

LAUNCH
OF THE
SINGLE DIGITAL GATEWAY

January – June 2021

Promotion of the SDG under Your Europe
at European and national level

1. Campaign design

1.1. Policy background and context

Single digital gateway: Unlocking opportunities for people and business

“I want Europe to strive for more by grasping the opportunities from the digital age within safe and ethical boundaries.”

Ursula von der Leyen, President of the European Commission

Shaping Europe’s digital future. Digital technologies are profoundly changing our daily lives, our way of working and doing business, and the way we travel, communicate, and relate with each other. In her political guidelines¹, European Commission (EC) President Ursula von der Leyen stressed the need for Europe to lead the transition to a healthy planet and a new digital world. To deliver on this key priority, the EC together with the Member States is working on a digital transformation that will benefit all citizens and open new opportunities for businesses, while enabling a vibrant and sustainable economy and paving the way to a green transition². The digital transformation has a fundamental impact on the internal market, one of the European Union’s (EU’s) most tangible achievements. The creation of a genuine Digital Single Market³ - in which the free movement of goods, persons, services and capital is ensured and where individuals and businesses can seamlessly access and exercise online activities under conditions of fair competition, and with a high level of consumer and personal data protection, irrespective of their nationality or place of residence - is one of the EC’s ongoing key priorities.

1.2. Campaign objectives

To raise awareness of the gateway and national pages (YE), the EC has launched a three-phase multiannual project:

- **Phase 1 (2021):** Branding and online outreach.
- **Phase 2 (2022):** Engagement and online outreach.
- **Phase 3 (2023):** National campaign activities and building interest for the digitalised administration.

This communication plan relates to **Phase 1**.

During this phase, to achieve the branding and online outreach goals, the EC will run a campaign for the launch of YE with the following objectives:

- establish YE as a brand among citizens, youth and businesses across the EU;
- increase the findability of YE and national information (rights and obligations);
- increase (returning) visits to YE at national and European level;
- demonstrate how YE is an added value for businesses and citizens;
- inform Europeans about EU and national rights and rules within the single market;

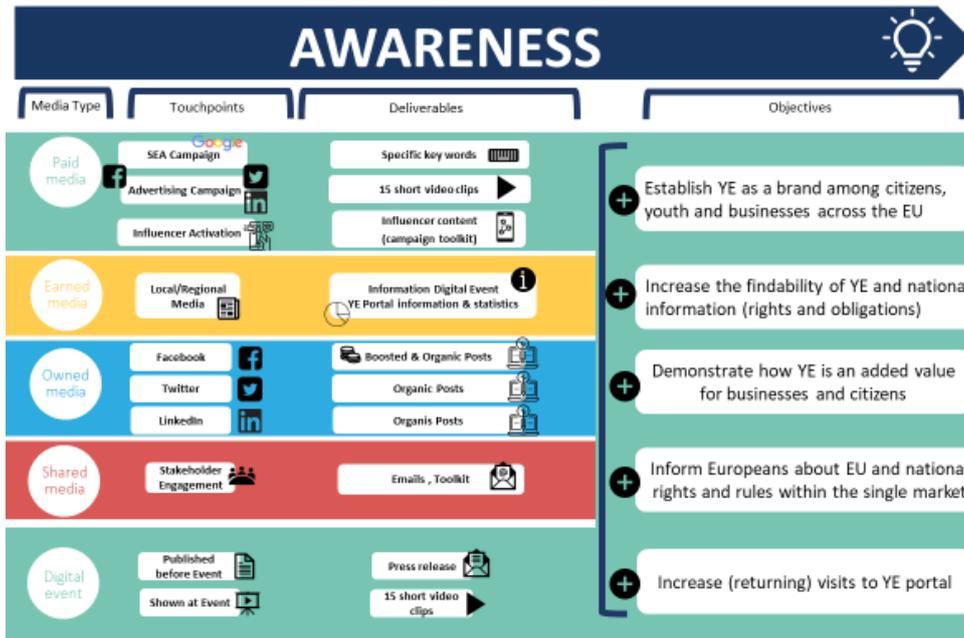
¹ https://ec.europa.eu/info/publications/factsheets-europe-fit-digital-age_en

² https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/shaping-europe-digital-future_en

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52015DC0192&from=EN>

- highlight the possibility for businesses and citizens to get real support where they will be guided towards suitable assistance related to their request or claim;
- encourage Europeans to be critical and send feedback regarding compliance with the quality standards of the services provided through the gateway;
- activate Europeans to get involved in claiming their single market rights and reporting obstacles they encounter.

1.3. Campaign phases



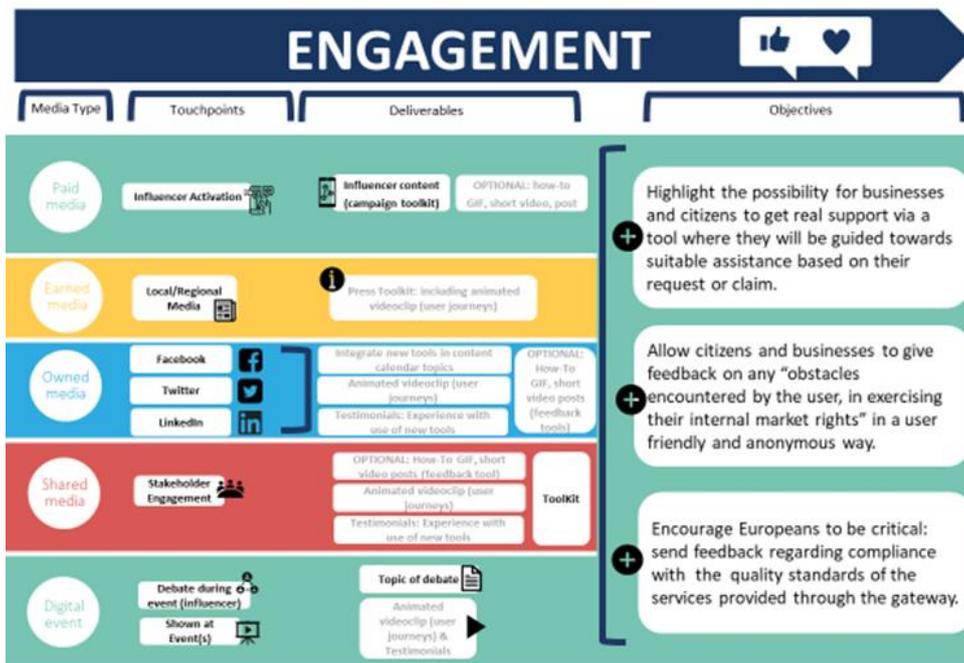
Lexicon

SEA = Search Engine Advertising allows you to directly display your paid ads among the search results. With Google SEA in EU-27, we will be where our target segments are looking for information and target them with specific keywords.

Boosted Post = when you pay the social media platform to amplify one of your existing post's reach to your followers, or a targeted audience. It'll show up as a sponsored post on your audience feed

Organic Post = when you post on your profile page without paid promotion.

15 short video clips = these are always the same set of video clips, that will be used for several purposes (Advertising campaign, on the Owened Media, Stakeholders' toolkit, etc.)



Lexicon

SEA = Search Engine Advertising allows you to directly display your paid ads among the search results. With Google SEA in EU-27, we will be where our target segments are looking for information and target them with specific keywords.

Boosted Post = when you pay the social media platform to amplify one of your existing post's reach to your followers, or a targeted audience. It'll show up as a sponsored post on your audience feed

Organic Post = when you post on your profile page without paid promotion.

15 short video clips = these are always the same set of video clips, that will be used for several purposes (Advertising campaign, on the Owened Media, Stakeholders' toolkit, etc.)

2. A Digital Roadshow

Core of the campaign is the organisation of a digital roadshow hosted by the EC and each of the 27 Member States to launch the SDG.

Timeline:

08 Dec 2020 Launch of the SDG under the Germany Presidency Conference.

Audience: Member States representatives

Jan- June 2021 Digital national events in all Member States.

Audience: end users

June 2021 Wrap-up stakeholder conference hosted by DG GROW.

