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# **POLICY AND OUTREACH PARTNERSHIP - MEXICO, CENTRAL AMERICA AND THE CARIBBEAN**

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Brussels, June 2017

## PROJECT OVERVIEW

- 2 years (Start Date: November 2016).
- Focus in Mexico. Covering also Costa Rica and Panama
- Coherent with EU action and interests in/with Mexico
  - Partnership Status
  - Global Agreement
  - Cooperation Themes and EU-Mex PD priorities:
    - ✓ Bilateral Relations and the Global Agreement
    - ✓ Human Rights
    - ✓ Climate change
    - ✓ Science and Technology
    - ✓ Culture and Education

# Activities to date (6 months)

## Mexico

- 60th Anniversary Treaties of Rome.
  - ✓ Flagship event in partnership with ITAM
  - ✓ Flagship event in partnership with COMEXI
  - ✓ Flagship event in partnership with Univ. of Monterrey
- High Level Forum with EU Trade Commissioner A.C. Malmström.
- Production of materials and social media strategy (undergoing).

## Costa Rica

- Production of Video with testimonials (Toolkit)
- Flagship Event with Former Pres. Of EU Parliament & Europe Day.



## **Flagship Event with EU Trade Commissioner Anna Cecilia Malmström**

*"Free Trade in times of turmoil – European Union and Mexico  
open for business".*

**Date and place:** May 9, 2017, Hotel "Four Seasons".

**Event format:** Panel with EU Trade Commissioner, Mexico Secretary of Economy and President of CEEG.

**Partner:** COMEXI

**Target Audience:** business leaders and influencers (lists from EUD, COMEXI, CEEG and EU MS Business Chambers).

**M&E:** On-site paper/based survey (+/- 50% response)

**Attendance:** 130+ (Business leaders, economic policy authorities and influencers).

**Coverage:** Excellent: mainstream media and social media



European  
Commission

# Flagship Event with EU Trade Commissioner Cecilia Malmström

*"Free Trade in times of turmoil – EU & Mexico open for business".*





## Costa Rica (May 2017)

**Flagship Events with former President of EU Parliament Enrique Baron Crespo** *in commemoration of 60<sup>th</sup> Anniversary of Rome Treaties and Europe Day.*

**Date and place:** May 12-15, 2017, San Jose, CR.

**Event format:** Conferences and “*Networking*”. Fair. Cultural Event.

**Partners:** Universidad de Costa Rica (UCR), Universidad para la Paz, Facultad Latinoamericana de Ciencias Sociales (FLACSO). Embassy of Spain.

**Target audience:** Academia, government and business leaders and influencers.

**M&E:** Paper Survey (response rate +60%)



European  
Commission

# Flagship Events with former President of EU Parliament Enrique Baron Crespo *in commemoration of 60<sup>th</sup> Anniversary of Rome Treaties and Europe Day.*



# Activities under implementation

## Mexico

- EUD's contacts **Database Systematization and Strategy** for more efficient use
- **Communications Toolkit** development:
  - ✓ 2 Videos (EU/Mex rels. Erasmus)
  - ✓ Gifs (short animations for social media & other)
  - ✓ Infographics
  - ✓ Toolbox
- Strategy of engagement with **social media influencers**



## Panama

- **High Level Forum** on Economic Opportunities and Science & Technology (November 2017).

# Plan of Activities for June-August 2017

## Mexico:

### 1. Climate Diplomacy Week

### 2. 30th Anniversary of Erasmus

- ✓ **Conceptualizing, drafting and proposing a Strategy for Engaging Erasmus Alumni.**
- ✓ **Support Erasmus Meetings & engagement activities.**

# Mexico: Climate Diplomacy Week

1) **Policy focus:** timely occasion to deliver a sound message that Mexico and the EU commitment with climate change. **Forum: Mexico-EU: Partners Against Climate Change (June 29).**

2) **Awareness/Engagement activities:** BTL activities with target segments.

- Virtual Tree-planting
- Eco-Goal dynamic game.
- Self-generating electricity (bicycle / walking)



3) **Social Media Campaign.** Fbook, Twitter (@, #). Ex-ante/Ex-Post

# Lessons learned and recommendations

- ✓ **Partnerships** are very helpful to allow for enhancement of resources use and engagement capacity.
- ✓ **Live surveys** (written or ipad-based), allow a better rate of response than *ex - post* surveys.
- ✓ Clear **coordination** and **communication** lines are crucial (intra & inter).
- ✓ **Reporting needs** should be clearly agreed upon with partners ex - ante each venue (responsibilities, times, etc.).
- ✓ **Visibility** requirements must be double checked ex - ante.



# Muchas gracias