

Communication Campaign for the Europe for Citizens funded project: EU-Awareness.

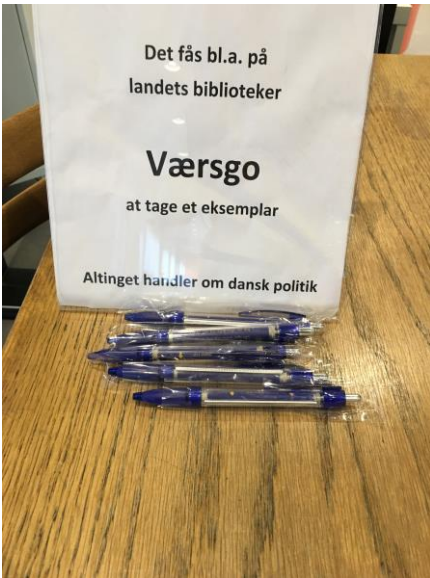
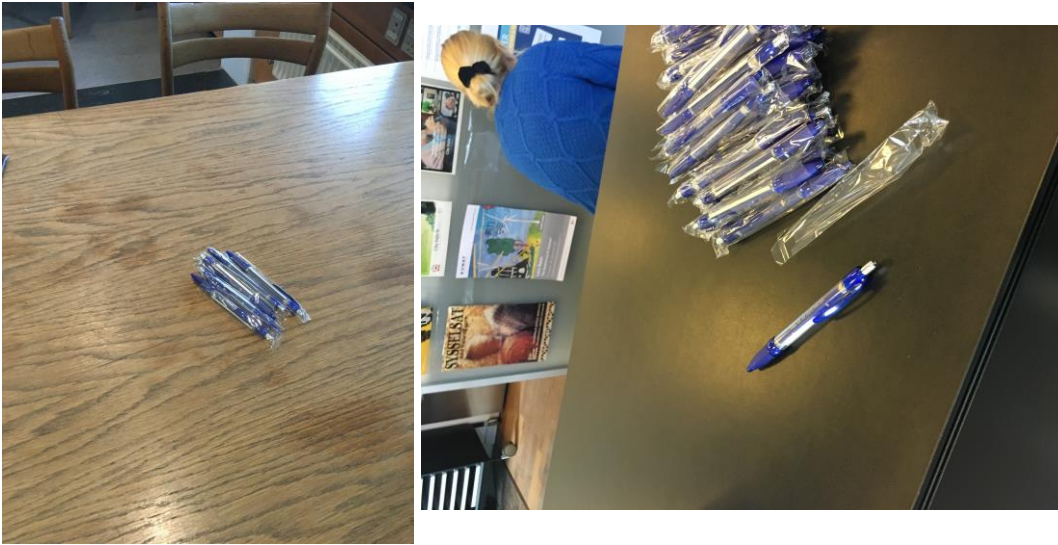
Project no. 601453-CITIZ-1-2018-1-ES-CITIZ-CIV

Following the initial partner meeting on the project, a communication campaign was launched. The aim of the campaign were to raise awareness of the project, and dispel commonly held myths about the European Union. It was decided to make use of merchandise with custom print. VIFIN decided to make candies displaying the project logo as well as the logo for Europe for Citizens, posters displaying facts about the European Union and common Euromyths, and ballpoint pen with customized rollout banners dispelling EU-myths.

The merchandise were handed out, and the posters displayed at "Veje Folkemøde", a public event putting emphasis on active citizen participation. Pictures from the even below.



Further, Ballpoint pens were distributed at public places in Vejle City:



Pictures of ballpoint pens and candies:

