

EUROPE DIRECT

Weekly guidelines for the EUROPE DIRECT centres

[Video message from Alessandro Giordani](#)



Alessandro Giordani, Head of unit C.4. Copyright notice: 2019: Image exclusively owned by Alessandro Giordani. Reuse is strictly prohibited.

TO KEEP YOU IN THE BIG PICTURE ...

Middle East escalation: Special ministerial meeting. The renewed conflict between Israel and Palestine is far from settled. The ongoing escalation in the region has prompted an extraordinary meeting of the EU foreign ministers this Tuesday. You can follow the agenda and the outcomes [here](#).

Building a social Europe: Porto Social Summit sees strong commitment to 2030 headline targets. Commission, Parliament and Council have signed up to the three 2030 headline targets set in the Commission's European Pillar of Social Rights Action Plan in a joint [Porto Social Commitment](#): 1) At least 78% of people aged 20 to 64 should be in employment; 2) At least 60% of all adults should participate in training every year; 3) The number of people at risk of poverty or social exclusion should be reduced by at least 15 million, including at least 5 million children.

A clean bill: Commission aims for zero pollution in air, water and soil. On 12 May the Commission adopted the [EU Action Plan](#): 'Towards Zero Pollution for Air, Water and Soil' – a key deliverable of the European Green Deal and the main topic of this year's EU Green Week. It sets out an integrated vision for 2050: a world where pollution is reduced to levels that are no longer harmful to human health and natural ecosystems, as well as the steps to get there. Follow the press release and the Q&A.

Bounce back: Last week, the Commission published the Spring Economic Forecast, which predicts strong growth for 2021 and 2022. This growth will be driven by private consumption, investment, and a rising demand for EU exports from a strengthening global economy. [More](#).

CALL FOR ACTION THIS WEEK ...

Stay closely tuned to NextGenEU corporate communication campaign: We are at the starting point of the [NextGenerationEU recovery package](#), the unprecedented change of paradigm in the EU that will soon be tangible to all, and of the communication campaign that accompanies it. To begin, the Commission will turn to the “Generation Z” (16-24 years old) in a bid to get them involved in discussions about their own future, with the rest of the population groups following soon.

Spread the news on Social Europe (Porto) and Clean Bill: These are two items that go down particularly well with the large public because they give a tangible, positive face to the EU. The commitments are concrete and quantified, and the Action Plan towards zero pollution is a very concrete enabler of the Green Deal. Inform people and engage them in debates about the implications. These are also items that can easily be brought in the CoFE interactive platform, should citizens want to say more.

Promote the European Year of Rail: [Connecting Europe Express](#). On Europe Day, the Commission announced the route and timetable of the Connecting Europe Express, as part of the [European Year of Rail 2021](#). The train's journey is a powerful demonstration of the importance of transport policy for the Green Deal, one of the policy centrepieces of this Commission. Curtain raiser: This journey gives you a foretaste of your own trip to the next General Meeting ...More is to come.



Conference on the future of Europe

We turn to our hub EUROPE DIRECT centres to **mobilise stakeholders in their catchment area**, with specific focus on the “silent majority” and under-represented categories.

In concrete:

- Run training sessions to explain the importance of the exercise and the interactive platform to those stakeholders you have identified in the past weeks;
- Promote the interactive platform among your target audiences, while putting extra effort in attracting young people aged 18-24;
- Invite the stakeholders you have reached and possibly trained, to stage their own events in the platform, or input their ideas under the relevant section.

We count on all EUROPE DIRECT centres to **raise awareness about CoFE and the interactive platform.**



European Union 2019, Source: EC Audiovisual Service, 11/01/19, ID-P-039364/00-03, Photographer: Mauro Bottaro