



# Introduction of #ExperienceEurope Campaign

European Union Delegation in Beijing

# Objective

- To support the achievement of the EU's policy objectives through strategic public diplomacy activities in China that engage meaningfully with targeted audiences and stakeholders



## Purpose:

- Increase understanding of the EU project
- Increase visibility of the EU (both institutions and member states)
- Integrate and amplify the impact of ongoing and future work
- Successfully engage, mobilize, and build trust with Chinese stakeholders and target audiences

# Timeframe

24 months, from 9 May 2017 through the end of April 2019

- Thematic months:
  - May 2017: **EU 101**
  - June 2017: **Environment & Climate Change**
  - July 2017: **Maritime Economy**
  - August 2017: **EU-China Relations**
  - September 2017: **Education**
  - October 2017: **Science & Technology**
  - November 2017: **Transportation & Connectivity**
  - December 2017: **Social Issues**





# Main elements of the campaign

- Information sharing on **social media**:
  - 2 Weibo posts / day
  - 1 WeChat post / day
  - 2 to 3 expert podcasts / month
  - 1 infographic & 1 animated video / month
- Information sharing through **traditional media**:
  - 1 media briefing / month, including press release & fact sheet based on topic of the month
- **Cultural events**:
  - Design Competition (May-June 2017)
  - 3 annual music camps with the European Youth Orchestra and Chinese partners  
(*dates TBD*)
  - 3 annual literary festivals (November 2017, April 2018, November 2018)
- **Large Forums**:
  - On Peace & Security in September 2017
  - On Education in November 2017
  - *2 others TBD*
- **Public lecture series**: 10 x 2 lectures by European experts

## 谁是这个二十八口之家的管家?

2017-05-15 纵情欧洲

## 跟我读三遍“马斯特里赫特条约”

2017-05-16 纵情欧洲

## 欧盟三管家之执行力担当

2017-05-17 纵情欧洲

## 欧盟的仲裁官

2017-05-18 纵情欧洲

## 谁在盯着欧盟花钱?

2017-05-19 纵情欧洲



欧盟在中国

5月16日 19:26 来自 微博 weibo.com

#纵情欧洲# 之【欧盟历史】1967年，欧洲煤钢共同体、欧洲经济共同体、欧洲原子能共同体，三个机构合并为欧洲共同体。随着时间的推移，包括丹麦、爱尔兰、英国、希腊、西班牙和葡萄牙在内的国家加入了欧洲共同体。图为丹麦、爱尔兰和英国加入欧洲共同体后，成员国数量增加至九个。



欧盟在中国

5月23日 18:27 来自 微博 weibo.com

#纵情欧洲# 之【欧洲单一市场1】欧洲单一市场的“四个自由”主张要求各成员国之间开展经济活动不受限制。这包括人员自由流动，即欧盟成员国公民可以在任意成员国生活与工作。例如，一个爱尔兰公民可以在法国自由工作和生活，反之亦然。这意味着欧洲公民有选择居住地的自由，同时，欧盟成员国也可通过引进外国培养的专业人才而受益。

如果你想坐着雪橇感受皑皑白雪，或者乘着小船体验烈烈骄阳，来欧洲就对了。欧盟国家延伸至整个欧洲大陆，东起芬兰的Virmayarvi湖，西至葡萄牙的罗卡角。收起全文 ^



欧盟在中国

5月23日 19:16 最后评论 来自 微博 weibo.com

#纵情欧洲# 之【欧洲单一市场2】欧洲单一市场的“四个自由”还包括商品的自由流动。欧盟成员国之间取消海关意味着成员国之间可以享受更便宜、更自由的商品流动。例如，一个西班牙人可以在不付关税的情况下，把自己做的海鲜饭卖到诸如希腊和瑞典等距离遥远的国家。图为西班牙的海鲜饭



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POLITICS

By Han Jie

🕒 2017-05-09 21:07 GMT+8

🌐 11km to Beijing

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Sample from activities  
in May 2017



# Collaboration with Member States

- Cross-promotion on social media (Weibo, WeChat)
  - MS channels to introduce #ExperienceEurope
  - MS channels to carry some interesting posts from #ExperienceEurope
  - #ExperienceEurope channels to carry MS posts or MS media coverage that are related to monthly topic
  - Other ideas for thematic months & information sharing
  - Experts for podcasts
  - #ExperienceEurope logo to be shared
- Participation in various activities
  - Ideas for Music Camp
  - Ideas for Literary Festival
  - Speakers & panelists for large forums
  - Experts for public lecture series