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Table of contents

Analysing the United Nations' and the European Commission's post campaign on cop21 on social media and proposing new campaign

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1.1. Abstract

The post-COP21 campaign started on 12 December, immediately after the 196 countries involved signed the agreement. The United Nations manifested great communication skills on various social media platforms to show that COP21 was successful in adopting the first universal climate agreement. They also subsequently explained it, by posting photos and videos from the two weeks of the conference. Unfortunately, the European Commission has not communicated much following the COP21. Little that was published was not particularly popular regarding the number of views, shares and likes. It should be taken into consideration, that the European Commission has a very large audience and it is really difficult to do a targeted communication. Our proposed campaign *"Climate change - under two degrees only when we work together"* would be an effective communication that speaks to all the stakeholders, from the citizen to the political leader. It would provide guidance and inspiration for the measures aimed at achieving the nationally determined contributions as well as provides the tips for daily specific actions that citizens could take in order to fight the climate change. The communication would take place mainly on two social network web sites - Facebook and Twitter. Finally, by taking into consideration number of views, likes and shares, we could easily identify which type of communication could be the most effective in order to catch the attention of as many people as possible. The outcome of our analysis demonstrates that it should be promoted and discussed much more strongly on social media, and well-known social networking websites should not be underestimated. The importance of the world's climate goes beyond everyday reality.

Key Words: COP21, European Commission, United Nations, UNFCCC, Paris agreement, social media, 2 degrees.

1.2 Analysis

The post-COP21 campaign started on 12 December 2015, immediately after the 196 countries involved signed the agreement.[1] The United Nations focused its communication on various social media platforms, with special focus on Twitter, LinkedIn and Facebook. The main theme was to communicate that COP21 was successful in adopting the first universal climate agreement, and to subsequently explain it, by posting photos and videos from the two weeks of the conference. To reach as many

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[1] COP21 Paris France Sustainable Innovation Forum 2015 Working with UNEP. Forum information page [viewed 10 April 2016]. Available from: http://www.cop21paris.org

people as possible, the communication was published mostly in English; nevertheless, other languages were also used in order to spread the information all over the world. Since the 21st COP summits took place in Paris, many videos were also made in French, especially the ones featuring Ban Ki-Moon, the Secretary-General of the United Nations, such as his speech at the end of the negotiations.
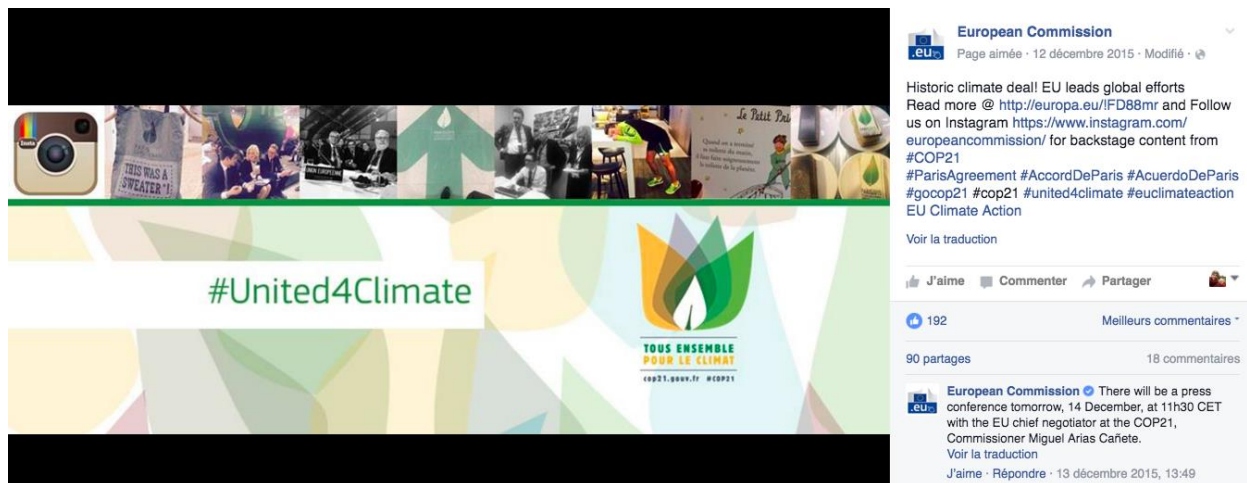
First of the two European Commission's Facebook posts on the day of agreement.

Meanwhile the United Nations communicate on their Facebook account UNFCCC (United Nations Framework Convention on Climate Change) nearly every day, the European Commission has not communicated much following the COP21, and the little that was published was not particularly popular. On their Facebook account, only two posts were scheduled, registering only 365 likes and 145 shares between them[2].

The UNFCCC, with its dedicated Twitter account - UN Climate Action (282.000 followers)[3] - posted at least two daily Tweets following the Paris conference, on the issue of climate change. On the other hand, the EU Commission (555.000 followers) tweeted fifteen times just after the conference's conclusion, on 12 and 13 December[4]. The most popular of these were re-tweets from the EU Commissioner for Climate Action & Energy, Miguel Arias Canete, who was present at the conference and announced the historic climate deal with a tweet gaining 345 retweets and 254 likes.[5]

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[2] EU Commission's facebook account. Posts on COP21 [viewed 10 April 2016]. Available from:
 https://www.facebook.com/search/top/?q=EU%20COmmission
[3] UNFCCC Twitter Account dedicated to COP21 - UN Climate Action [viewed 10 April 2016]. Available from: https://twitter.com/UNFCCC
[4] European Commissions' Twitter account [viewed 10 April 2016]. Available from: https://twitter.com/EU_Commission
[5] Miguel Arias Canete on Twitter [viewed 10 April 2016]. Available from: https://twitter.com/MAC_europa/status/675744493627383808

The United Nations were also particularly active on their LinkedIn account (538.776 followers), having posted nine updates since the agreement came into force.[6] The European Commission's LinkedIn account (264.152 followers) only announced the start of the conference. The channel entitled 'United Nations - Climate Change (UNFCCC)' on Google+ has 8.591 followers and 754.046 views. No posts were made on this account between 3 December and 12 February and UN has been posting on this account only once a two weeks ever since.[7] The European Commission's Google+ channel, with outstanding 1.642.217 followers and 72.876.105 views published only one post, with a summary of the key points of the agreement. It was published on 19 December and registered 79 plusses and 14 shares.[8]

Miguel Arias Canete on Twitter, 12 December 2015

The European Commission's minimal communication effort on climate action is also demonstrated through its dedicated YouTube channel EUClimateAction with the third last post dating 12 December, announcing the adoption of the agreement, second last post on 19 March announcing the Earth Hour and the last post on 6 April summing up the Paris agreement.[9]

EUClimateAction's video on Post Paris round up

Though the result is not ambitious enough to fight climate change and establish climate justice, the Paris agreement on climate change was one of the most successful events of 2015. The outcome of our analysis demonstrates that it should be promoted and discussed much more strongly on social media, and well-known social networking websites should not be underestimated.

[6] United Nations' Linkedin account [viewed 10 April 2016]. Available from:
 https://www.linkedin.com/company/1860?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A1860%2Cidx%3A2-4-5%2CtarId%3A1460316024145%2Ctas%3AUnited%20
[7] United Nations - Climate Change (UNFCCC) - Google+ [viewed 10 April 2016]. Available from: https://plus.google.com/u/0/+UnfcccInt/posts
[8] European Commission - Google+ [viewed 10 April 2016]. Available from: https://plus.google.com/u/0/+EuropeanCommission/posts
[9] Post Paris round up with Jos Delbeke [viewed 10 April 2016]. Available from: https://www.youtube.com/watch?v=QohooVxNHu4

1.3 Social media campaign proposal

1.3.1. The message

The motto of our proposed campaign would be in coherence with the main policy goal: *"Climate change - under 2 degrees only when we work together!"* and the primary message would be, to keep the rise of global temperatures below the threshold of 2°C by limiting the carbon emissions. This could be achieved for example by reminding the thread of the large climate migration expected widely between 250 millions to 1 billion people by the year 2050[10]. With our messages we also want to provide guidance and inspiration for the measures aimed at achieving the nationally determined contributions. The post campaign could also continue to remind "loss and damage" resulting from the climate change and provide the tips for the daily actions that citizens could take in order to fight the climate change.

