



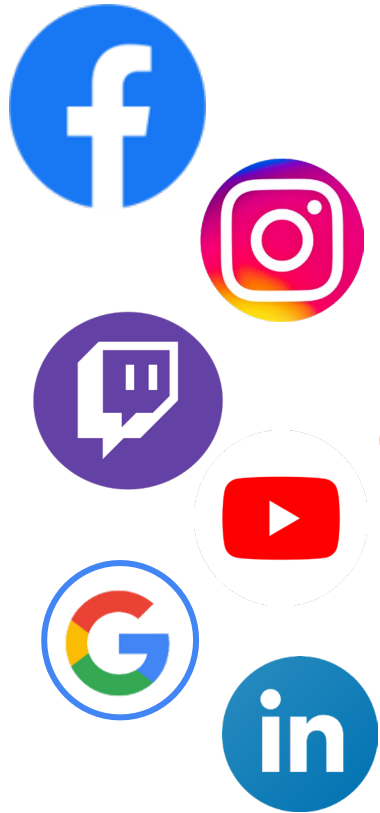
**LET'S
MAKE IT
WORK**

The European Pillar
of Social Rights
Action Plan

Digital Communication

Melissa VAN DER HEIJDEN
Campaign Manager
DG EMPL, European Commission

Media Mix



PAID &
OWNED



Digital

- ❖ Meta
- ❖ YouTube
- ❖ Search Engine Advertisement
- ❖ Twitch
- ❖ LinkedIn
- ❖ Influencers
- ❖ Media Partnerships

Traditional – on the ground

- ❖ TV
- ❖ Out-of-home Advertisement
- ❖ Events

The Power of Digital

- Massive reach (96M via paid ads)
- High engagement (6.6M clicks, 128.6M video views)
- Targeting precision (youth, NEETs on Twitch)
- Cost-effectiveness & measurable results

