

# How to communicate Europe?

Information and training center over EU functioning topics, addressed to local teachers, students and citizens.



## Our mission

« Reducing the distance (perceived or not) between EU, its citizens and other interested parties, in particular the University community of Bologna, and possible social and economic stakeholders in Forlì.

## The Italian University's «third mission»

### OPENNESS

- Activities and initiatives to broaden and diversify the possible users and beneficiaries of Punto Europa, expanding the range of activities, also by involving third partners.

### VITALITY

- Activities and initiatives to broaden and diversify the programming of the Punto Europa, enhancing the skills of the students of the master's degree Course in International relations and Diplomatic affairs involved. They are trained to promote a widespread basic knowledge of the activities and role of the European institutions, fostering discussion and debate on the role of the European Union and the impact of its policies at a domestic level.

### ECONOMIC SUSTAINABILITY

- Activities and initiatives with a low economic impact but that generating social value.

### SOCIAL MISSION

- Activities and initiatives to strengthen the social impact of Punto Europa in Forlì, improving its presence in the territory and increasing the offer of free services, involving heterogeneous segments of the population, to promote active citizenship.

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## Principles of our communication strategy



Listening to the public and taking their views and concerns into account



Explaining how European Union policies affect citizens' and residents' everyday lives



Connecting with people locally by addressing them in their national or local settings through their favourite media

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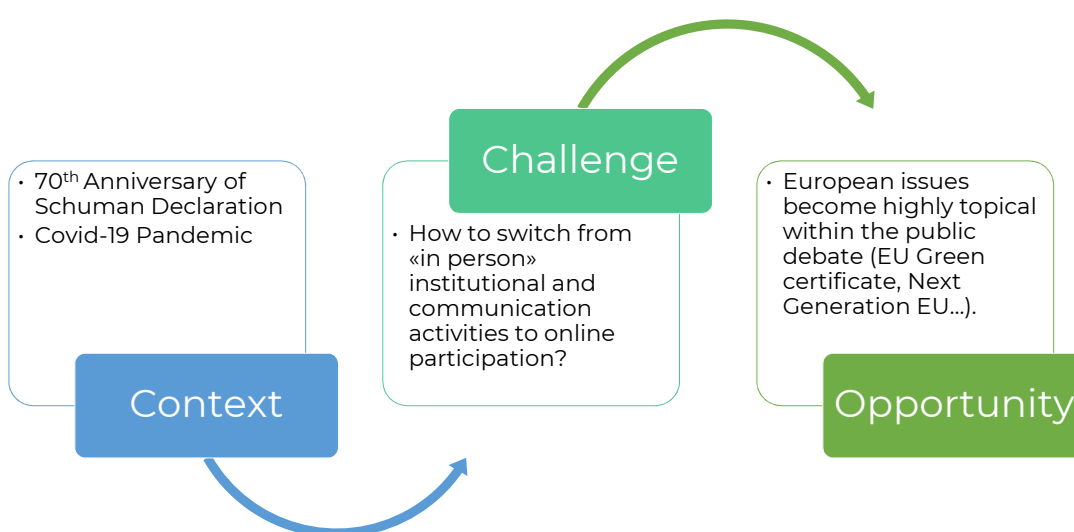


# “Europa sul Sofà”: Informing during the pandemic

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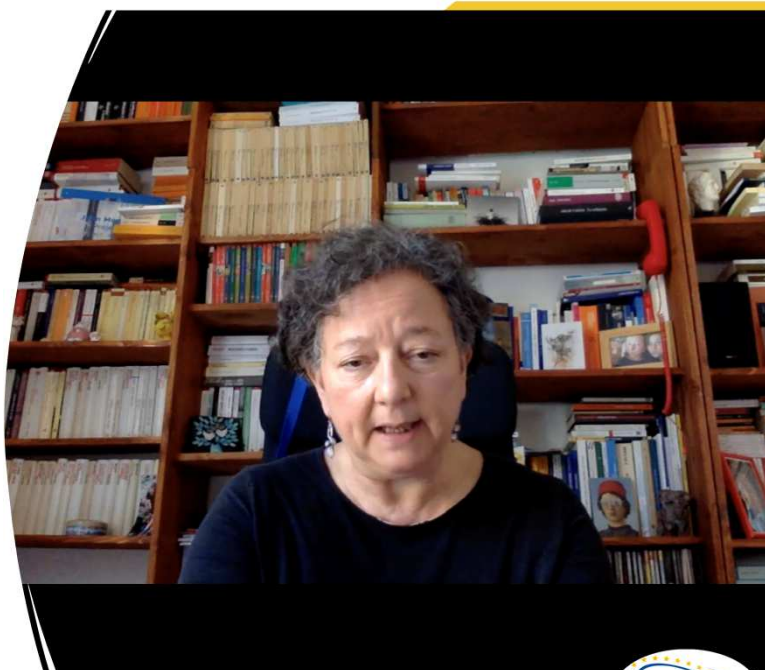
## Origin of a best practice