1.3.2. Audience

As the audience of the European Commission on social media is very large (citizens, politicians, high representatives of the member states, NGOs, political groups, lobbyists, think tanks, journalists, students and civil society), we need to implement an effective communication that speaks to all its stakeholders. We have to bear in mind that our communication should go beyond the so-called ''Brussels' bubble'' (referring to the large community of people working in the European institutions, including all its stakeholders, journalists, NGOs, trainees…) and reach the attention of citizens all across the 28 EU member states. Every one of them can help to save the climate, starting from a single citizen ending with those who lead the country.

1.3.3. Channels, Tools and Timeline

Launched right after the announcement of the agreement, our campaign project should be done on all the various social media and would last until the next COP. The social media officer should share the selected articles, videos and pictures on the two main platforms (Facebook and Twitter) at least three times a week during four months following the COP21. The awareness should be raised constantly, by regularly informing all the stakeholders about the European Commission's position and about the promises of the different member states. Then the four next months would be less intense, with an average of one or two posts per week, focusing mainly on tips for daily actions that citizens could take in order to fight climate change. Intensity should be increased to three or four posts per week, during the four months before COP 22 in order to increase people's attention. Other tools such as Instagram, Flickr or Google+ could be used once a week during the whole year.

1.3.4. Measuring results

By having a look on the number of views, counting the likes and shares, we can easily identify which type of communication (picture, video, interview from the researchers and specialists, who were working behind the scenes of COP21. …) is the most effective in order to find the best way to catch the attention. We could also create a poll about public's opinion on the subject, climate issues and on the resolutions that should leaders take in order to fight the climate change. All this would be useful for the concrete actions to be taken after COP21.

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[10] Climate Change, migration, and Humain displacement, UNHCR, 25th November 2008 http://www.unhcr.org/cgi-bin/texis/vtx/home/opendocPDFViewer.html?docid=492eb4e02&query=climate%20refugee%202050

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A European awareness – raising and information campaign on the threats of cyber – attacks – reaching out to European smes

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2.1. Abstract

This article explores how the European Commission should communicate effectively on the matter of cybersecurity. Research has shown that although SMEs are considered as "the backbone" of the EU economy and most vulnerable to cyber-attacks, they have not been targeted by the European Commission as far as communication on cybersecurity policy is concerned. The authors of this article therefore argue for the creation of a European awareness-raising and information campaign targeting SMEs in 10 different EU Member States, making concrete proposals on the objectives, key messages, the range of communication channels and tools and a possible campaign timeline.

Keywords: Information Society, Internet, Cybersecurity, Cyber-attack, European Union, European Commission, Strategy, Campaign, Awareness-raising, SMEs.

2.2. Background

The Juncker Commission took office in 2014 with a clear agenda of priorities for its mandate. The objective of "creating a Digital Single Market" is stated as the second priority on the European Commission's (EC) political guideline (Juncker, 2014a, p. 6). Cybersecurity has been recognised as one of the essential elements of this priority (Oettinger, 2015; Juncker, 2014b, p.5; Juncker, 2014c, p.4).

Owing to the current economic situation in the EU and its Member States, the EC's first priority is "to strengthen Europe's competitiveness and to stimulate investment for the purpose of job creation" (Juncker, 2014a). With the online market growing at a rapid pace, it has become clear that cyber-attacks are real threats to the economic well-being of the EU and its Member States (EC, 2015a, p.12). In 2013, the estimated costs of malicious cyber activity counted for up to 1.14% of global GDP (Brookes, 2015, p. 3). Therefore, the EC's awareness-raising and information campaign on cybersecurity has the goal of reducing the economic loss generated through cyber-attacks in long term by raising awareness about the cyber-threats and counter measures among the small- and medium-sized enterprises (SMEs) which are the "backbones" of the EU economy (Juncker, 2014a).

2.3. Target audience

As the EC has already implemented several awareness-raising initiatives for its citizens and especially for children[11] on this topic, the campaign should now focus on businesses and more specifically on SMEs standing for 90% of the EU's economic landscape (EC, 2015b, p. 3). In 2013, "SMEs provided 88.8 million jobs throughout the EU" (EC, 2015b, p.3) which equates to 2 out of 3 jobs in Europe.

SMEs are "a bigger target than ever since they typically hold for more data than the average consumer, but often don't have any additional preventative measures in place to protect themselves" (UK Government, 2015). SMEs lack awareness regarding cybersecurity risks and lack knowledge on measures they could easily implement. Due to the interconnected nature of the internet and of modern business relations, they are not only putting their business at risk, but also the business of their partners, as well as consumer data (Brookes, 2015, p. 4 & Symantec, 2015, p.6).

In 2014, nearly 60% of all targeted cyber-attacks struck small- and medium-sized organisations (Symantec, 2015, p.6). For each cybersecurity incident the average costs for a SME is €45.000. "These costs [...] represent a barrier to innovation and productivity; they certainly represent an opportunity cost to both business and the national economy" (Brookes, 2015, p.4).

The campaign should target SMEs based in Member States that have not yet established an awareness-raising or information strategy to increase awareness and knowledge on cybersecurity. Therefore the campaign should target Croatia, Cyprus, Denmark, Greece, Malta, Portugal, Slovenia and Sweden (BSA: The Software Alliance, 2015, p. 8). In addition, the target countries should include those that are suffering the most from cyber-attacks even though they have already put a cybersecurity strategy in place, namely Latvia and Romania (Global Security Map).

2.4. Objectives

Raising awareness on cybersecurity in order to reduce the number of cyber-attacks on SMEs in target countries by 10% by the end of 2017.

"A quarter (24%) of small businesses thinks that cybersecurity is too expensive to implement and 22% admit that they don't know where to start [...]" (UK Government, 2015). SMEs should be able to access appropriate information and guidance on the identification, detection and prevention of cyber-threats.

Promoting cybersecurity training for employees to better protect SMEs from cyber-attacks.

SMEs need to increase the knowledge of their human resources in the field of cybersecurity since "many cyber threats materialise due to insecure user activities" (ITU, 2011, p.88).

Promoting data sharing between SMEs with regard to cyber-attacks.

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11 The European Cyber Security Month and the Safer Internet Programme are two out of many initiatives the European Commission has already implemented in order to raise awareness about cybersecurity among EU citizens. In 2013, the European Commission has also launched a cybersecurity strategy. However, the strategy was only targeting EU citizens in their everyday use of the Internet. The need for businesses to learn how to protect themselves from online security threats was not put forward.

Data sharing between companies is considered to be an essential solution to cybersecurity. If SMEs were pooling their threat intelligence and their experience to combat cyber criminals, their cybersecurity efforts would be much more effective (Symantec, 2015, p.103).

2.5. Key message

Protect your business. Protect your innovations. Protect your   reputation. - Put Cybersecurity measures in place.

It needs to be made very clear that the implementation of cybersecurity measures lies in the interest of the businesses. SMEs have to implement cybersecurity measures and train their staff in order to reduce economic losses.

2.6. Supporting message

Cybersecurity measures are cheap and easy to implement.

The campaign should highlight the fact that implementing effective cybersecurity measures does not necessarily have to be expensive or difficult: SMEs and especially their employees are capable of protecting their online transactions through simple measures like updating software and operating systems, banning external removable media if not needed, and putting an effective password policy in place.

Cybersecurity is a shared responsibility.

With the European Cyber Security Month (ECSM), the EC is already promoting cybersecurity among citizens, also partly addressing the topic of cybersecurity at work. It is recommended to build on these existing activities and to use the existing slogan as a supporting message: public authorities cannot directly provide Cybersecurity. It is a shared responsibility of public institutions, businesses and online consumers. This idea has to be at the heart of the campaign.