Audience: stakeholder & end users

The kick-off of the SDG will be part of the German Presidency conference, taking place on 8th December. The format of the contribution still needs to be decided.

To highlight and celebrate the achievements so far and – at the same time – look forward to the upcoming milestones, two types of videos will be prepared: a user-journey and a sampler of national success stories.

For the organisation of the national launch events, DG GROW will remain the main contact point for the National Coordinator, in this respect, ICT will liaise with DG GROW for the implementation.

2.1. Concept for the digital national events

The SDG EC Team will develop together with the Member States an engaging and entertaining digital roadshow through Europe spread over 6 months (January to end June 2021), covering seasonal local content and strongly tied to the cultural/societal challenges & opportunities.

2.1.1. Timeline:

11 – 12 2020 Invitation to Member States for their participation in the roadshow

12 2020 Set-up of an event calendar

12 2020 Preparation (technical set-up, content, speakers, etc.) of January events

01 2021 Roadshow starts

The SDG EC Team will liaise directly with the 27 Member State to coordinate their participation in the roadshow.

The content of each roadshow event will be tailored to the national content. Events will be held in the national language.

2.1.2. Messaging:

The following communication messages will be promoted across Europe:

- establish the YE logo as a quality label among citizens, youth and businesses across the EU;
- inform Europeans about EU and national rights and rules within the single market;
- highlight the possibility for businesses and citizens to get real support where they will be guided towards suitable assistance related to their request or claim;
- encourage Europeans to be critical and send feedback or obstacles when trying to make use of the opportunities offered by the Single Market;
- activate Europeans to get involved in claiming those rights and reporting problems,

2.1.3. Roadshow prophase:

Influencers will play a major role during the preparation phase in spread the news about the event, support the awareness raising of related content and support the promotion. They will be present at the roadshow or present to attract a big audience:

- **Content:** Two weeks prior to the event, the influencers start the teasing and content gathering phase: as they announce that they will participate in the ‘Your Europe of tomorrow’ panel roadshow, they launch their call for questions/topics among their followers. This opens the invite to citizens to engage in the debate around topics they are interested in.
- **Teasers:** As the days evolve, the influencers can announce that the three submitters of the most relevant questions will be invited to participate in the debate during the local roadshow. Afterwards, influencers can highlight that feedback is offered right at the event and/or at the event page under YE.

2.1.4. Content

Influencers will be provided with a campaign toolkit including all video-clips in social media friendly sizes and formats.⁴ All promotion assets will be localized and adapted to influencers’ channels and campaign participation/engagement level. All Influencers will redirect their audience onto campaign touchpoints (YE website, Facebook page etc.) using trackable links to enable monitoring as to analyse results.

2.1.5. Approach

The influencer programme will unfold in two different activations:

Campaign assets amplification via micro influencers: We will engage influencers in sharing content on their main channels such as Instagram, YouTube, Facebook, and Twitter.

Original content creation via macro influencers: We will engage influencers to recreate typical difficulties that arise when we start looking for information about local regulations within the EU. The situations we present are absurd yet recognisable examples of what we encounter while looking for straightforward information. In contrast, they will present youreurope.eu as the definitive online source of information about living and working within the EU. Because practical questions deserve practical answers. They will embrace the topic using humour to better engage the audience, drive participation, and thus create adhesion. ‘Humour is the universal appeal for making content viral’⁵. By using humour, we make sure that the content sticks in people’s minds and is shared and communicated on. It will encourage participation, induce interaction, and maximise audience engagement.

⁴ Each network has its specificities. If requested, we can provide DG GROW with a detailed list of format specifications per network prior to production.

⁵ Journal of Interactive Advertising

Before the event (2 weeks prior):

- **YouTube video** answering practical questions about moving to a foreign European country and announcing that they will participate in the 'Your Europe of tomorrow' panel roadshow.
- **Instagram post** with contest launch: Announce three submitters of the best, most relevant questions in comments or in Stories using #CampaignHashtag and invite them to participate in the debate with them during the local roadshow. The winners will be selected by the influencers, subject to approval.
- **Relay of the contest on additional channels such as Twitter, Facebook, and LinkedIn**, tailored to the topic and target segment (e.g. LinkedIn for the business segment). Feedback mechanisms on quality and single market rights, as well as Assistance Services will be promoted widely through these channels.
- After the debate the influencer can highlight that if something has not been discussed during the debate, feedback can be posted on the roadshow event page.

During the event: YouTube or Instagram Live to share the live stream of the event with their audience and use Live Chat to gather their questions.

After the event: Return of experience and relay of campaign assets on all social media channels.

Digital event programme examples

27 digital MS events will take place from January to June 2021 in the respective language.

Set-up of the virtual event space:

- In the background of the key speakers, a **branded YE roll-up or visual** will be placed.
- **Informal atmosphere, relaxed, smooth.** Interactive tool(s) will be customised to keep the digital audience engaged thanks to content such as polls and live questions. Questions will be answered.
- **Live streaming** on the YE portal.
- Each event will be led by a **professional moderator** (hired moderator, specialised journalist or one of our macro influencers). The moderator will welcome the EC expert/NC, influencer(s), and special guest(s), who have interesting stories to tell on a topic of living/working/studying or doing business across different MS. **It is key to attract the audience either through well-known and influential speakers or/and valuable content offering.**

Each digital event will last a total of **one hour**, divided into an **interactive opening session, followed by topic-specific breakout sessions and a summary wrap up**. Below please find an initial planning and rundown.

1) Interactive opening - approx. 20 minutes

The event starts with an interactive introductory session to set the scene, introduce the key players (e.g. local stakeholders, influencers, topic specialists, testimonials) and to actively involve participants from the very start. A moderator/host who will run a series of polls/surveys/quizzes. S/he will enable participants to get used to the interactive systems that will be used in the breakout sessions.

2) Topic-specific breakouts - approx. 25 minutes

Participants are invited to join a topic-specific breakout session. A country facilitator will animate this session. Each breakout will focus on a specific societal, cultural, or seasonal topic.

The breakouts will see the facilitators discussing the material sent in by the participants with the breakout guests. The breakout will also include short interactive quizzes related to the material sent in in the run up to the event. Guests can comment on the results of the quiz questions.

3) Summary wrap up – approx. 15 minutes

For the wrap-up all participants re-join the main “plenary” space for the summary wrap up. In this concluding session, the facilitators give a short, 2-minute summary of the main /most interesting things to emerge in their breakout.

After the reports back, the moderator will ask for reaction from a National Coordinator/Commission representative and answer any outstanding questions from the breakouts. The event will close with a reminder of the wealth of information and tools available on the YE portal and any upcoming events/initiatives of relevance.

YE roadshow – rundown - example (1hr)

ROADSHOW OPENING, DATE AND TIME

| TIME | WHO / WHAT | CONTENT |
|----------------|---|---|
| 00.00 – 00.05' | Event jingle. Moderator opens. Housekeeping, roadshow event format, intro of opening speakers, YE introduction. | Video jingle / PPT / live cam |
| 00.05 – 00.10' | Launch introductory poll or quiz. Play 'Practical questions deserve practical answers' video, reveal answers to the poll/quiz. | Live Poll or Quiz / Video |
| 00.10 – 00.20' | Discussions with opening speakers (local stakeholders, influencers) interspersed with a maximum of two further polls/quizzes and multimedia elements. | Live cam / live polls/Multimedia elements |
| 00.20 – 00.25' | Trailing ahead to the breakout sessions – introducing topics and login details. | PPT / live cam |

BREAKOUT SESSION, DATE AND TIME

| TIME | WHO / WHAT | CONTENT |
|----------------|--|--|
| 00.25 – 00.30' | Event jingle. Facilitator opens, introduces topic and guests, invites people to send in questions. Launches first competition question then goes to story one. Guest answers story one. Reveals answer to competition question 1. | Video jingle / PPT / competition question 1 / live cam (facilitator, guests, follower 1 and guest 1) |
| 00.30 – 00.35' | Facilitator launches second competition question and then goes to story two. A different guest answers story two. Reveals answer to competition question 2. | Competition question 2 / live cam (facilitator, guest 2 and follower 2) |
| 00.35 – 00.40' | Facilitator and all three guests react to questions sent in by the breakout participants. | Live cam (facilitator and 3 guests) |
| 00.40 – 00.45' | Facilitator launches third competition question and then goes to story three. A different guest answers story three. | Competition question 3 / live cam (facilitator, guest 3 and follower 3) |

Facilitator reveals answer to competition question 3.
 Concludes breakout and invites everyone back to the main “plenary” space for summary wrap up and announcement of breakout competition winner/s.