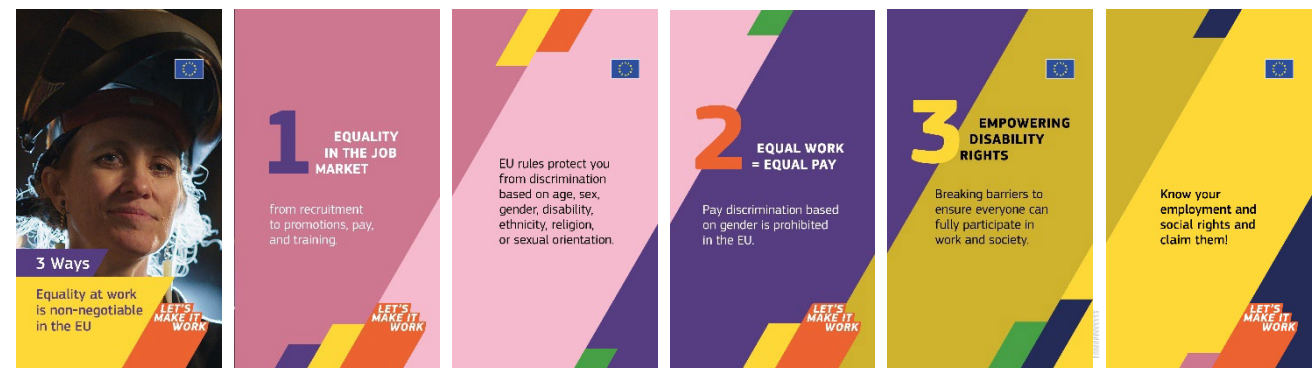
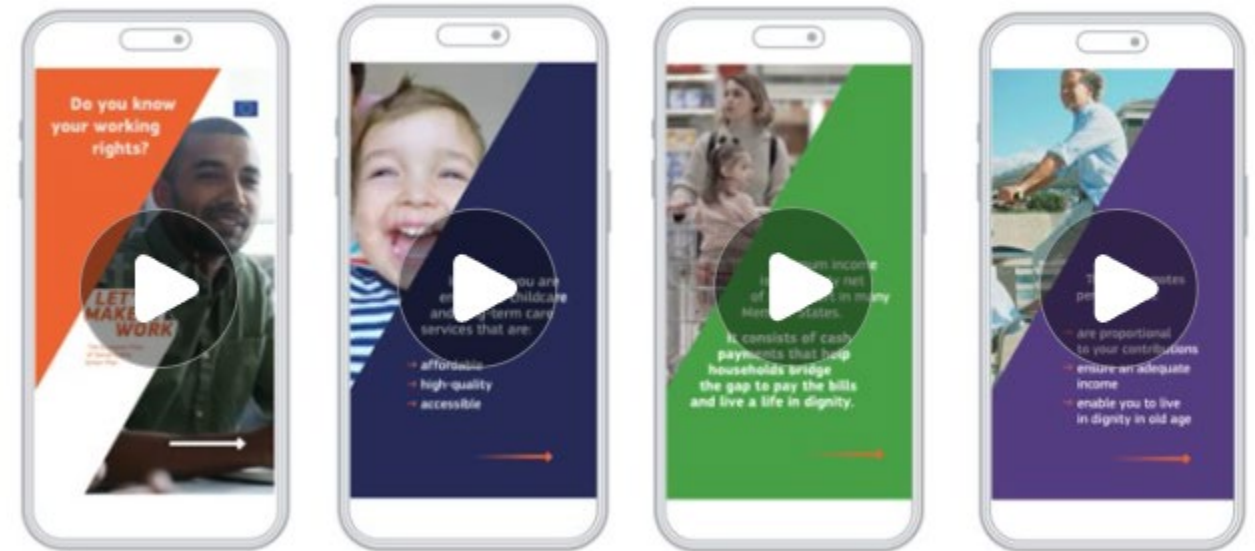
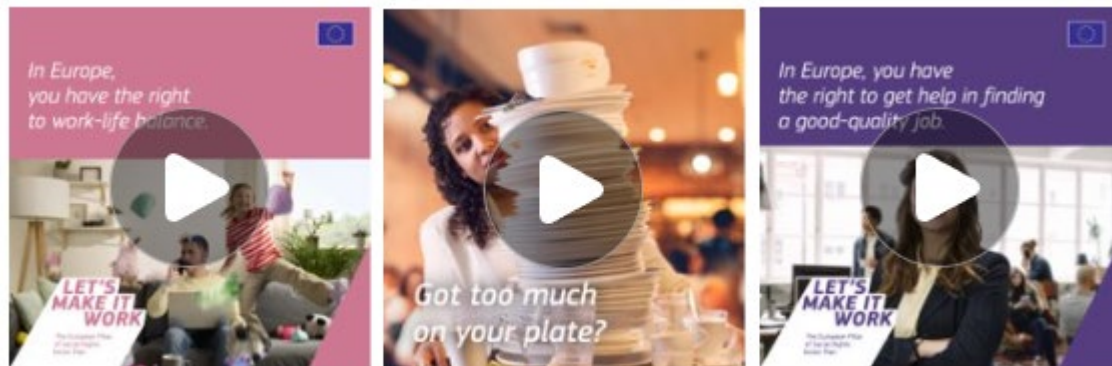


Local media & influencers:



Paid Media Ads

- ❖ **Wave 1:** European Pillar of Social Rights Action Plan
- ❖ **Wave 2:** Skills - European Year of Skills
- ❖ **Wave 3:** Skills - European Year of Skills
- ❖ **Wave 4:** Work and Family
- ❖ **Wave 5 :** Equality
- ❖ **Wave 6*:** Wrap-up (skills, quality jobs, work)



