

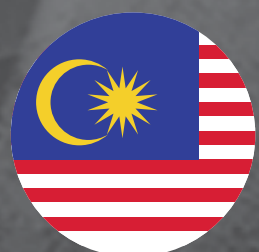


EUPOP Gazette

NO. 2: JANUARY 2021



อนุสัญญาว่าด้วยสิทธิ
tion on the Rights of Persons



**EU POLICY AND
OUTREACH PARTNERSHIP
IN SOUTH EAST ASIA:
A RETROSPECTIVE
AND THE ROAD AHEAD**

EUPOP GAZETTE

Greetings from EUPOP ASEAN!

Since July 2019, the Regional Team for Asia and Pacific of the European Commission's Service for Foreign Policy Instruments and the EU Delegations in Malaysia, Philippines, Singapore, Thailand and Vietnam have been promoting EU public and cultural diplomacy through the European Union Policy and Outreach Partnership in South East Asia (EUPOP ASEAN).

With 30 activities conducted and 30 planned, the EUPOP ASEAN Team fosters a better understanding of the EU, supports dialogue, and has built partnerships that have already engaged 38,612 participants in online and physical events and reached over 22 million people offline and online via TV shows and social media platforms in Southeast Asia.

Together with the EU Delegations to Malaysia, Philippines, Singapore, Thailand and Vietnam and against the threat of Covid-19, EUPOP shared the EU response and solidarity to overcome the pandemic, explained the European Green Deal, and promoted Human Rights, Education, Culture and Sustainable Trade.

This was achieved thanks to the incredible collaboration of 300 EU enthusiasts, partners, colleagues, and friends.

In an era of disinformation and overload of information, EUPOP strives to be innovative and find approaches that trigger people's positive action. This is key to extend the benefit of EU policies to broader audiences and especially youths, as the EU affirms its leadership to work for global health, peace and security.

Hilde Hardeman

Director – Head of Service

Service for Foreign Policy Instruments

TV Interview: EU's response to Covid-19

The EU Ambassador was interviewed by two prominent TV hosts for the Thai Public Broadcasting Services. During the challenging time when social panic and confusion peaked, the 20-minute talk explained the EU solidarity and joint efforts between the EU country members and Thailand in addressing the crisis, as well as the help being provided to Thai citizens in the EU countries and EU citizens in Thailand.



EU SOLIDARITY AND RESPONSE TO COVID-19



#WeTakeYouHome



A collaboration between the EU and country members in Thailand helped over 7,000 people repatriate to Germany, Finland, Spain, Portugal and France.



41,001 PEOPLE REACHED



70 Years of the EU's Solidarity



The 30-minute TV show responded to misunderstandings and doubts related to the EU's response to the Covid-19 crisis. It reflected on the EU's solidarity founded upon the Schuman Declaration 70 years ago and the achievements since then. The show also discussed how the EU addresses the global challenges in partnership with Vietnam.



