



# New approach to strategic communication – expectations and challenges



*Jaromír Levíček, European Commission*

# Who we are and what we do

- WHO      Communication team within DG NEAR
- WHAT    Enlargement Policy: raise the level of understanding and support, communicate objectives and results
- HOW    NEAR Social Media (Twitter, FB, Instagram)  
  
EU-Western Balkans relations website  
  
Regional Communication Programme **WeBalkans.EU**

# EU-Western Balkans relations website

- [Enhanced EU engagement with the Western Balkans \(europa.eu\)](https://europa.eu/enhanced-eu-engagement-western-balkans)



## Enhanced EU engagement with the Western Balkans



# Strategic Communication Highlights

## Delivering the **Economic and Investment Plan** for the Western Balkans

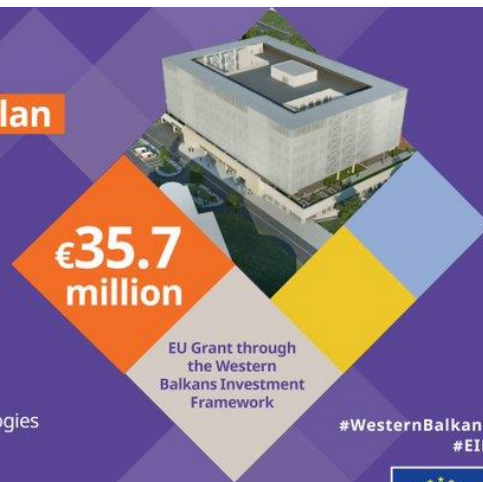
Construction of the new  
University Children's Hospital  
Tiršova 2 BELGRADE, SERBIA

- Increased patient capacity of 3,700 persons/year
- Better paediatric diagnostic and treatment technologies
- Latest medical science and practices
- Expected completion by 2025

€35.7  
million

EU Grant through  
the Western  
Balkans Investment  
Framework

#WesternBalkans  
#EIP



## ENERGY SUPPORT PACKAGE

€1  
billion  
in eu grants



to tackle the  
energy crisis in the  
Western Balkans



Screening of  
fundamentals  
cluster **as part  
of accession  
negotiations  
process**  
kicks off

#EUEnlargement #WesternBalkans

ALBANIA

NORTH  
MACEDONIA





# DG NEAR social media channels



**Gert Jan Koopman**  
1,120 Tweets

**Gert Jan Koopman**  
@GertJanEU

@EU\_Commission @eu\_near Director-General. Here to tell the stories behind the policies and numbers.

Brussels, Belgium [neighbourhood-enlargement.ec.europa.eu/index\\_en](https://neighbourhood-enlargement.ec.europa.eu/index_en)  
Joined January 2020

306 Following 6,539 Followers

Tweets Tweets & replies Media Likes

**Gert Jan Koopman** @GertJanEU · 19h

Very pleased to have met EU Special Representative @MiroslavLajcak today.

We discussed the Belgrade-Pristina Dialogue, the urgent need for [#Serbia](#) and [#Kosovo](#) to move ahead with talks on normalisation and how the [@EU\\_Commission](#) can support the process.



**Mathieu Bousquet**  
84 Tweets

**Mathieu Bousquet**  
@MBousquetEU Follows you

Acting Director Thematic support, coordination of policy and financial instruments at @EU\_Commission DG NEAR.  
RTs/follows • endorsements

Brussels, Belgium Joined August 2021

54 Following 236 Followers

Followed by Henrike Trautmann, Paloma Hall Caballero, and 30 others you follow

Tweets Tweets & replies Media Likes

Mathieu Bousquet Retweeted

OECD Governance @OECDgov · Nov 18

#ReinforcingDemocracy We must never take democracy for granted.

Today, in Luxembourg, Ministers committed to the preservation of

**Katarina Mathernova**

6,345 Tweets



**Katarina Mathernova**  
@kmathernova Follows you

Deputy Director General at DG Neighbourhood and Enlargement Negotiations (DG NEAR) and Head of Support Group for Ukraine, European Commission

Brussels, Belgium Born June 16 Joined September 2011

848 Following 7,713 Followers

Followed by Henrike Trautmann, The Western Balkans Investment Framework (WBIF), and 255 others you follow

Tweets Tweets & replies Media Likes


Pinned Tweet

**Katarina Mathernova** @kmathernova · Nov 19

Just coming back from Kyiv.