2.7. Communication channels and tools

The development of a website with all the necessary information as well as the production of manuals on how to protect a business from possible cyber-threats has to be at the heart of the campaign (ITU, 2011, p. 90). A short information video clip would make the website more attractive.

The campaign should also integrate radio, magazine and Internet advertisements. These communication channels seem to be most in line with the campaign's target audience. Internet and magazine advertisements should be published in business and entrepreneurial magazines like the Portuguese magazine Exame, the Swedish magazine Veckans Affärer or the Slovenian business newspaper Finance[12].

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12 Exame is a monthly published Portuguese business magazine with a circulation of around 20 000 copies
http://expresso.sapo.pt/economia/exame); Veckans Affärer is a Swedish business magazine published on a weekly basis dealing with

In order to have the most possible outreach, the EC should collaborate with national business associations in order to organise conferences on the local level (ITU, 2011, p. 90). Trade fairs would be an additional opportunity to raise awareness among SMEs. A partnership with the European Economic and Social Committee could be envisaged.

2.8. Campaign timeline

As stated above, it is recommended to build on the existing EC activities during the ECSM that takes place in October. The month can be used as a starting date for the campaign targeting SMEs. The campaign would last for a duration of three months.

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business-related matters both within and outside Sweden (http://www.va.se); Finance is a daily business newspaper and website (http://www.finance.si).

Bike your holidays, Europe is yours! A communication campaign proposal for the Eurovelo network

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3.1. Abstract

Cyclo tourism has grown more popular these last years. In the context of the European strategy to promote sustainable tourism, the EU co-financed the EuroVelo cycle route project. There still is, however, a clear need to exploit the potential of this cycling network. There is no well-defined strategy regarding the project's current promotion and communication efforts, neither is there a clear message communicated to a well-targeted audience. The main objective of our communication strategy is to raise awareness for the EuroVelo initiative. More precisely, the idea is to focus on and boost the use of the existing route segments and thereby presenting Europe as a premium destination for cyclo tourism. To fulfil this goal, a well-defined target audience, a set of strategic messages, communication tools and communication channels have been identified. The suggested campaign elements will primarily target the middle age group (40-60 years) living in 13 European countries. The overall message advertises cycling as an affordable, accessible and spontaneous way to travel. The campaign should take place between April and October 2016 to be in line with the tourist season and allowing the main cycle events to benefit from it.

Key Words: EuroVelo network, Cyclo Tourism, Bicycle Touring, Cycling, Sustainable tourism, Eco Tourisme, Europe, Communication campaign, Target group.

Today, cycling has an impact on a number of key economic sectors such as transport, environment and climate change, urban planning and tourism (EP, 2015, p.2). It therefore plays a major role in the achievement of the Europe 2020 targets (ibid., p.4) and in the European strategy to promote sustainable tourism. It is in this regard that the EU co-financed the *EuroVelo cycle route* project, "*a network of 14 long distance cycle routes connecting and uniting the whole European continent*" (*EuroVelo* website). At the moment, some sections are already operational, while the entire network is expected to be ready by 2020.

The cyclo tourism sector is currently developing. While, in 1999 it accounted for 2 to 4% of all holidays taken in Europe, in 2009, it was expected to increase to 6 to 12%[13] (ibid., p.27). We can imagine that the figures are still increasing.

In 2012, "*The total estimated economic impact for these trips [was] almost €44 billion*" (ibid. p.35). These numbers could even more increase. There is no doubt as regards the considerable potential of the *EuroVelo* network. The Iron Curtain Trail[14] alone, once operational, could generate *"around 1 million holiday trips and 5.3 million daytrips resulting in a total of €521 million in direct revenues"* (ibid., p.111) annually.

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[13] "(…) recognising that some countries (…) would enjoy higher levels and other countries would exhibit slower growth." (European parliament, 2012, p.27).
[14] The name of the longest EuroVelo Route (number 13).

3.2. What has already been done?

With regards to the promotion and the communication of the *EuroVelo* Network, a few things have already been done. For instance, the existing Facebook and Twitter are quite active[15]. Moreover, two quite user-friendly websites exist targeting the touring cyclists and the professionals working on the network respectively. A newsletter also exists (EuroVelo, 2014, p.12).

Yet, it seems we could not find a defined strategic approach, a clear message or a well-targeted audience.

3.3. Goals and objectives

In order to support the European strategy to promote a sustainable tourism, the first communication goal would be to raise awareness as regards the *EuroVelo* routes. The communication campaign should inform European citizens of the existence of the *EuroVelo* tracks at local and European level and encourage them to visit Europe by bicycle instead of a motorised vehicle. At the end of the campaign, 70% of the target group should have been made aware of the *EuroVelo* network.

The second objective aims to boost the use of the already operational route segments for cycling holidays and cycling journeys at local and national levels. The pursued goal, for the target group, is to have experienced the network at least once in a year's time.

By the end of the campaign, these objectives should contribute to establish Europe as a premium destination for cyclo tourism in the world.

3.4. Definition of a target audience

Two main factors were assessed:

Cycling rates in Europe: "There appears to be a strong cycle tourism appeal in countries where every day cycling is high" (EP, 2012, p.17). It also comes to light that people usually ride firstly as a "hobby" and then for "mobility" reasons. Based on this information, we selected the Europeans countries with the highest cycling rate. We targeted European countries where 35% of the population cycles at least once a week. These are: Austria, Estonia, Slovenia, Latvia, Poland, Belgium Slovakia, Sweden, Germany, Hungary, Finland, Denmark and Netherlands (EuroVelo, 2014, p.6).
Taking into account the principal age group of cycle tourists (45 to 55 years old - EP, 2012, p.37), the 40-60 year old living in the selected 13 countries will constitute our target group.

3.5. Main campaign messages

The communication strategy should be designed in line with the target group's main motivations to travel: 48% of them look for sun and beaches, 32% want to experience nature, closely followed by a

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[15] Nearly 10.000 likes on the Facebook page. They respond in the hour and they post in several languages. There are nearly 3000 followers on Twitter and they tweeted more than 1000 times.

desire to discover local cultures and visit cities (Eurobarometer, 2015, p.4). *EuroVelo* network actually satisfies all of these demands. Indeed cyclo tourism offers the opportunity to discover more deeply the richness of the local culture, gastronomy and community life than traditional tourism. It also offers some historical, natural or urban paths[16].

Given the fact that 8 out of the 10 countries in the world with the highest number of bicycles per capita are European (Listverse website), cycling appears to be an affordable, accessible and spontaneous way to travel in Europe.

Some additional external factors may have a positive impact: cycling provides health and environmental benefits and is a cheap way to travel. On the other hand, bad weather as well as the lack of safety and infrastructure may be penalising.

Europe is a mix of all your holidays' wishes. EuroVelo is safe and accessible right now!

"Bike your holidays, Europe is yours"

3.6. Communion mix

All our communication material will be inspired by the following insight: everybody has an old bicycle at home and these two wheels can provide an extraordinary alternative to discover Europe.

Different tools and channels are:

> TV and Radio advertising, leaflets for hotels and tourism information offices, advertising posters in main cities and during renowned events and exhibition booths during holiday exhibitions.

Concerning Twitter and Facebook accounts, we consider that they do not represent the most relevant tools to target our target group's attention span. On the contrary, the website dedicated to cycle tourists seems to be an adapted tool[17]. Indeed, Internet remains the most common way to plan vacations (66% of people use it for this purpose) (Eurobarometer, 2015, p.7).

We recommend a collaboration with travel agencies, cycling clubs, tourism information offices, tourism and cycling fairs and health centres.

3.7. Timeline

The campaign will last 6 months, starting from the end of April to October to be in line with the tourism season and the cycling races. This way, the campaign will be launched before the summer, which constitutes the best period for cyclo tourism in Europe, and will be promoted through several famous events like the "*Tour de France*" and the "Eurobike"[18].

