



**EU**  
In the  
**US**

**EU Policy and Outreach Partnership - USA**  
**EU POP - USA**

Neil Simon, Team Leader



# THE CONSORTIUM: WHO WE ARE



And in joint undertaking with:





# WHAT WE DO?

## POLICY

- Topical and newsworthy peer-reviewed policy papers, briefings



## EVENTS

- Congress/Executive Receptions
- Trade events
- Farm Bureau
- Outside DC Panels



## STUDY TOURS

- Annual exchanges between US-based opinion-makers and future leaders and Brussels



## MEDIA

- Media outreach for key events, briefings, policy paper roll-outs
- Social media support for events
- Webinars





# COMPLETED EVENTS

**13 events**

completed in

**7 U.S. cities**





# YEAR 1 ACTIVITIES



Activity	TOR Provision	Scheduled/ Completed	Available
Panels	35	22	13
Workshops/Roundtables	15	14	1
Hill Briefings	8	5	3
Admin Briefings	5	2	3
American Farm Bureau	1	1	0
CSDP Symposium	1	1	0

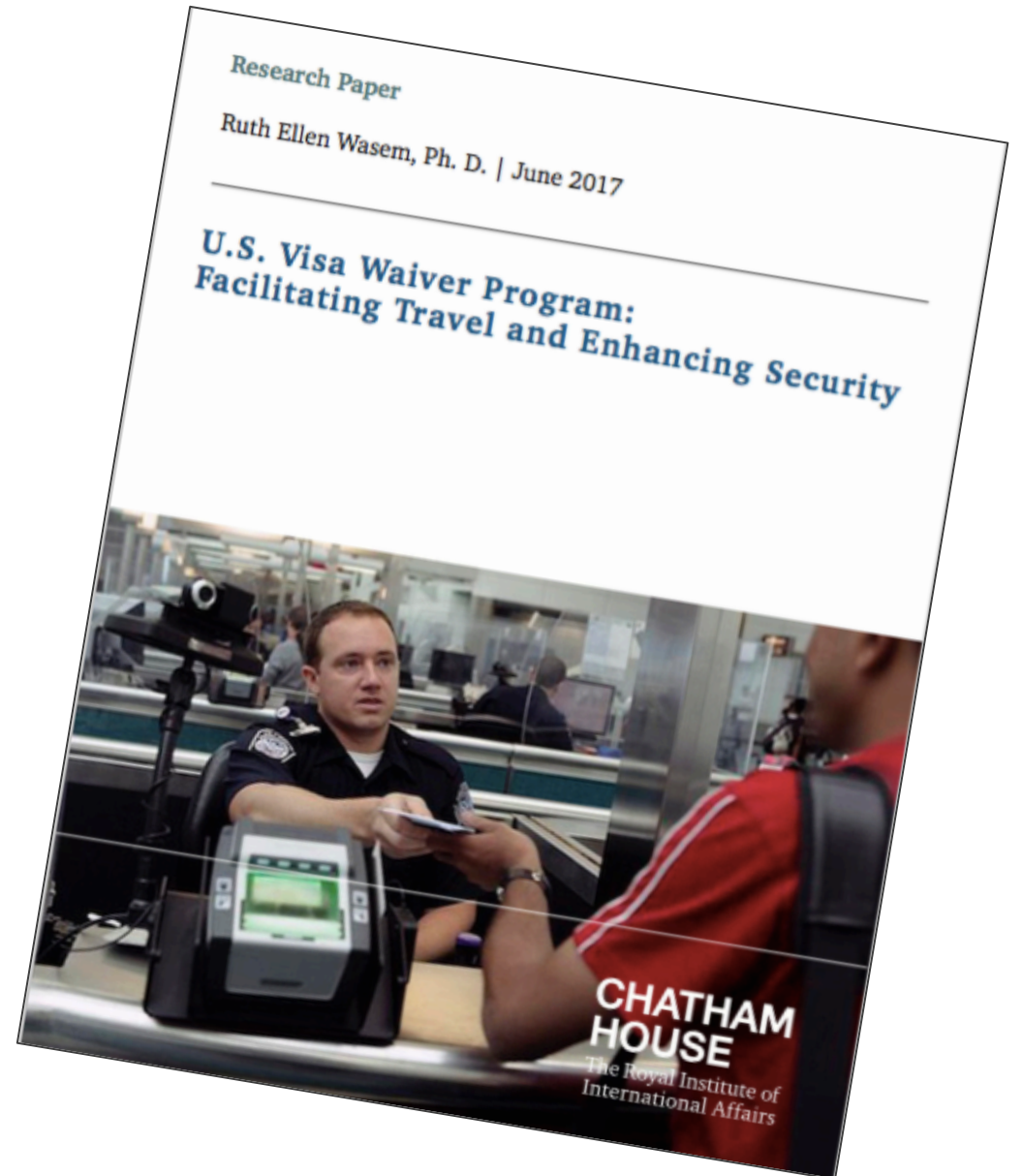


## 3 POLICY PAPERS IN PROGRESS

- Visa waiver program
- Worker mobility
- EU-US agenda ahead

## NOT YET UTILIZED

- Infographics
- Webinars
- Sattelite media tour





# AUDIENCE REACH

1511



**Businesses & Civil Society: 348**



**Students & Youth: 33**



**Academics: 79**



**Government & Policy Makers: 348**



**Media: 43**

**General Public/Other: 660**



## AUDIENCE IMPACT

**63%** **significantly more informed**  
about topic after attending EU POP USA event

**95%**

**32%** **slightly more informed**  
about this topic after attending an EU POP USA event

- **Preferred follow-up activity:** attend more EU conferences/event
- 100% subscription rate to EU Delegation newsletters when included in registration option
- Survey response rate average: 17%



# YEAR 1 HIGHLIGHTS

## Portland, Oregon

- 120 attendees, diverse engagement
- Good test of leveraging local partner organizations
- Proof of concept for local engagements organized on shorter notice and melded with other regional engagements
- Connected with business, civic leaders, academics, honorary consulate



Deputy Ambassador Vicini in Portland



