**“#EUandYOU – Your story, our future”
Launch of the first media campaign under the EU regional communication programme for the Western Balkans
18 November 2020 | 16:00-17:30 CET**

**General Background**

Raising public awareness, communication and public participation are very important methods for a successful implementation of any project and for proper acting and thinking about concerned issues. The Western Balkans are key partners and neighbours of the EU. Increasing the public awareness on how these two regions cooperate is crucial to make the collaboration prolific for both and accelerate the accession process.

This is why the EU, represented by DG NEAR (the Directorate-General for Neighbourhood and Enlargement Negotiations), is going to realise three thematic communication campaigns to inform the citizens on the EU programmes active in the region.

**Objectives of the three themathic campaign:**The 3 thematic campaigns aim at:

* raising the public awareness about the EU values, policies and programmes >> AWARENESS
* Increase the recognition among local audiences of the **EU’s role** as main political and economic partner and main provider of financial assistance >> REPUTATION
* Inform various target groups about, and increase the support for, the **EU values, policies and programmes** and their impact on people’s everyday life, where relevant dispelling myths and misconceptions and addressing disinformation >> ENGAGEMENT

The **““#EUandYOU – Your Story, Our future”** awareness campaign is the first integrated communication action that will involve several platforms and a wide range of materials Starting with the audio-visual materials (tv spot, emotional 1-minute video, programme videos, heroes videos) and the campaign key visuals, the campaign will reveal a narration of the EU-WB collaboration, highlighting the results, success stories and current opportunities made possible by their joint efforts.

The first awareness campaign target group are **youths aged 18-35** from the Western Balkans: **Albania, Bosnia Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia.**

**The campaign objective is to inform and raise awareness about** opportunities/benefits,provided by the EU programmes dedicated to youth for education, business, research: in particular including the COSME, HORIZON 2020, CREATIVE EUROPE, and ERASMUS+ programmes.

**Each country is already enabled to access the instruments and empowerment tools provided by the EU** to accelerate the accession process, thus de facto benefitting of some of the EU membership advantages even before actually joining not only by using the IPA founding but also participating to broader EU programmes for development. The first Regional campaign is launched on the 16th of November 2020 and it is multimedia: TV, radio, social (Facebook, Instagram, Youtube), web, OOH in the 6 targeted areas. Most of the materials are multilingual, with great attention paid to the single local contexts where they will be released.

The campaign will be officially launched at an online event, on the 18th of November 2020, 16:00 CEST.

**Deliverables:**

* 4 animated video pills about the active EU programmes in the WB
* 12 video interviews with the Heroes of the campaign
* TV and radio spot in all 6 languages
* Full length video
* Social Media cards, infographics, animations, stories etc
* Branding design and materials: billboards and bus banners
* Online portal webalkans.eu

The online portal **webalkans.eu**, in particular, will be a one-stop-shop where a comprehensive overview of the EU-WB relations and collaborations will be fully represented: opportunities, success stories, available EU programmes, publications and more.

**Duration:** from 16th November 2020 to 16th December 2020

**The concept and the visual identity**

The European Union already has a key role in the Western Balkans, which is focused on enhancing the potential of these countries to let them grow and reach the development standards required by the EU for the accession process. In this sense, it is fundamental that the target audience of our communication (young people in this case) are aware of the mutual role of the EU, on one side, and of their country, on the other. Real benefits will come only if there is a cooperation, if a mutual exchange is carried out.

The heart of the communication campaign is the “forward” symbol, recalling the narrative concept of the future, and the need to go further in order to grow. By joining our efforts, and putting together our stories, we can shape the future. From this overarching concept, the headline of the campaign originates: “Your story, our future - #EUandYOU”

The body copy in the visual of the campaign gets straight through our key messages:

“The European Union and the Western Balkans work together and support young people to experience more, dream bigger, imagine wider. Find out more about how the EU works for youth, in your region, with your region.”

What the EU and your country do together is for you and for us, because “we are stronger together” and we can think to a future where everyone has the opportunities to realise their dreams.

This way, young people are not only the “receivers” of the EU support, but also as active protagonists of this process, acting as multipliers themselves, both regarding the effects of the EU accession and the communication mechanism adopted to promote it.

The idea of the forward becomes a figurative element that features the visual identity, where the “future, forward” idea is visible. In the campaign young people are the protagonists: a student, an artist, an entrepreneur. All of them representing the future, smiling, positive and optimistic, full of hope and willing to change their future.

With reference to the bright colours used in the graphic proposal, especially with reference to the > element, they are young and colourful and not at all connected to the institutional nuances of the EU, even though this is always present in the emblem.