

**“#EUandYOU Together it's possible”**  
**Launch of the second communication campaign under the EU regional**  
**communication programme for the Western Balkans**  
**15 November 2021 – 15 December 2021**

**General Background**

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

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 investment plan in the region.

**Objectives of the three thematic campaigns:**

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 a 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 – Together it's possible” awareness campaign is the second 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, themes videos, influencers videos) and the campaign key visuals, the campaign will reveal a narration and flagships of the €30 billion EU investment plan, highlighting the themes, the flagships, the success stories and potential opportunities made possible by massive investment in the region.

The first awareness campaign target group are **all citizens** from the Western Balkans: **Albania, Bosnia Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia.**

**The campaign objective is to inform and raise awareness about** the themes and flagships of the European Investment Plan, dedicated to green and digital transition growth and connectivity more specifically towards **Clean energy Environment and climate, digital future, private sector and human capital Sustainable transport**

**Each flagship has already scheduled specific concrete planned actions that will be financed by the EU** to support the recovery and boost the economy of the targeted region confirming the EU as the first donor in the region having in mind that the investment is a third of the GDP of the 6 countries.

- Supporting a longer-term, sustainable recovery backed by a green and digital transition;
- Fostering the implementation of reforms required to move forward on the EU path, thus closing the development gap between the two regions;
- Bringing the Western Balkans closer to the EU Single Market;

The second Regional campaign is launched on the 15<sup>th</sup> of November 2021 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.

### **Deliverables:**

- 4 animated video pills about the active EIP themes and 10 flagships
- 6 video interviews with the influencers of the campaign
- TV and radio spot in all 6 languages
- Full-length video – 1 minute
- Social Media cards, infographics, animations, stories etc
- Branding Design and materials: billboards and bus banners
- Online portal [webalkans.eu](http://webalkans.eu)

The online campaign webpage on **[webalkans.eu/en/together-it-s-possible](http://webalkans.eu/en/together-it-s-possible)**, in particular, provides a comprehensive overview of the EIP themes, flagship and concrete actions and provide also connections to the opportunities, success stories, available EU programmes, publications and more.

**Duration:** from 15<sup>th</sup> November 2021 to 15<sup>th</sup> December 2021

### The concept and the visual identity

The EU and the Western Balkans already are partners and work together towards the same goals: growth, progress, fair society for everyone.

The second awareness communication campaign released by DG NEAR in the region aims at conveying the primary message that together, these goals can be reached, thus accelerating the accession process of the Western Balkans countries to the EU.

In particular, this campaign focuses on the upcoming implementation of the EU's EIP (the Economic and Investment Plan) for the Western Balkans, which will make €30 billion available between 2021 and 2027 in 4 areas of investment: green, digital, connectivity, and growth of the private sector.

The concept of the campaign focuses on the idea of togetherness that makes it possible, where "it", from time to time, turns into each of the 4 topics.

#### ***[GREEN / DIGITAL / CONNECTIVITY / GROWTH] Together it's possible.***

The creative concept aims to inspire optimism and hope for the future of Western Balkans after the Covid recession, through cooperation and solidarity, in an emotional but at the same time concrete way. It reinforces the narrative of the EU in the role of a facilitator in the Region, able to bring prosperity and opportunities, not on its own but with the collaboration of the Region's countries.

Communication is bidirectional, and the idea of **togetherness** is central. The key factor of this communication is cooperation: not only among institutions but among people first of all.

The idea is to appeal to the general public and suggest the urgency to act up — and to do it together. Western Balkans are not only imagining the future but building it step by step. This sense of **empowerment** is precisely what the campaign wants to convey the most: everyone's participation in society is crucial if we want to move forward and address the challenges of our times.

The **human angle, provided by 6 top influencers in the region**, will help create a bridge, reinforce the brand WeBalkans, raise awareness on its empowering projects, and stress the importance of everyone's participation to move toward a fairer and more sustainable society.

The look and feel of the campaign are very fresh, vivid, and modern: colours are bright and inspired by the official nuances of the EC's 6 priorities. Each topic features a personal colour that will be widely used in every communication in that area of investment. The visual of the campaign features both human subjects and objects related to the topic of interest, thus highlighting the centrality of people in the process of building a society fit for the challenging times we are living and ready to catch the future.