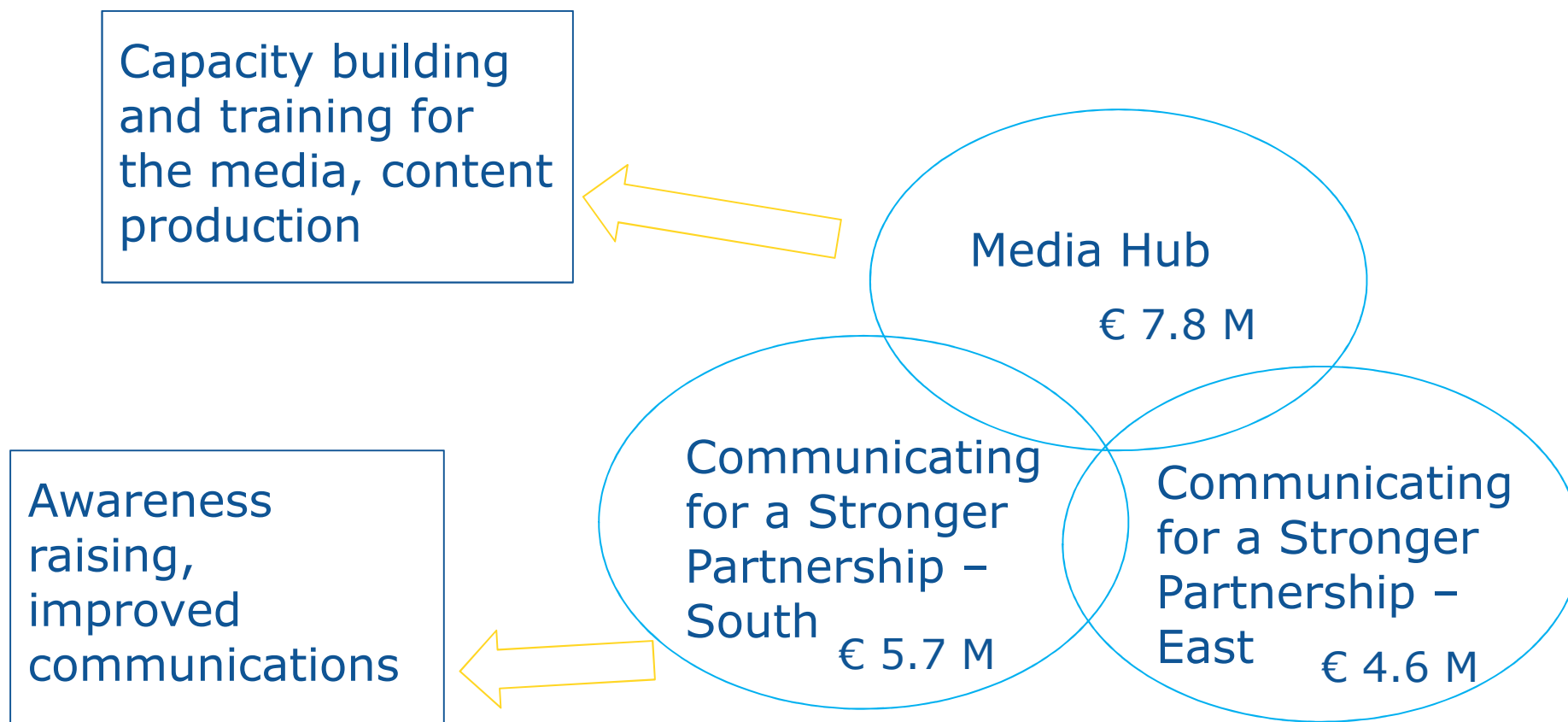




# *Regional Communication Programme 2015-2019*

## **OPEN Neighbourhood**

## OPEN in a nutshell





## OPEN South and East – objective

*To contribute to a **better understanding** of European policies and their impact in the partner countries of the southern Neighbourhood area/Eastern Partnership*





## **OPEN South and East – approach**

- Focus on regional assistance
- Human interest stories to show impact
- Complementarity with communication activities of Delegations & HQ
- Close collaboration with EEAS, East and South Task Force





# **OPEN South and East – audiences**

- Policy-makers and stakeholders
- General public (in particular the youth)
- Media





## **OPEN South and East– key elements**

- Awareness-raising activities and campaigns
- Opinion polling and media monitoring
- Web-based platform
- Pilot projects to support Delegations





# Campaign Stronger Together



## ***Objective 1.***

To increase the positive perceptions of the EU

## ***Objective 2.***

To promote the EaP by highlighting similarities, common values and mutual respect

## ***Objective 3.***

To promote and communicate effectively about EU regional programmes and to show impact on the daily life of people





## #StrongerTogether – narrative

*"We are **stronger together**, working collectively to address common problems, pooling our resources to face challenges that for individual states are too often difficult or costly to tackle."*

*"We do not lose our national identity or our culture and traditions by merging with others; we secure and protect them. That is why we are **stronger together**."*





# Fresh content about EU assistance

- *Interviews*
- *Feature stories*
- *Radio digest*
- *Photo stories*
- *Videos*
- *Factsheets....*

## Features

- Working to achieve a clean water supply for all

03-11-2016



Many parts of Georgia still suffer from irregular water supply, with a significant impact on the lives and livelihoods in the towns and villages affected. Now, with EU support through a water infrastructure modernisation project, the taps are beginning to run again, delivering clean water to homes a...

