



INFORM EU SOCIAL 15 November 2023, Ostrava

08:30

Welcome and warmup

Virginia Mercouri
Communication Unit, DG Employment, Social Policy and Inclusion,
European Commission

Communication Priorities

National Lighthouse campaign - illuminating the journey of ESF+ Operations of Strategic Importance

Maria Nordvig Vendelbo
Communication Officer, Danish Business Authority

Exchange on communicating Operations of Strategic Importance

Joint ESF/RRF campaign on VET schools' attractiveness

Aikaterini Car. Chatzinikolaou
Head of Communication Unit
O.P. "Human Resources & Social Cohesion" 2021-2027

Alexandra Tseliou
Communication Officer, Ministry of Economy and Finance, Greece

'Meet the Champions' European Year of Skills flagship event

Virginia Mercouri

Exchange on the European Year of Skills

09:10 09:55

How to involve citizens in EU funds communication

"Knocking on a local door" campaign

Beti Blagus and Sergeja Kariz
Communication Officers
Ministry of Cohesion and Regional Development, Slovenia

Turning challenges into opportunities – two examples

Orsola Fornara, ANPAL, Italy
Dagmar Moravec, Federal Ministry of Labour and Economy, Austria

Group Discussion

Reporting from the groups

09:55 10.00

Conclusions and next meeting

Virginia Mercouri