



Communicating Europe to Europeans



Communication is communication



Communication is communication

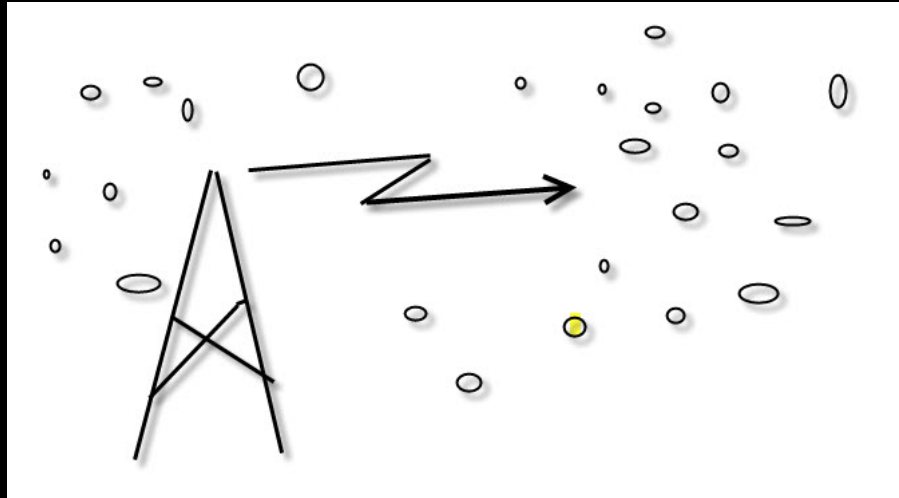


Communication is communication



|

**Why is the EU so difficult  
for journalists  
to communicate?**



**EU is a sender**



But today  
the receiver  
is King



Media live  
from  
**identification**







Can you identify with the EU ?



Can you identify?



Who can you identify with?



Better now?