Cycling competitions represent huge opportunities for raising awareness. For example, the "Tour de France" represents one of the most important sport events worldwide and therefore benefits from a lot public attention. According to figures revealed by French medias (Ezvan, 2015 & Quintin, 2014), 2000 journalists have covered the 2015 edition. Similar figures show that 10 to 12 million people were posted

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[16]As a few examples we can consider: The EuroVelo routes 3 and 5 which follow pilgrim ways; The Iron Curtain Trail which traces the contemporary history of our continent; The EuroVelo route 2 which relates the most beautiful European capital cities. Moreover, several routes are crossing relatively sunny Mediterranean countries.

[17] Another website focusing organisations and individuals working on the EuroVelo network exits. But as our communication campaign aims to increase the using rates of the network, we here consider the one website dedicated for potential users.

[18] Eurobike is one of the world's biggest bike show and the venue of choice for many of the world's biggest manufacturers to unveil what's coming for the following season. It is held annually in Friedrichshafen, Germany (EuroBike website).

along the roads to follow the race. Furthermore, 13.2 million people watched at least one hour broadcast of the Tour during the first nine stages of the race (Ezvan, 2015).

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The EU and its young citizens

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4.1. Abstract

This initiative is primarily geared towards providing continuous support to member states in order to decrease the unemployment rate and raise the employability of European youth.

Social media has become a way of life amongst young people nowadays. Information shared through social media is rapid, and reaches the public in no time. This particular campaign is about creating more opportunities for young people. A **Facebook** page, a **Twitter** account and an **Instagram** page will be launched. The communication effort of our campaign will be on-going throughout the six-month period covering the entire duration of the campaign including the main event. During the **awareness creation stage,** a series of messages about the campaign will be published through Facebook and Twitter. This will allow our target group to repost, retweet, like and share our photos and videos on various social media platforms.

The campaign will have three main stages. The first stage will consist of awareness creation activities via social media. It will include promoting our main event scheduled to take place at the end of the six months period. The second stage will be the active participation of young people during our social media activities this will be a continued chain where the members of **youth groups** (our target audience) will call out to their friends and colleagues to spread the campaign. This segment will be themed "**CAP YOUR FUTURE.**" The third stage concerns our main event (**THE JOB COACH**) and shall take place across the European continent. It will be organised and coordinated in collaboration with our **stakeholders.** Credit of this event goes to the European Commission.

4.2. Background

The European Commission places a great deal of value on developing the skills young citizens. Nevertheless, beyond skills development through education and hands on training, a concrete system had to be put in place to establish the sustainability of skills development.[19] Hence the introduction of the youth employment package as part of a bigger employment package put in place by the EU in an attempt to create sustainable jobs and oopportunities across the 28 EU member states.

Within this package, more specific measures ranging from training and coaching programs to youth employment policies and job opportunities were outlined. Apart from the idea that today's youth are the leaders of tomorrow, investing in youth could most likely have a positive impact on the society.

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[19] Europa Staff, (2012), Commission presents new measures and identifies key opportunities for EU job-rich recovery http://bit.ly/23G2rb

The more alarming element that drives this initiative is related to the youth unemployment rate recorded in Europe, which is currently twice as high as the adult unemployment rate.[20] One might thereby witness a high rocketing 40% gap between countries where the unemployment rate is lower and countries where the unemployment rate is higher was record, i.e. a country like Germany where the unemployment rate is relatively low (7%) compared to Greece or Spain where unemployment rates are unusually high (50 and 49 % respectively). In reality, more than 7 million people who fall under the 18-24-age range are neither in employment nor in education or training; a situation termed as NEETS (Not in employment education or training).

The Youth Employment Initiative is one of the major components under the employment package channelled towards addressing the employment challenges of youth within the NEETS age category[21]. One prevalent reason why youth unemployment continues to increase is that vacancies are increasingly becoming more difficult to fill, as candidates may be under-qualified.

This initiative is primarily geared towards providing continuous support to member states in order to decrease the unemployment rate and raise the employability of European youth. An initiative that would contribute to growth and development in regions of the EU where the unemployment rate went beyond 25% in 2012. The vision is in line with the much bigger picture of the EU's plan to achieve a 75% employment rate within the working age group (20-64).

Another remarkable action towards reforming employment among young graduates is the Youth Guarantee. It seeks to ensure a smooth transition within a period of four months after formal education or becoming unemployed[22]. This scheme provides a job, continued education, a traineeship or an apprenticeship. It primarily involves collaborating with key stakeholders such as "public authorities, employment services, career guidance providers, education & training institutions, youth support services, businesses[23]," and all other groups or organizations that may contribute positively to the success of this initiative. Additionally, implementing changes in vocational and training systems may be required. These structures put in place offer a clear indication of the EU's commitment towards serving its youth in order to give them a good quality of life while securing the future of the EU.

4.3. Objectives

- **Awareness:** By raising *awareness* on the positive impact and efforts made by the European Commission's initiative and the various opportunities the EU has proposed for young people across the continent, we hope to reach the young population (18-30 years). In order for them to understand the true nature of what the EU hopes to gain.
- **Engagement:** Through a fun, *engaging* and creative initiative we hope to involve the youth by getting them to promote this campaign on their own social platforms and spread the word amongst their peers. With the use of social media such as Twitter, Instagram and Facebook we believe we have tapped into the youth lifestyle and this is great in order for them to relate to our campaign.
- **Belief:** The target needs to be **convinced** about the European Commission's initiative to improve opportunities for its younger citizens across Europe. We intend to bring the EC closer to its younger citizens by achieving this.

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[20] Europa Staff, (2015), EU Youth Guarantee: Questions and Answers. http://bit.ly/1H5VpOS
[21] Europa Staff, (2012), Youth Employment Initiative (YEI) http://bit.ly/1LPgCit
[22] Europa Staff, (2012), Youth Guarantee http://bit.ly/1pgtbdG
[23] Europa Staff, (2012), Youth Guarantee http://bit.ly/1pgtbdG

4.4. Target audience

To reach at least 5.6 million young Europeans, a large number of young members will be contacted. The European Youth Foundation could thereby be our starting point, targeting their members (who are most likely part of our target audience) in order to consistently raise awareness about the unemployment issue in Europe and what the EU is doing to improve the situation at hand.

We will collaborate with the following target groups to promote the JobCoach initiative:

Europa ●JobsEURES ● European Youth Foundation ●European Confederation of Young Entrepreneurs ●Erasmus Student Network ●European Free Alliance Youth ●European Youth Parliament ●European Youth Forum.

Other stakeholders: European companies such as L'Oreal, Ericsson and Carrefour, that have graduate placements, internships and career development programmes for young people across Europe. These stakeholders will play a major role during The JOB COACH initiative, organised at the end of the campaign.

Employment services in different EU member states, helping people to find a job in their countries could also be involved in the campaign. These agencies could distribute our campaign materials (i.e. flyers promoting the JOB COACH initiative – see the key campaign elements' section).

EU member states employment services across Europe for example[24]:

●United Kingdom -Job Centre Plus ●Belgium - Actiris ●France - Pole Emploi ●Ireland - FAS Training and Employment Authority ●Netherlands-Werk ●Spain-Servicio Público de Empleo Estatal ●Sweden-Arbetsförmedlingen ●Italy-Ministero del Lavoro e delle Politiche Sociali ●Germany- Bundesagentur für Arbeit.

4.5. Campaign message

Youth represents the future of European labour force. For this reason, the European Commission has taken more concrete action through the Youth Employment Initiative; this seeks to provide youths with the opportunity to develop skills in the context of sustainable employment.