Beyond Digital

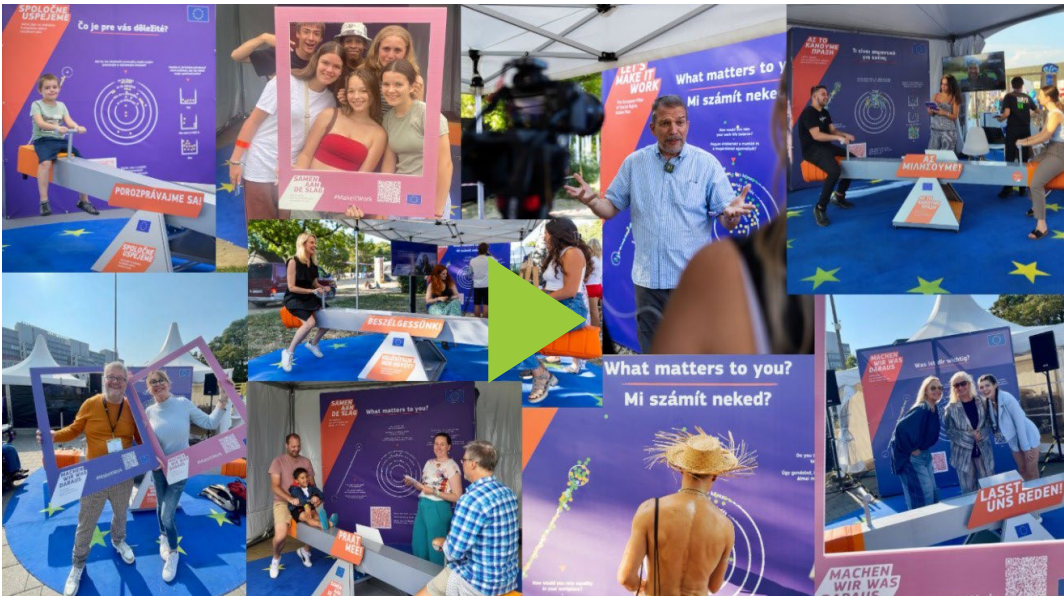
20k

in-depth conversations about

work-life balance, care work, workplace,
upskilling, quality jobs, continuous learning.

3.5M

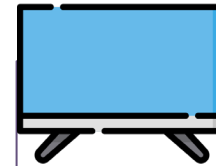
people reached



Impression video of one of the events: [LOA Festival - Luxembourg.mp4](#)

Local Events

Citizens' consultations at Seesaw Tour



41M

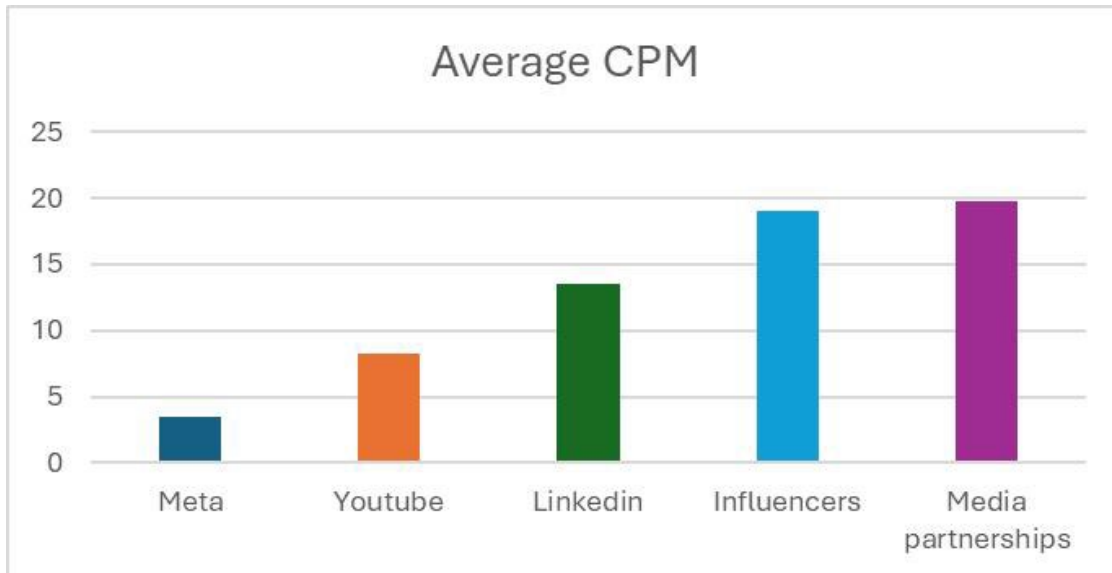
Viewers reached
with TV ad in 5 countries