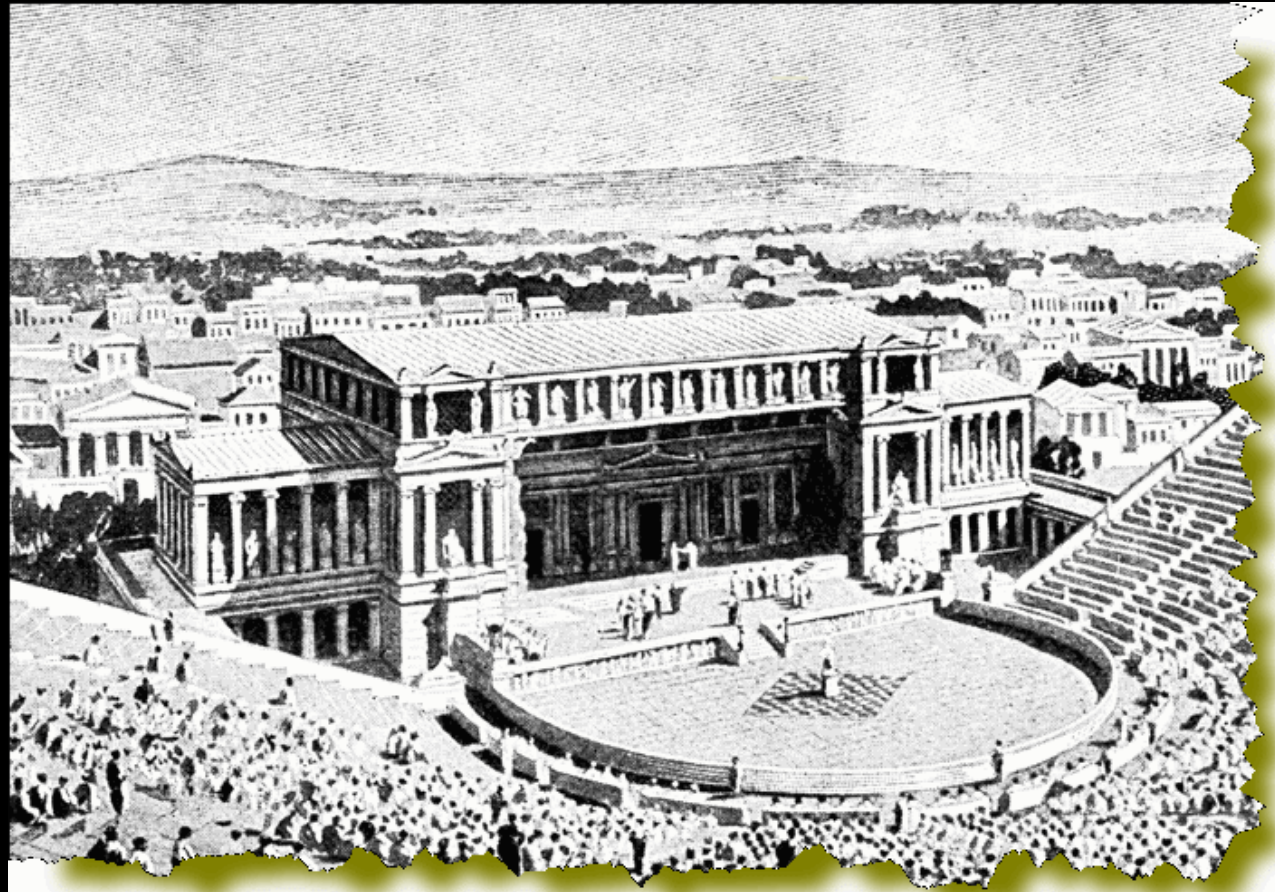




1995-97

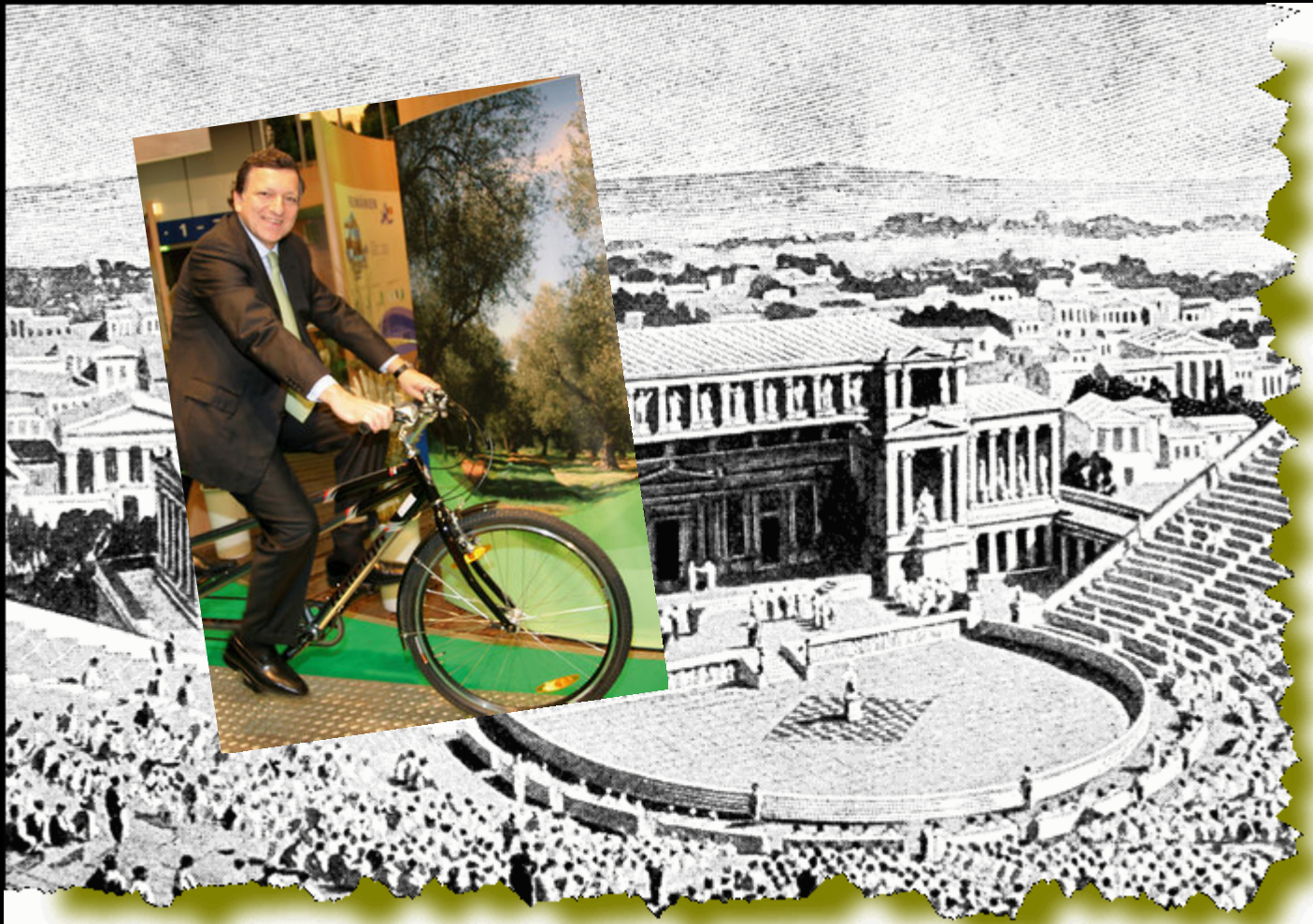


Democracy as  
narration



”All the world’s a stage”  
Shakespeare



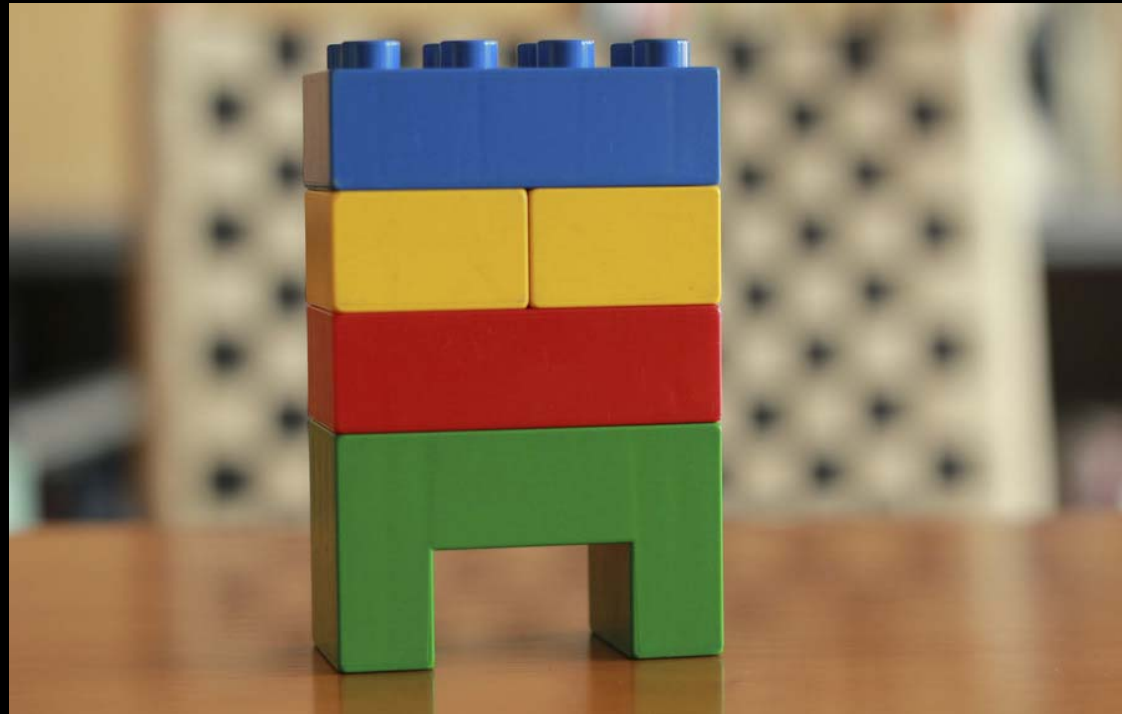


EU Parliament Elections 2009





