

Von: DIGIT-CIRCABC@nomail.ec.europa.eu <DIGIT-CIRCABC@nomail.ec.europa.eu>

Gesendet: Montag, 7. September 2020 20:41

An: TLV Borzel, Michael <Michael.Borzel@tlv.thueringen.de>

Betreff: SOTEU 2020: a role for all EU networks

Dear Members,

As you are all aware, our President Ursula von der Leyen is going to deliver her first *State of the Union* speech on **16 September starting at 9.00 CET**. The speech is a landmark statement from the President of the European Commission that takes stock of the situation and of the future prospects of the EU, in the plenary of the European Parliament each year in September. The speech will be followed by a plenary debate with members of the European Parliament.

It will be broadcasted by Satellite on EbS and can also be watched online here: <https://audiovisual.ec.europa.eu/en/ebs/live/1> . The speech will reportedly also be broadcast live across the EU on many national TV-channels and networks on national languages.

Given the importance of the speech for citizens at large and all types of stakeholders, we would like to invite you to help raising awareness on the SOTEU. You may consider for example:

- **Organising common viewing with your stakeholders.** The speech is a precious occasion to bring your constituency to the heart of the future policy agenda. For this, you may **organise a common – virtual or physical - viewing of the speech and invite as many interested citizens as possible to watch it together with you**. The overall purpose here is to let people simply listen to the speech and share their views and first impressions with you. We suggest you send a save-the date announcement to your constituency, along with sharing date, time and links.
- **Promoting the speech – and press releaseses following the speech - through your dissemination channels, social media sites, newsletters** etc. The most effective way to promote the speech is through coordinated campaigns across different channels. Think about mobilising all your relevant communication channels, local news outlets, reaching out to your stakeholders associations.
- We encourage you to **coordinate with the local [Europe Direct Information Centres in your area](#)** in order to join efforts for the promotion. They all prepare with some awareness-raising actions.

Useful links:

- **Facebook event central account:** <https://www.facebook.com/events/3530009663713162/>
- **Website:** <https://ec.europa.eu/soteu2020>
- **Hashtag:** #SOTEU

Many thanks in advance for this common effort!

GROW/B1