Main message: *Bringing the youth closer to the EC's vision and getting them to ultimately recognise the urgent steps needed to ensure a better future for Europe, which also means a better future for them.*

Slogan: *European Youth: Career Opportunities!*

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[24]Europa Staff, (2012), Public employment services http://bit.ly/1RUQdXL

4.6. Communication channels

To achieve a successful campaign, which would provide an informed view to the European youth regarding the concrete employment reforms put in place by the EC, the following communication tools and channels are recommended:

- **Social media:** Facebook, Twitter, blog posts on the main website and Instagram.
- **Promotional materials:** Flyers, posters, and bus shelter advertising will be used for our JOB COACH initiative, which will bring together the youth and our stakeholders all under an EC initiative. Workshops to be held in employment service centers in the various European capital cities throughout the summer months; July and August.

Social media is probably one of the most convenient, fastest and easiest ways of communicating and sharing information today. Information sent through this medium is fast and easily accessible.

Research carried out by the Eurostat publication "Being young in Europe today[25]," (Europa staff, 2015) showed that in the year 2014, 82% of young Europeans were active on social media especially on Facebook and Twitter. This represents more than half of the youthful population and hence our target audience. Today young people often use their mobile phones as a convenient means to access social media. These phones are generally equipped with apps that allow instant transmission of information across a room and even the entire continent. Social media will be used throughout the campaign period.

FACEBOOK: Our Facebook timeline will feature our slogan and a photo of young persons dressed up in different outfits representing various careers. This is to indicate readiness for the job market. Our social media calendar will include posts tailored to provide relevant information on measures put in place to reform youth employment policies. This will be posted three times a week including links to interesting videos, testimonials and our blog posts that attest to the information provided. Will be employed throughout the campaign period from (March-August).

E.g. of posts*: "Did you know, the European Commission is determined to create more jobs for youths across Europe with a budget of € 6 billion from 2014-2020? Follow this link to read more:"*

TWITTER: On Twitter the relevant hashtags of our target groups and associated keywords will be identified and inculcated in the calendar. The social media calendar will include already drafted tweets to be used during the campaign.

E.g. #EU supports the #NEETS 'young people not in #education #employment of #training

BLOG POSTS: Through the relevant targeted youth groups who have been identified as major stakeholders in this campaign, blogs will be written and posted on our website. First, we will reach out to them about our initiative and propose the need for their group members to actively participate in the awareness creation campaign. Their task will be to draft their opinion on the Youth employment initiative as well as public testimonials of its benefits, which will be posted as stories relevant to the campaign.

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[25] Europa Staff, (2015), Being young in Europe today - digital world http://bit.ly/22vooH8

These stories will also be shared on Facebook and on Twitter, where other targets such as the youth who fall within the 18-30 years age group will share their opinion and comment.

E.g. of social media calendar

MARCH			
MONDAY	WEDNESDAY	THURSDAY	FRIDAY
Facebook	Facebook	Facebook	Facebook
Instagram	Instagram	Instagram	Instagram
Blogpost	Blogpost	Blogpost	Blogpost
Twitter	Twitter	Twitter	Twitter
At the end of each month we will evaluate the improvement through the number of followers, reposts, likes and retweets.			

4.7. Key moments

THE JOB COACH: By planning and organizing coaching sessions across Europe, which will be held in the month of August the climax of the campaign, the EC can bring its vision even closer to its younger citizens. These sessions will be held in the employment services centres throughout July and August. They will be highlighted as stringent measures, which show tangible action on the part of the EC to ensure that the European youth have their career needs well catered for. Additionally, the coaching sessions will have young people directly signed on to receive coaching and training on how to secure jobs from our stakeholders and other young people who have found jobs through the EC's Initiative. They will also be provided with possible recruitment opportunities during the sessions, particularly final year students. After the campaign, a survey will be carried out after the sessions to evaluate its success.

CAP YOUR FUTURE: This concept of CAP Your Future is quite significant, as young people will take photos of themselves wearing a cup with the inscription CAP YOUR FUTURE! While holding a board stating: Join the Job coach and the hashtag created for this(#EC's #JobCoach) for people to share on social media on TWITTER, Instagram and Facebook. The purpose of this is to spread the word and call out their friends to do the same thing, spreading the word about the EC's interest in their future. Raising awareness is the main objective of our campaign. Therefore getting as many young people on board is key. We want the youth to understand and share what the EC is doing in order to improve the job market.

CAMPAIGN TIMELINE: 6 months duration - March to August

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"Guys: it's time to know your European rights!"

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5.1. Abstract

In this paper we have analysed how the European Union (EU) communicates on citizens' rights, and how it informs European citizens about their EU citizenship rights specifically. According to this study, it appears that the EU is not fully effective in its communication strategy, considering European citizens' rights are not put forward enough on social media. Indeed a communication strategy needs an accurate target, and it seems here that the strategy does not reach a specific one. Of course both websites (of the EU and of the Commission) provide explanations on those rights to the citizens. Part of the Treaty on the Functioning of the EU is defining these rights in four points, as well as the Charter of Fundamental Rights of the EU. As the target audience should be clearly defined in order to improve the communication strategy, young European citizens between the ages of 16 and 25 would compose it. A totally digital communication campaign on social media (Facebook, Twitter) with a brand new website (**"Guys: It's Time to Know your European Rights"**) should be created to reach the target. The goal is to bring EU Institutions and Member States closer to their citizens, as mentioned in DG Communication's statement. To achieve this, an event dedicated to the young European citizens will take place in order to make the new campaign more proactive.

Key words: Citizen Rights – Citizenship – European Union – Europe – Communication – Social Media

5.2. The campaign

As we noticed the lack of information Europeans have access to on their rights, we decided to launch a campaign to change their level of awareness. How the citizens' rights are detailed and explained on the Internet and how the young European citizens can reach these documents to understand their rights. You can find a considerable amount of articles available on the European Commission and official European Union website. In these long and "Europeanized" documents, European citizens can find a lot of official and legal information about their citizenship rights but how can they handle so many sources and complicated terms? If a European citizen tries to get information on his or her EU rights, he or she can find a list, which has been established in a report with every right explained in details[26]. In this report, the citizen can read *« The EU would like you to know about these rights that you have as an EU Citizen and to be able to fully enjoy them in your daily life. The EU Citizenship Report contributes to this endeavour »*[27]. This clearly shows that the European Union wants to inform its citizens on the topic as much as possible. Also, it appears that the report is divided in 3 parts: EU citizenship rights, fundamental rights and other cross-border rights. That was a first way for the EU to communicate about the citizens' rights. The European Union also tries to communicate directly with the citizens using a communication campaign. A YouTube channel called « EU Justice and consumers », the official YouTube page of the European Commission's Directorate-General for Justice and Consumers, has

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[26] For instance: the right to vote, to petition, to complain to the Ombudsman, etc.
[27] Online source: http://europa.eu/citizens-2013/about/your-eu-rights

already been created. On this channel, a lot of videos are posted in order to help European consumers and citizens to understand better how Europe works, with ludic and interactive videos. Another video called « *Vos droits en tant que citoyens européen* » explains it very well and simply[28]. Moreover, some adverts have been also produced to inform the citizens about their European rights but did not reach a high level of success. Media like Europe Direct and Your Europe can also be used efficiently.

5.3. Problem analysis

Even though the adverts and publications from the EU are well executed and consumer-friendly, the target audience is not clearly identified, it is too large and becomes impersonalized because of the 28 different cultures. It seems that the target has not been clearly defined: the viewer can feel it. Now more than ever, the European Institutions have to change the way they communicate by promoting an external communication in which they will focus on the needs of their target audience, in other words; on their citizens' needs.

Another issue that has to be highlighted is the choice of the broadcasting platforms and channels. Indeed, the YouTube Channel is a great start but we can see that they only reached about 1532 subscribers and 3180 views: this is not enough. The lack of communication around the topic is to blame for this poor amount of visibility. The promotion of such an essential programme is crucial to help European citizens to feel *European*. Even if you can find information about European rights in the Institutions' documents, very little promotion has been made until now. If you want to find information about it, you have to look for it by yourself: in a good communication strategy, the information comes directly to the consumer.

