

EUROPE DIRECT

Weekly guidelines for the EUROPE DIRECT centres

Welcome video message from Director-General Pia Ahrenkilde-Hansen



Welcome from Richard Kuehnel, Director Representation & Communication in Member States

Dear EUROPE DIRECT centres,

Let me add my voice to the warm welcome delivered by Director-General Pia Ahrenkilde-Hansen in her video message. As Director for the Commission's Representation and Communication in Member States, I want to congratulate you for having been selected and greet in particular the newcomers among you. You are the "New Generation", and you will be our main outreach network across the whole EU until the end of 2025!

This comes at a critical moment in time. In fact, the new beginning for the EUROPE DIRECT network comes at the dawn of a new beginning for our societies gradually overcoming the COVID-19 pandemic and its grip on our lives. What will the "new normal" look like? Citizens look for answers and it is the biggest task for the European Union to shape the emerging post-pandemic future, providing for economic recovery, social stability, climate protection, and a human approach to the digital transformation. Citizens want to be informed what expects them, based on reliable sources. They also want to make their voices heard. It therefore matters that they get a chance to meet someone who knows about the EU. Someone who is ready to answer their questions and engage in a constructive dialogue. This is exactly where you come in.

You are the ones they can meet, ask, and discuss with, in more than 420 locations in basically all regions of the EU. This is a unique operation of public service, no other political entity has anything comparable.

The timing is ideal. You start your operations synchronously with the Conference on the Future of Europe, providing an unprecedented opportunity to engage citizens all across Europe to have their say in an open debate on the big themes of our time. Also the tremendous leap forward by the EU with the Next Generation EU plan to boost Europe's recovery and its green and digital transitions allows for a well-targeted local outreach. In such an environment, flexibility is crucial from your side: you will be confronted, like all of us, with issues you or we cannot predict. Being part of our corporate communication efforts, your outreach will need to adapt. From our side, we will offer you timely guidance, to keep you in the bigger picture of European developments. Operationally, the Commission's Representation in your Member State will be your first point of contact. In DG COMM headquarters, the team of Unit C4 around Alessandro Giordani will be your main port of call and support structure. Their newsletter will give you a weekly steer and enable you to fine-tune your local activities.

Allow me finally to assure you that both, the Representations and Brussels Headquarters are very much looking forward to having in you strong partners in communicating Europe on the ground, and to working with you towards tangible results for the sake of Europe and its citizens. Service will be our success.

I wish you a good start!

Welcome from Alessandro Giordani, Head of unit C4

Dear members of the new EUROPE DIRECT generation,

A word about us: Those of you who have just joined might want to know who "we" are. The official name is Directorate-General Communication (COMM) Unit C.4 "Networks in the Member States". Behind this official name you will find a team of dedicated, friendly people sitting in Brussels, whose main task is to help you do your job, together with the Commission Representations in your capitals, and keep you in the loop of the overall evolution of the EU. For better or worse this great team is being headed by me - Alessandro Giordani. My team and I hope to meet you all in person as soon as the sanitary situation allows for this. You will hear from us soon on this.

A word about this Newsletter: The many tasks you will be performing in the coming years, refocused and flexible as they are, require from our side (Commission headquarters and Representations) an additional duty: that of keeping you, week by week, in the "big picture" of what is going on in the EU. For this purpose, our newsletter will gradually evolve into a weekly steer that will allow you to modulate your outreach activities along the way, according to the evolution of the European initiatives, sensitivities and emergent communication needs. These guidelines will go out every Tuesday, without prejudice to your needs for planning, may also contain some calls for action.

Life of our network

Task 5: the first regional network of EU networks is a reality!

The citizens from the Italian region of Piemonte will from now on have access to all the manifestations of the EU in their land under the umbrella called “**UNIONE EUROPEA IN PIEMONTE**”. The EU outreach networks present in this region and hosted by 12 local or regional public bodies or NGOs (Enterprise Europe Network, EURES, Creative Europe, Euroguidance, EuroDesk... and of course our EUROPE DIRECT centres and European Documentation Centres) signed a structured cooperation agreement for this purpose. The local members of the European Economic and Social Committee and of the Committee of the Regions are also considered part of UNIONE EUROPEA IN PIEMONTE because they are a “manifestation of the EU” in the region, too. Citizens of Piemonte will benefit of an easy-to-grasp presentation of everything the EU has to offer over their region in terms of information, advice, engagement and direct contact.

EU networks in Piemonte remain fully independent, but their uniting experience, promoted by the 3 EUROPE DIRECT centres of Piemonte, is exactly the core of your Task n. 5. The objective of this Task of yours is to have as many “EUROPEAN UNION IN... [NAME OF THE REGION]” as there are regions across the EU, for the benefit of citizens and of EU visibility.

Tune in

CoFE in full speed now:

The Conference on the future of Europe was **officially inaugurated** in Strasbourg on Sunday. Here is a whole range of useful bits for you: [Speech of EC President Ursula von der Leyen](#), [Multilingual digital platform](#), [Press release](#), [Q&As](#), [Factsheet on the platform](#), [Factsheet on the roll-out](#), [Promotional video of the platform](#), [Logos and campaign materials](#)



European Union 2021, Source: EC Audiovisual Service, 9/05/21, Ursula von der Leyen, Strasbourg, ID-P-051091/00-51, Photographer: Etienne Ansotte