# EU Parliament Elections 2009



Politically, we live in a 4-storey building

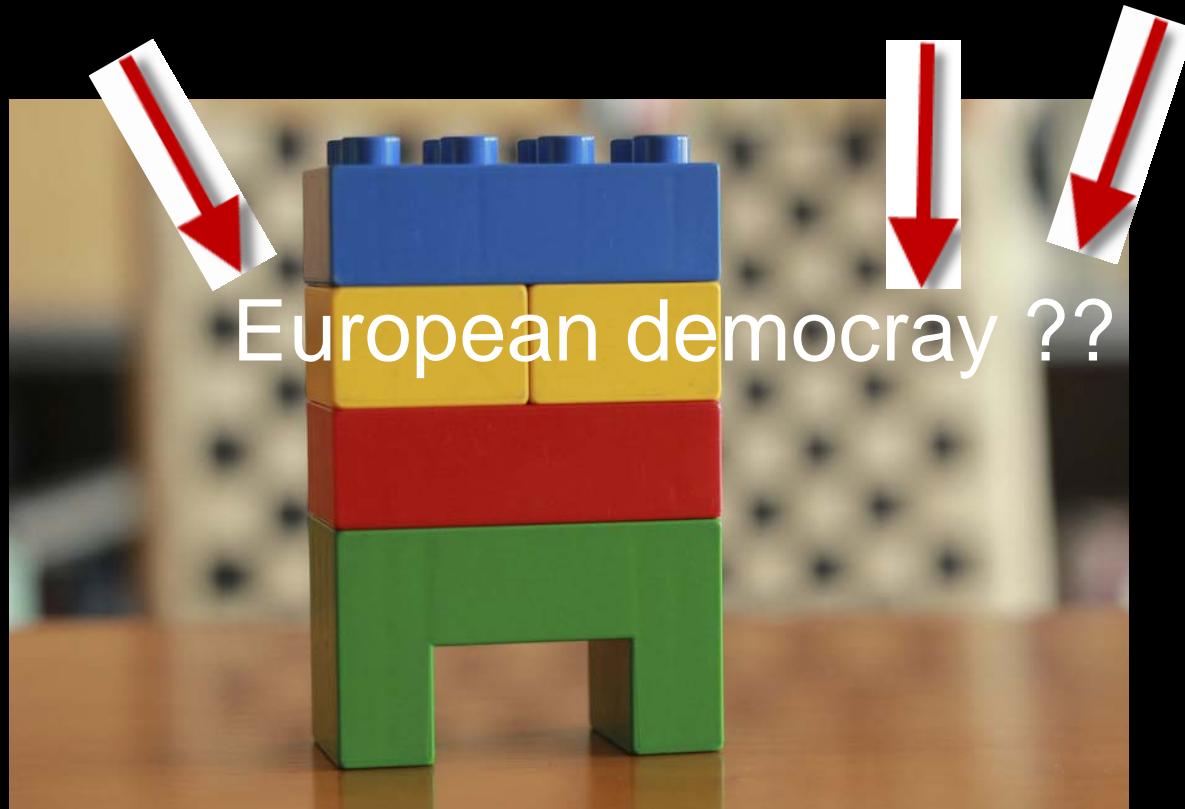


Global --- ?

European democracy ??

National democracy

Local democracy



The drama is here....



So, what does it take  
to make the EU more sexy?  
Democracy ?