# YEAR 1 HIGHLIGHTS

## Digital Single Market (DC)

- Met with 12 key US Congressional staff
- Strengthened relations with 37 stakeholders
- Provided EU exclusive digital single market briefing on Capitol Hill
- Created a 150-person list of key staff who work on digital policy issues for future engagement



Ambassador O'Sullivan and Counselor for Digital/Cyber Policy Andrea Glorioso speak with stakeholders and Congressional staff about the digital single market



# YEAR 1 HIGHLIGHTS

## American Farm Bureau (Arizona in 2017)

- Met with 600+ farmers and agriculture stakeholders
- Agricultural attachés from France, Ireland, The Netherlands and The European Union welcomed visitors
- Agriculture trade counselor Jesus met with Farm Bureau president and several state delegates, a key rural American constituency



EU Agri attaches with AFBF President Zippy Duvall

# KEY ISSUE BANNERS PRODUCED

**THE FOODS AND DRINKS WE SHARE**

The US is the EU's biggest market for food and agricultural exports

- WINE AND SPIRITS
- OLIVE OIL
- ALMONDS
- WINE AND SPIRITS
- SOYBEANS
- CHEESE
- WHEAT
- BEER

Delegation of the European Union to the United States

- [EUintheUS.org](http://EUintheUS.org)
- [EUintheUS](#)
- [EUintheUS](#)

**Transatlantic Cooperation for Global Security**

European Union's Annual CSDP Symposium in the U.S.

Find out more via: [www.EUintheUS.org](http://www.EUintheUS.org)

Or join us on social media via [@EUintheUS](#)

**Common Security and Defense Policy**

Strengthening international security through conflict prevention, crisis management and peacekeeping.

Find out more via: [www.EUintheUS.org](http://www.EUintheUS.org)

Or join us on social media via [@EUintheUS](#)

**EU - U.S. Trade**

Working together for growth on both sides of the Atlantic

Find out more via: [www.EUintheUS.org](http://www.EUintheUS.org)

Or join us on social media via [@EUintheUS](#)

# INTERIM REPORT RECOMMENDATIONS



- Take the long view



- Increase public listening



- Strengthen the non-DC network



- Leverage News Cycles



# QUESTIONS & DISCUSSION

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