883,956 VIEWERS

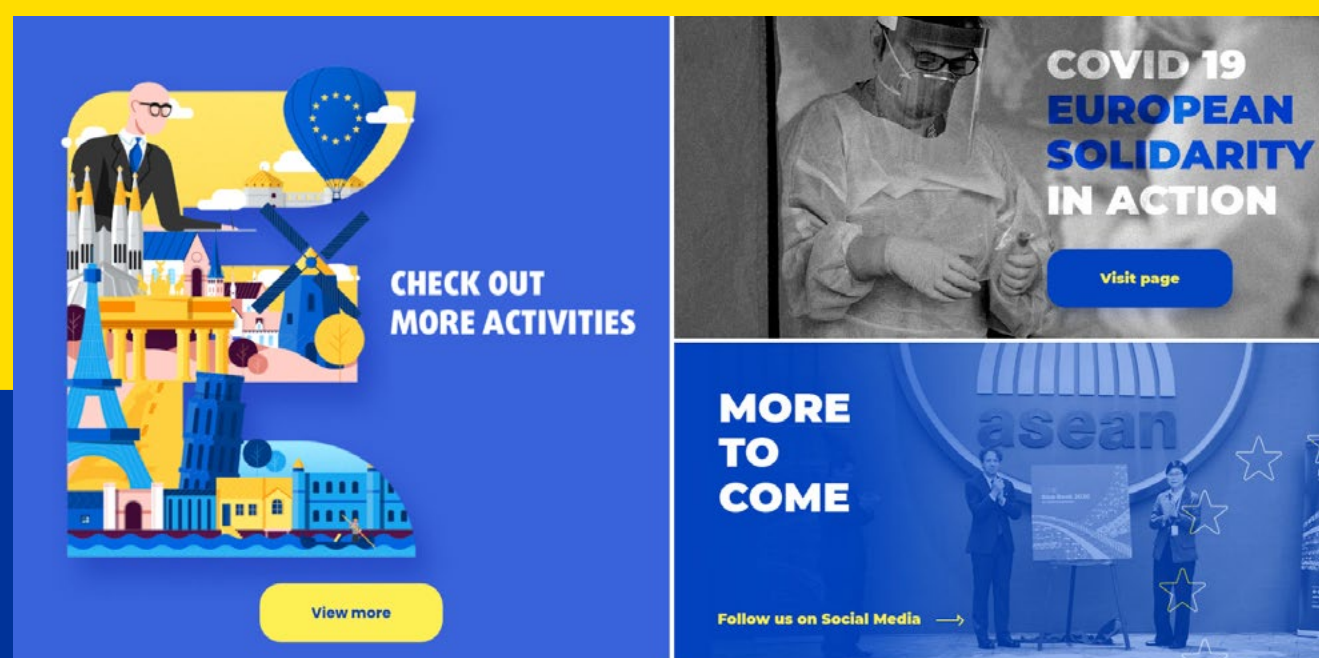




#StrongerTogether



Support to the EU Delegation in producing two e-leaflets to explain how the EU helps curb the Covid-19 impacts and assists vulnerable populations in the social and economic recovery in Malaysia and Thailand. The products were further used by the EU Delegation to explain and highlight the EU's contribution in this regard.



COVID-19 Landing Page



The landing page engage.eu/covid19 pools news related to Covid-19 from EU institutions into one source. The daily news was sourced by the ASEAN Youth Organization (AYO) enabling them to learn about the EU's actions in the process. (Apr-Jul 2020).



#EU4AY



EU for ASEAN Youth



In partnership with the ASEAN Youth Organization (AYO), a network of 400,000 members, the project ran a social media campaign to commemorate Europe Day. Selected youth representatives from 10 ASEAN countries researched the EU-ASEAN relations and each spoke out on what the EU means for them in the #EU4AY campaign (EU for ASEAN Youth).



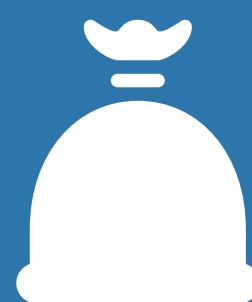
EUROPEAN GREEN DEAL



EU Climate Diplomacy



Two EU Climate Diplomacy activities: #BeachCleanup 2019 and #CanalCleanUp 2020, drew 300 students and young volunteers who learned about plastic pollution and circular economy. Supported by 3 key opinion leaders, the online #TrashMeCampaign, reached more than 1.8M people.



1.8M
PEOPLE REACHED

300 STUDENTS
AND VOLUNTEERS



1.8M
PEOPLE REACHED

746 ONLINE GAME
PARTICIPANTS



HUMAN
OF
DIGITAL AGE

"Nụ cười tới từ những bước chân,
và hạnh phúc tới từ những
công nghệ chăm sóc sức khỏe."



Digital Economy Campaign



In partnership with the Partnership Cooperation Agreement – EU-Vietnam Partnership Facility (PCA), the project assisted the EU Delegation in conducting a campaign to raise public awareness of the digital economy, a key component of the European Green Deal as well as the EU's cooperation with Vietnam. The campaign also highlighted how the EU and Vietnam use digital technologies to promote sustainable development and address global challenges such as climate change and Covid-19.

HUMAN RIGHTS

Human Rights Day Events

Young Thais have become more politically active, these projects particular target this segment of the population. The 2019 art exhibition on fundamental rights attracted 4,726 visitors. The 2020 contemporary dance explained 7 human rights treaties by stimulating a public discussion about the situation in Thailand.