## II. Choosing your tools





Search

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# Video Your Vote: An Illustrated Introduction



0:01 / 1:31

Fra: Ole Aabenhus Sendt: fr 26-11-2010 16:48  
 Til: Jeppe Heien Madsen  
 Cc:  
 Emne: VS: WssTP supports the Innovation Union / the EIP "Water Efficient Europe"

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**Fra:** WssTP [mailto:wssstp@wssstp.eu]  
**Sendt:** 26. november 2010 14:19  
**Til:** Ole Aabenhus  
**Emne:** WssTP supports the Innovation Union / the EIP "Water Efficient Europe"

Dear all,

**WssTP just released its Position to strongly supports the EIP**

WssTP (the European Technology Platform for Water) supports the Innovation Union. Overcoming fragmentation and duplication, facilitation of technology transfer, and the establishment of an enabling framework in the widest sense have also been identified by us as the major challenges for innovation in the water sector. We support in particular the creation of a European Innovation Partnership for "Water Efficient Europe" as it addresses one of the key societal challenges of our life-time: the availability of water for households, industry, agriculture and the environment. It will also contribute to achieving our vision *"the European water sector should be the leading centre of expertise for providing safe, clean and affordable water services while protecting nature by 2030"*.

- Water, a key market for more innovation**  
 Global market: 250,000 plants worldwide (Water and wastewater treatment plants)  
 Jobs in Europe: >600,000 direct jobs  
 Huge market: 250 to 350 Billion € (Municipal and industrial water and wastewater capital expenditure)  
 Expected Growth: 2% to 10% (Lead market: China, India, and Middle East)  
 Water and wastewater infrastructure networks > 3.5 Million Km water distribution pipes  
 > 2.5 Million Km waste water sewers  
 in Europe = 70,000 wastewater treatment plants  
 European water companies are leading the market today.
- Water, a key grand societal challenge**  
 Water is vital to life and the supply of water in good quantity and quality is central to key needs of human and economical activities such as:
  - Water supply: to deliver potable water of high quality to the urban and rural populations and maintain public health



Dear all,

## **WssTP just released its Position to strongly supports the EIP**

WssTP (the European Technology Platform for Water) supports the Innovation framework in the widest sense have also been identified by us as the major “Water Efficient Europe” as it addresses one of the key societal challenges achieving our vision *“the European water sector should be the leading center*

### **• Water, a key market for more innovation**

Global market:	250,000 plants worldwide (Water and wastewater)
Jobs in Europe:	>600,000 direct jobs
Huge market:	250 to 350 Billion € (Municipal and industrial water)
Expected Growth:	2% to 10% (Lead market: China, India, and Middle East)
Water and wastewater:	> 2.5 Million Km water distribution pipes



ZEALANDDENMARK

SJÆLLANDDANMARK

Rediger Side

Promover med en annonce

Foreslå til venner

Sjælland EU Nyt er public service nyt fra ZealandDenmark EU Office i Bruxelles.

Det sker ud fra den tanke, at EU er "ikke bare noget, der foregår i Bruxelles, men også i Region Sjælland".

### Oplysninger

Grundlagt:  
2007

### Indblik

Vis alle

- 0 Monthly Active Users
- 0 Daily New Likes
- 0 Daily Post Views
- 0 Daily Post Feedback

Indblik er kun synlig for sideadministratorer.

18 personer synes godt om dette

Vis alle

## Sjælland EU Nyt

Væg

Information

Billeder

Debat

Noter

Links

+

Hvad har du på hjerte?

Vedhæft:    



Del

Muligheder

ZEALAND  
SJÆLLAND

### Sjælland EU Nyt



#### Projektåbent for undervisningssektoren - Zealand Danmark

zealanddenmark.eu

Betingelserne i EU's støtteprogram for uddannelsesprojekter i det kommende år er nu offentliggjort. Projekterne kan handle om alt fra folkeskoler til voksenuddannelser og universitet. Der er i alt sat syv mia. kroner af til projekter i de 27 medlemslande. De fleste projekter har ansøgningsfrist i fe

Insights for opslag er ikke tilgængelig endnu. Kom tilbage senere.

 for 6 timer siden · Synes godt om · Tilføj kommentar · Del · Reklamér

ZEALAND  
SJÆLLAND

**Sjælland EU Nyt** Husk at trykke "del", så dine venner og kolleger også kan få glæde af de daglige nyheder fra Bruxelles!



#### Kulstøv på vejen til Cancun - Zealand Danmark

zealanddenmark.eu

I dag begynder næsten runde i FN's klimaforhandlinger, COP16, i Mexico. EU spiller igen rollen som den centrale drivkraft. Men EU er splittet.

42 visninger · 0 % feedback

 mandag kl. 16:04 · Synes godt om · Tilføj kommentar · Del · Reklamér

ZEALAND  
SJÆLLAND

### Sjælland EU Nyt



#### Klimatopmøde. Menneskehandel. Landbrug - Zealand Danmark

zealanddenmark.eu

Efterfølgeren til klimatopmødet i København begynder mandag i Cancun, Mexico. Det ventes, at EU fortsat skal være den drivende kraft.

Opret en annonce

### Facebook-sider



Facebook-sider hjælper dig med at opdage nye kunstnere, virksomheder og brands samt med at få forbindelse til dem, du allerede elsker.