SUMMARY WRAP UP, DATE AND TIME

| TIME | WHO / WHAT | CONTENT |
|----------------|--|--|
| 00.45 – 00.53’ | <p>Event jingle. Moderator welcomes everyone back, introduces final guest (national coordinator/EC representative).</p> <p>Each breakout facilitator has 2 minutes to report back from their breakout session (what came up, interesting facts, funny stories).</p> | Video jingle / PPT / live cam (moderator, final guest, influencers) |
| 00.53 – 00.58’ | Moderator discusses outstanding points with guests. | Live cam (moderator, final guest) |
| 00.58 – 01.00’ | <p>Moderator announces the competition winner/s from each breakout. Runs final fun poll.</p> <p>Moderator gives a reminder of the resources available on the YE portal, plus any upcoming events/initiatives of relevance.</p> <p>Thanks guests and participants. Invites everyone to share what they have learnt with their friends, families and colleagues.</p> <p>Asks participants to complete the feedback survey then closes event. Video jingle plays out, concluding with details of link to portal and SM coordinates.</p> | Live cam / poll / competition results / video jingle / PPT with link to YE portal and SM coordinates |

YE roadshow – rundown - example (1,5 hr)

TITLE : “Europe goes digital”

PROGRAMME

The digital event is focusing on reaching local audiences, it will be organised as an online webinar.

Session length: 1 – 1,5 hrs

Format:

- Introduction.
- A panel discussion between 4-5 speakers and a moderator.
- 3 interactive polls.
- Q&A session.
- Wrap-up.

Find below a sample programme (sort of a script) for your reflection and inspiration.

The final country script will be prepared in collaboration with the SDG Team ahead of the webinar.

Note: timing is key to a successful event.

| Time | | Action | Speaker | Screen/View |
|-------------|------|---|---|--|
| 1:30 | 15 m | All speakers online & in position Final checks of backgrounds | ALL | Backgrounds of speakers Branded PPT |
| 1:45 | 15 m | Start accepting attendees into the “digital” lobby | None | Branded PPT with name of webinar |
| 2:00 | 10 m | START: Welcome / run through of objectives and structure of webinar. Intro from the EC – the new YE portal | Host | National speaker EC speaker |
| | | Now let’s find out more about our audience and their expectation | | Poll |
| 2:05 – 2:10 | 5m | Introduction to each of the panel. Each panellist gives a brief intro (45 sec/speaker) <ol style="list-style-type: none"> 1. National Speaker (e.g. Ministry or public administration) 2. National Speaker (e.g. business representative) 3. National Speaker 4. Speaker (e.g. European student) | ALL Session is held in national language | Speakers PPT: Photo, Name, Job Title & Short Bio to be included in master webinar PPT |

| | | | | |
|------------|----|--|-----------|-------------------------------|
| 2:10 | | Thanks to each of our panellists for the introduction. (Reference to the poll results) | Moderator | Poll & image of the moderator |
| 2:10-2:11 | 1m | Question 1: e.g. Corona and digitalisation – how did the crisis affect the situation in the country? (achievements & obstacles) Posed to one of the speakers (e.g. student wishing to pursue an Erasmus in the country) | Moderator | PPT: question |
| 2:11-2:16 | 5m | | Speaker | Speaker + PPT |
| 2:16 | 1m | Question 2: E.g., Have you seen a shift in the behaviours of citizens and is there a higher demand for digital information and procedures? Posed to one speaker | Moderator | 7m |
| 2:16-2:20 | 4m | | Speaker | Speaker + PPT |
| 2:21 | 1m | Question 3: e.g. Have businesses experienced challenges in digitalising within a short period to respond to the situation? New product such as masks ... Posed to a speaker (business representative) | Moderator | PPT: question |
| 2:21-2:26 | 5m | | Speaker | Speaker |
| 2:27 | 1m | Question 4: How do these trends tie in to the European Union’s approach to a digital Europe? Has anything changed because of the pandemic? Posed to a speaker (eg Ministry representative, public administration) | Moderator | PPT: question |
| 2:27- 2:32 | 5m | | speaker | Speaker |

| | | | | |
|-----------|----|--|--|-----------------------------------|
| | | | | |
| 2:33 | 1m | <p>Question 5: Your Europe: how does it respond to the needs of users, how can users find quality information</p> <p>Posed to speaker</p> | <p>Moderator</p> <p>Video-clip: user-journey</p> | PPT: question |
| 2:34-2:39 | 5m | | Speaker | |
| 2:40-2:42 | 2m | POLL with new question related to digitalisation and the gateway | Moderator | Poll |
| 2:42 | 1m | <p>Question 6: question related to national specificities related to the YE gateway</p> <p>Posed to eg National coordinator</p> | Moderator | PPT: question |
| 2:43 | 2m | | | |
| 2:45 | 2m | Video: Success stories | | |
| 2:46 | 1m | <p>Question 7: the digital future & the gateway</p> <p>Posed to a speaker (e.g. Ministry)</p> | Moderator | PPT: question |
| 2:47-2:52 | 5m | A toast to the gateway and the new features | Speaker /eg Ministry representative | |
| 2:53 | | The moderator thanks panel/ summarizes knowledge gained from webinar and thanks all the panellists and closing comments. | Moderator & Panel | |
| | | Moderator thanks Panel and takes 2-3 questions. | | <i>Tentative: time permitting</i> |
| 3:00 | | END | | |

2.2. Ideas for additional content creation

2.2.1. Testimonials:

- These **real-live stories** describe how citizens and/or businesses found information on the YE portal or an Assistance Service to help them further; how they were able to make, achieve, or expand their plans throughout the EU and how they could provide feedback including the single market obstacle tool.
- **Up to three practical stories per Member State in English plus the local language.**

Format



The format is suitable for digital distribution, i.e. short and concise (200-300 words accompanied by a picture).

The stories will be uploaded on the YE platform

Distribution

The people behind the stories can also serve as **ambassadors**, and their voices can be amplified through different activities:

- Quotes and stories can be used for the social media content production.
- They can be boosted on social media or used in paid media.
- They can be pitched to local and regional media.
- The ambassadors can be speakers at our digital events.
- Uploaded on the YE portal, this new content can bring a human side.
- The practical stories can be proposed to stakeholders for their owned channels.

2.2.2. Short polls with digital events participants

We will integrate short polls in the events at regular intervals. To maintain the overall event experience, we suggest implementing maximum 5 polls per occasion. Questions will be asked in relation to the following aspects:

- Intention/earlier traveling/moving/working in/to another EU country.
- (Type) of information considered most useful when traveling/moving/working in/to another EU country.
- Information sources – perception of a single EU website that provides information and support services.
- Assistance service finder and feedback options, including the SMO tool.

The tool to implement short polls will be defined upon agreement on the final event platform and implementation.

2.2.3. Short interviews with digital events participants

During the events, participants will be asked whether they are willing to take part in a short (10 minutes) interview following the event and at an agreed time. Those agreeing will be contacted and interviewed by an

experienced researcher. The objective of these interviews will be to provide a refined understanding of the effectiveness of the campaign. The interviews will cover the following topics:

- **Awareness of the YE portal and its content.**
- Perceived impact of the campaign event and material – what strikes people as the most memorable element.
- Comprehension of the campaign message – what people understood from the message.
- Perceived relevance of the messages.
- Credibility of the materials – do people find it credible or do they see it as overly exaggerated or ‘fake’.

