



# EUPOP Gazette

EUPOP ASEAN UPDATES- NO.1 FOR YOUR EUPOP NEWS

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## FOCUS ON EUROPE DAY

Key outcomes  
of an online  
campaign  
throughout  
May

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ISSUE#1 | MONTHLY | MAY 2020



EUPOP ASEAN MAY 2020

# ACTIVITY HIGHLIGHTS

## This month highlights:

- Europe Day Campaign & Outcomes
- Explaining the EU's responses to Covid-19
- Working with EU Delegations/Mission to ASEAN
- Promoting LGBTI rights
- Engaging partners

**EUPOP ASEAN** aims to increase awareness of the EU, the EU's Foreign Policy objectives, and the EU's engagement with the ASEAN region and countries, by strengthening the EU's ability to engage and partner with selected stakeholders and audiences in Malaysia, the Philippines, Singapore, Thailand and Vietnam.



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## PHILIPPINES – VIVA EUROPA

Communication support to EUD's live events with concerts, poetry and much more for an online engaging event.



## VIETNAM – EUROPE DAY

Ambassador Giorgio Aliberti joined a special television program on Vietnam National TV. The show received around **848,000 TV viewers**.



## THAILAND – IDAHOT

Ambassador Pirkka Tapiola and Permanent Secretary of the Ministry of Justice interviewed by Khun Woody on LGBTI rights and the importance of the draft Civil Partnership Act for Human Rights in Thailand with around **80,000 online viewers**.



## EU fighting COVID-19

## THAILAND – EU SOLIDARITY

Ambassador Pirkka Tapiola participated in a TV show on ThaiPBS to discuss the EU's solidarity in response to COVID-19. It received around **53,000 online viewers**.



# ENGAGING PARTNERS



## HAPPY EUROPE DAY!

### ERASMUS ALUMNI

Promotion of Europe Day Campaign within Erasmus alumni networks and their participation in the #EU4ME campaign in the Philippines and Thailand.

### BANGKOK METROPOLITAN ADMINISTRATION (BMA)

Co-organised an online quiz on European Heritage in Bangkok. Bangkok Governor to co-sign certificates for winners with the EU Ambassador to Thailand. **Over 800 young people** have participated to the quiz and **over 5,500** have liked the posts via #EUCulturalHeritageBKK.

### ASEAN YOUTH ORGANIZATION (AYO)

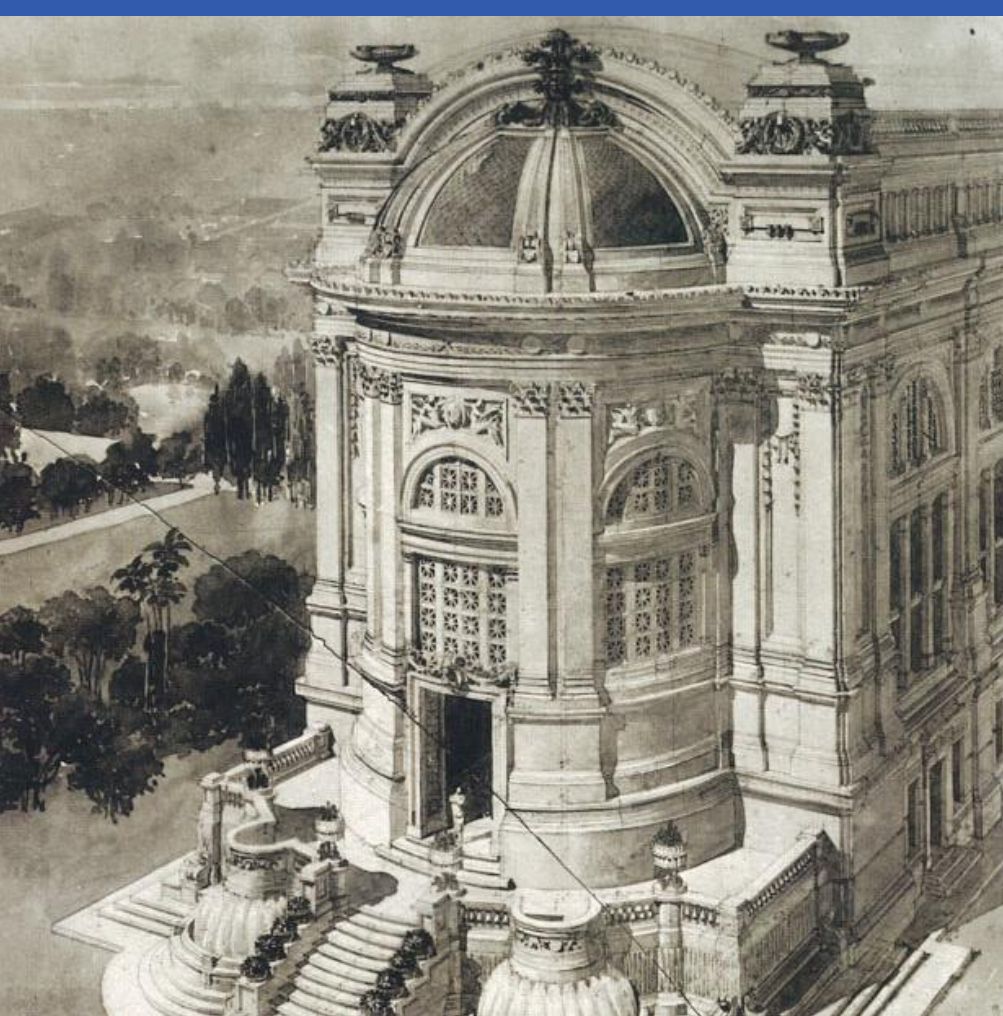
Partnership with the largest youth entity (+400K) to promote the Europe Day Campaign:

