

# Meme Green Deal #MiEuropa2030

## Meme Green Deal

**Grupo de Trabajo:** Pacto Verde europeo

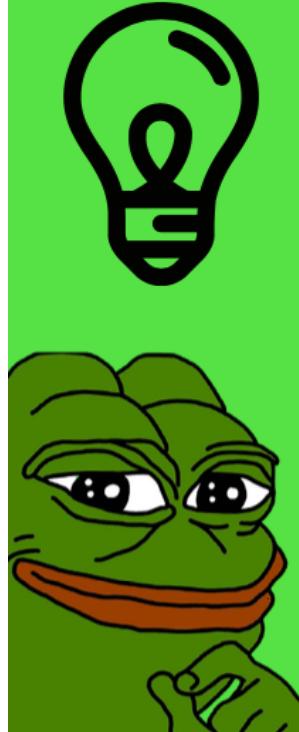
**Participantes:** Raquel Hazeu, Andreína González, Victoria Luján, Yuzuko Kitta and Eman Chaudhary

**IE University**

### Propuesta

We have investigated communication trends in social media and have come to the realisation that memes are a tool that is often used to convey important messages in a humorous and relatable manner. Large companies like Gucci have adopted this as a marketing strategy.

We have decided to follow the example and communicate important information about the Green Deal through a range of memes. We explain in the following presentation our communication campaign idea. We were planning to post the memes in our [Instagram](#) account.



# Communicating the Green Deal with Memes

Tear  
Raquel Hazeu, Andreína González, Victoria Lujáñez,  
Yuzuko Kitta, Eman Chaudhury

Mi Europa 2030 Competition | Green Deal

*El concurso “Mi Europa 2030” es organizado por el Consejo Europeo de Relaciones Exteriores (ECFR) y esglobal.es con el patrocinio de la Embajada de Alemania en España y en el marco de la Presidencia Alemana en el Consejo de la UE.*



Embajada  
de la República Federal de Alemania  
Madrid



**esglobal**

**Fecha de creación**  
27 noviembre, 2020