



EU Public Diplomacy in Latin America

Team Leader: Antonella Cerasino



- **Project Overview**
- **Training of journalists in Brazil**
- **Diplomatic and Executive Training in Colombia**



- **Duration: August 2016 – July 2018**
- **Countries: Argentina, Brazil, Colombia and Peru**
- **Budget: 1.574.215,83 Euro**

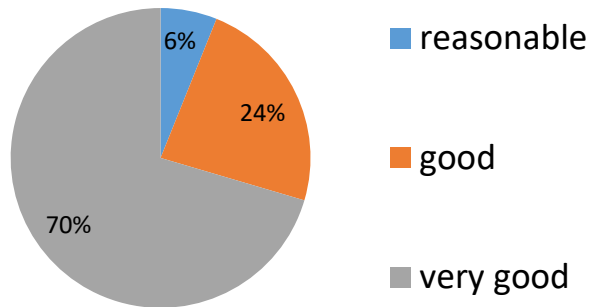


- **Improve the coverage of EU-Brazil relations among Brazilian media**
- **Half-day workshops at major journalists faculties**
- **The EU structure, decision-making processes, current affairs & Brazil-EU relations**
- **1500 students attended the workshops in April/May**
- **Trainer: EU Non Key Expert**

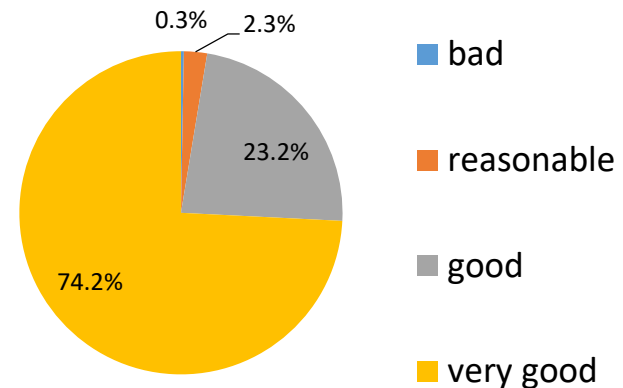


Feedback from far 345 participants

Overall Impression on the workshop

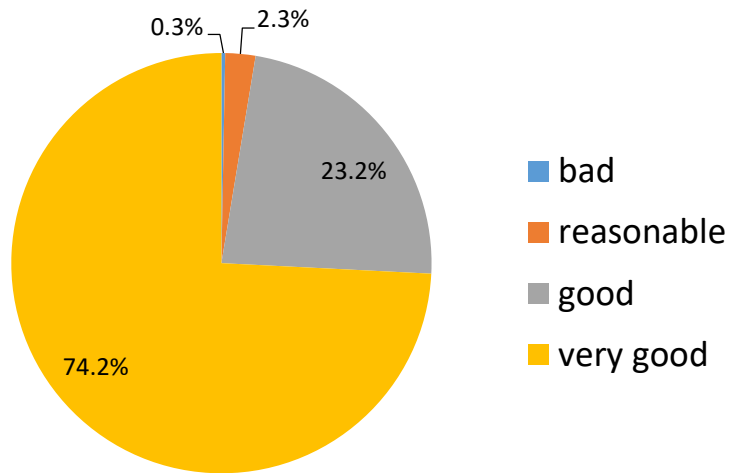


Quality of briefings/trainer

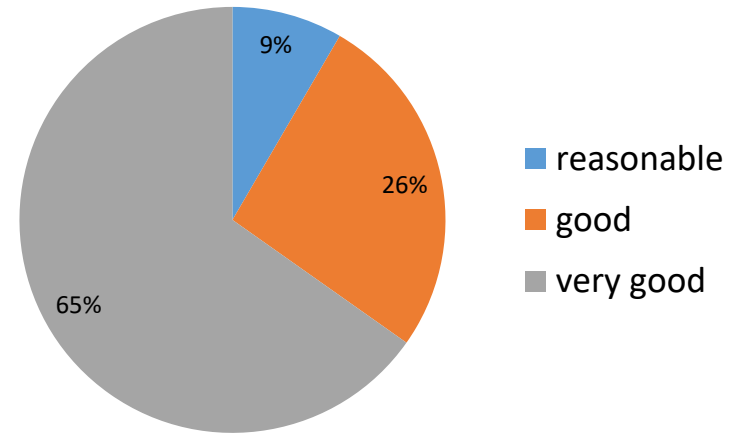




Received information I can use in my work/study



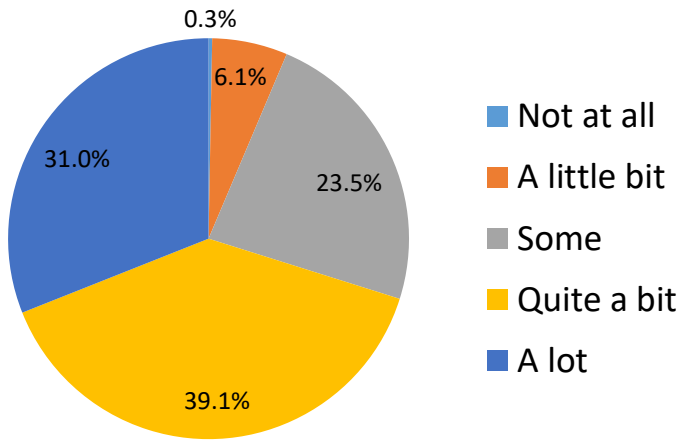
Expanded my knowledge of EU





Will you use the information in the future?