5.4. Europe's role

To define in details what the European citizen rights are, the **Treaty on the Functioning of the European Union** summarizes those rights in 4 points.

The European citizens have the right to:

1. Move and stay freely within the EU territory;
2. Vote and be eligible for the European Parliament and local elections;
3. Benefit from diplomatic and consular protection from every EU Member State;
4. Address petitions to the European Parliament and to contact a European Mediator.

Those rights are granted to all European citizens. The Lisbon Treaty adds a new public implication to the EU actions. Indeed the European citizens have the opportunity to make recommendations to the European Commission (EC) through the Citizen's Initiative[29].

Moreover, this Treaty clearly forbids any discrimination based on nationality. The EC plays its executive role and monitors the right implementation of Citizens rights by the Member States as defined in the Treaty. In 2010, the EC published a report on the progress realised for the reinforcement of these rights for its citizens. Also, an online portal with more information has been created for European citizens

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[28] Online source: https://www.youtube.com/watch?v=l27eOz90OP4

[29] « *A European citizens' initiative is an invitation to the European Commission to propose legislation on matters where the EU has competence to legislate. A citizens' initiative has to be backed by at least one million EU citizens, coming from at least 7 out of the 28 member states. A minimum number of signatories is required in each of those 7 member states.*» Source: http://ec.europa.eu/citizens-initiative/public/basic-facts

through the European Commission website. More details can be found in the Chapter V of the Charter of Fundamental Rights of the EU.

5.5. Towards a new strategy plan

Target audience: young European citizens between the ages of 16 to 25. We are aiming for a quite young European target audience because most of them do not know what their rights are, and how they can benefit from « European citizenship rights![30] » It is important to target this part of the people because young Europeans are facing a lot of issues nowadays (e.g. a high percentage youth unemployment). They are not always aware of what the EU puts in place for them, because of the lack of communication (for example: the Youth Guarantee) but also because of the *European jargon* used by the Institutions. Moreover, as young European citizens are building our future we consider them as the first large audience concerned by the Union's evolution.

As the members of *DG Communication* expressed in this statement: *« **Listen, Advise, Engage**. DG Communication, as a corporate communication service, brings Europe closer to its citizens »*, we want to create a communication plan close to young European citizens to raise their awareness on their own rights without them having to go through never – ending research to find and understand what their rights stand for.

The goal is to make European citizens feel that their concerns are taken into consideration in the European decision-making process, and to get them to know everything about their rights in the EU. We want to respect this statement and to propose a communication plan that adequately fits into EU's line.

Communication tools

A dedicated Facebook page, Website and Twitter account called **« Guys: It's time to Know Your European Rights! »** – linked to the European Commission and EU websites – will be created. We insist on the word **« European »** to make sure non-European people do not identify themselves to these rights. The main objective is to stay active on social media and to propose (at least) weekly articles and information in an interactive way on topics that are useful and linked to the interests of the young Europeans. Not only will the campaign have a unique visual identity thanks to social media, it will also have a "European Young Rights Representative" in order to give a face to our project. He or She will represent the young European citizen looking for information and will explain the different rights as well as legislation and other topics linked to the EU. The website will be useful for hosting online contests and to evaluate how many young Europeans are interested in this topic.

To make our campaign more vivid we will organise an event in the European capital cities. During this event, the different Europe Direct Offices will play a crucial role. As our communication relay they will inform young European citizens about the event during which they will be able to meet the *young European Rights Representative* and other experts who will explain their rights and will share information on this pan-European project. Together with Eurostat, we recommend to gather data in order to define which country's young population urgently needs awareness in this field and consequently decide on action points, for example; Berlin, Madrid. In a second phase, we will do our utmost to get them involved in a supranational project, which aims at bringing the EU spirit back to life. If the event is successful, we will reach other European countries on the long-term perspective until the end 2030.

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[30] Online source: http://ec.europa.eu/justice/citizen/

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EU and resource efficiency: the future deserves it! Going beyond the circular economy package

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6.1. Abstract

Summary: As a front-runner actor in environmental issues and sustainable development, the European Union has long been concerned with the impact of human activity on the planet and our living conditions. The European Commission has initiated in the recent years a series of legislation and action programmes that aim to protect, conserve and enhance the Union's natural capital and to turn the Union into a resource-efficient, green and competitive low-carbon economy. Such initiatives include the Roadmap on resource efficiency issued in September 2011 and the Circular Economy Package adopted in December 2015. These ambitious programmes call for as ambitious communication campaigns.

This paper analyses what the EU has done in previous campaigns such as Generation Awake that ran from fall 2011 to spring 2015 and the launch of the Circular Economy Package in December 2015, and proposes improvements: for the general public to be more conscious about the unsustainable and dramatic EU resources consumption – equivalent to 2.6 planets Earth; to trigger a real and durable change in citizens' behaviours and consumption habits; and to help people fully understand the opportunities and advantages that a change to a circular economy offers.

Keywords: resource, efficiency, circular economy, sustainability, consumption, change, green, EU.

6.2. Resource efficiency: the EU's big picture

As a front-runner actor in environmental issues and sustainable development, the European Union has long been concerned with the impact of human activity on the planet and our living conditions. With indicators such as the announced end of fossil fuels, the persistent diminution of wildlife stocks including essential parts of our diet, not to mention the climate change, the growing health problems linked to pollution, the surreal plastic infestation of our oceans, among other causes for worry, the European Commission has initiated in the recent years a series of legislation that aim to protect, conserve and enhance the Union's natural capital, to turn the Union into a resource-efficient, green and competitive low-carbon economy, and to safeguard the Union's citizens from environmental- related pressures and risks for health and well-being.

The Commission's roadmap on resource efficiency issued in September 2011, outlines how the EU could transform its economy into a sustainable one by 2050, proposing ways to increase resources' productivity and to decouple economic growth from resource use and its environmental impact, with milestones to be reached by 2020.

The EU's latest legislation on resources is the *Circular Economy Package* adopted in December 2015[31], which focuses on improving waste management and recycling while reducing landfilling. The package is complemented by an Action Plan setting out measures "to close the loop" of the circular economy. In

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[31] European Commission (2015), http://eur-lex.europa.eu/resource.html?uri=cellar:8a8ef5e8-99a0-11e5-b3b7-01aa75ed71a1.0012.02/DOC_1&format=PDF

particular, the Commission wants to tackle all phases in the life cycle of a product, from production to consumption, promoting for instance generalized eco-design and reuse. Other proposals target market barriers in specific sectors and material streams, such as plastic, food waste, critical raw material, construction and demolition, biomass and bio-based products, along with measures in areas of innovation and investment.

Such an ambitious package calls for an ambitious communication campaign. Not only presented as the only sustainable alternative to our current consumption and waste patterns, the Circular Economy Package is also opening ways to transform and durably revitalize the European economy. It is believed that by 2020 three million jobs will be created across all Members States, half a million of these new, thanks to the circular economy[32]. In addition to the economic growth based on renewable and well-managed resources, the circular economy will bring social inclusion, as everyone has a place in this model. Thus, there are solid reasons for all in the Union to be interested in making this new ideal of economy – nature – well-being equilibrium become reality.

6.3. A campaign to spread the new vision

To support the Circular Economy Package, we see two options: tackle the main problem and the most problematic countries (e.g. landfill, recycling of municipal waste or recycling of packaging waste) or a general campaign focusing on the circular economy and its opportunities and advantages. Regarding the first option and since Generation Awake Campaign has already targeted the recycling and the re-use while municipal waste is not directly for the general public, the specific topic on which we can communicated would be landfill.

6.4. A pressing need for change

Given the facts that the European citizens consume natural resources equivalent to 2.6 planets Earth[33] – which is irresponsible and totally unsustainable – and that the EU depends almost entirely on raw material coming from non-EU countries, a radical change of attitude and behaviour is required at various levels of the society if not all to preserve our resources.