- AYO's #EU4AY (EU for ASEAN Youth) campaign to present youth testimonials on what the EU means for them and for ASEAN;
- AYO's online interview program with Barbara Plinkert, EU Ambassador to Singapore;
- AYO's promotion of Igor Driesmans, EU Ambassador to ASEAN, Talk with Youth event, with their representative moderating the discussion.

<https://aseanyouth.net/>

[info@aseanyouth.net](mailto:info@aseanyouth.net)

[@ASEANCommunity](https://www.facebook.com/ASEANCommunity/)  
<https://www.facebook.com/ASEANCommunity/>





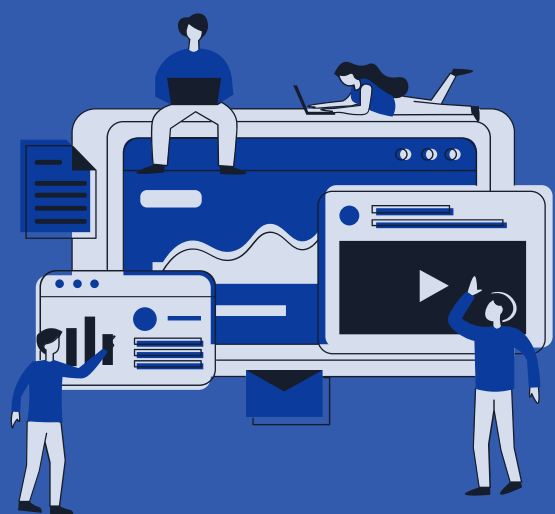
# FOCUS Europe Day

 [www.engage.eu](http://www.engage.eu)

## 7,500

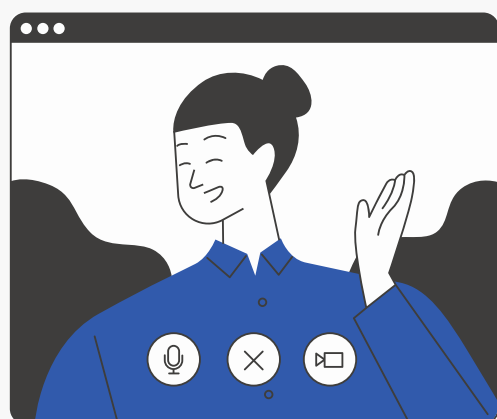
Website sessions

With 6,800 unique visitors and 9,000 page views



## 50 clips

Of youth and EU enthusiasts + text cards receive in engage.eu



## 16 activities

Hosted on the EUPOP Calendar



## 173,528

video views

of history video, EU4U video, ambassadors video



Europe Day  
1 – 31 May 2020

EUPOP collaborated with EU Delegations and the EU Mission to ASEAN to conduct an online campaign and raise South East Asian public and youth awareness of the Schuman Declaration, Europe Day, and EU's achievements and solidarity.

## 295,000 post engagements

Among the 887,808 people reached on social media.

*Engagement is composed of clicks, likes, comments, extended views and share.*



## 1,000+

Quiz participants

About EU knowledge, Education, Environment and European Cultural Heritage.