## «Europe on the couch»

• **9 April 2020:** launching of "Europe on the couch" series, an online meetings cycle broadcasted on the institutional social media of Punto Europa (Facebook, Twitter and YouTube).

• **From 9 April to 9 May** (in coincidence with the Schuman Declaration anniversary) we realised ten episodes, regarding different aspects of EU (the then new Pact on Migration and Asylum; the European economic and sanitary response to Covid-19; the state of rule of law in Hungary; the Climate crisis; the then new Green Deal...).



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## People involved as speakers

Scholars

Journalists

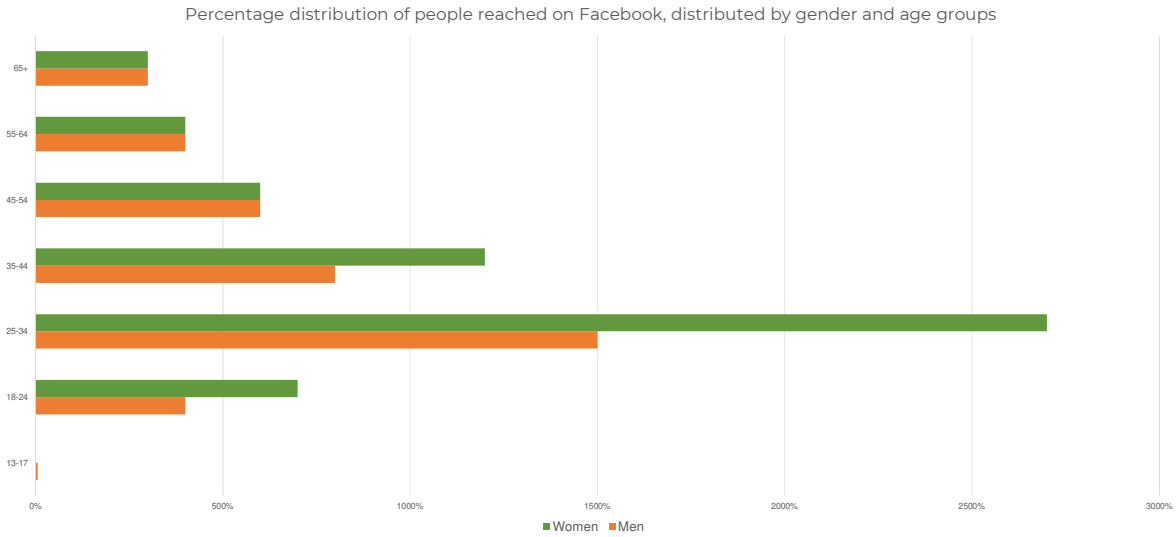
Experts (EU and civil society)

Politicians (MEPs)