Flere annoncer

## Kriegers Flak skaber dansk dilemma [TEST]

Zealand Denmark [info@zealanddenmark.eu]

Sendt: on 01-12-2010 20:30

Til: Ole Aabenhus



EL-NET TIL HAVS UD FOR STEVNS

### Kriegers Flak skaber dansk dilemma

Den danske regering har taget imod en EU-bevilling på 1,1 milliard kroner til ledningsnet i forbindelse med en kæmpe vindmøllepark på Kriegers Flak øst for Stevns. Men dermed har den placeret sig i et dilemma. Pengene skal bruges hurtigt, fordi de er en del af EUs krisepakke. Men den politiske beslutning om havmøllerne lader vente på sig. Og "Uden møller ingen ledning".

[Klik her for at læse hele nyheden](#)

## Sundhedsdirektiv genoplivet [TEST]

Zealand Denmark [info@zealanddenmark.eu]

Sendt: on 01-12-2010 20:29

Til: Ole Aabenhus



PATIENTER OVER GRÆNSER

### Sundhedsdirektiv genoplivet

Skal sygesikringen betale, hvis en patient beslutter at tage til udlandet for at lade sig behandle? Spørgsmålet har ligget på køl siden december. I denne uge bliver det taget op igen i Parlamentet. Lidt inde i det nye år skulle vi kende svaret. Men det er nu, man skal rykke, hvis man vil påvirke slutspillet.

[Klik her for at læse hele nyheden](#)

Videresend denne mail til venner og kolleger.

Det er ikke alle danskere der er i "Sjælland EU Net" endnu.

# SJÆLLAND EU NYT



ZEALANDDENMARK  
SJÆLLANDDANMARK

Til forsiden Kontakt In English Abonner på nyheder

Kom i gang med EU EU-bemægelse Sjælland Om ZealandDenmark

Seneste nyheder

Borger og Kultur

Erhverv og Arbejde

Sundhed og Velfærd

Trafik, Energi, Miljø

Uddannelse, Forskning, Innovation

SØG

## Seneste nyheder



REGJERINGSDOKUMENT 28. NOVEMBER 2010

### Klimatopmøde. Menneskehandel. Landbrug

Borger og Kultur - 23. november 2010

Kommissionen udsender prognose for EU's økonomi under krisen. EU sætter på FN's klimatopmøde i Cancun, Mexico. Andre emner: Menneskehandel. Børneporno. Skilsmisse. Personoplysninger. Pakkebomber. GMO. Landbrugsstatte efter 2013. Skibstransport. Energi. Borgerinitiativet. Serbien i EU?

Læs mere >>



### LERING FOR ALLE-PROGRAMMET Projektåbent for undervisningssektoren

Uddannelse, Forskning, Innovation - 1. december 2010

EU's årlige ansøgningsrunde for uddannelsesprojekter er nu i gang. Der er syv mia. kroner i spil, og alle kan være med - fra folkeskole til universitet. Ansøgningsfrister i februar og marts.

Læs mere >>



UGEN SET FRA BRUXELLES

### Kulstøv på vejen til Cancun

Borger og Kultur - 23. november 2010

I dag begynder næsten runde i FN's klimaforhandlinger, COP16, i Mexico. EU spiller



UGEN SET FRA BRUXELLES

Ole Aabenhus rapporterer i lyd om ugen, der kommer. Få overblik på 4 minutter.

Prøv et [podcast](#) til iTunes.



Få EU-nyheder på dit eget felt direkte i din mailboks. [Abonner!](#)



EU-info i øjenhøjde. Kursus for erhvervsfremme-folk. Vordingborg 14. dec. [Klik her](#)



