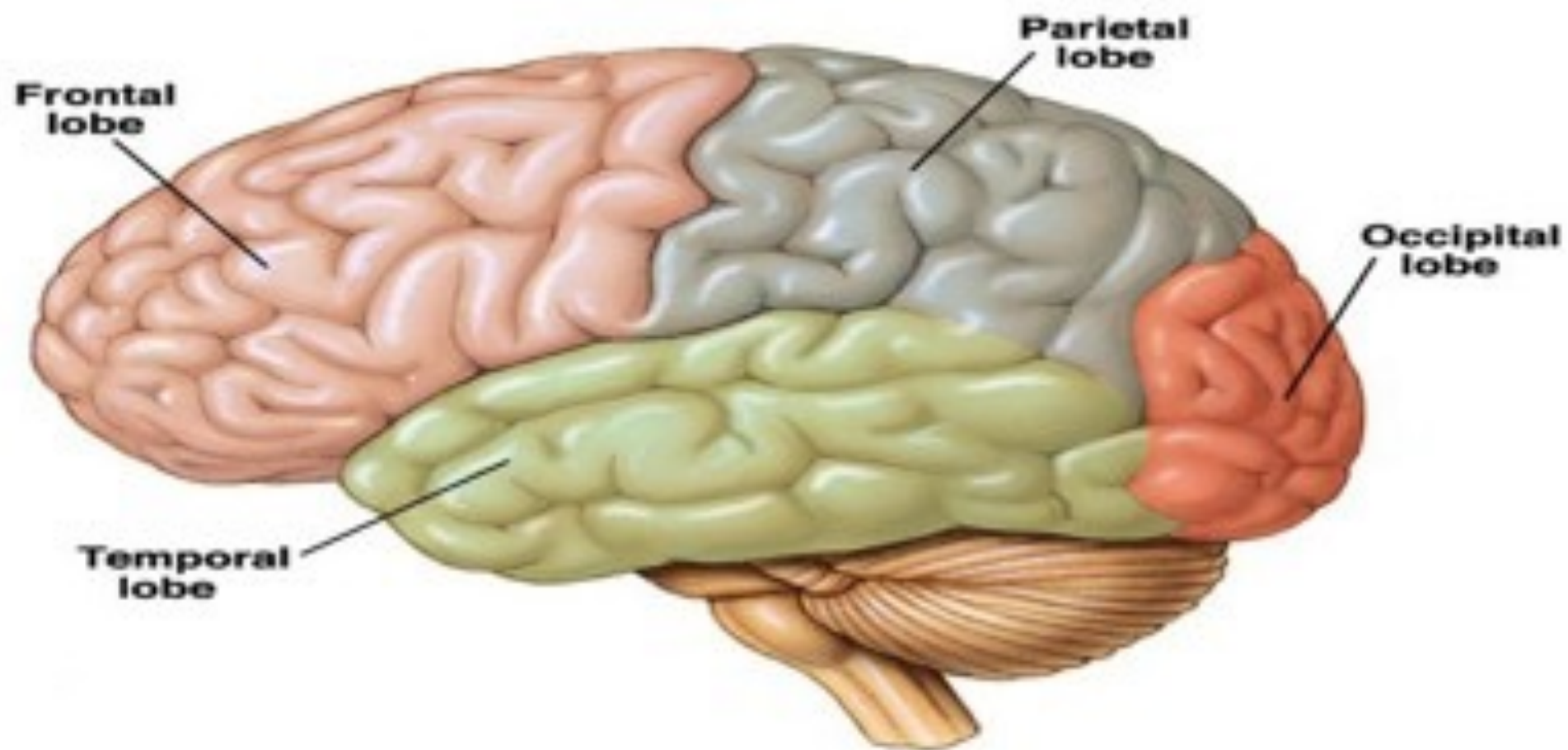
European Union **10%**

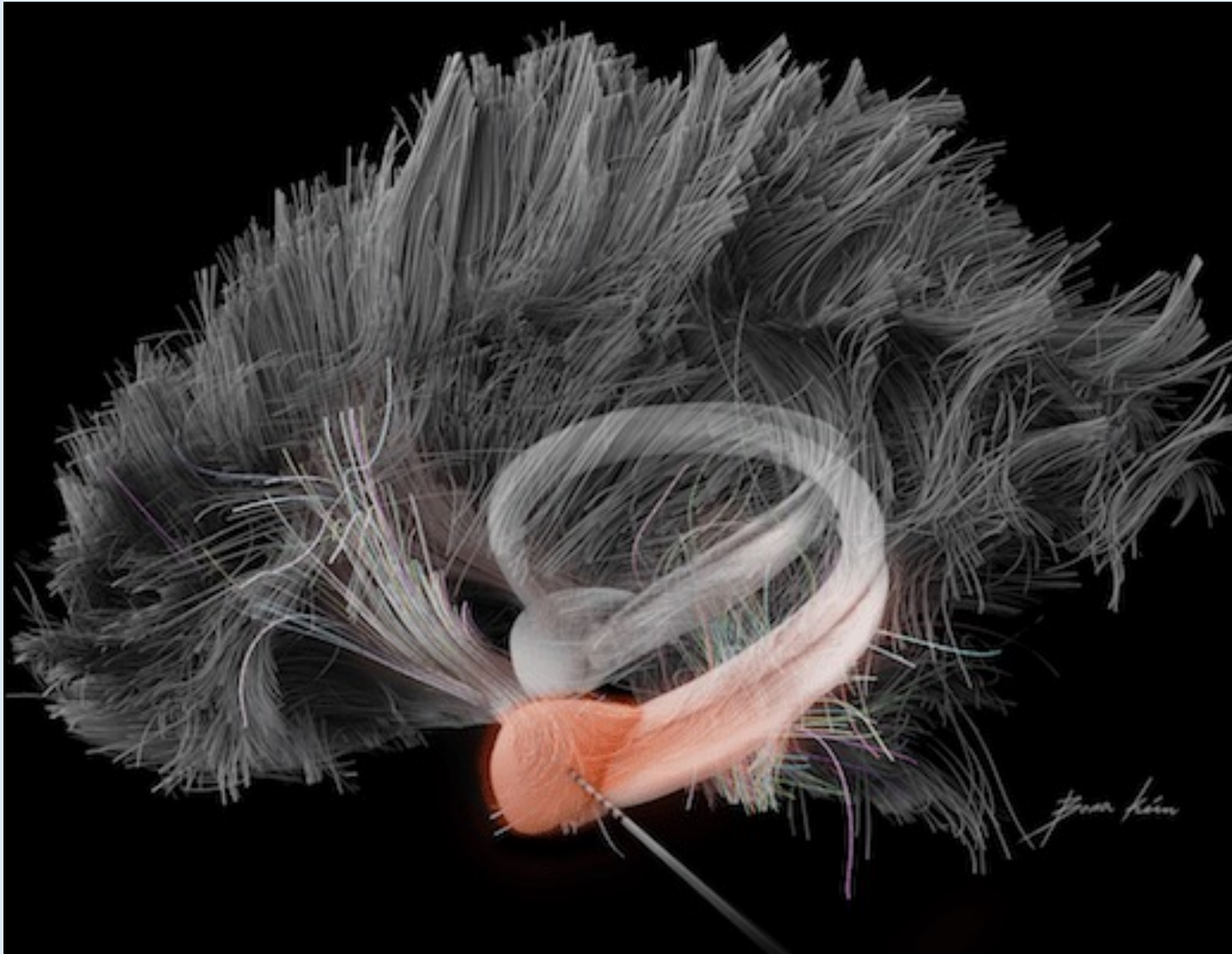


The enemy



Cerebrum





Amygdalae







#2030IsNow-2019



2021





People

Planet

Prosperity

Peace

Partnership

FOLLOW US

Do the 2030IsNow QUIZ

2030
IS NOW



Transforming our world: Europe and the

#2030IsNow-2021



Marco Ascani – IT

Questo sono io al computer che vi ricordo che tutta l'Europa sta facendo una challenge, tipo le sfide che faccio su YouTube ma un po' più in grande, cioè quella di raggiungere 17 obiettivi di sviluppo sostenibile entro il 2030. Da viaggiatore mi stanno molto a cuore gli obiettivi che rientrano nell'insieme pace e giustizia, spesso diamo per scontato il nostro privilegio di poterci esprimere liberamente e far affidamento sul nostro governo. Date un'occhiata al sito e alle storie in evidenza per capirci di più e vedere a che punto siamo. @eu_partnerships #2030IsNow #partner

#WhatDoYouSee

This content is geo-restricted (Africa copyright only)

#WhatDoYouSee? Heroes!