2019
4,726 VISITORS

2020
300 PARTICIPANTS
27 MEDIA COVERAGE

International Women's Day

The project produced a short video on the theme "Each and Equal" to present the EU's partnership with Thailand to promote gender equality. Ambassador of Finland and representatives of partner organisations contributed to the video, which was published on 8 March 2020 to mark the International Women's Day.

12,375 PEOPLE REACHED

Death Penalty Day Activities

In 2019, the support targeted the media, through training conducted in partnership with the Ministry of Justice and the Thai Journalist Association; and a photo exhibition, followed by a public talk, at the Foreign Correspondents Club of Thailand.

In 2020, we supported the EU's dialogue with the Thai public through two movie screenings and a panel discussion, held by the Documentary Club Thailand. The partnership with a respected online media, The Standard, resulted in two in-depth articles, seen by 497,130 people.

497,130 PEOPLE REACHED

Promoting Gender Equality

EU Ambassador's interview with a prominent opinion leader "Woody" on the International Day Against Homophobia, Transphobia and Biphobia Day. A representative of the Ministry of Justice joined the talk, explaining the Civil Partnership Bill and its aim to promote equal rights. This was a unique opportunity for the EU to increase support to get the law passed.

450,117 PEOPLE REACHED

78,524 VIEWS



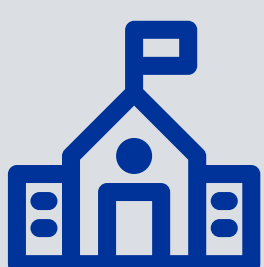
EDUCATION

European Higher Education Fairs

European Higher Education Fairs (EHEF) attracted the highest number of participants and universities in the three events (one physical and two online).

The 1st digital edition of EHEF took place in the Philippines and Singapore. Altogether 244 universities took part, and 4,153 online visitors said they benefited from the events. In Vietnam, the back-to-back Europe Study Fairs in Hanoi and Ho Chi Minh City, drew in total 1,803 visitors.

244 UNIVERSITIES
12,900 PARTICIPANTS
IN PHYSICAL AND ONLINE
EVENTS IN PHILIPPINES,
SINGAPORE AND VIETNAM



CULTURE



European Union Film Festival

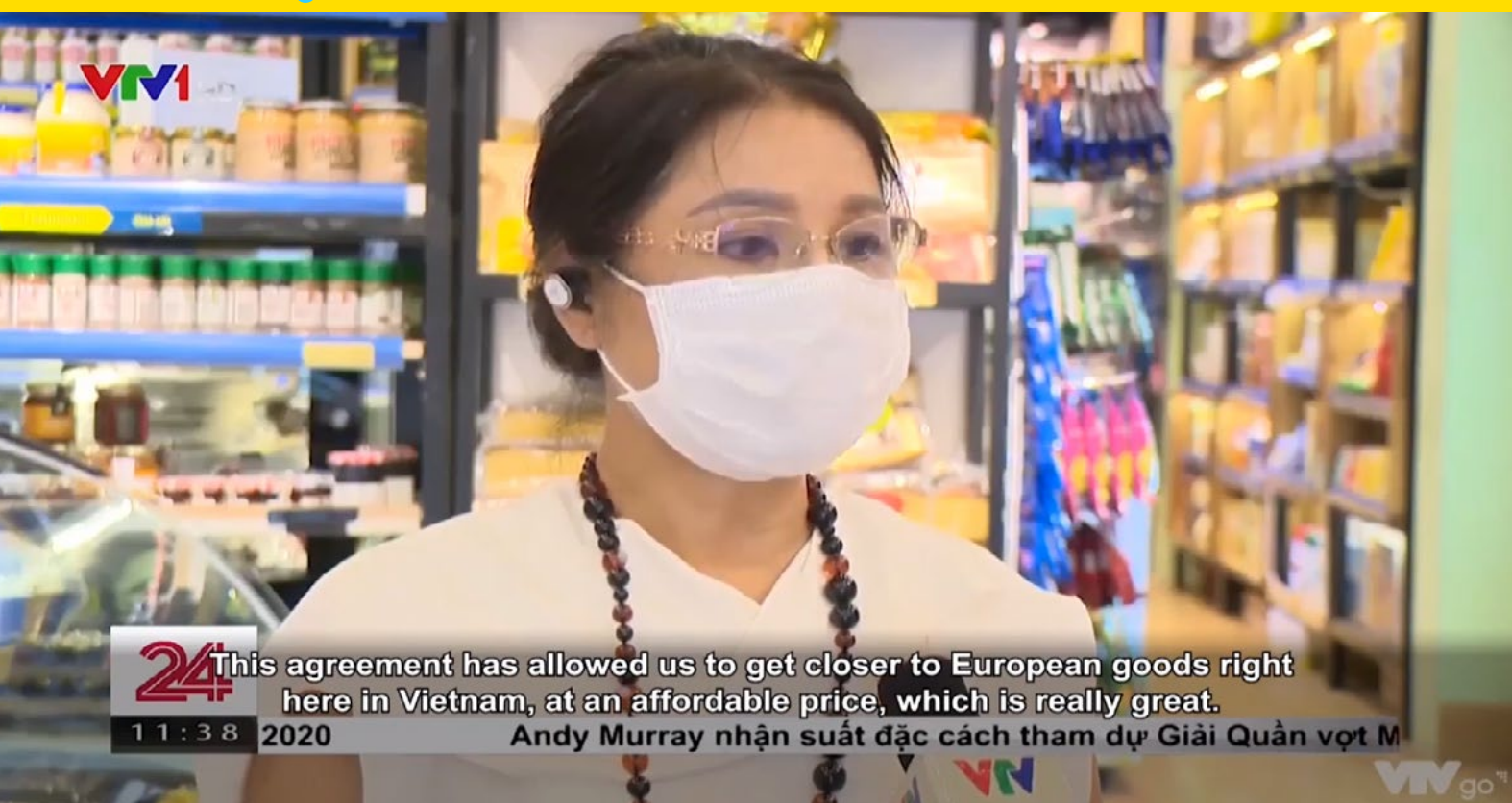
The European Union Film Festival in 2019 and 2020 attracted 11,240 people in 5 Southeast Asian cities.