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Some results

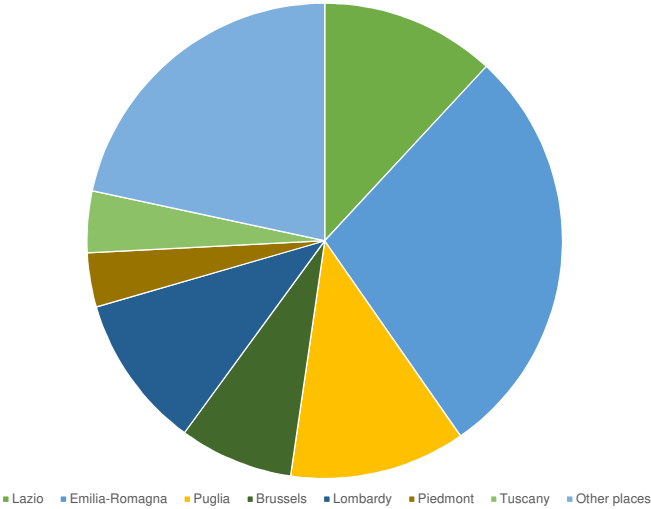


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Some results

Distribution of the places reached during the project through the Facebook page

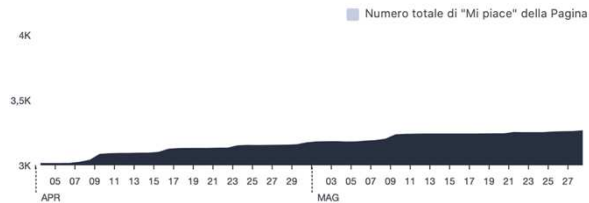


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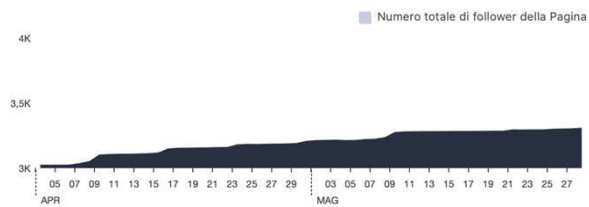


## Some results

"Mi piace" totali della Pagina a oggi: 3269



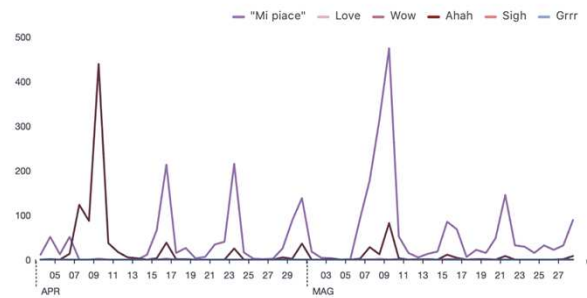
Numero totale di follower della Pagina a oggi: 3311



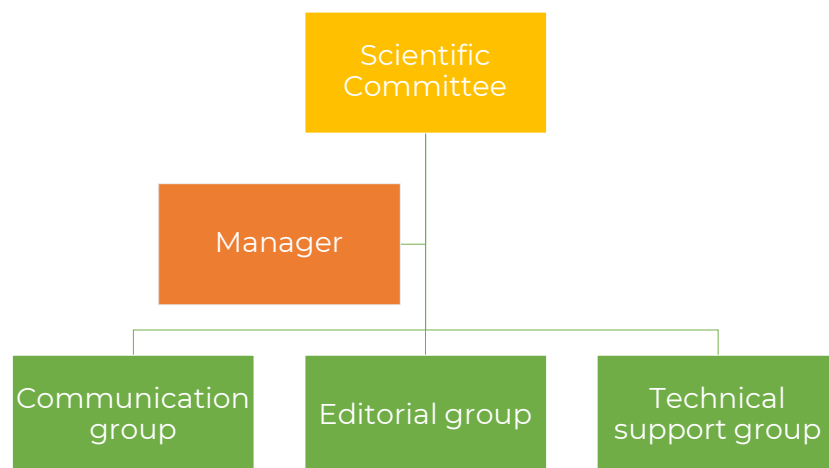
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## Reazioni

"Mi piace" e altri modi in cui le persone aggiungono una reazione ai post della tua Pagina.



## Our structure



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## Our structure

### The communication group:

- Took care of relations with the local and supra-local press;
- Took care of the image and provided a consistent stylistic framework in line with the brand identity of Punto Europa;
- Conceived, realized and edited contents and transmedia material for the institutional communication of Punto Europa through social media;
- Disseminated the initiative, through the creation of visual and textual material, with particular attention to the periods before and after the realisation of the meeting, thus giving emphasis to the guests who took part.

### The author group:

- Was in charge for the national press review, for analysing the potential topics;
- Managed the agenda and proposed speakers;

### The technical support group:

- Managed the live broadcasting, through constant interaction with moderators, guests and the Manager;
- Managed the framing, pop-up and banner features during streaming, making the final product enjoyable.

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## Final remarks

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## Final remarks

1. **Involving:** to make “feel involved” the students, they will share your objectives and mission, and feel responsible to fulfil it;
2. **Engaging:** the public, through a “give-to-have” dynamic, in which the free contents you give will increase your reputation;
3. **Jumping over the fence:** be creative in your communication activities, and involving people out of your circle (journalists, opinion leader, civil society...).









## Punto Europa Forlì



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Twitter: @PuntoEuropa

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Youtube: EDForlì





ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
CAMPUS DI FORLÌ



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