#WhatDoYouSee? Heroes!



#WhatDoYouSee? Heroes – and stars !!!



What have we learned?

Lessons...

1. We are not the story. Ever.
2. Projects, money, worthy causes – all boring
3. Local voices, local heroes, local stories
4. *Measure* that s**t to death and back

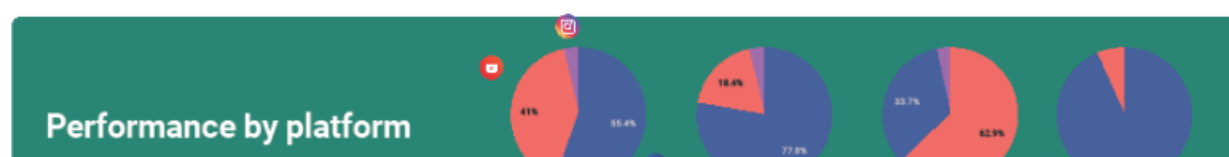
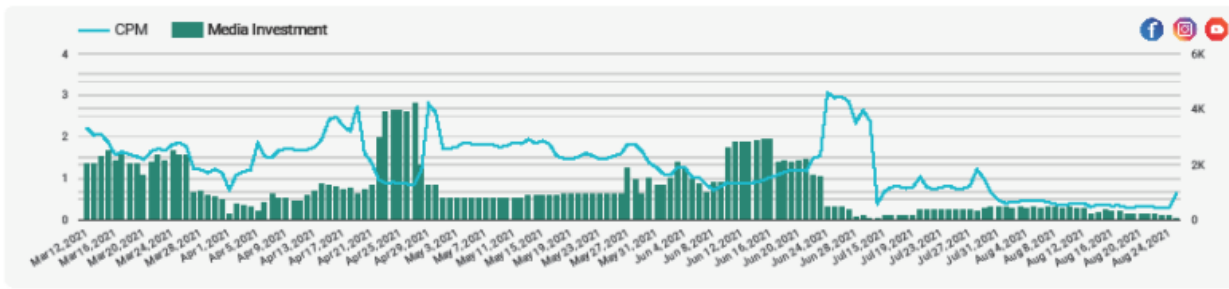
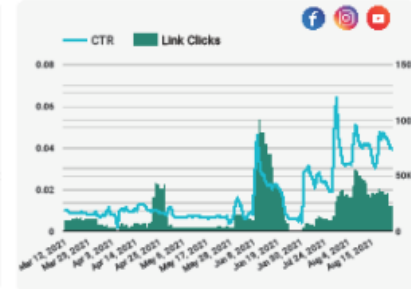
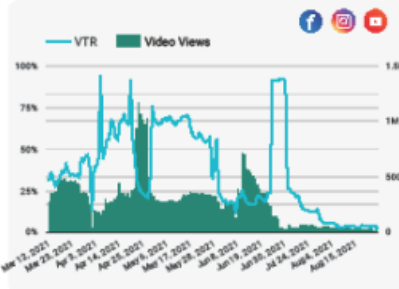
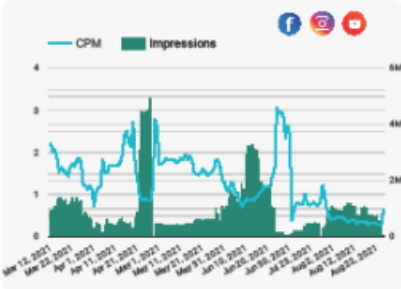
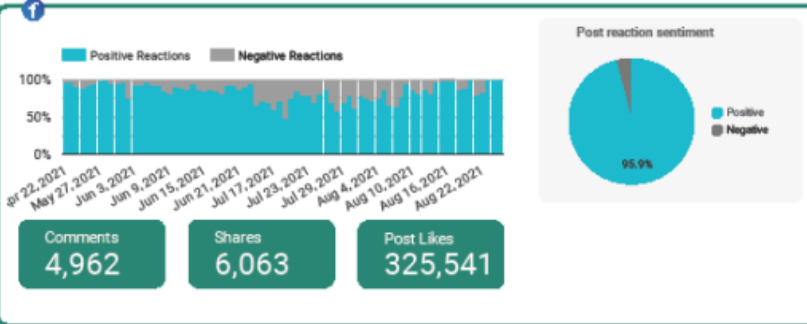
Paid media activity (COMM)