In the Philippines, where social gathering remains restricted, the project helped promote the Cine Europa, an online film festival. Through strong media promotion and direct interactions (online games), more than 6,000 people registered to watch the European films online.

11,240 VIEWERS IN 5
SOUTHEAST ASIAN CITIES



FREE TRADE AGREEMENT



Explaining the EU-Vietnam FTA

A TV programme to inform the Vietnamese public of the EU-Vietnam Free Trade Agreement (EVFTA) and the EU-Vietnam Investment Protection Agreement (EVIPA). The benefits brought to both sides are not commercial terms but also sustainable development and human rights.

6 TELEVISION REPORTAGES **24 MEDIA OUTLETS**
14 MILLION VIEWERS (TV) **2,639,000 VIEWS ONLINE**

TV Programme: 30 Years of the EU-Vietnam Partnership

A special TV production, broadcast on a national channel, presented the evolution of the EU-Vietnam relations, how their foreign policy objectives converged and how their mutual interests expanded over the past 30 years. The show featured concrete achievements, with representatives from various sectors discussing different aspects of the EU-Vietnam relations.

EU HR/VP Josep Borrell and Vietnam's Deputy Prime Minister/ Minister of Foreign Affairs Pham Binh Minh were among the 13 presenters who contributed to this programme.

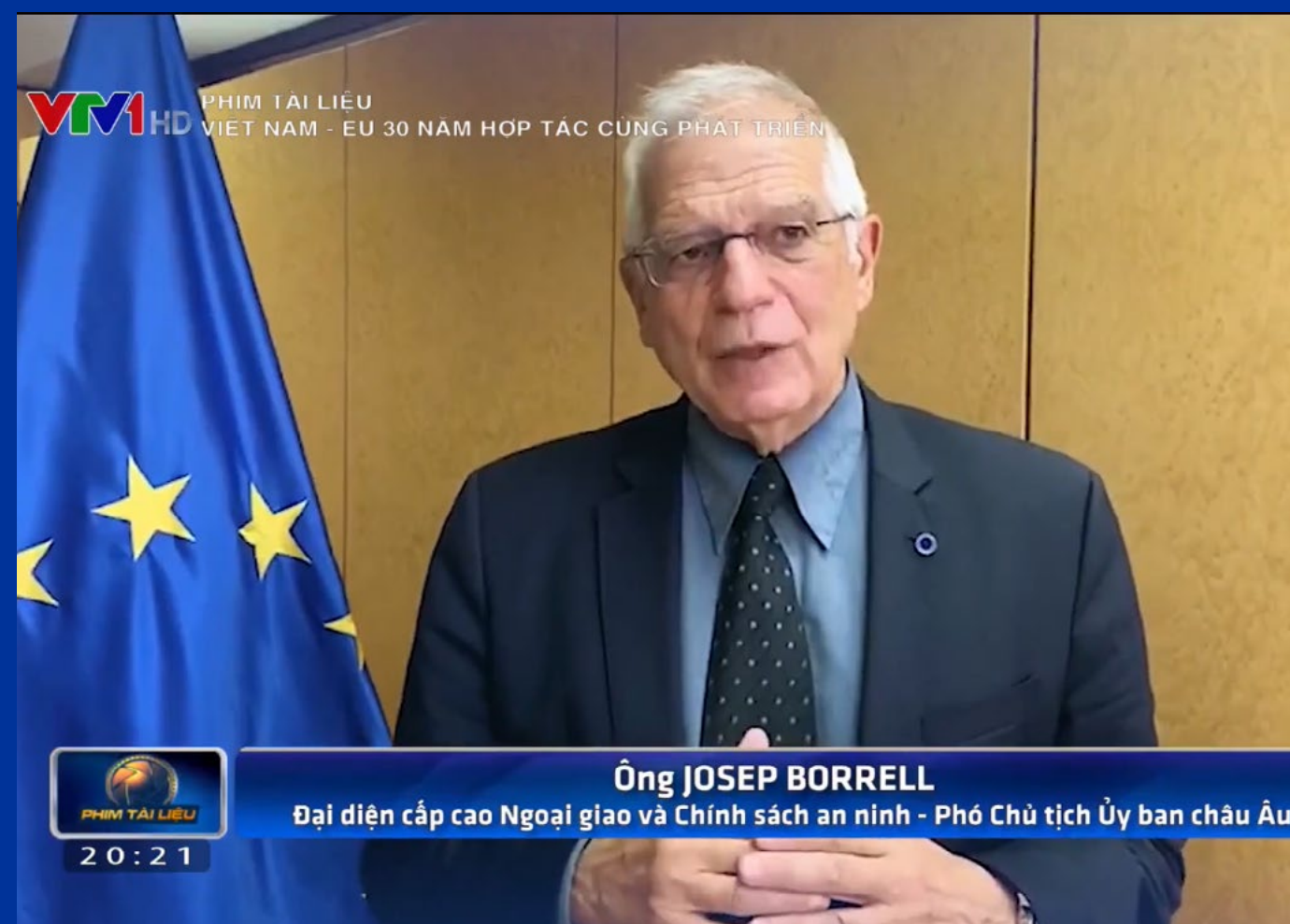
800,000 VIEWERS

BILATERAL RELATIONS



Webinar on Trends in Public and Cultural Diplomacy