I am deeply honoured by this recognition President @Zelenskyy. Thank you and [neonle](#).

Search Twitter



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@TDedeurw... Follows you Follow

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Alessandro Bragonzi  
@ABragonzi Follows you Follow

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@SanninoEU Follow

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**Trends for you**

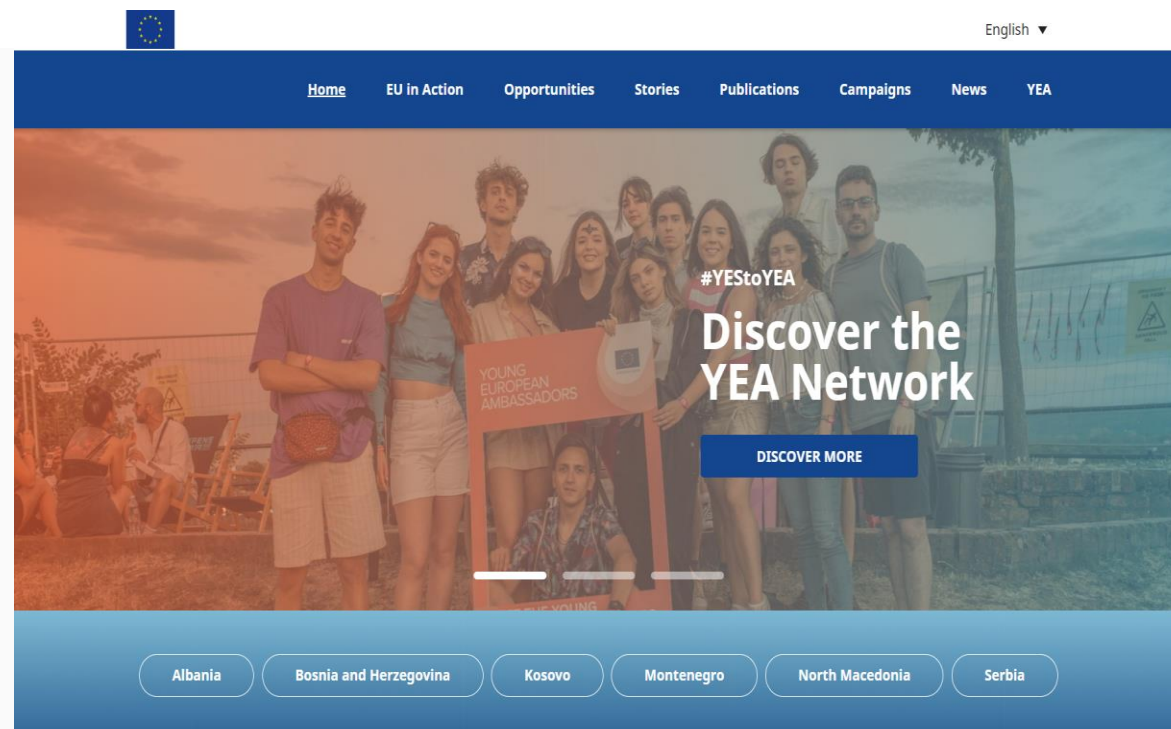
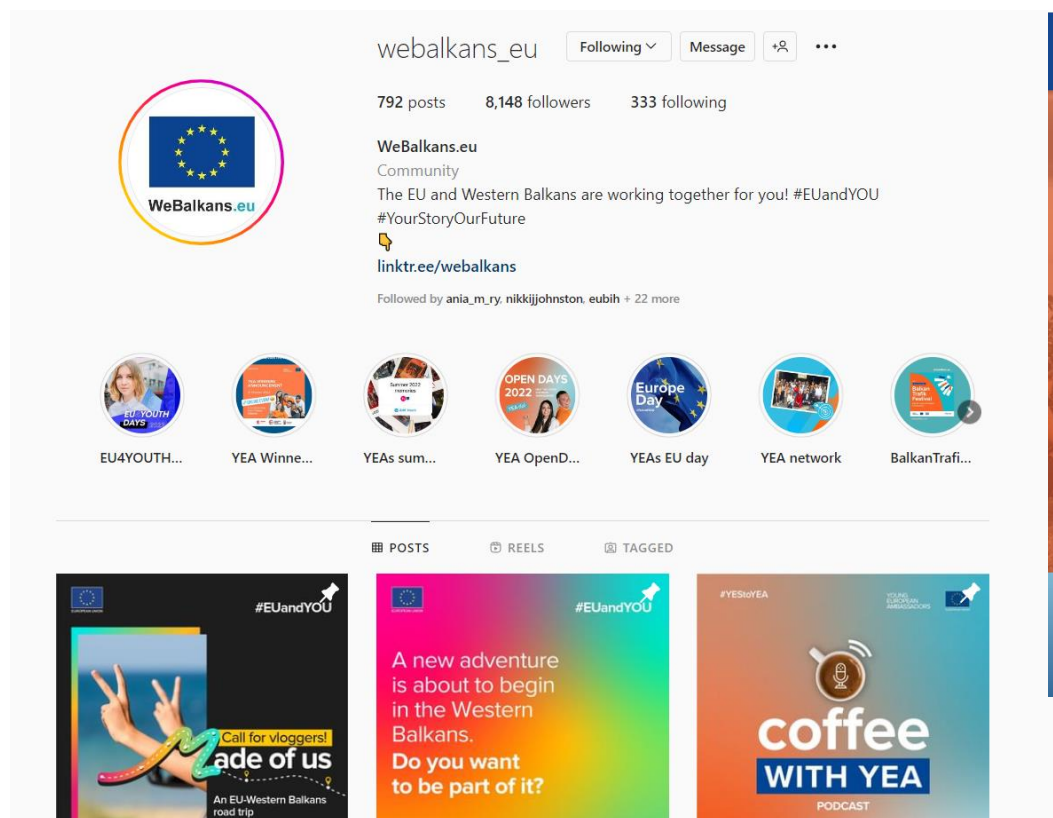
Trending

