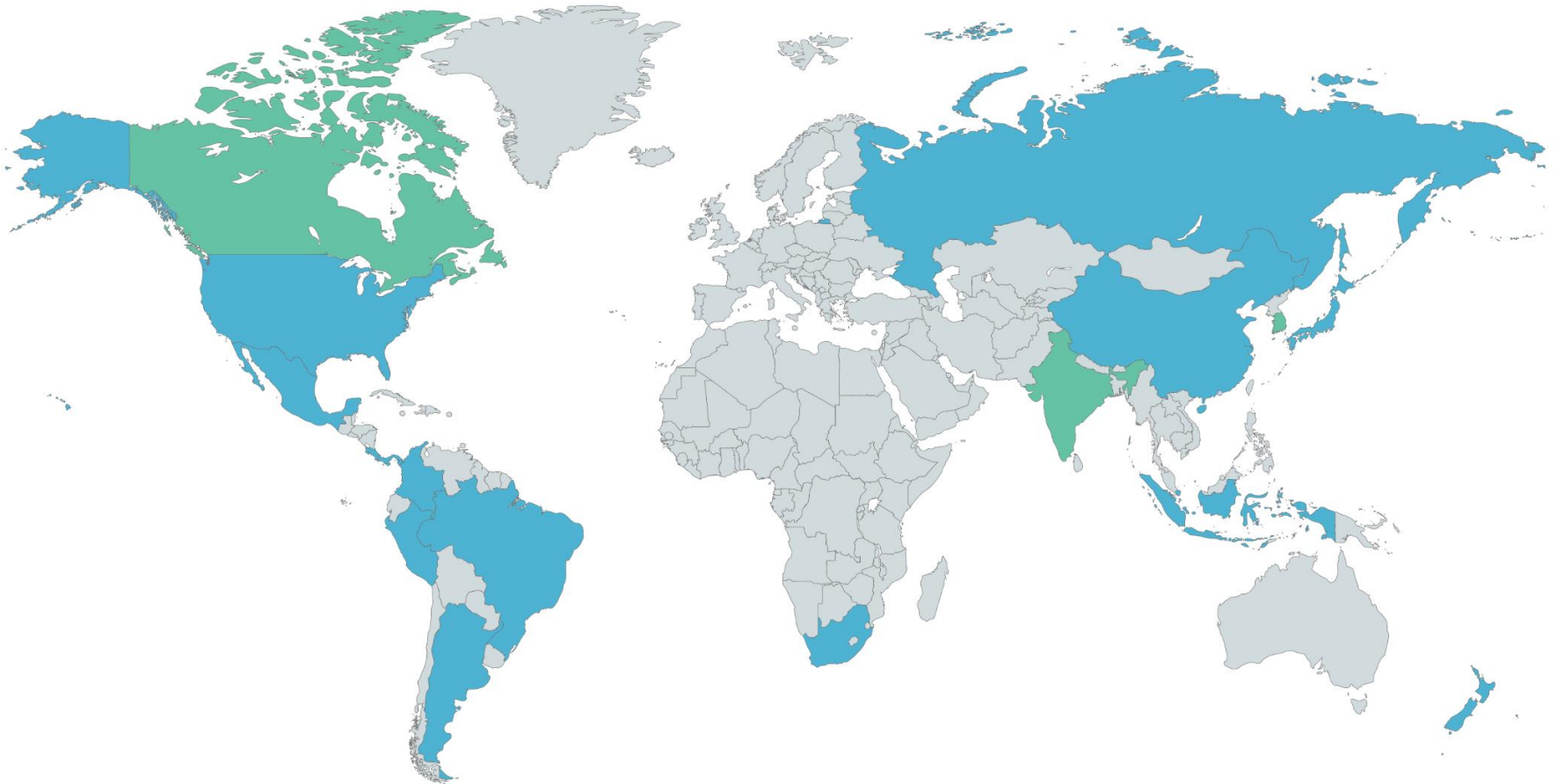


A more coherent EU Public Diplomacy

EU Outreach and Policy Partnerships (EUPOPs)