The project facilitated the discussion among 58 practitioners including from EU's partner countries and institutions to assess the media landscape in the Philippines and discuss the emerging trends and challenges. The event underscored the importance of local factors in the public and cultural diplomacy and identified strategies including for crisis communications. A discussion report was disseminated among the EU Member States after the event.



WHAT HAVE WE LEARNED?

EUPOP's success is owed to its targeted young and dynamic partners who are keen to learn and collaborate with the EU in order to initiate positive changes in their countries. To place them at the heart of the action ensures visibility and broader platforms to share messages. We must build on these partnerships.

To make the EU policies well recognised, re-engagement strategy should be pursued. First-time participants should be encouraged to participate in

or contribute to future activities.

We need to reinforce our media outreach, through contemporary news outlets such as websites, blogs and Facebook fan pages, as well as traditional engagements with mainstream media.

With increasing online activities and communications, we need to always learn and improve our activities and impact indicators, in order to deepen meaningful and active engagements.

WHAT'S NEXT?

2021: 30 new EU Public Diplomacy Activities that will increase EU Policy and Outreach Partnerships in key topics such as:

-  **Malaysia:** Economic Diplomacy Training for ASEAN Diplomats
-  **Philippines:** EU WHIZ Week – Youth Engagement
-  **Singapore:** European Film Festival
-  **Thailand:** EU Urban Heritage Promotion
-  **Vietnam:** Journalist Training on the European Green Deal