What did you gain from this visit?





- **very positive assessment: the workshop helped to improve knowledge of the EU.**
- **All professors would like the workshop to be repeated next semester.**
- **Several professors interested in doing additional activities :**
 - **Dedicated workshop during “semana do jornalismo”**
 - **Weekly TV programme with EU correspondents at PUC São Paulo**
 - **Regular classes on EU**
 - **Keynotes on EU by the Ambassador and EU staff**



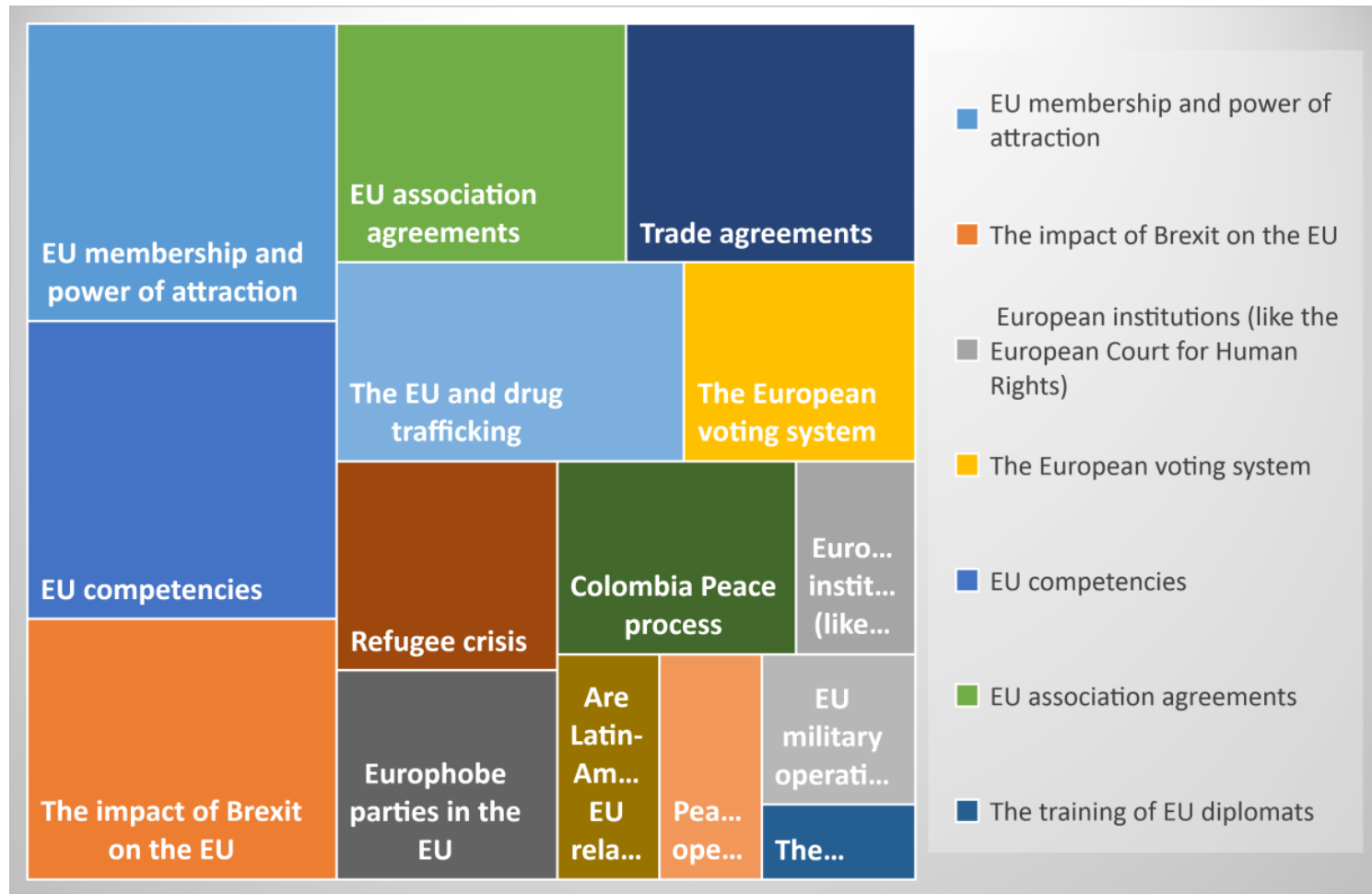
- **Increase the understanding of the EU, its role on the world scene and EU-LA relations among diplomats and decision-makers;**
- **8 diplomatic & 8 executive training**
- **Partner: College of Europe**



- **Implemented over 5 half-days 3-7 April `17;**
- **Programme tailored to Diplomatic Academy requests and level of knowledge of participants;**
- **Themes: EU decision-making; trade; EU-LA; the Peace Process; EU & NATO, EU & WTO;**



Main questions





Participants impression of the EU:

16% Neutral

23% Somewhat Positive

58 % Very Positive

Comments:

"High enrichment in all the aspects"

"Useful to go deeper in the understanding of the themes I already knew"

"Really important for my professional work"



- **Workshop on 5 April;**
- **Audience: MFA; Congress; Senate; Academics;**
- **Themes: EU integration and the pluri-crises; Brexit and the future of the EU**



Participants impression of the EU:

12% Somewhat Positive
88 % Very Positive

Comments

"It gave me more perspectives"

"Better world vision"

"Really useful"