- The 'second life' of Yerevan Metro

28-10-2016



The Yerevan Metro was launched in 1981 and seemed destined to die a slow death: since 1991, the year of Armenia's independence, the young state, in the throes of economic crisis, was unable to allocate the necessary funds to modernise, let alone develop its underground. That changed in 2010, w...

- Clima East: Saving mountain pastures in Azerbaijan

24-10-2016



Uncontrolled grazing is leading to soil degradation and desertification in the mountains of north-western Azerbaijan, and soon the pastures on which local farms are so dependent will have disappeared. Now, the EU-funded Clima East project has linked up with local communities to stop the soil erosion...

# Young European Neighbours network



# Young European Ambassadors

Visits to 30+ schools and  
universities in Moldova

2500+ young people

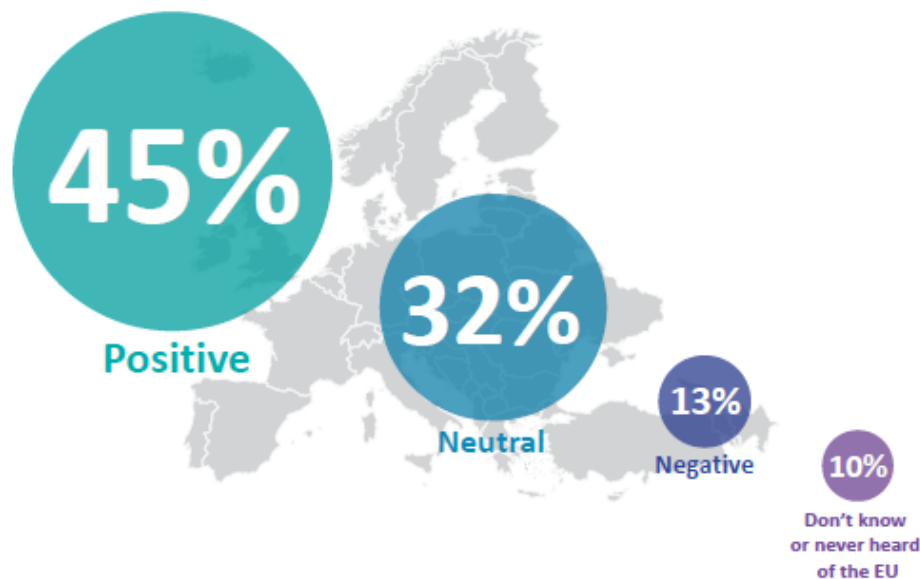




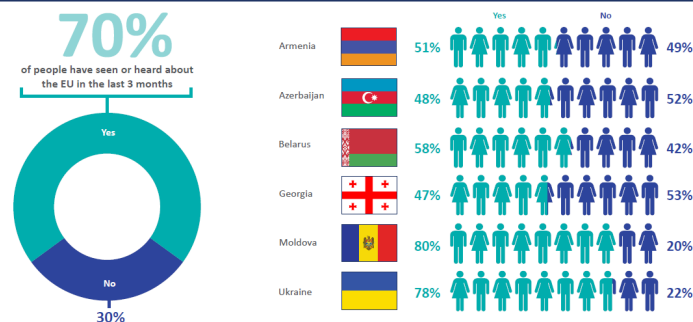
# Measuring perception of the EU in the Neighbourhood

Do you have a positive, neutral or negative view of the European Union?

## REGIONAL PICTURE



Have you seen or heard any information about the EU in last three months?



Does the European Union provide your country with financial support for cooperation programmes?





# Real-time information dissemination



**19-10-2016**

**UfM Member States approve two new regional development projects and adopt substantial Ministerial agenda for 2017**

During their fourth meeting of 2016, held on 14 October in Brussels, Senior Officials of the UFM 43 Member States discussed the challenges facing the Euro-Mediterranean region and adopted initiatives to address the three key interrelated priorities of the region: stability, human development and integration.

To read more visit: [http://www.enpi-info.eu/mainmed.php?id\\_type=1&id=46893&lang\\_id=450](http://www.enpi-info.eu/mainmed.php?id_type=1&id=46893&lang_id=450)

Kind regards,

**EU Neighbourhood Info Centre**

<http://www.enpi-info.eu>



## Web platform: [euneighbours.eu](http://euneighbours.eu)



## Pilot project - Georgia

- Development of a DigiTool
- Development of a Communication toolkit
- Capacity-building





## The Media Hub – objectives

*To contribute, via the training of journalists and media professionals and the support to production of audio-visual and on-line material*

*(i) to the **development of independent media** in the Neighbourhood*

*(ii) to **a more accurate presentation of the EU policies and support** to the region by the media as well as a better understanding of these policies and support*





# The Media Hub – results

## *Capacity building*

- **Advanced/in depths training for at least 500 journalists on independent and balanced reporting as well as key topics on the EU**
- **Exchanges /on-the-job training for 80 journalists (mainly EU-based)**
- **Training of 200 management staff/media professionals**
- **Produce 5,000 media outputs**
- **Reinforce an active network of journalists**

*Support to audio-visual productions including their dissemination*







*Thank you*

[www.euneighbours.eu](http://www.euneighbours.eu)