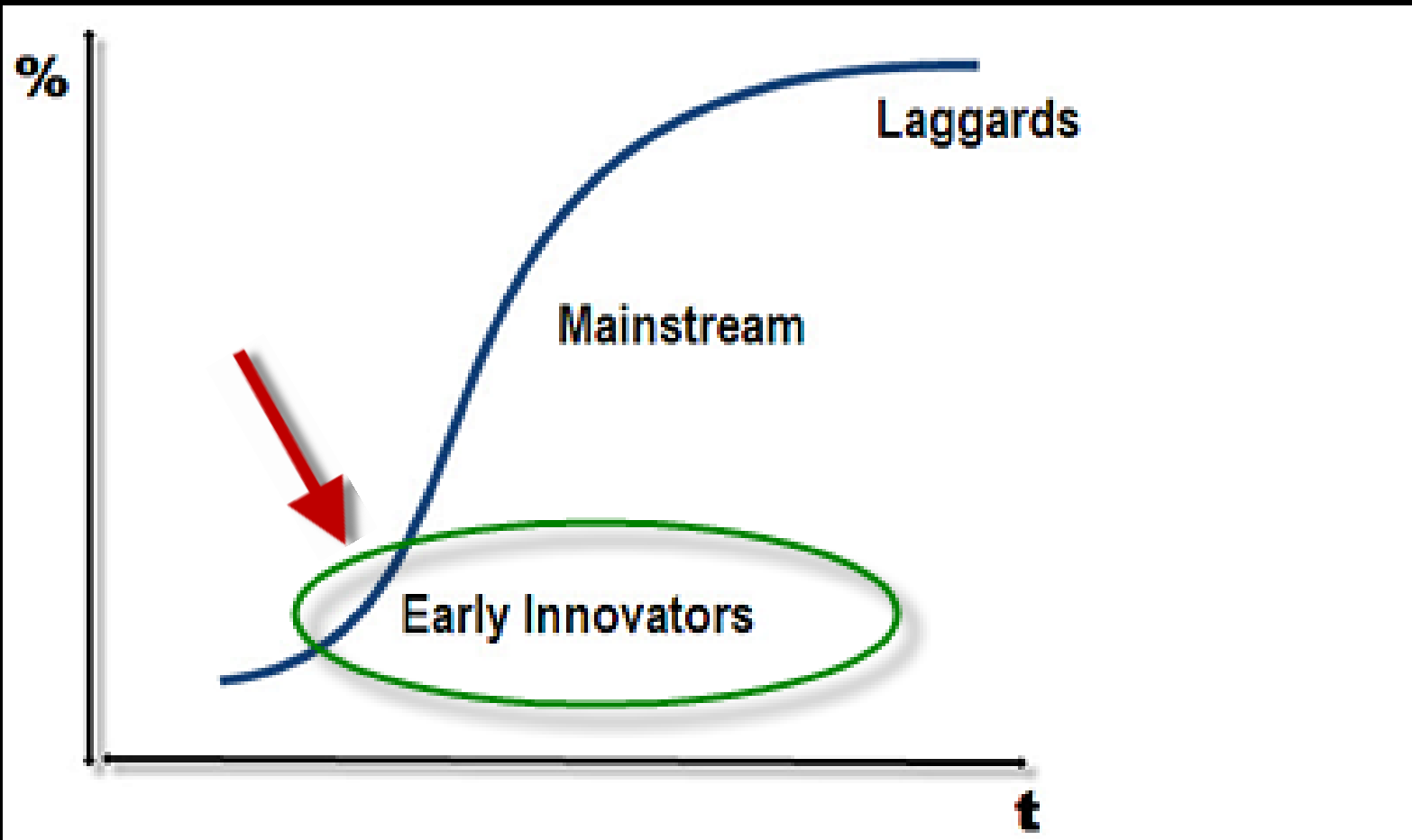
ZealandDenmarks seminarer og besøg i Danmark. [Følg os her](#)

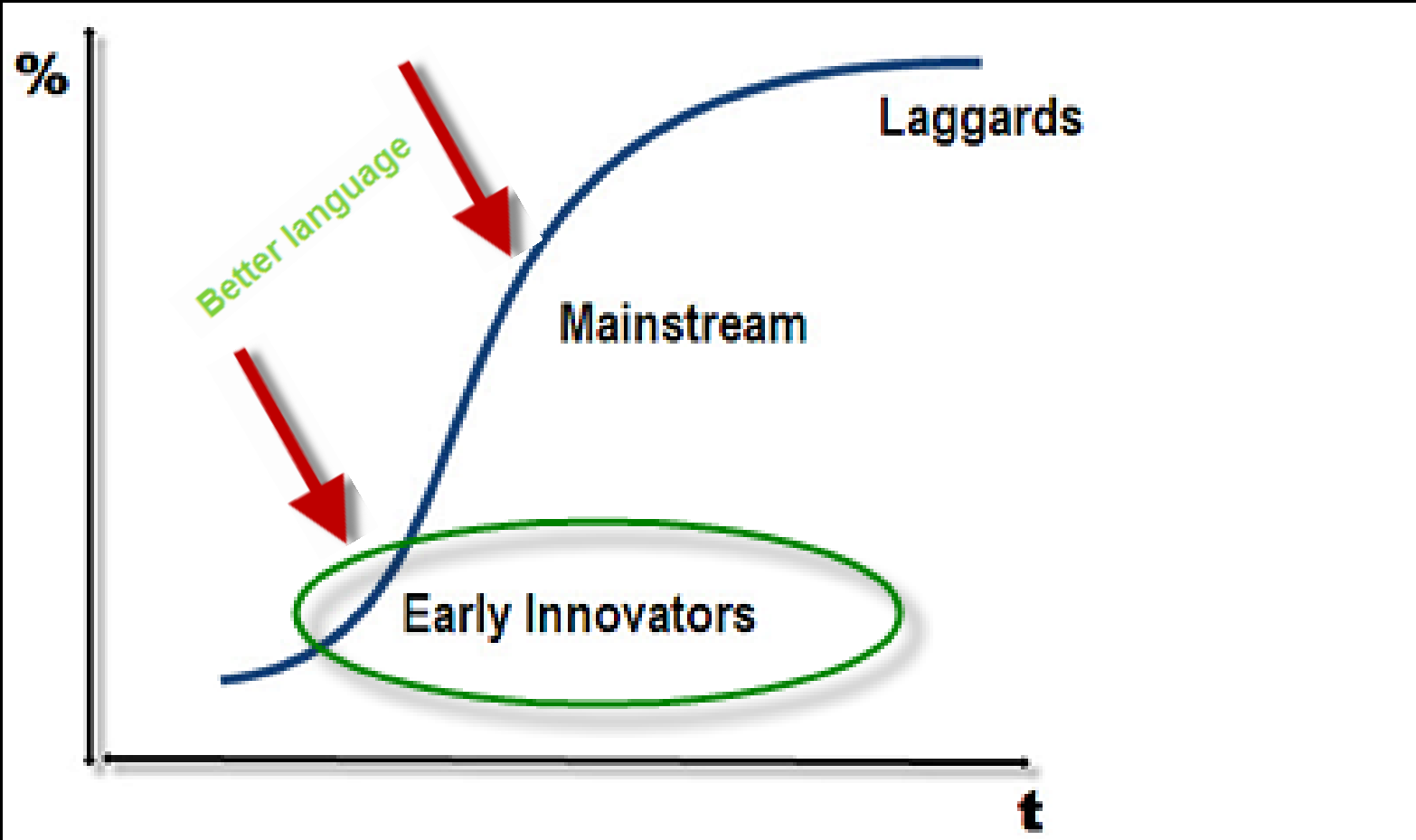


Find mer' om EU på [EuropeDirect-Sjælland](#)