Civil Society Organisation or Activist



Students & Youth



Professors & researchers



Business/ private sector



Government & policy makers



Think Tanks & policy-influencers



Media





Conference, seminar or panel discussion



Interactive workshop or roundtable discussion



Visit, exchange or study tour



Technical meeting (between experts)



Training



Business mission



(Inter-)cultural activities

Climate change/Energy/
Environment



Responsible Business &
Decent Work



Market Access/ FTAs/
Economic Diplomacy



Digital Single Market



Education



Transport/Civil Aviation



Humanitarian Aid & Economic
Development/ Prosperity



Security & Defence



Cultural Diplomacy &
Intercultural Relations



Human & Equal Rights



Migration



Global

February 2016 - August 2018



LGBTI rights



Green Finance



FTA (CEPA)

Freedom of expression
CSDP & peacekeeping

Short-fiction story competition



Geographic
Indications



Anti-Racism
Anti-corruption
Film and Education



Common EU Public Diplomacy Approach

Target “influencers and multipliers”
- **future cooperation** with the EU

1) Demand-driven dialogue

2) Medium/long-term engagement - not
“one-off” initiatives

3) Link to EU Policy priorities, Project & principles



A EU Public Diplomacy towards...

- 1) Quality vs. Quantity
- 2) Public Diplomacy vs. Communications & Visibility
- 3) Indepth discussions and exchange
- 4) Partnerships
- 5) Measuring impact





EUPOP Global Guidelines

- 1) Political context – growing importance of Public Diplomacy
- 2) Common “approach”
- 3) Data to be collected

Common Data to Collect

- 1) Basic information on the activity, and audience surveys: « facts & figures »
- 2) Whom are we talking to?
- 3) What do they think and want of the EU?



Keys points

- 1) Encourages interaction
- 2) Limited resources
- 3) Basic reliable? data
- 4) Support us to encourage surveys





RACISM: A THREAT TO DEMOCRATIC SOCIETIES

- 1) **Demand-driven:** South Africa Anti-Racism Network
- 2) **Policy link:** Anti-discrimination
- 3) **Medium-long term engagement:** Series since 2013
 - Dialogues on critical and challenging themes of SA interest
 - Civil Society Organisation (CSO) roadmap (2014): support to "express, voice and influence key policy processes underpinning the EU-SA Strategic Partnership".

Speakers



Michaël Privot, Director of the European Network Against Racism (ENAR).



Cécile Kyenge, MEP (S&D), Italian. Co-President of the EP "Anti-Racism and Diversity Intergroup", Vice-Chair of the Delegation to the ACP-EU.



Dr Mathole Serofo Motshekga, South African MP. Chairperson of the Justice and Correctional Service Committee.

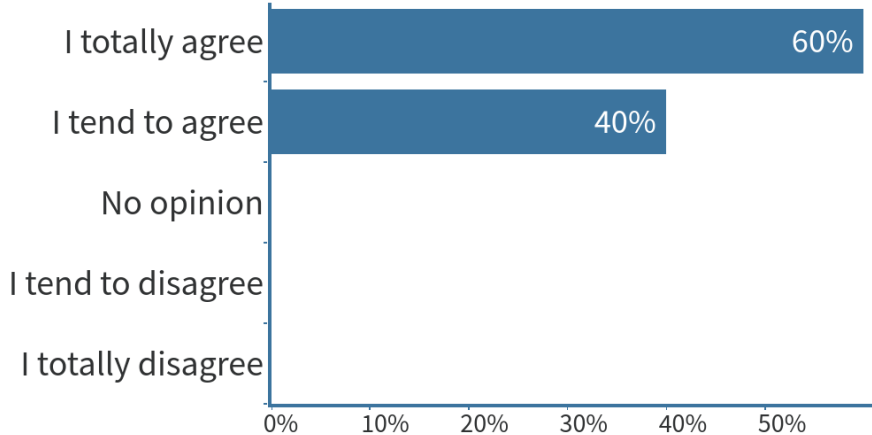
Audience Feedback

128 participants – for 71%: 1st event on EU-SA relations.