2.3. EC support for the organisation of the digital roadshow

2.3.1. Types and recruitment of speakers

The content of the event and speakers will have a serious influence on the attendance to the events. To recruit speakers, we will be working on several options:

- **Experts** should be suggested/recruited by the National Coordinator in close collaboration with the SDG EC Team.
- **Regular citizens or businessmen** could tell their ‘practical stories’ and describe the support they got (this could of course include the experience with using the assistance tool by the citizens) thanks to the EU. They can be recruited via influencer activation (quiz/game), with the help of the NCs, or with the support by engaged stakeholders recruited by Kommitment.
- **Media specialist(s) such as an editor-in-chief of a national magazine** or a well-known media figure can also be envisaged to play the role of a moderator.

The SDG EC Team will prepare a toolkit:

- A campaign briefing translated into all EU languages.
- The event format, date, content and target segment for this specific event.
- Speaking key points or messages to be addressed.
- Mission of the event and our expectations (one per local language as it is tailored).
- Briefing and guidance for the speakers.

2.3.2. Moderation

We foresee two types of moderation:

- A live moderator ‘seen on screen’ who introduces the event, the speakers and animates the debate.
- An online moderator ‘off screen’ who moderates questions and answers from the audience, filters questions, and launches activations, such as polls, voting, etc.
- The moderators shall speak the local language and have experience in digital events.

2.3.3. Promotion of the digital event

The digital event will be promoted through different ways:

- E-invitation for the event (how, when, why, who).
- Ready-made social media posts.
- The short video clips ‘Practical questions deserve practical stories’.

Each kit will be prepared in English plus the local language.

2.3.4. Channels and amplification methods for promoting the roadshow event

- National level: NCs shall play a key role in promoting the event throughout their owned channels and stakeholders.
- The engaged influencers will activate their followers.
- The mapped media will be informed about the event.
- The mapped stakeholders will be informed about the event.
- The identified and recruited speakers will be asked to promote the event in their network and channels.

2.3.5. Digital platform

To host the digital events roadshow, the SDG EC Team will help to find a secured, stable, and safe platform.

EC Support:

Web Production

- GDPR management:
 - Development of privacy notice and consent form.
 - Screening of tools and location of databases.
 - Procurement process.
- Design phase:
 - Wireframing.
 - Design proposals.
- Training of speakers and moderators:
 - Drafting of user tech guide.
 - Assistance during the training sessions.
- Development phase:
 - Campaign page: Home Page in 23 EU languages
 - General information about the Campaign, the Events global calendar and contain the campaign materials (toolkits, videos, etc.).
 - CMS: tailor-made, Java-based CMS on client-side, using front-end design components (html and css) from the Europa library.
 - Events landing pages building + 3 pages for success stories
 - 27 event pages contain information about the specific country (selection to be done on the first level page) in EN + local language.
This contains:
 - Event programme (possible to download).
 - Event date (possible to book in your calendar).
 - Speakers names with short bio.
 - Up to 3 written success stories with an accompanying picture.

- Stream player embed.
 - Interactivity embed (Tool to be used for Q&A, polls, quizzes, survey).
 - Interpretation embed (optional).
 - Social media sharing.
- Set up of Web streaming that allows:
 - Streams capture and embed for up to 5 speakers.
 - up to 5,000 simultaneous visitors.
 - simultaneous streaming on website, Facebook Live and YouTube.
 - video playback.
 - Q&A, polls, exit survey, quizzes.
 - event recording.
- During Event
 - Monitoring and Maintenance.
- After Event
 - Updating of site with new content, uploading video recordings.
 - Closing the interactive features.
 - Archiving.

2.4. Additional communication tools

2.4.1. Target audience and segmentation

Targeting is essential in this campaign, as 18-55-year-olds in 27 EU MS sum up to almost 221,630,499 individuals (Updated by adding 18-24 year olds population total (Source: Eurostat).

<https://ec.europa.eu/eurostat/web/population-demography-migration-projections/data/database>).

We split the age group into 4 segments (18-24, 25-34, 35-44 and 45-55) and defined their typology, media behaviour, and information needs, based on their main life event. Moreover, we fine-tuned the business segment. Based on this exercise, we created 5 target segment descriptions (so-called 'personae'):

- Students (18-24 years).
- Young professionals (25-34 years).
- Stepping up to the next level career (35-44 years).
- Money to spend (45-55).
- Expanding local SMEs.

For all target segments, the main offering of Your Europe and all connected pages is getting correct and trustworthy information and assistance in a user-centric language. In the communication efforts, we will focus on the need for information and assistance in the framework of working, living, or visiting abroad.

Based on the above insight and our target segments' life events, we created a key message that is straightforward:

'Your Europe is your single point of information, assistance and reporting of single market obstacles to make, achieve, and expand your plans throughout the EU.'

This approach allows us to combine the essence of YE as the single point of information and assistance with the deeper emotional motivation of the (potential) user: their plans. As the portals deliver concrete information, or refers to concrete external sources, the underlying trigger leading to the information or the search for help need is also a concrete plan. This can be a very practical plan (e.g. 'I want to get my double paid taxes back') to bigger plans (e.g. 'We want to buy that lovely house in Portugal and go live there' or 'I want to go and work abroad in Italy and probably live there'). The key message will be adapted to each target segment and the type of information they are interested in.

2.4.2. Creative approach

Although the Internet is everyone's best bet when it comes to quickly finding practical information or help, it is sometimes misleading. Users are often misled to paywalls and commercial offers, or the technology simply misinterprets the phrasing of the question. One might get irrelevant answers from know-it-all forum users and receive well-intended but uninformed advice on social networks. The information can be outdated, incomplete and impossible to verify.

Therefore:

youreurope.eu and all interlinked pages are the definitive knowledge base of factual information and assistance regarding living and working in different EU Member States.

"PRACTICAL QUESTIONS DESERVE PRACTICAL ANSWERS"

Using animations, we propose typical difficulties that arise when we start looking for information about local regulations within the EU. We present youreurope.eu as the definitive online source of information about living and working within the EU. Because practical questions deserve practical answers.

2.4.2.1. Animation mechanism

We will produce 15 video clips (teaser) targeting the different age groups. The build-up of each animation follows the same format:

1. An internet user is looking for specific information about the EU.
2. The answer or result they find is unhelpful.
3. Baseline: Practical questions deserve practical answers.
4. Call to action: Go to youreurope.eu.

Repetitive use of the same format ensures campaign recognisability.

Please find below a couple of examples to illustrate the concept.

The clips will be distributed and can be used in social media channels. A tagline text should support the message and highlight in particular the new features (common tools) under the SDG.

This concept will be taken up by the “influencers” (see roadshow organisation) and spread widely among the communities.

Campaign Hashtag

For the campaign hashtag, we have several options that could be considered (examples):

#staypractical

#knowEU

#realEUanswers

#YourPracticalEU

#YourEurope

The hashtag will remain in English. The above hashtags only represent examples and can be altered according to national realities.

2.4.2.2. Video: User-journey

This video’s main goal is to raise awareness about the SDG with its new features and common tools, but more importantly show concretely through user journeys why these features are relevant from the users’ perspective.

To this extent it is not only about listing the features but about illustrating how they can improve the life of the user: efficiency – productivity – connectivity, and at the same time improve the functioning of the Single Market.

This video will be used for the first time at the launch event in December, and then going forward in the digital roadshow as an introduction and efficient explanation of the new tools that are at citizens’ disposal. The video would be shared as part of the stakeholders’ toolkit, influencers briefing, as well in an edited version in short online bites in social media channels.

