

Promoting Europe

Reaching out to new circles

Davide Capecchi - 10 November 2018

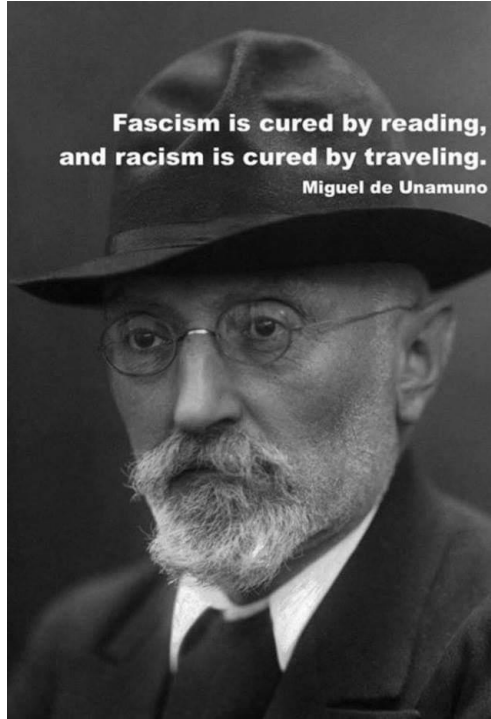
***No one is born a good citizen, no nation is born a democracy.
Rather, both are processes that continue to evolve over a lifetime.
Young people must be included from birth.***

Kofi Annan

Europe: is it worth it?

**Fascism is cured by reading,
and racism is cured by traveling.**

Miguel de Unamuno





Promoting Europe

- Analysis of the product
- Competitors
- Target group
- Budget
- Promotion plan
- Measuring impact

Europe - Europe?

SWOT analysis

Strenghts:

- Tax Free Trading within an immense market
- Job and education opportunities
- Cultural and social richness, travel free
- Common currency
- Peace (and prosperity?)
- Modernisation and rule of law

Europe - Europe?

SWOT analysis

Weaknesses?

Competitors

Russia

China

US

UK

Euroscepticism?

Euroscepticism

Three types:

1. Europe can be fixed (soft)
2. Europe cannot be fixed (hard)
3. Europe does not exist (populist)

Know your people

[OECD Regional Well-Being](#)

[Global Human Settlement](#)

[Eurostat - Statistical Atlas](#)

[Urban Data Platform](#)

[Eurostat - Regions and Cities Illustrated \(RCI\)](#)

[The Cultural and Creative Cities Monitor](#)

Online Engagement