The discussion improved my knowledge/understanding of anti-racism actions in the European Union

When poll is active, respond at [PollEv.com/equalrights](https://poll-ev.com/equalrights)
When poll is active tweet responses to [@biancabaumler](https://twitter.com/biancabaumler)

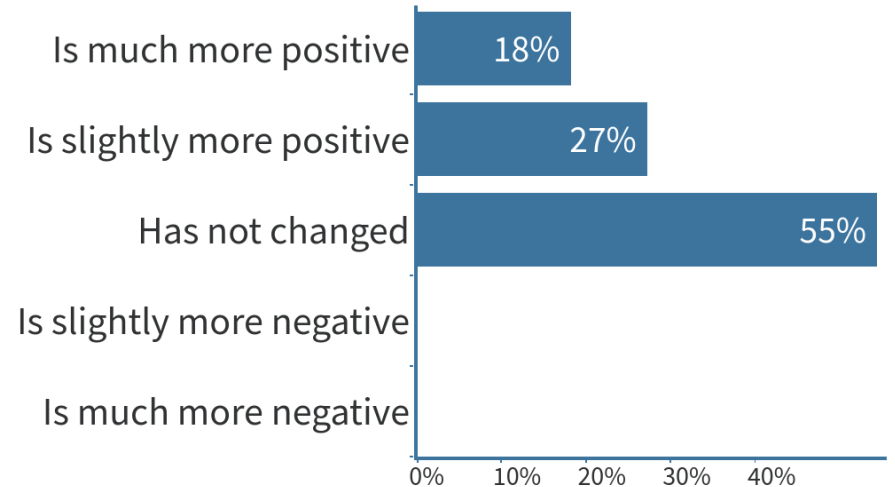
Answers to this poll are anonymous



After today's discussion, my view of the European Union:

When poll is active, respond at [PollEv.com/equalrights](https://poll-ev.com/equalrights)
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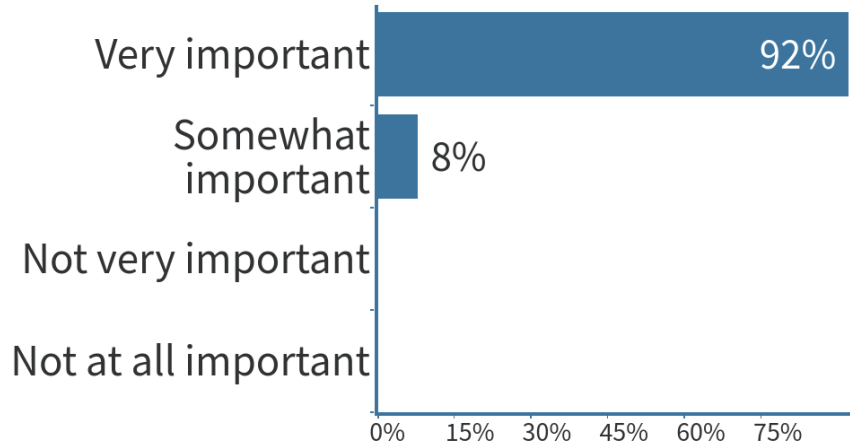


Audience perception of the EU

In your view, how important is the role that the EU plays in promoting and defending human rights worldwide?