#Alb...


Messages

# WeBalkans.eu

## WeBalkans | Your Story, Our Future | EU projects in the Western Balkans



# WeBalkans.EU

 **#EUandYOU**

**Call for vloggers!**

**Made of us**

An EU-Western Balkans  
road trip

webalkans.eu

# COMMUNICATING AND RAISING EU VISIBILITY GUIDANCE FOR EXTERNAL ACTIONS- NEW GUIDELINES 2022







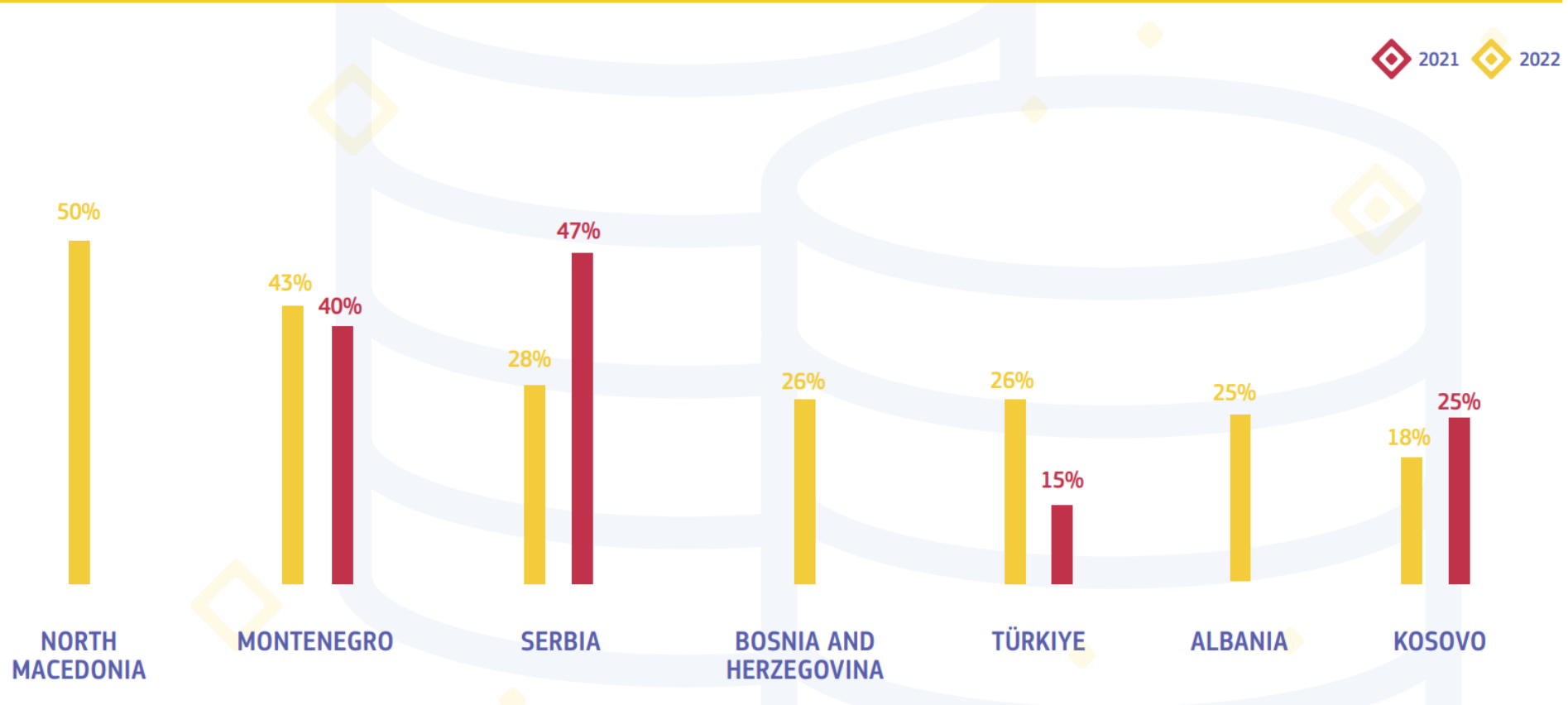
# Scientifically proven: The EU is incomprehensible

An analysis of 45,000 Commission press releases shows they're more complicated than those of other governments.



# Opinion polls

To what extent do you consider yourself well informed about the **EU financial support to your country?**\*  
(Well informed)



# Strategic Communication Approach

Our aim is to increase  
**public awareness, understanding  
and recognition of the EU**

**IN LINE WITH**

**scale, scope and ambition of our  
engagement**



# Levels of communication

Pure visibility about EU  
financial contribution

Stakeholder  
communication

Strategic  
Communication



# Strategic communication approach

Let's communicate  
about **WHY** we do it  
(IMPACT)  
not only about  
**what we do** (Numbers)

**Objective** is larger-scale,  
better resourced and  
professionally designed  
**strategic communication**

**Move away** from **project-related**,  
partner-implemented communication

# Cross Border Cooperation

- Old projects follow old communication rules with knowledge of the new ones
- Calls for Proposals launched after July 2022 follow new guidance
- Unique nature of CBC: contribute to good neighbourly relations
- Small scale interventions with impact on local communities
- Often tangible results, real impact --- GOOD STORIES
- [“Connecting Pearls” – Uniting Cross-Border Municipalities through Nature and Tourism | WeBalkans | EU Projects in the Western Balkans](#)

# Where to reach us

- [NEAR-PRESS@ec.europa.eu](mailto:NEAR-PRESS@ec.europa.eu)
- [NEAR-SOCIALMEDIA@ec.europa.eu](mailto:NEAR-SOCIALMEDIA@ec.europa.eu)
- For intracomm: [NEAR-INTERNAL-COMMUNICATION@ec.europa.eu](mailto:NEAR-INTERNAL-COMMUNICATION@ec.europa.eu)