2.4.2.3. Video: Success stories

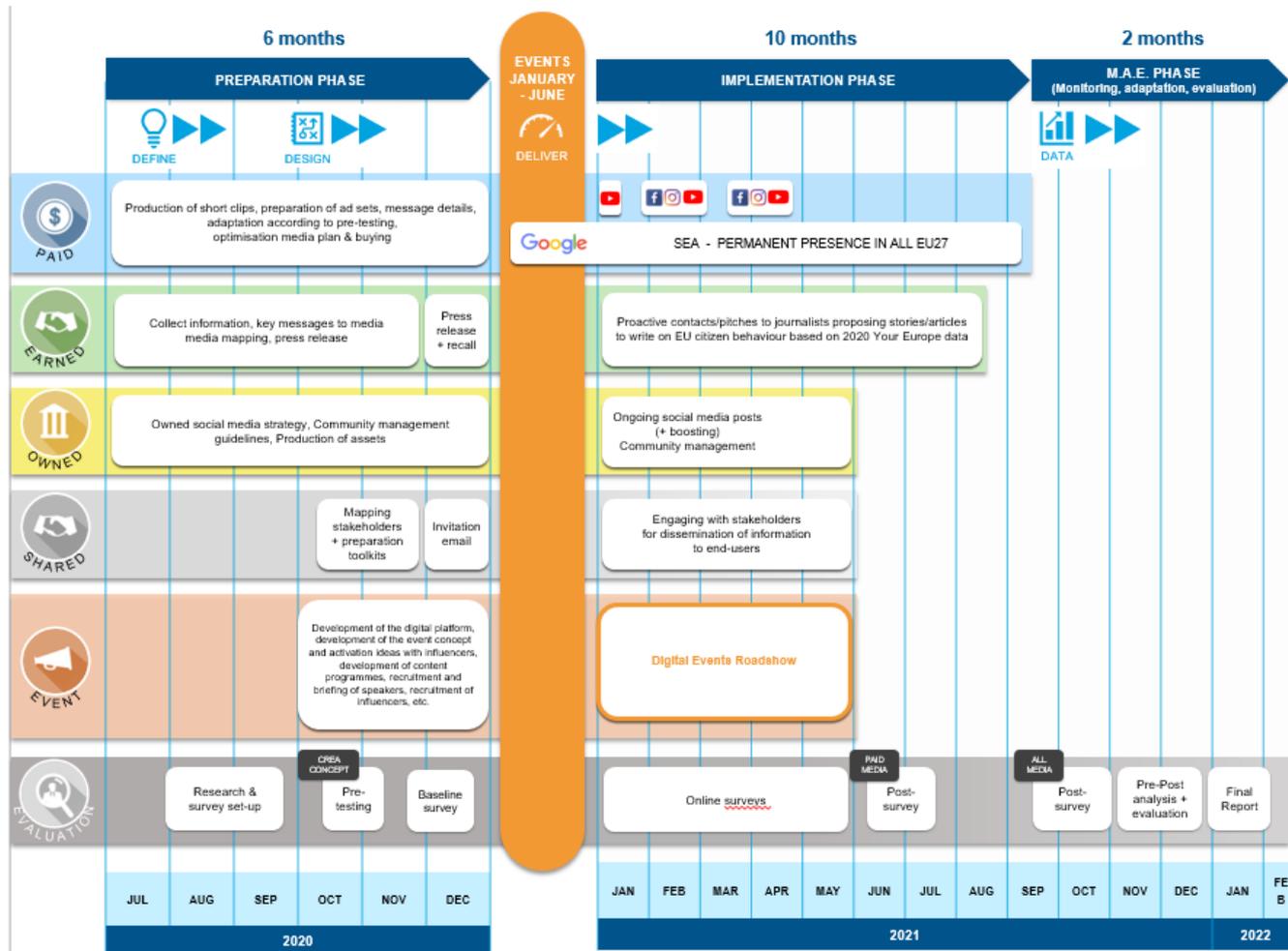
This video showcases success stories of MS. It is a celebration of a joint effort of the MS and EC in bringing national and EU administrative services forward.

This video will be used at national level and during the digital roadshow events.

2.5. Communication approach

2.5.1. Campaign phases and touchpoints

The campaign and the digital events will be spread over several months.



The **digital events** will be running over several months and can be aligned to the content calendar, depending on the event's programme. They will guide people to the YE or national portals. We will disseminate a **press release** in the 27 EU MS to announce the events and cooperate with the EC Representations and National Coordinators (NCs) to promote the event through national social media accounts. The events will also be promoted via paid media and influencer activations.

3. Infographics

As of 2021 we will be producing a number of digital information leaflets and infographics to support national/local administrations and webmasters in the implementation of the single digital gateway regulation. This will be:

- general overview infographics
- general overview leaflets
- targeted information leaflets or posters
- undefined infographics (topics to be decided, eg recovery mechanism

Detailed overview:

Audience 1: web editors:

- Supplying information online
- Ensuring quality and accessibility of the information
- Avoiding duplication
- Translating into English

Audience 2: webmasters:

- Including the gateway tools on the page: feedback tool, assistance service finder, single market obstacles tool
- Including the logo on the page, with a link towards the Your Europe homepage
- Tagging the page
- Collecting user feedback and statistics and providing this information to the dashboard

Audience 3: administrators in charge of administrative procedures:

- Ensuring that any change in legislation is communicated in time to the web editors, so that information stays up to date
- Digitalising procedures
- Ensuring cross-border accessibility of procedures
- Linking to the once-only system

Audience 4: administrators in charge of an assistance service:

- Ensuring compliance of the assistance service with the single digital gateway quality criteria
- Ensuring that any change about the assistance service is communicated in time to the web editors, so that information stays up to date
- Provide the Commission with data on cases

Audience 5: administrators in charge of databases or spaces holding evidence that can be requested for the purpose of an administrative procedure:

- Linking to the once-only system

Audience 6: administrators in municipalities

- Convey the message that they are also part of the single market
- Explain about the challenge of achieving the 2022 deadline
- Explain about the support they can get to fulfil their tasks

Audience 7: communication units:

- Promoting the gateway towards end-users
- Ensuring coordination of promotion activities on the gateway with promotion activities at national level

ANNEX I: Content calendar

The content calendar can be used as a support to designing a national event.