Therefore, the objectives of an **EC campaign** proposal would be, not only to raise awareness about consequences of weak use of resources, but also to convince a wide range of stakeholders – citizens, local governments, public utility companies, small and medium enterprises, scholars… – to adapt or change their behaviours in order to allow the implementation of the Circular Economy Package thoroughly. In order for people to be more conscious about their consumption and change it, the campaign should aim to increase awareness and knowledge on consumption while helping them to change their behaviours. It should also help the economic actors to set up new ways of doing business without destroying or litter the planet. On top of that, the circular economy could be presented as a collective adventure where everyone has his part to play.

6.5. Everyone has to get involved

The message of the campaign – that the circular economy is an investment for the future – as already well set out in the Commission clip on the Circular Economy package[34], should remind the consumers, businessmen, politicians and all stakeholders their responsibilities and emphasis that each of these

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[32] Euractiv (2015), http://www.euractiv.com/sections/sustainable-dev/circular-economy-package-waste-job-opportunities-320134

[33] WWF (2014), http://www.wwf.eu/?229870/EU-continues-to-run-an-ecological-deficit-says-new-Living-Planet-Report

[34] European Commission (2015), https://www.youtube.com/watch?v=a3qIFfyYdzA

actors have the power to drive the European economy in the right direction and build a better world for tomorrow. It would be necessary to stress EU's leading role in research and innovation initiatives focusing on doing more with less. Furthermore, the vast number of new job opportunities and career projects that the circular economy proposes must be used to catch the attention of all citizens, the youth included, and to foster innovative business and encourage entrepreneurship in line with the package guidelines.

However, the success and the speed of implementation of this plan for the future heavily depend on the involvement of all stakeholders in all sectors and areas, in all countries and regions, from all ages and all backgrounds. This is why, contrary to what is usually done through the EU campaigns, we prompt the European Union to go truly global on this and reach a maximum of its citizens in every Member State. Bringing everybody in the change towards a better future could foster a much-needed sense of belonging and common European identity. Although it is admitted that the 25-40 years old Individuals and urban families with small kids are more likely to change their behaviour; other categories such as older people or non-urban are as numerous and should be included in our campaign.

6.6. A true revolution calls for great means

In that view, knowing that 83% of the 40-54 years old and 93% of the 55+ watch TV almost every day in the EU[35] the inclusion of TV in the campaign should be considered. A clear, informative and enthusiastic clip, in the spirit of the "How to become a Green SME in a Circular Economy" clip[36], but in a shorter version and one more specifically adapted to a mix audience of all segments of the population, would serve to explain and illustrate all benefits of the circular economy for the environment, the economy and the social cohesion. Taking into account that what is considered as a very successful EU campaign like Generation Awake generated over 1 million visits on the dedicated website, almost 10 million views of the videos and over 2000 articles about the campaign, with a community of nearly 140 000 followers on Facebook[37] – all of which does not compare greatly with the 500 millions of European citizens –, it is clear that bigger means need to be put in the project in order to spread the message on a global and more inclusive level and get everyone on board. Notwithstanding the cost of buying spaces in the media, the circular economy in Europe involves building a new image for the Union, a convergent turn in so many activity areas and a redefinition of economic, environmental and political world, which it is probably, ought a campaign on national TV's in each Member State.

In a four years communication programme, this TV clip, played for a month in every Member State at the same time would act as an initiating key element. Such a similar campaign could take place again around the middle of the campaign, to revive the public's interest in this European project and draw the first results. The rest of the campaign could take the *Generation Awake* as an example for what made its success: a particularly efficient management of the online and social media on the one hand and an adequate choice of PR activities on the other hand.

6.7. Keys to success

Therefore, the campaign should include an attractive, possibly interactive and well design website, where clear and accessible information could be found in all 24 official languages of the Union. In addition, dedicated pages on social media – Facebook, Twitter, YouTube – through which build communities in every Member State, diffuse the circular economy's concepts and goals, and communicate about the PR activities, would be mandatory. The latter could be selected and organised

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[35] Statista (2015), http://www.statista.com/statistics/452446/europe-tv-usage-frequency-by-age/
[36] European Commission (2014), https://www.youtube.com/watch?v=V1Tszs48xCI
[37] European Commission (2014), http://ec.europa.eu/environment/generationawake/pdf/generationawake-factsheet_en.pdf

depending on the particular challenges that every Member State is facing related to the theme and used to build bridges between Member States and a develop sense of supranational belonging. Since accessible challenges are always a winner, the EU could organise contests in the field of innovation targeting segmented population e.g. public servants, entrepreneurs, SMEs, bigger companies and regular public. Relevant and specific information for each of these categories should be provided on the website and all communication with informative content such as other video material or through a guide for circular economy. The main purpose of PR activities holds in generating an interest and enthusiasm while inspiring everyone in its daily activities.

6.8. An opportunity for the EU

The European Circular Economy Package is a tremendous step forward towards a safer, greener and more importantly sustainable word. Every European citizen needs to be included in the communication about it. Besides offering a possible reorientation of the EU's resource management, to create an alternative to the programmed obsolescence[38] of our economic model, it also consists in a fantastic opportunity for the EU to brand itself as a promoter of essential and unifying priorities.

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[38] Centre Européen de la Consommation : http://ec.europa.eu/environment/generationawake/pdf/generationawake-factsheet_en.pdf

A multi-level campaign approach with regard to the historical refugee crisis affecting Europe

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7.1. Abstract

In 2015, the European Union has witnessed the arrival of more than one million asylum-seekers and economic migrants on its shores. An increasing number of citizens took fright at the continuous flow of illegal border crossings, leading them to lump all these newcomers together. This tendency to conflate "refugee", "migrant", "immigrant", and "asylum-seeker" has created division in the EU over the best way to deal with resettling people. Far-right parties have gained ground across the continent and the very existence of Schengen is under serious threat. In this dramatic context, it has become urgent to raise public awareness about these newcomers with a multi-level communication strategy. This approach focuses on establishing ongoing dialogue among community decision makers from cities located in six EU Member States. Under the motto "One in five hundreds" (the ratio obtained by comparing the total amount of asylum-seeker applicants with the EU total population), the campaign aims at both changing the stereotyped narratives about asylum-seekers and migrants and promoting an open-minded and welcoming attitude towards those newcomers in these countries.

Key words: Awareness raising campaign – Migration – Asylum-seekers - refugee and migration crisis – demystification – EU institutions - "One in five hundreds" - European NGOs Network.

7.2. Overview

In 2015, the European Union was confronted with the worst refugee and migration crisis since World War II. Pushed by violence in the Middle East and North Africa, and pulled by prospect of refuge and a more secure life in Europe, more than one million asylum-seekers and economic migrants arrived irregularly in the EU[39]. At the same time, Europe has experienced traumatic events such as terrorist attacks in Paris and Brussels, or the Cologne sexual assault night, leading some EU citizens to identify these newcomers as a security, cultural and economic menace[40]. Their tendency to conflate "refugee", "migrant", "immigrant", and "asylum-seeker" creates division in the EU over the best way to deal with resettling people. Anti-migration protestors and far-right parties make in parallel significant gains across

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[39] 1.83 million according to FRONTEX: see more on "Greece and Italy continued to face unprecedented number of migrants in december", FRONTEX, January 22, 2016, online access: http://frontex.europa.eu/news/greece-and-italy-continued-to-face-unprecedented-number-of-migrants-in-december-0BbBRd

[40] VOLPICELLI, S. (2015). *Who's afraid of migration? A new European narrative of migration*. Roma : Instituto Affari Internazionali. p.2.

Europe[41]. Therefore the European project is under serious threat due to this crisis. Some even consider that "Schengen is dead"[42].

To protect Europe from implosion, there is an urgent need to raise public awareness on the current crisis and the related integration issues. Additionally, EU citizens in a majority of Member States think that migration should currently be the main issue on the EU agenda[43]. The few communication initiatives launched in different Member States have been rather small. At the same time, European cities, as frontline services providers have demonstrated the ability to establish the necessary infrastructure to assist these newcomers with humanitarian and financial assistance, integrate them into their societies and ensure social cohesion. Since a EU agenda on Migration has been set up, the major networks of municipalities, cities and towns express an urgent need for a stronger focus on integration[44], asking for a better coordination of action in the European landscape, regarding e.g. emergency assistance and financial support.