4.1M

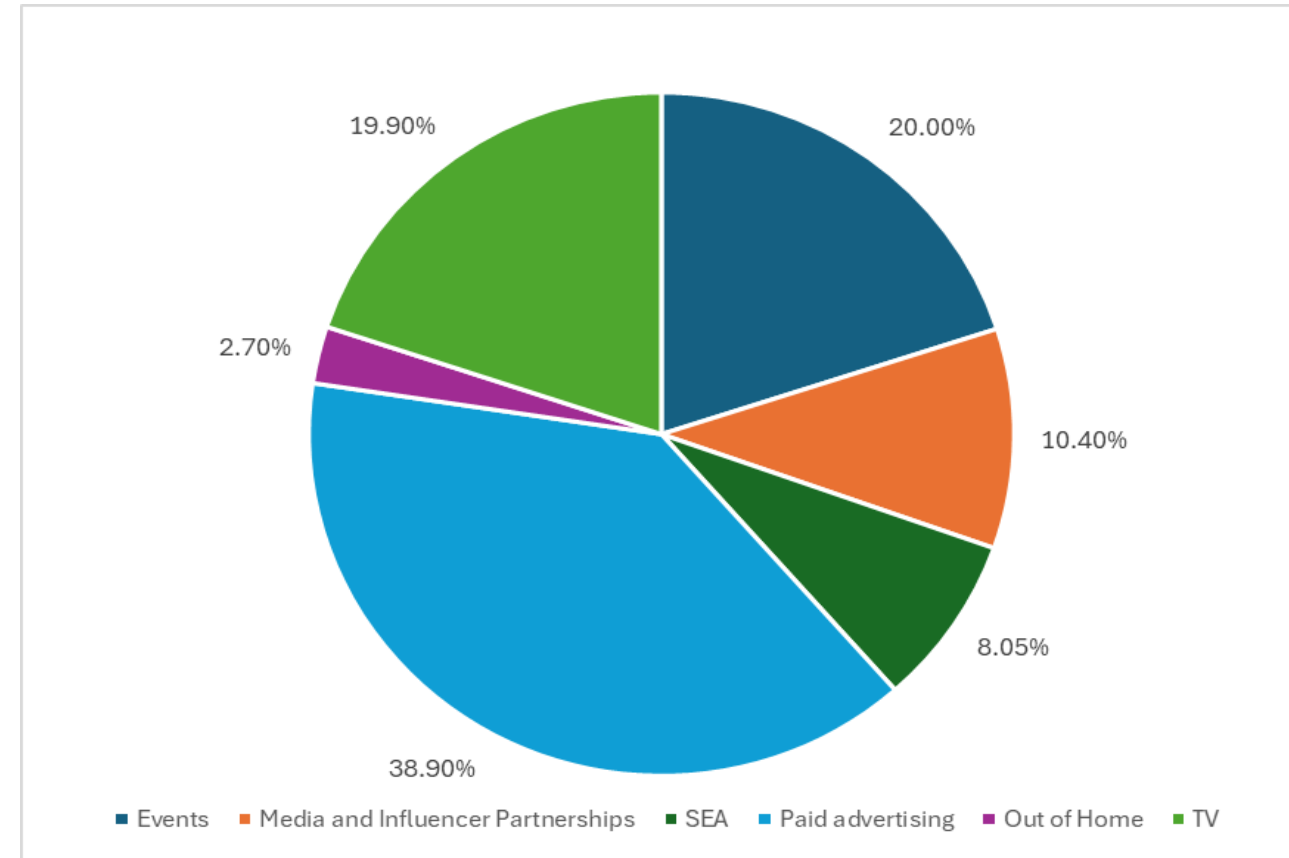
Out-of-home adv
views in Brussels

Budget Breakdown



€95.30

Cost per citizen for events



Balance is Key

- **Digital communication delivers scale & precision**
 - Detailed targeting
 - Selection of audiences
 - Cost effective to reach high numbers
- **Traditional brings depth & trust**
 - Personal often localized content
 - Trusted channels
 - Quality over quantity
- **Integration of both is most powerful**



**Europa is een ver-
van-mijn-bed show**

Kim de Paepe
ESF Communication Officer
WSE, Flanders, Belgium

**Europa is a far-
away-from-my-bed
show**

TEAM

Raphaël Kitoko

Ruben Van Dyck

Sarah Cammaerts

Lise Janssens



Anne Praast

Najwa Zaruali

Nisrine El Bairi

Mona Deckx

A grayscale photograph of a person sitting at a table, working on a laptop. The background wall is covered with numerous handwritten sticky notes, some with drawings. A large yellow rectangular box is overlaid on the image, containing the text 'CHOSEN CONCEPT' in white capital letters. Three small yellow dots are visible on the right side of the table.

CHOSEN CONCEPT

DE DICHT BIJ MIJN BED SHOW

CONCEPT LIGHT VERSION

The EU visits college campuses to increase students' engagement with Europe. This with a bed as an eye-catcher and the message: "The EU is closer than you think".



KEY VISUAL



SLOGAN

"Sleep on both ears,
the EU is closer than you think!"



