



Country Mixers – Guidance for Participants

Wednesday, 15 November 2023 from 11:25-12:30

The format of the Country Mixer session is meant to enable **work in smaller groups** and **informal exchanges** on communication activities, sharing best practices and lessons learnt. It is a great opportunity for networking and getting to know your colleagues a bit better. Discussions take place in randomly assigned groups of participants, outcomes feed into the panel session.

This time, with **data and transparency in communication** being the topic of the meeting, we are inviting you to do the following:

1. Bring your laptop or smart phone from which you will be able to access the cohesion open data platform. You will use the [general overview for 2014-2020](#).
2. Each group will pick a **target audience** (for example: policy makers, journalists, youngsters etc.) and your assignment will be to make a **publication in a fitting format** (for example: press release, report, flyer, social media campaign,...) **that communicates a summary of the Cohesion Policy numbers** in approximately 60 minutes (session ends at lunch).
3. The final product should have:
 - a. **one clear message** throughout the publication,
 - b. at least **one data visualisation**,
 - c. it should **relate as much as possible to the selected target audience**, and
 - d. **reference at least one concrete project** and show **how that project relates to the general policy**.

You can use whichever tool you feel most comfortable with to draft this publication. It can be a Word document with some Excel charts, a Power Point presentation with some bullet points, or a simple pencil sketch on paper. Given the limited time available time, we do not expect very polished submissions. Data visualisations can be rough sketches done by hand.

You can **submit your finalised work** either in person (hand it to the INFORM EU team) or by e-mail to: INFORMEU@ec.europa.eu.

Some of the selected interesting formats and story elements will receive feedback and be presented at the plenary session in day 3.

Time allocated: until 12.30 (until lunch)