| Month | Countries | Societal Topic | Rationale / Trend (key facts) | Persona perspective: Content Hooks (keywords - links) | Interesting/Strategic Dates | YE Portal URL |
|---|--|----------------|---|---|---|--|
| January Target countries (TBC): BE, SE, SK, NL, AT, DK, FI, CZ, RO | BE, BG, DE, DK, FI, IT, LV, LT, NL, PT, SE | Sales | Consumer rights (Citizen - Consumers): 4 in 10 EU citizens have benefitted from improved consumer rights when buying products/services in another EU country (in Belgium, almost 60% of respondents claim to have benefitted). Furthermore, a majority of consumers trust retailers to respect their rights. This is thanks to extensive EU consumer protection rules and laws, itemised on the YE portal, ensuring the purchase, delivery and return of goods and services anywhere in the EU. | "Money to spend" persona: Rights - returns (goods/services) - guarantees (rules for pricing, shipping/delivery, remedy in case of mistakes) | 01/01 (national bank holidays - in majority of countries covered) | https://europa.eu/youreurope/citizens/consumers/shopping/shopping-consumer-rights/index_en.htm |
| | AT, BE, BG, FR, SK | | Online shopping (Business - Running a business) Citizens between ages 25-55 spend a substantial amount of time online, with values increasing by 75% or more in some MS (e.g. Denmark, Sweden, the Netherlands, Germany). Lockdown measures throughout the EU-27 correlated with an increase in online shopping (especially for older segments of the population, or the immunocompromised). Businesses wishing to bring their activities online need assistance to do so effectively - which is where the YE portal figures as a key resource. | "Expanding local SMEs" persona (start ups): How to start a business - what an entrepreneur/business owner needs to know to run | | https://europa.eu/youreurope/business/selling-in-eu/selling-goods-services/e-commerce-distance-selling/index_en.htm |
| | BE, BG, DE, DK, FI, IT, LV, LT, NL, PT, SE | | Conscious buying (Citizen - Consumers) Green issues, such as sustainable consumption, are positively viewed by citizens in most EU countries. More specifically, over half of consumers are influenced by green claims when making purchases (2019). | "Money to spend" persona: Less is more (at a time of year traditionally known for being 'excessive') - green transition - how to | | https://europa.eu/youreurope/citizens/consumers/shopping/index_en.htm |
| | BE, BG, DE, DK, FI, IT, LV, LT, NL, PT, SE | | Less is more - anti-excess consumerism (Citizen - Consumers): EU citizens are generally in favour of a circular economy and change their behaviour accordingly. Over 60% of EU citizens repair/repurpose products (2018). For younger consumers, slow/circular fashion is trending; stated simply, instead of buying the new and throwing away the old, repair, repurpose and recycle. The biggest European markets for fashion and recycled apparel include Germany, the Netherlands, France, Spain and Italy (2019). | "Young professionals" & "Stepping up" personae: Repair/repurpose/recycle - how/what - Right (rights - 2-year guarantee) | | https://europa.eu/youreurope/citizens/consumers/shopping/guarantees-returns/index_en.htm |
| | AT, BE, BG, HR, DE, DK, EL, FI, HU, IE, MT, NL, PL, RO, SI, SE | | Winter stay abroad (Citizen - Travel): Generally, EU citizens between 25-55 years old like to travel; in 2018, 64% of EU residents made at least one personal trip. In light of the COVID-19 pandemic, it is worth noting that 7 out of 10 trips by EU residents were inside their own country (especially, Greece, Portugal and Romania). The YE portal provides clear updates on travel restrictions and opportunities. | "Money to spend" persona: Get away from it all (freedom/right to move) - TBC/potential move to February events (to align theme/rationale with winter holidays for families in different MS) | | https://europa.eu/youreurope/citizens/travel/index_en.htm |
| | BE, BG, DK, EE, LT, PT | | Conscious selling (Business - Selling in the EU): In the EU, micro-enterprises (<10 employees) dominate the exports of goods - around 60-70% of all exporting enterprises. In the context of the EU Circular Economy, many of these businesses are adapting delivery processes to get products to consumers in a rapid, but sustainable way. Circular measures - like green travel and delivery services, freight logistics - are estimated to account for a percentage of annual turnover for EU companies. This is why SMEs need more information on administration via the YE Portal. | "Expanding local SMEs" persona: Upcycle - how to transport in a green way - how to fulfill green packaging | | https://europa.eu/youreurope/business/selling-in-eu/selling-goods-services/package-travel/index_en.htm |
| | AT, BE, BG, HR, CY, CZ, DK, EE, FI, FR, DE, EL, HU, IE, LT, LU, NL, ES, SK, SI, SE | | Do good (Citizen - Education & youth): Volunteering is viewed positively throughout the EU, especially among 16-29 year olds. People in this age bracket tend to participate in a variety of formal/informal volunteering initiatives. According to Eurostat, high levels of engagement are found in the Netherlands (82.5% informal, 49.3% formal) and Sweden (70.4% informal, 35.5% formal), among other Member States. | "Stepping up" persona: Take care of others ('tis the season) - volunteering (a great way of contributing - at home or abroad, while developing new skills/friendships) | | https://europa.eu/youreurope/citizens/education/volunteering/index_en.htm |
| | Based on initial research, no country has expressed interest in 'Human resources'; nevertheless, data on SK + LT | | Do good (Business - Human resources): In Europe, businesses can hire staff from any EU country. When it comes to hiring and assembling a workforce, EU businesses have to select in line with the Active Inclusion principles (gender balance, third-country nationals, persons with disabilities). Specific MS have taken concerted action to reduce employment inequalities in Estonia, Italy, Finland, France, Croatia, Denmark, Malta, Slovakia, Slovenia and Lithuania. | "Expanding local SMEs" persona: Start an inclusive business - how to - HR on inclusiveness (inclusive growth) | 4/1 world Braille Day - Inclusiveness | https://europa.eu/youreurope/business/human-resources/equal-treatment-qualifications/index_en.htm https://europa.eu/youreurope/business/human-resources/equal-treatment-qualifications/free- |
| | | | | | | |
| | | | | | | |

| | | | | | | |
|--|---|---|---|---|--|--|
| | AT (National holiday - 06/01), BE, BG, FR, SL | Good resolutions - (re)new(ed) intentions | Start your own business (Business - Running a business): SMEs employ around two-thirds of the active population in the EU-27's non-financial business economy. In Austria, SMEs account for over 60% of value added (SBA 2019). Whether start ups or subsidiaries of EU-wide companies, businesses owners need guidance on how to set up their business in any EU country, Iceland, Norway or Liechtenstein. | "Expanding local SMEs" persona: Start the new year off by starting a new business - what ("new" opportunities - emphasis on stimulating entrepreneurship) - how to (rules/rights) | | https://europa.eu/youreurope/business/running-business/start-ups/index_en.htm |
| | AT, BE, BG, HR, CY, CZ, DK, EE, FI (National holiday - 06/01), FR, DE, EL, HU, IT, IE, LV, LT, NL, PL, RO, ES, SK, SI, SE | | Work is where my home is (Citizen - Work): With teleworking, freelancing, cross-border commutes - the 'place of work' is becoming more flexible. Among the EU-27, 5.4% of employed persons aged 15-64 usually worked from home in 2019 - Finland and the Netherlands have the highest share - over 14% - of employed persons usually working from home. This trend can be expected to increase with the improvement of telecommunications technologies and remote accessibility - which have been most recently tested in light of COVID-19. | "Stepping up" persona: Digital nomads (remote workers - telecommms techs) - work in transit (tiny house regulations) - EU Digital Strategy | 14/1 Intl KiteDay as a metaphor for more freedom as an intention | https://europa.eu/youreurope/citizens/work/index_en.htm https://europa.eu/youreurope/citizens/work/work-abroad/index_en.htm |
| | AT, BE, BG, CZ, FR, IT | | Work less (Citizen - Residence formalities): In uncertain times, it may be particularly difficult to stick to new resolutions, even when wanting to improve one's quality of life (e.g. work less, buy property). In the Nordic EU countries (Sweden, Denmark and Finland), but also in Austria, Belgium, France and Germany, the purchasing power of the median income has grown in the last 5-10 years. | "Stepping up" & "Money to spend" personas: January (time of year for making good resolutions - quality of life (ex: buy a second house in another EU country) - what/how to (motivational) = don't give up on resolutions) | 17/1 Ditch your Resolutions Day | https://europa.eu/youreurope/citizens/residence/residence-rights/index_en.htm#eu-citizen |
| | | | Work less (Business - Human resources): Looking at EU-wide trends, there is a rise in the rate of employment of 'mobile EU citizens'; stated simply, 75.5% working in other EU countries. About two-thirds of Europeans say they have access to flexible work arrangements, and most students express satisfaction with their work-life balance. However, more women than men are dissatisfied with work-life balance (2018). | "Expanding local SMEs" persona: Work-life balance - engage people from anywhere (mobile citizens) - students - etc. | | https://europa.eu/youreurope/business/human-resources/working-hours-holiday-leave/working-hours/index_en.htm |
| | Based on initial research, no country has expressed interest in 'Human resources'; nevertheless, employee volunteering is popular in DE, NL, ES, IT | | Care more (Business - Human resources): Corporate Social Responsibility (CSR) policies and initiatives are increasingly prevalent in businesses throughout the EU-27. Employee volunteering is a key area of activity in the private-for-profit sector, including SMEs. Management seeks more information on EU-wide CSR/environmental certifications. | "Expanding local SMEs" persona: HR on benefits - employee volunteering (EV) - CSR (rules/requirements) | | https://europa.eu/youreurope/business/human-resources/employment-contracts/employment-terms/index_en.htm |
| | AT, BE, DE, IE, NL, PL, RO (National holiday - 24/01), SK, SI, SE | | Live a healthier life (Citizen - Health): According to Google Trends analytics, 'health abroad' is a top search in Europe. That being said, most citizens have not benefitted from medical assistance in another EU country - with the exception of respondents in Luxembourg and Slovakia. This is why citizens need to familiarise themselves/be informed of required process and formalities (where YE portal comes in). | "Stepping up" persona: Wherever you travel/move/work, you are safe - insurance coverage abroad - mobility - security - variety (most common online searches: foreign health insurance reimbursements, Europe health care, European health insurance card) | | https://europa.eu/youreurope/citizens/health/when-living-abroad/health-insurance-cover/index_en.htm |
| | AT, BE, BG, HR, CY (National holidays - 01/01, 06/01), CZ (01/01, 06/01), DK, EE, FI, FR, DE, EL, HU, IE, LT, LU, NL, ES, SK, SI, SE | | Lifelong learning (Citizen - Education & youth): EU programmes (like Erasmus+) have made travel/study abroad a standard part of education for young EU citizens. In EU higher education institutions, over 90% of study abroad students are from other parts of Europe - from Croatia, Slovakia and Bulgaria (2017). | "Young professionals" persona: Learning mobility - options (study abroad, sabbatical, university exchanges, etc.) - what need to know (programme options/selection) | | https://europa.eu/youreurope/citizens/education/university/study-abroad/index_en.htm |
| | AT, BE, BG, HR, CY, CZ, DK, EE, FI, FR, DE, EL, HU, IT, IE, LV, LT, NL, PL, RO, ES, SK, SI, SE | | Optimistic Future (Citizen - Work): 68% of Europeans feel they are citizens of the EU (2017), and around 56% are positive about the future of Europe. According to Eurobarometer data, there is a growing level of trust in the EU, particularly in France (55%), Denmark (70%) and Portugal (64%). | "Young professionals" & "Stepping up" personas: Professional opportunities (new & seasoned job seekers) | | https://europa.eu/youreurope/citizens/work/work-abroad/index_en.htm |
| | | | | | | |
| February Target countries (TBC): BG, SI, MT | | Don't be blue | Mental Health - Anxiety - Wellbeing (Business - Human resources): Employee wellbeing means more than just workplace safety. Employee mental health is becoming more prominent in company missions and protocols. In Malta, 40% of respondents think that working conditions have improved over the last 5 years (2014). Nevertheless, overall satisfaction with workplace health and wellbeing varies from one MS to another. | "Expanding local SMEs" persona: HR on wellbeing - Insurance - Engage new team members - Take a break | 11/2 International Day Women & Girls in Science | https://europa.eu/youreurope/business/human-resources/social-security-health/work-safety/index_en.htm |
| | AT, BE, BG, FR, SK | | Don't get stuck inside (Business - Running a business): In 2017, around 4 million jobs were created (from 2.7 million new enterprises in the EU). The survival rate for new businesses is generally expected over the first 5 years (e.g. Bulgaria has a 100% survival rate, with increased employment over 5 years). This means that most small(er) businesses in Europe to expand workforce and upscale production and services. | "Expanding local SMEs" persona: New perspectives - increase hiring - upscale your business - renewal | 20/2 World Social Justice | https://europa.eu/youreurope/business/running-business/developing-business/index_en.htm |