🗳️ When poll is active, respond at [PollEv.com/equalrights](https://poll-ev.com/equalrights)
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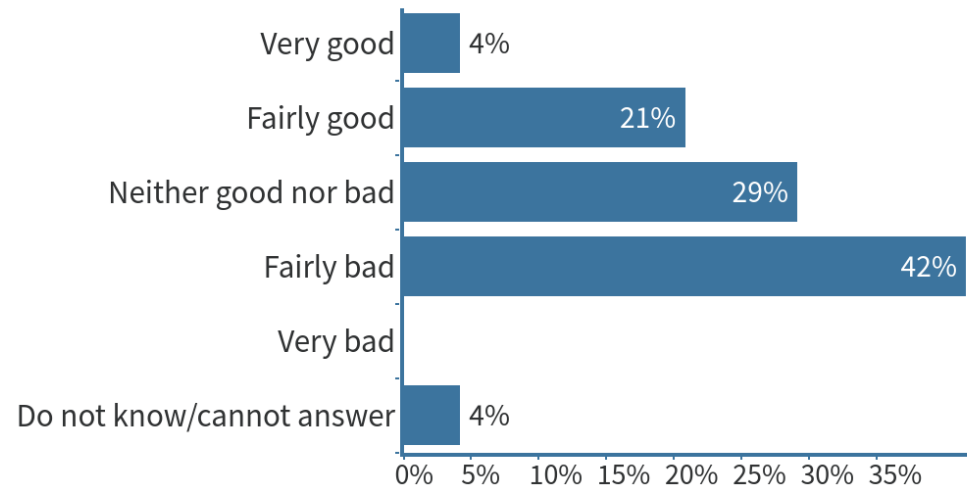
🔒 Answers to this poll are anonymous



How do you evaluate the European Union's performance in protection of minorities?

🗳️ When poll is active, respond at [PollEv.com/equalrights](https://poll-ev.com/equalrights)
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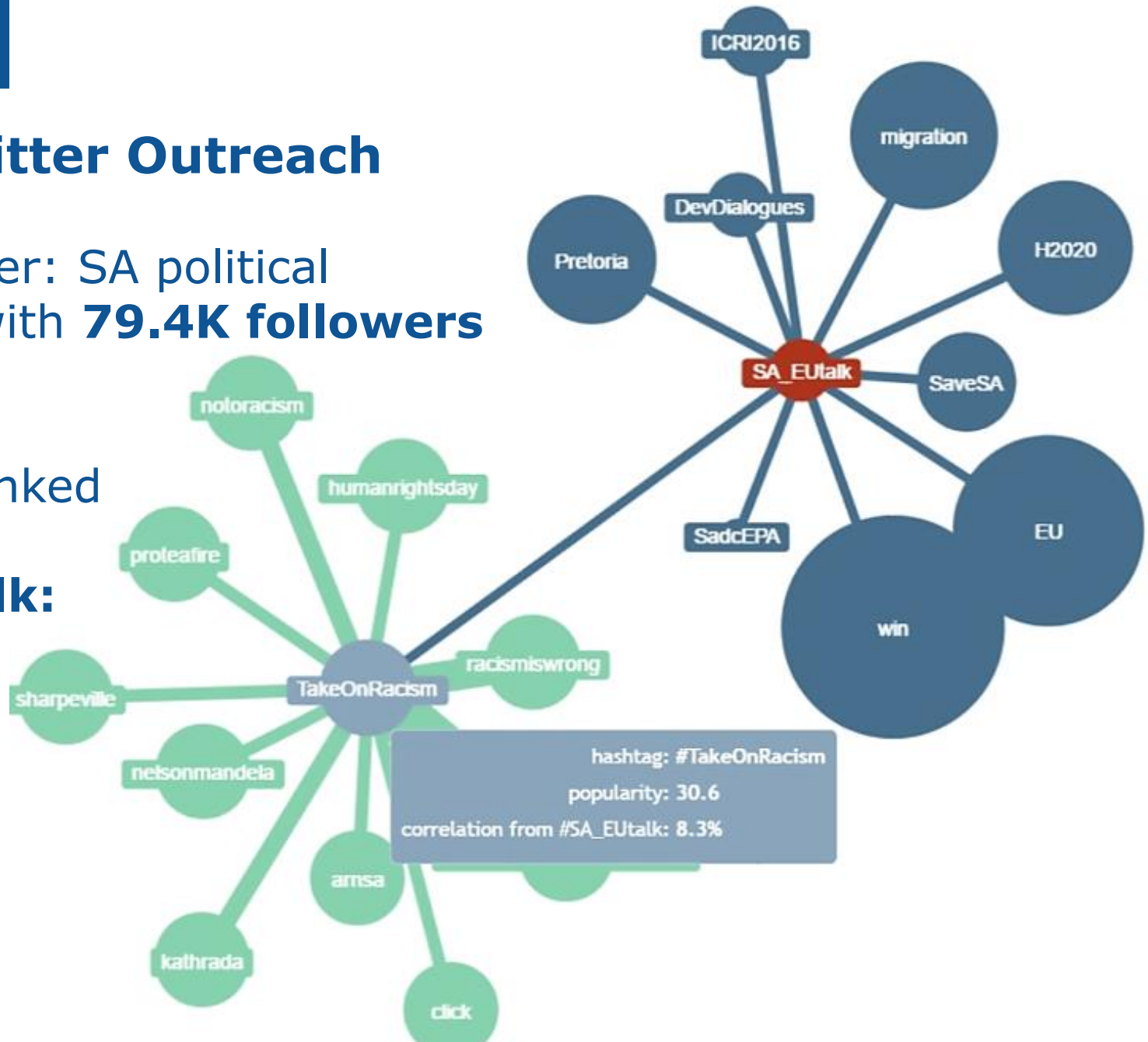
European