Link til Region Sjælland og de 17 kommuner. [Kom i kontakt her.](#)

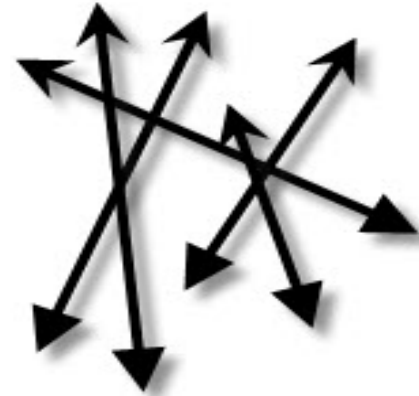
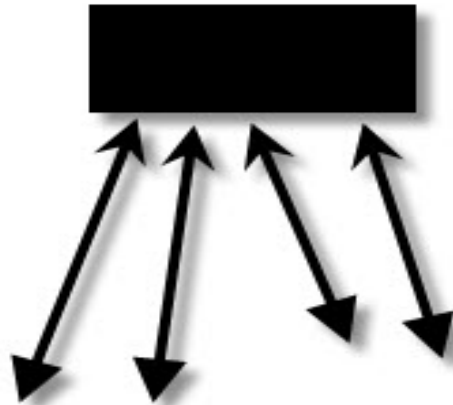




One-way

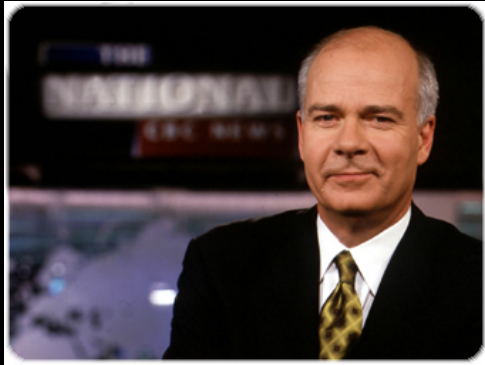
2-way comm.

Network





What's your mix ? Choose from:

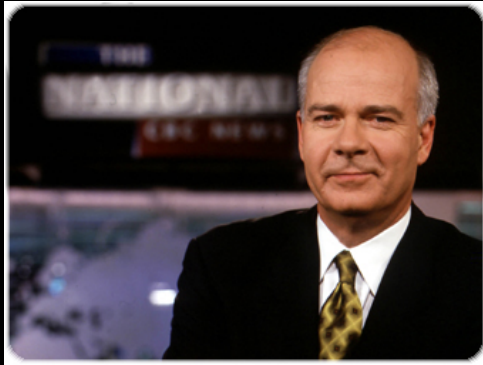


Big  
media

Small  
"open"  
media

"Closed"  
interactive  
media

# Millions



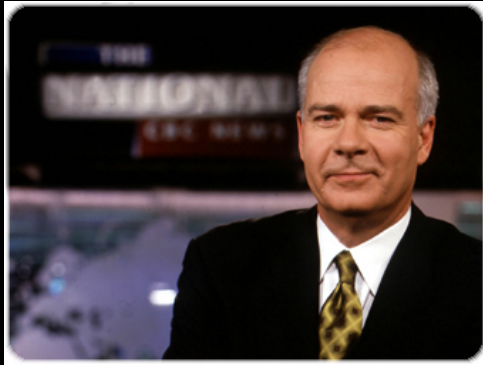
Big  
media

Small  
"open"  
media

"Closed"  
interactive  
media

What's your mix ? Choose from:

# Millions



Big  
media

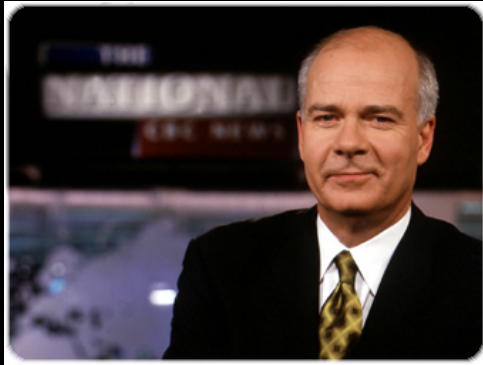


Small  
"open"  
media

"Closed"  
interactive  
media

What's your mix ? Choose from:

Millions



Big  
media

Many

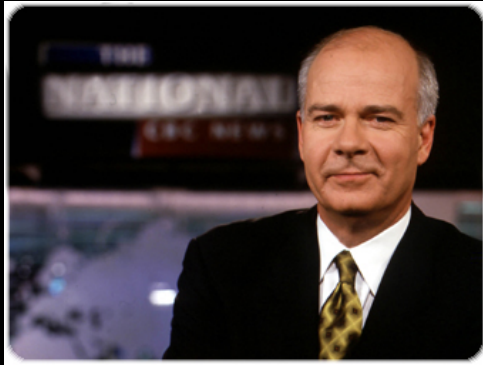


Small  
"open"  
media

"Closed"  
interactive  
media

What's your mix ? Choose from:

Millions



Big  
media

Many



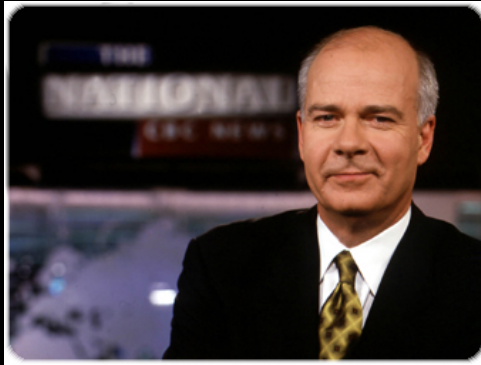
Small  
"open"  
media



"Closed"  
interactive  
media

What's your mix ? Choose from:

Millions



Big  
media

Many



Small  
"open"  
media

Some

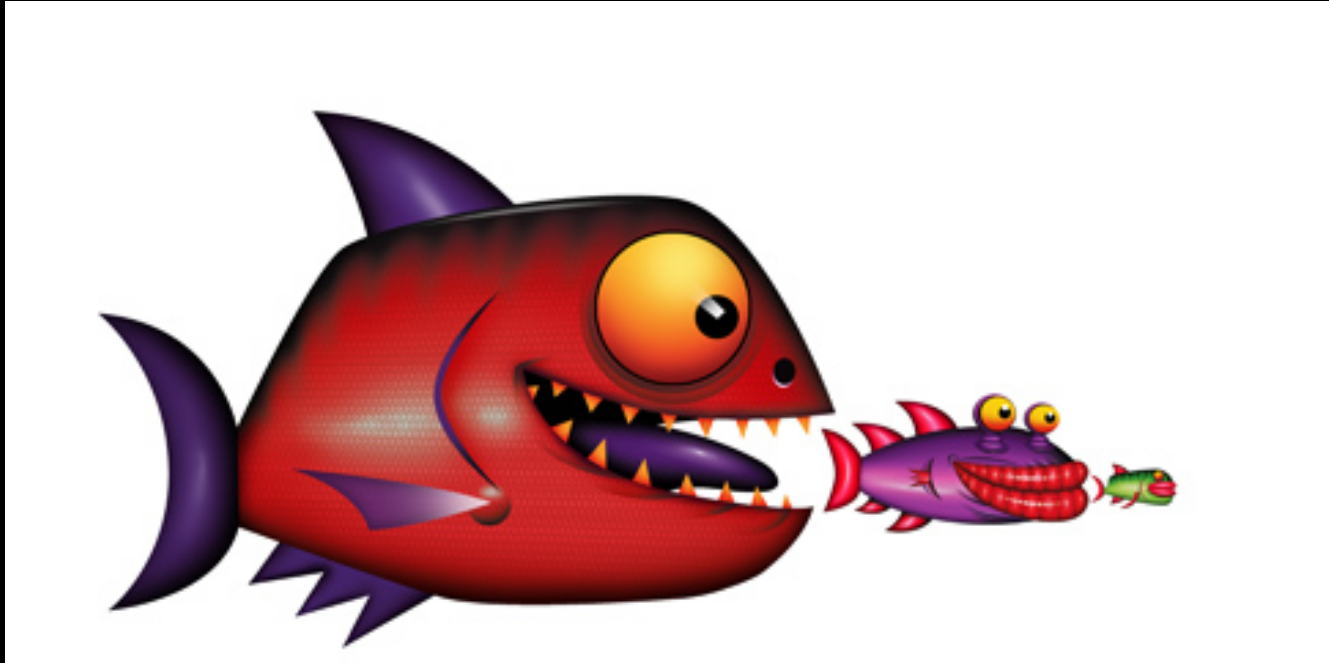


"Closed"  
interactive  
media

III.

**Which fish  
do you  
want to be ?**





How to get into "big" media?





To improve your fishing:



To improve your fishing:

## HOMEWORK

- ◆ Know your stuff
- ◆ Find “interesting persons”  
in your project

To improve your fishing:

**MAKE SURE YOU HAVE AT HAND:**

- ◆ Tale-telling statistics
- ◆ Good pictures
- ◆ All imaginable phone number  
(work, home, mobile)
- ◆ email addresses

To improve your fishing:

## MAKE FRIENDS WITH

- ◆ Journalists
- ◆ Editors
- ◆ Photographers
- ◆ Other media people

To improve your fishing:

## PREPARE

- ◆ Good, narrative stories
- ◆ Write up easy-to-read background

To improve your fishing:

**FIRST ROUND:**

- ◆ Drop a short notice
- ◆ Send a second notice

**DON'T write nonsense!**

To improve your fishing:

## FINAL ROUND

- ◆ Send advancer
- ◆ Invite for press meeting if relevant
- ◆ Send a proper press release





and wait for the result... !

So, how do you want to reach people?





The End

[ooa@zealanddenmark.eu](mailto:ooa@zealanddenmark.eu)