



INFORM EU SOCIAL 23 September 2025, online via MS Teams [Join the meeting](#)

Is Digital Communication Everything?

- 14:30 **Welcome and introduction**
Virginia Mercouri
Communication Unit, DG Employment, Social Affairs and Inclusion,
European Commission
- Case studies**
- 14:35 **'Make It Work' campaign**
Melissa Van Der Heijden
Campaign Manager, Communication Unit, DG Employment, Social Affairs
and Inclusion, European Commission
- 14:40 **'EU Close to My Bed' campaign**
Kim de Paepe
ESF+ communication officer, Flanders, Belgium
- 14:45 **'Mismatched Shoes Day'**
and the initiative for a cross-national communication campaign
Krista Andersone-Krūmiņa
Senior Expert of Public Information, EU Funds
Ministry of Welfare, Latvia
- 14:50 **Working groups**
- What are the benefits and pitfalls of digital communication?
 - How to build up a cross-national communication campaign?
 - Open microphone – what you always wanted to say
- 15:15 **Reporting from the working groups**
- 15:25 Topics for the INFORM EU Social meeting in Gdansk, 3-5 Dec. 2025
Save the Date for the European Social Rights Forum, 3-5 March 2026
- 15:30 End of the meeting