PRESENTER



JONATAN
MEDART

CONTENT SHOW



**CLOSE TO MY
BED
PLAYLIST**



**INTERVIEWS
PROJECTS**



**True or false
quiz**

AROUND THE BED



VR EXPERIENCE



PHOTOBOOTH



DREAM WALL

EVALUATION

- **Stories Jonathan: gem. 55k views**
- **Article on VRT, Belga and interview on radio 2**
- **VR-experience: 165**
- **27 surveys completed**
 - **Average score of 4.3/5**
 - **77.8% have learned something new about Europe**



LEARNINGS

- Dates not interesting for schools (internship, difficult days such as Monday and Friday)
- Locations on the campuses
- Too small impact vs. Work we put into it
- Clearer division of roles
- Coordinate with school and schedule to visit with students.



Photobooth

**This is not the end,
but merely the
beginning**

Mismatched shoes day

Krista Andersone-Krūmiņa

Ministry of Welfare Republic of Latvia

EU funds department, senior expert of public information



Ministry of Welfare of the Republic of Latvia



The mismatched shoes day

2023

as a part of
campaign

3 months
Publicity

103k euro

public relations

15 stories of people in DI

Mismatched shoe day

A campaign kick-off event to raise awareness – five in-person events in different cities and a public call to step in and create online publicity

A Documentary co-created with influencer

online and outdoor ads

Youth creative competition

2024

as a social media
flash mob

2 weeks
Publicity

6k euro

public relations

direct messaging

Audience-specific e-mailing

Education materials for schools

Mismatched shoe day

A social campaign inviting everyone to create online publicity in support of people with disabilities



#StepIntoOthersShoes

Main activities 2025

4 weeks

9.3k euro

Publicity

digital campaign

Interviews, podcasts, articles in national/regional media, social media publicity

direct messaging

Audience-specific (schools, employers, NGOs) invitation to organize their own events, workshops together with the people with disabilities

Engaging with influencers

not forgetting public figures, sports teams, NGOs etc.

Mismatched shoe day

A day where everybody is invited to wear a different shoe on each foot and share photos/videos in social media with hashtag **#StepIntoOthersShoes**

<https://cilveksnevisdiagnoze.lv/en/mismatched-shoes-day/>



Cross-national communication campaign

at least 3-4 months

Publicity

sharing educational and visual materials

Shared information between countries, building wider public awareness

#stepintoanothershoes

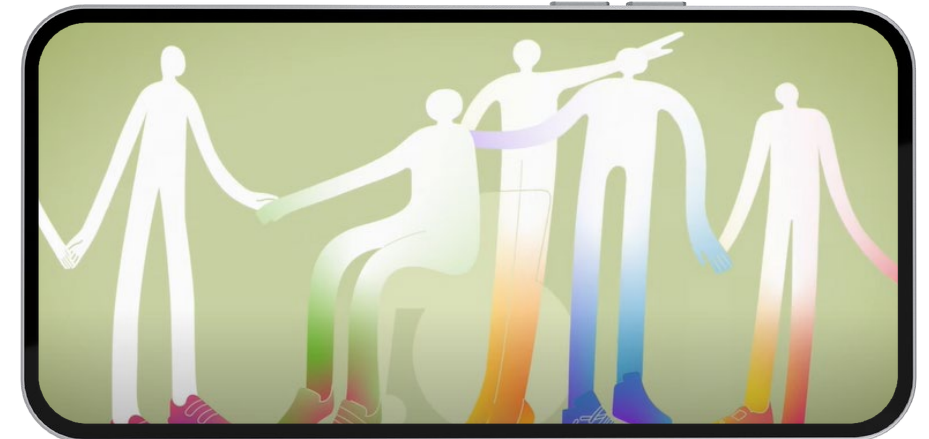
Digital campaign, public relations, creating the buzz in social media

at least one central event

Latvia is planning to create at least one central event on the Mismatched shoe day. Want to join?

Mismatched shoe day
25th of september 2026

A day where everybody is invited to wear a different shoe on each foot and share photos/videos in social media with hashtag **#StepIntoAnothersShoes**



Visual materials

Presentations

About functional impairments, including mental health disorders

Logo

Mismatched shoes day

Invitations

For schools, employers, NGOs

Social media

Visual material in different formats

Posters

A4 and A3 formats in colors and black/white

VIDEO

The mismatched shoes day -

<https://www.youtube.com/watch?v=v3ob6kpbB48>

<https://cilveksnevisdiagnoze.lv/en/mismatched-shoes-day/>