Overview



Reach

	f	i	o
ZM	1,395,297	893,428	
SN	1,064,710	2,266,668	
KE	5,102,700	11,056,786	
GH	4,869,497	7,304,349	
ET	4,328,647	2,773,845	
CI	3,319,317	610,574	
AO	1,680,244	785,562	



5. You get what you pay for...

2 – What do we want from our partners?



Communication and Visibility

in EU-financed external actions

Requirements for implementing partners

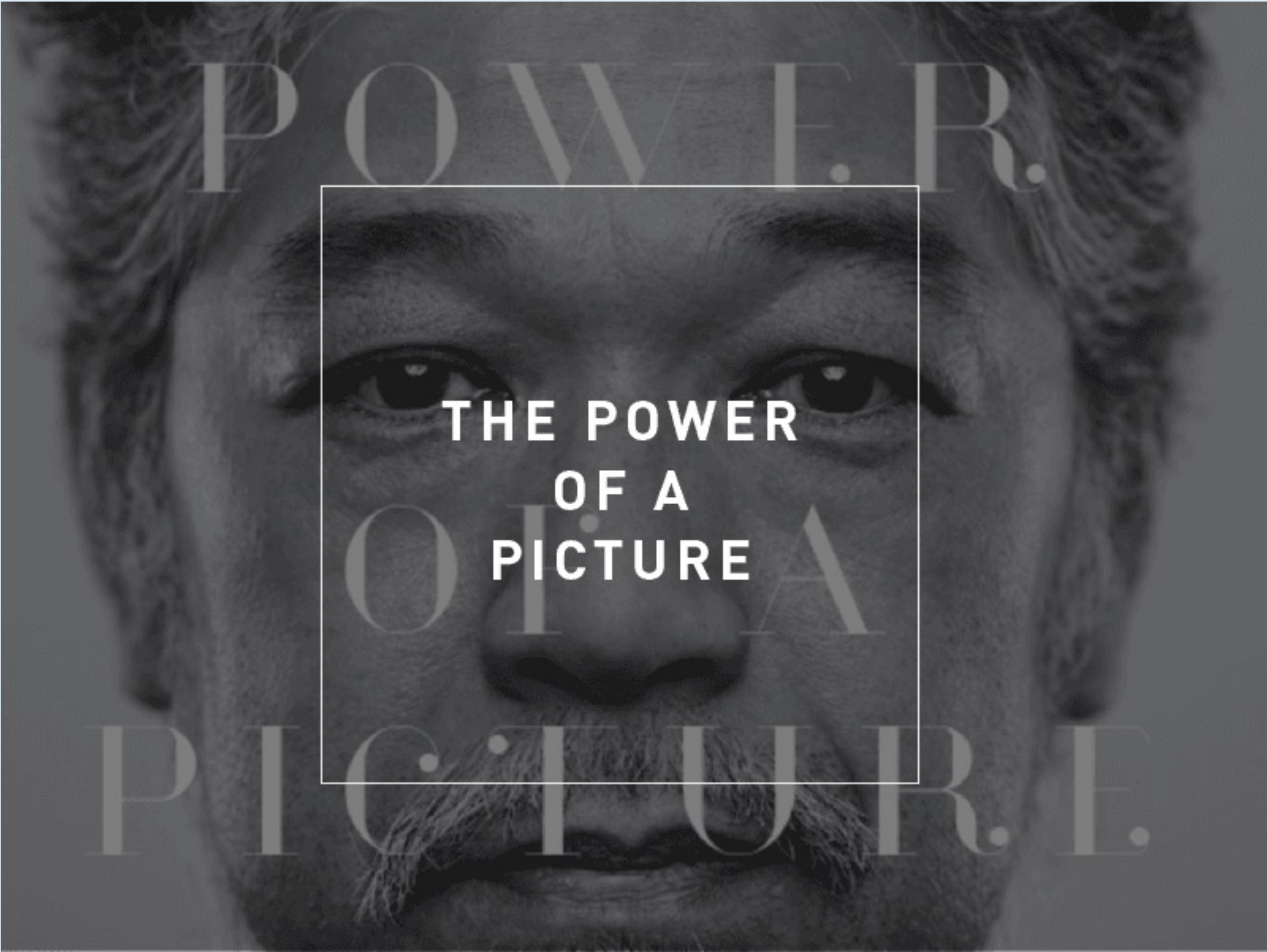




the plan

the plan

On second thoughts



POWER.

THE POWER
OF A
PICTURE

PICTURE.

85 %

visual-based content on social media

10 x

greater response to posts with video content

55 secs

average length of a Facebook video

0.5 secs

average time to form a first impression



#EUandME

#HerWorldOurWorld



“He fell in love with me because I have a huge ass.” Santiago, Chile.



our world
our dignity
our future



The EU is working to make life better for women in Kazakhstan and around the world



#4WOMENSRIGHTS
#WOMENSDAY




Guidelines x Digital content production guide x +

ec.europa.eu/international-partnerships/digital-content-production-guidelines_en

Apps Société Générale Facebook The Guardian Touch MyHeritage Brussels Airlines Word reference Société Générale Sydbank Ares Reading list

An official website of the European Union How do you know? ▾

