

## Top tips for launching a Team Europe Initiative (TEI)

### 1. **Ensure the TEI is part of your strategic communication plan**

In line with the new approach to strategic communication and public diplomacy, the aim is to communicate in a coherent manner and use Global Gateway underpinned by TEIs as a vehicle to bring us closer to key overall political objectives.

### 2. **Liase with the relevant HQ comms team**

Ensure that your regional press and social media officer from EEAS StratComm/NEAR A1/ INTPA 02/is informed and involved early on (e.g. before you decide on a date and the format).

This is particularly crucial for flagship TEIs as these have high political importance and require Global Gateway branding with the potential for the Commissioner's attendance/involvement.

### 3. **Launch together as Team Europe**

TEIs are joint EU-MS-EDFI initiatives and should be launched collectively with the participation of all contributing TE members, led at the highest possible level, and be presented as representative of what Europe stands for and offers to

the country.

### 4. **Tag onto an important event or organise your own event to launch the TEI**

Consider whether the launch can be done in connection with a summit, high level mission, national event or equivalent high-level political event.

Timing is important and should reflect on your strategic calendar and national context. Ideally, the launch would be followed up by direct action on the ground.

Depending on the type of event you foresee (in presence, hybrid or virtual) promote actively and share your invitations/links with the all interested stakeholders, including Brussels HQ, in particular INTPA 02, D1 or on the TE platform.

### 5. **Include a high level partner country representative**

Strongly consider whether a partner country representative (e.g. a relevant minister) can take part and make a statement, as well as other relevant heads of stakeholders, such as CSOs, local authorities and national and international private sector – this also goes for regional TEIs.

## 6. Focus on target audiences

It is good practice to identify key target audiences, partners and beneficiaries and demonstrate how the EU actions are relevant for them through concrete success stories.

## 7. Develop joint messaging

Agree on key political messages with the Member States and other participating TE members to make sure that everyone's press announcements and social media outreach are aligned. The narrative should focus not only on what we will do, but why. This includes emphasising shared values, interests and objectives, while taking into account the country's needs.

Stress also the importance of the Team Europe approach. Team Europe should be presented as a means to deliver on our international commitments and as the backbone of Global Gateway. By working together, we achieve greater impact.

When possible, back your statements with facts and figures in order to show the TE's impact and our financial commitment for TEIs. Figures should support the message, but not replace it.

## 8. Be visual

Visuals help people grasp concepts easily. Powerful visual create strong impressions and lasting memories. Think of pictures, videos and graphics that can be used for media outreach and general public campaigns.

Plan your footage and get your launch event, field visits or important meetings with local stakeholders filmed. This can be achieved by working with Europe by Satellite (EbS), the European Union's TV information service, or a local contractor. This can be use not only for your website, but also shared with the local audiovisual media to complete their reports. You can

also work directly with the invited audiovisual media.

In parallel, regular photos should be taken that could be proposed to local media and used for your and INTPA's social media posts.

## 9. Use the visual identity of Global Gateway

This rule apply for any press and promotional material. Global Gateway visual identity should be used in all communication activities. This should be accompanied by the #TeamEurope hashtag.

## 10. Reach out to local and online media

Organise a press conference. Choose carefully your day and timing. Make sure that it doesn't collide with any other big events/announcements in the country concerned, or important international developments. Invite journalists from a wide spectrum of media.

Organise an interview for a prominent written or online publication or find an interesting interview or op-ed opportunity.

Invite audiovisual media to the launch event or organise a press trip on the ground and have the TEI launch included in a local news broadcast. Consider preparing a joint press pack/press briefing to support your media outreach

## 11. Engage with social media

Tell a good story and use your visuals. In the world of social media, visual content is more likely to get shared. The same goes for the articles that feature an image.

Use the same hashtags on social media: #GlobalGateway, #TeamEurope and #StrongerTogether are the commonly-used hashtags, but it should be tailored

to the language of the country when relevant: in francophone countries: #EquipeEurope and in Spanish-speaking countries: #EquipoEuropa. You can also agree on an additional hashtag that adds the name of the partner country; for example, in Kenya, the Team Europe group uses #TeamEuropeKenya.

Examples of social media engagement include Twitter threads, explaining how TEI will be rolled out in the country (areas of cooperation, figures, expected impact), a Twitter chat for experts, a Twitter Space Q&A, a Facebook live with the Ambassador or a Facebook Canva presenting TEI and how it served our shared objectives for a greater impact.