Given the scale of the crisis, communication on the fight against prejudice has to be sent off by European Commission with support from its Member States. The need for a EU level campaign is even greater when taking into account that another million of asylum-seekers are expected to be at EU borders by 2017. So far the EU has only produced a few communication materials on the topic, which includes a few video clips, interactive maps[45], or info graphics. Sadly these have not been as successful as intended. Their online communication was marked by a shortage of viewers and likes, and consequently by a low rate of commitment. The aim of this working paper is to discuss a basis for a EU communication campaign on migration.

7.3. The "one in five hundreds" campaign: objectives, target and main message

7.3.1. Objectives

The European Commission objective is to raise European public awareness of the migration issue in such a challenging environment. Under the motto "One in five hundreds", the campaign aims at:

- Changing the stereotyped narratives about asylum-seekers and migrants and promoting an open-minded and welcoming attitude towards asylum-seekers;

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[41] European Commission (2015, May). Communication from the Commission to the European Parliament, the Council, the European economic and social committee and the Committee of the regions. A European agenda on migration, COM (2015) 240 final, Brussels, May 2015, p. 2

[42] SYKES, S (2016). Schengen is dead, blasts former French president Nicolas Sarkozy. *Express,* Issue 7, January 2016, last accessed 23 January 2016, retrieved from http://www.express.co.uk/news/world/632304/Schengen-zone-Nicolas-Sarkozy-immigration-migrant-crisis

[43] The last Eurobarometer survey published by the European Commission in December 2015 mentions that 58% of Member States think that migration is the main issue. Website:

http://ec.europa.eu/COMMFrontOffice/PublicOpinion/index.cfm/Survey/getSurveyDetail/instruments/STANDARD/surveyKy/2098 last accessed 25 January 2016.

[44] EUROCITIES (2016, March). *EUROCITIES: Social affairs, refugee reception and integration in cities*, p.16 + ESPON (2015, December). *ESPON policy brief: Territorial and urban aspects of migration and refugee inflow,* p.3.

[45] The Council of the European Union broadcast an interactive map on migration. Website: http://migratory-pressures.eu/, last accessed 20 January 2016.

- Making European cities and their citizens more aware of the opportunities and benefits resulting from a well-managed integration;
- Restoring confidence in the European ability to bring together national, regional and local efforts to address migration;
- Ensuring a more equitable distribution of asylum-seeker applicants between EU-28 by increasing the participation of Eastern EU countries.

In order to measure its effectiveness, the purpose of the campaign is to spur six Eastern EU countries[46] to accept at least 1000 asylum-seeker registrations on their territory in 2016. This goal is a 5-fold increase compared to 2015.

7.3.2. Target

The "One in five hundreds" campaign strategy focuses on establishing ongoing dialogue among community decision makers and policy makers from cities established in those six Eastern EU countries, and on mobilizing the will and resources of external stakeholders. These countries have been selected regarding the low number of asylum-seeker applicants they accepted in 2015[47], but also regarding their high percentage of citizens against an equitable distribution of asylum applicants[48].

In order to reach the goals set previously, a bottom-up participatory model that gathers local stakeholders[49] should be promoted and supported in Europe. By encouraging European cities to exchange best practices on integration management and social cohesion building, this campaign will help building a sense of shared responsibility and effectively paves the way to a decentralized reception of asylum-seekers and refugees. As the frontline service providers, local administrations must be able to determine their priorities and target groups, as they know exactly what is needed in terms of integration. Furthermore, they are the most appropriated to involve residents and communicate with them transparently and clearly in order to avoid fears and tensions[50].

7.3.3. Main message

1.26 million first time asylum-seeker applicants in Europe in 2015 seem a lot.[51] But knowing that there were more than 500 million EU citizens for the same period of time, these asylum-seekers represented only 0,2% of the EU total population. In other words: "One in five hundreds". The communication strategy will rely on this ratio duplicable in various EU Member States regardless of their cultural and linguistic specificities. Related to this motto, the main message of this campaign for policy makers from cities located in these six EU countries should be developed around the integration issue by giving the responsibility to local governments to involve their citizens and communicate with them transparently and clearly. In this respect, this message should:

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[46] Estonia, Croatia, Latvia, Lithuania, Slovenia and Slovakia.

[47] According to EUROSTAT database, the number of asylum-seekers registered in the EU in 2015 by countries of destination is: Estonia (230), Croatia (210), Latvia (330), Lithuania (315), Slovenia (275) and Slovakia (330). Online access: http://ec.europa.eu/eurostat/en/web/products-datasets/-/MIGR_ASYAPPCTZA, last accessed 9 March 2016.

[48] NANCY, J. (2015). Parlemètre 2015. Eurobaromètre du Parlement européen. *Etude du Service de recherche du Parlement européen (EPRS)*, PE 570.419, October 2015, p.27. : Estonia (51%), Croatia (22%), Latvia (49%), Lithuania (38%), Slovenia (36%) and Slovakia (69%)

[49] City services departments, local NGOs, civil society and individual volunteers

[50] EUROCITIES (2016, March). *EUROCITIES : Social affairs, refugee reception and integration in cities*, p.5

[51] EUROSTAT (2015, March). *Asylum statistics*. Online access: http://ec.europa.eu/eurostat/statistics-explained/index.php/Asylum_statistics, last accessed 9 March 2016.

- Include issues related to the political, social and economical values of asylum-seekers, both in their country and in EU;
- Demonstrate the benefits of institutional engagement and local cooperation;
- Use visual content related to the motto "One in five hundreds";
- Include testimonies of European cities by highlighting emerging trends and best practices

7.4. Project description

7.4.1. Communication channels

The campaign, through a multi-level communication strategy, seeks to raise awareness by urging local governments to take immediate action and to build multi-stakeholder partnerships to promote welcoming attitudes at the local level, by working together with local organizations, grass root networks, private sector and national authorities. This strategy will give "a real potential to broaden the debate, to make it more local, and to increase the chance to get citizens more actively involved in achieving the Union's objectives"[52]. "With better involvement comes greater responsibility"[53].

7.4.2. Communication channels

In order to engage targeted-cities emotionally and call them into action, the strategy should rely exclusively on visual communication, which would bypass the cultural and linguistic barriers between EU Member States on this issue.[54] The campaign would be based on the story of asylum seekers well integrated in other EU communities.

> Firstly, visuals will be produced with the message: "One in five hundreds, one of us". Posters design features a montage of photographs representing five hundreds faces. The photograph of an asylum applicant will be hidden among them. The purpose here is to promote the newcomer reception and integration since it is impossible to identify him.

> Secondly, videos featuring the stories of each asylum-seeker hidden in the previous visuals will be released. Each video is non-verbal and chronicles their life through one-second clips, showing examples of success stories of asylum applicants' integration in EU cities. Every video clip will be coupled with a powerful message linking the scenarios.

> Finally, the European Commission will host an event, gathering targeted and untargeted cities. This event will tackle local, regional and national integration challenges and polices as regards the regulatory framework apt to promote a more equal distribution of asylum applicants.

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[52] *Ibid.*

[53] European Commission (2001). *European Governance. A White Paper*, COM(2001) 428 final, (2001/C 287/01)

p.12.

[54] See: the last Eurobarometer survey published by the European Commission in December 2015. Website: http://ec.europa.eu/COMMFrontOffice/PublicOpinion/index.cfm/Survey/getSurveyDetail/instruments/STANDARD/surveyKy/2098, last accessed 25 January 2016.

The key challenges are to engage targeted-cities and be sure that they will effectively mobilize civil society and local stakeholders to contribute to the partnership on asylum applicants' integration in Europe.

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