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European Commission > International Partnerships > Digital content production guidelines

International Partnerships

Home Our work Funding Our partners Our impact About us Newsroom Countries ▾

Digital content production guidelines

These guidelines are designed to support the Headquarters of the Directorate-General for International Partnerships, the EU Delegations and the external service providers to produce powerful, contemporary and consistent digital content, which reflects the EU International Partnerships brand. They cover verbal and visual content designed for web and social media and apply to the different elements such as texts, videos and photos.

https://ec.europa.eu/international-partnerships/digital-content-production-guidelines_en



And finally

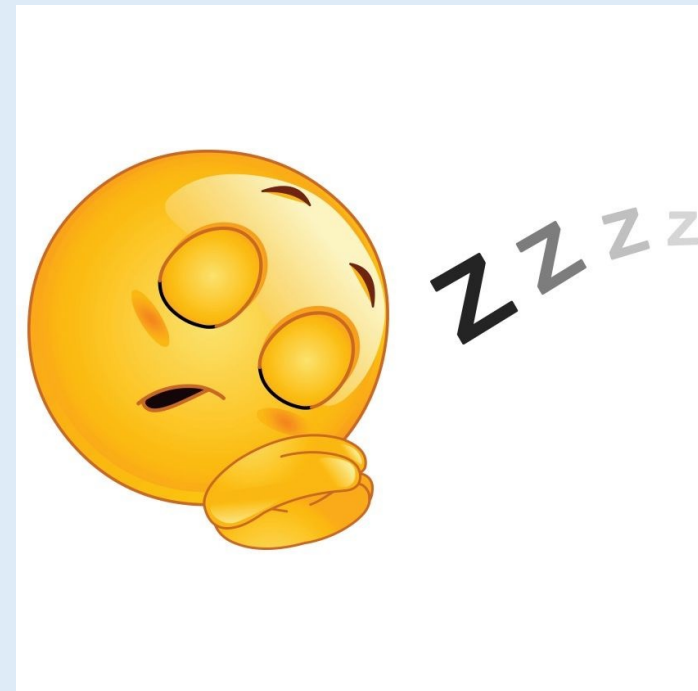


1. Use lots of long-winded text

2. Use jargon ("development" ...)

3. Talk about €€€€

4. Talk about how wonderful and important we are



DO

Talk like a human being

(explain it to her)





..

Lighten up

Canada at NATO 
Canada  @CanadaNATO

Geography can be tough. Here's a guide for Russian soldiers who keep getting lost & 'accidentally' entering [#Ukraine](#)



RETWEETS 41,691 LIKES 20,504



And last but not least...



Thank you (you can wake up now)