| | | | | | | |
|--|---|------------------------------------|--|--|--|--|
| | AT, BE, CZ, FI, HU, IT, SK, SI (National holiday - 08/02) | | Don't get stuck inside - private (Citizen - Vehicles): EU citizens have many opportunities to travel freely across MS. Looking at land transport travel with in the EU, 83% by car (in Slovenia - 80%), 9% by bus, 8% by train (2016). In light of COVID-19, if EU citizens want to continue to travel freely, say by car, they need to be aware of the rules and conditions (permits, registration, etc.). | "Stepping up" persona: Go outside (freedom - spontaneity) - take a break - travel short distances - mobility more outdoors is good (rights) | | https://europa.eu/youreurope/citizens/travel/driving abroad/index_en.htm |
| March Target countries (TBC): DE, IE, LT | AT, BE, BG, HR, DE (National holiday - 08/03), DK, EL, FI, HU, IE, MT, NL, PL, RO, SI, SE | Out with the old - Spring cleaning | Spring break (Citizen - Travel): A majority of EU citizens think that being able to move freely to other EU countries is a good thing. In 2018, Germans spent the most on international travel of all EU MS. That same year, rail passengers transport in the EU was estimated at 472 billion passenger-km (1.5 % increase from previous year). In light of the COVID-19 pandemic, the YE portal provides clear updates on travel restrictions and opportunities to rediscover Europe. | "Money to spend" persona: travel - make plans ahead for a family trip - anticipation for the summer to come (planning ahead, saving money, time and preparation) - emphasis on train travel (in light of COVID-19) | 8/3 International Women Day | https://europa.eu/youreurope/citizens/travel/passenger-rights/index_en.htm |
| | BE, BG (National holiday - 03/03), DE, DK, FI, IT, LV, LT (National holiday - 11/03), NL, PT, SE | | Renewed Faith (Citizen - Consumers): Sustainable living can be understood in terms of different behaviour changes. On the one hand, amidst the COVID-19 pandemic, the household saving rate in the EU recorded its all-time highest year-over-year increase - particularly in Slovenia, followed by Poland (Q1, 2020). On the other hand, there is a gradual decline throughout European households in terms of energy consumption. At national levels, the highest shares of renewable energy have been recorded in Sweden, Finland, Latvia, Denmark and Austria (2018). | "Stepping up" persona: time to review old habits - replace by new habits - mobility - sustainability - outdoor living | 20/3 International Day of Happiness | https://europa.eu/youreurope/citizens/consumers/energy-supply/index_en.htm |
| | BE, BG | | Business renewal (Business - Dealing with customers): Under the EU SME strategy and Digital strategy, companies are transforming and optimising their services to be digital and environmentally sustainable. According to Eurostat, Luxembourg, Denmark and Sweden take the lead as 'strong innovation leaders' among the EU-27. | "Expanding local SMEs" persona: Time to review old way of doing business - replace with innovation - R&D - digital transformation - data - based optimisation | 22/3 World Water Day | https://europa.eu/youreurope/business/selling-in-eu/selling-goods-services/index_en.htm |
| | AT, BE, BG, HR, DE, DK, EL, FI, HU, IE (National holiday - 17/03), MT, NL, PL, RO, SI, SE | | Holiday contracts (Citizen - Travel): Considering country size/population, Luxembourg residents spent the most nights abroad (31.3 nights/per inhabitant), followed by Sweden, Cyprus (2018). EU rules offer protection against unscrupulous traders when signing contracts for timeshares or long-term holiday schemes. | "Money to spend" persona: Travel (rights) - plan your summer - contingency or abroad | | https://europa.eu/youreurope/citizens/travel/holidays/timeshare/index_en.htm |
| April Target countries (TBC): LU, FR, PT | DE, PT (National holidays - 02, 04, 25/04) | Literally 'Open Up' | Embrace change in your company (Business - Human resources/Finance & Funding): EU SMEs are changing with the times, staying innovative - whether through product/process innovations, investments and R&D expenditures or innovative collaborations. Venture capital invested in EU companies increased by 13% to EUR 8 billion in 2018 (SME Strategy 2020). The EU is there for support partnering, funding (Access to Finance, Erasmus for Young Entrepreneurs, EEN, etc.) as well as to enforce rules preventing unfair competition. | "Expanding local SMEs" persona: Step up your game - level up - HR - Innovation (funding) - Exchange (Young entrepreneurs) - Joint Ventures (rules/restrictions) | 22/4 Earth Day | https://europa.eu/youreurope/business/selling-in-eu/competition-between-businesses/index_en.htm https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/index_en.htm |
| | BG, FI, IE, LV, NL, ES (National holidays - 01, 02, 05, 19, 23/04), SK (National holiday - 05/04), SI, SE | | Embrace change in your family (Citizen - Family): Almost 90 million people in the EU aged 18-64 have care responsibilities for children (2018). Parental responsibility is recognised as important among EU citizens, and is becoming more gender balanced thanks to EU initiatives (like Work-Life Balance), which foresee more flexible work arrangements and an expansion of parental leave across the EU-27. | "Money to spend" persona: What to do - kids are out of school soon - opt for a different lifestyle | 21/4 World Creativity and Innovation Day | https://europa.eu/youreurope/citizens/family/children/index_en.htm |
| | AT, BE, BG, FR, SK (National holiday - 05/04) | | Agility (Business - Running a business): There are 25 million SMEs in Europe, employing around 100 million people. There are plenty of support networks at EU level for these businesses, but to take advantage of these, individual companies are most likely to get assistance with the help of networks (such as the Enterprise Europe Network). | "Expanding local SMEs" persona: Business insights - review your company policy - mobility (EU SME Strategy - digital transformation) | | |
| | AT, BE, BG, FR (National holidays 02, 05/04), SK | | Open up to other cultures, impulses, insights (Business - Running a business): Industries that use intellectual property intensively accounted for some 84 million European jobs and 45% of the total EU GDP (2014-2016). Two-thirds of EU high-growth firms are concentrated in France, Germany, Spain, Italy, Poland (May 2019). According to Eurobarometer, most citizens trust the system and feel protected from counterfeiting or copyright infringement. Business owners need to know more about the benefits of intellectual property and information protected by EU laws and regulations. | "Expanding local SMEs" persona: Exchanges - Rights on Innovation - Copyrights - IP | | https://europa.eu/youreurope/business/running-business/intellectual-property/copyright/index_en.htm |