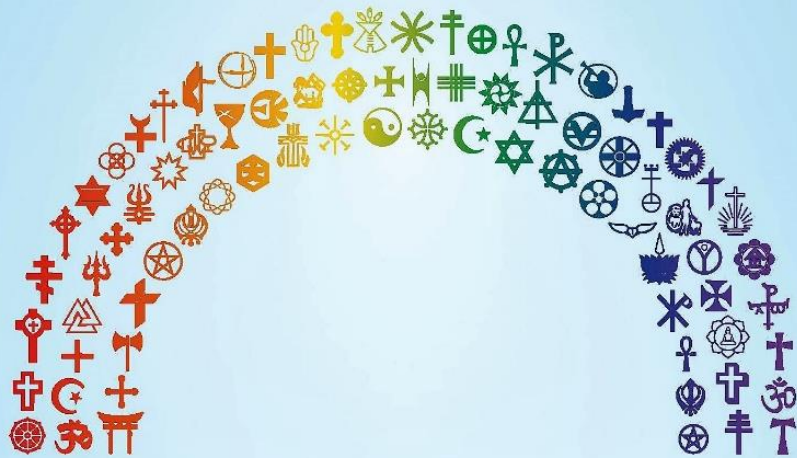


Twitter Outreach

ID Influencer: SA political journalist with **79.4K followers**

Hashtags linked to EUD's
#SA_Eutalk:





LGBTI

Rights and freedom of religion in Hong Kong and the European Union

女同性戀、男同性戀、雙性戀、跨性別和雙性人在香港與歐盟的人權及宗教自由

Monday, 28 November 2016, 8:45 am – 5:30 pm

Speakers include German, Irish, Dutch, Taiwanese and Hong Kong religious and civil society figures
Chinese University of Hong Kong: Yasumoto International Academic Park – YIA LT2 – University Station

星期一 2016年11月28日 早上 8:45 – 下午 5:30

講者包括來自德國、愛爾蘭、荷蘭、台灣與香港的宗教及社會人士。
香港中文大學: 康本國際學術園 – YIA LT2 – 大學站

設有粵語傳譯

Register now: hk-eu-lgbtirights-freedomofreligion.eventbrite.com

 EUOfficeHongKongMacao/events



Organised by:
主辦機構:



With the support of:
協辦機構:



HONG KONG

- 1) Demand-driven
- 2) Medium term engagement
 - HK's 1st international LGBTI conference (2014)
 - HK LGBT Pride Parade - 11 diplomatic missions
- 3) Policy link

Audience



150 participants:

- 67%: 1st EU-HK dialogue
- 29%: 1st discussion on LGBTI rights
- 95% (of 107): “increased understanding of EU principles concerning equal rights”



European
Commission







More Innovation & Exchanges

- Combine with Communications – to REPLACE some reporting
 - Posts for EU Website
 - EUPOP YouTube channel
 - EUPOP Facebook or Flickr for Pictures
 - EUPOP Capacity4Development for exchange
- Measure “reach” of videos and pictures on public pages
- Common registration &/or survey tools – EU(POP) account?
- Digital tools to identify & evaluate role of influencers