| | | | | | | | |
|---|---|--------------------|---|---|--|---|--|
| | LU (National holiday - 05/04) | | Embrace Inclusivity (Citizen - Education & youth): EU citizens are entitled to study at any EU university under the same conditions as nationals. Education is a right for EU residents - not just citizens - such as third-country migrants (accounting for 4.2% of the population) such as refugees. Another way that education in Europe is embracing inclusivity can be found in continued education for adults in Denmark, Sweden, Finland and other MS (EP research 2013-14). | "Young professionals" persona: University acceptance (conditions - country-specific) - inclusive access (rights) - social inclusion | | https://europa.eu/youreurope/citizens/education/university/admission-entry-conditions/index_en.htm | |
| | | | | | | | |
| May Target countries (TBC): IT, EL, HR, HU | AT, BE, BG, HR (National holiday - 01/05 & 30/05), DE, DK, EL (National holidays - 01, 02, 03/05), FI, HU (National holidays - 01, 24/05), IE, MT, NL (National holidays - 5,13,23,24/05), PL, RO, SI, SE | Summer Proof | Travel/Explore (Citizen - Travel): EU citizens aged 15-30 attracted to products and services in areas such as environmentally friendly tourism including cycling routes, sports and wellbeing tourism, nature tourism and cultural route-crossing Europe. Between 2017-18, the number of railway passengers increased in specific countries, like Greece (+9.4%). Younger Europeans have the will to travel and explore Europe, but have a lack of information on rights and conditions (all of which are detailed via the YE portal) . | "Young professionals" persona: Green travel (sustainable tourism) - Safe travel - Rights (home swapping - coach surfing - wild camping) - Insurance | 21/5 World Day Cultural Diversity for dialogue and development | https://europa.eu/youreurope/citizens/travel/passenger-rights/index_en.htm | |
| | PL (National holidays - 01, 03, 23/05) | | Business Continuity (Business - Human resources): Many EU citizens have benefited from working in another EU country (e.g. 60% of respondents in Poland). SMEs in the EU have staff placed all over, without disruption to workflows and productivity - thanks to EU regulations on freedom of movement as well as the digital transformation. Nevertheless, these companies must respect the minimum requirements set by EU employment law (taking into account the national regulations of specific MS) regarding terms of employment for staff, changes to work contracts and staff consultation. | "Expanding local SMEs" persona: Work from anywhere - Get summer help (students - seasonal helpers - freelancers/consultants) | | https://europa.eu/youreurope/business/human-resources/employment-contracts/index_en.htm | |
| | AT, BE, CZ, FI, HU, IT, SK, SI | | The new luxury (Citizen - Vehicles): Younger EU travellers do not want to be constrained by overbooked hotels and last-minute train or flight cancellations (opting instead for, e.g., camper vans, apartment sharing, etc.). Most campsites in the EU are in France (28%), Germany and the Netherlands (10%). It is anticipated that Europe's 'glamping' (luxury camping) industry will increase by 2025. | "Stepping up" persona: Opportunities - avoiding excess/saving - minimalism (travel in style) - take in nature (EU heritage) | | https://europa.eu/youreurope/citizens/vehicles/registration/registration-abroad/index_en.htm | |
| | | | | | | | |
| June Target countries (TBC): ES, EE, CY, PL, LV | AT, BE, BG, DK, DE, IT, LI, LU, NL, PT, ES (National holidays - 03, 09, 13, 23/06), SK, SI, SE | Back to ... Or not | End of studies - students & parent perspectives (Citizen - Work & retirement): SMEs and entrepreneurship are key to ensuring economic growth, innovation, job creation and social integration in the EU. Around 37% of EU workers prefer to be self-employed. Considering the benefits of an 'entrepreneurial education', the results of a public consultation suggest that 15-20% of graduates become entrepreneurs in 3-5 years. | "Young professionals" persona (student POV): Start your own business (new entrepreneurs) - registration (rules) | 27/6 Micro, small and medium Enterprises | https://europa.eu/youreurope/business/running-business/start-ups/erasmus-young-entrepreneurs/index_en.htm | |
| | AT, BE, BG, CZ, FR, IT (National holiday - 02/06) | | Taking time (Citizen - Work & retirement): In the current economic climate, nearly 60 million jobs are at risk in the EU. EU businesses have, thus, been inclined in some cases to offer leave to employees. It depends on each country policy, but most of the EU-27 offer sabbatical leave (for which employees are eligible). The duration and conditions for returning to a job depend according to each country. | "Stepping up": Take a sabbatical year - opportunity (live in another EU country) | | https://europa.eu/youreurope/business/human-resources/employment-contracts/index_en.htm | |
| | | | Living abroad in the EU (Citizen - Residence formalities): Here are some snapshot figures: in Belgium, citizens from another EU country made up around 7.9% of the population; in Germany, this percentage was over 5%; in Italy, 2.6% (2018). | "Young professionals" persona: Learn and travel | | https://europa.eu/youreurope/citizens/residence/residence-rights/inactive-citizens/index_en.htm | |
| | AT, BE, BG, HR, CY (National holiday - 21/06), CZ, DK, EE, FI, FR, DE, EL, HU, IT, IE, LV, LT, NL, PL (National holiday - 03/06), RO, ES, SK, SI, SE | | Empty nest (Citizen - Work & retirement): Citizens aged 55 and over in employed in the EU increased from 12.1% to 19.7% between 2003 and 2018. While some countries have increased their retirement age, EU citizens have the right to retire and live in another EU country - whilst respecting the tax/social security codes of their native country. | "Money to spend" persona: Kids move out of house -reconsider your life (a different part of Europe) -what's next | | https://europa.eu/youreurope/citizens/work/retire-abroad/index_en.htm | |
| | AT, BE, BG, HR (National holidays - 03, 22/06), CY, CZ, DK, EE (National holidays - 23-24/06), FI, FR, DE, EL, HU, IE, LT, LU, NL, ES, SK, SI, SE | | Back to school (Citizen - Education & youth): Citizens in Luxembourg and Sweden have benefited significantly from studying abroad in other EU countries, while citizens in Hungary and Croatia have not (Eurobarometer 91). In the latter, there is a need to get information, so university students in these countries know that there are programme options and rights to study in other EU countries. | "Young professionals" persona: Studying abroad - Rights | | https://europa.eu/youreurope/citizens/education/university/study-abroad/index_en.htm | |

| | | | | | | |
|--|---|--|--|--|---|--|
| | BE, BG, DK, EE, LV (National holidays - 23-24/06), PT | Back to business (Business - Selling in the EU): The internal market of the EU has the potential to be the largest retail market in the world. Still, most EU companies only sell to consumers within their own country (with over 1/4 selling to consumers in at least one other EU country). Furthermore, approx. 13.1% of companies in Lithuania and Latvia sell to consumers in 2-3 other EU countries. | "Expanding local SMEs" persona: Fresh start - new initiative - product extensions - additional services - new offering - new allies abroad | | https://europa.eu/youreurope/business/selling-in-eu/selling-goods-services/provide-services-abroad/index_en.htm | |
| | AT, BE, BG, CZ, FR, IT | New neighbourhood & realities (Citizen - Work & retirement): EU citizens with a valid identity card/passport may move freely within the EU to pursue new opportunities - whether professional, academic or personal. Over 80% of EU citizens overwhelmingly approve of the free movement of EU citizens who can live, work, study and do business anywhere in the EU. This pro-freedom of movement varies - for instance, 94% in Lithuania to 68% in Italy. In light of the COVID-19 pandemic, the YE portal provides clear updates on travel restrictions and opportunities. | "Stepping up" persona: Seeking change (new work opportunities, homes) - rights/rules - how/where | | https://europa.eu/youreurope/citizens/residence/residence-rights/workers/index_en.htm | |
| | | | | | | |
| | | | | | | |