

United Europe 2030 #MiEuropa2030

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Grupo de Trabajo: Soberanía Europea

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IE University

Proposal

Hello! We wholeheartedly welcome everybody to our Mi Europa 2030 project proposal. We are three students from IE University deeply engaged and fascinated by the inner working of the world we live in. We hope tat you enjoy going through our presence as much as we enjoyed making it come to life.

[Play it!](#)

Message

We are focusing on delivering the message and information about the Recovery Plan of Europe. The main elements that will be showcased in our communication are as follows:

- Research and innovation through Horizon Europe.
- Fair climate and digital transitions through the Just Transition Fund and
- Digital Europe Programme.
- Preparedness, recovery, and resilience through the Recovery and Resilience

- Facility, rescEU, and EU4Health, a new health programme.

Methods

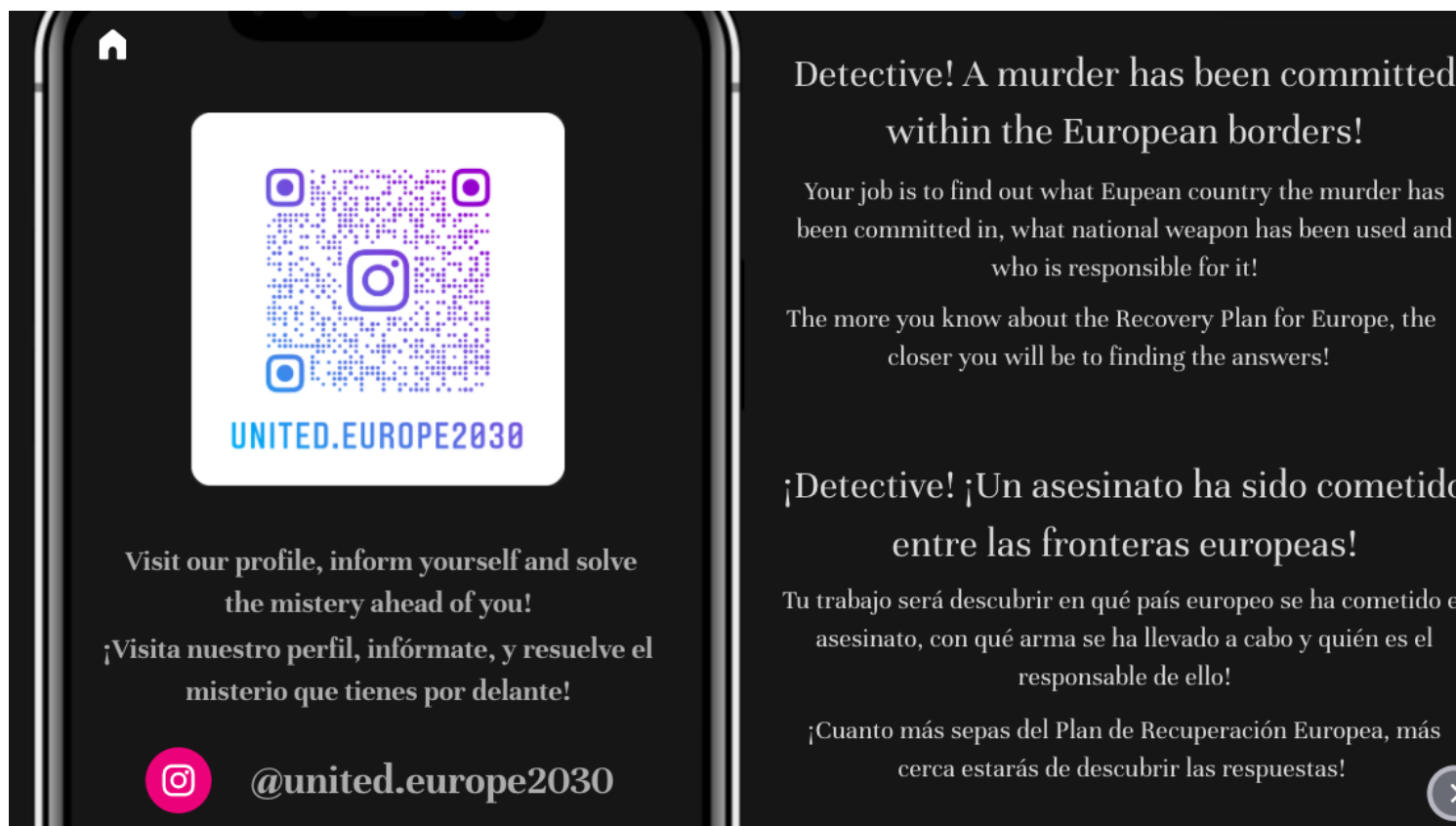
We have used two main methods of communication to share our message with the public.

Instagram

? Handle – [@united.europe2030](https://www.instagram.com/united.europe2030)

? Through Instagram, we aim to reach a large audience by networking with parliaments and peers. It is a very current and easy way to communicate general and specific information through extremely eye-catching methods.

? [Virtual](#) mystery game:



? When trying to share information on social media, it is only a few seconds of mental stimulation and usually ends leaving people with pieces of broken information

that do not come together. This is why in addition to making a social media account, we also created a simulating game where people would be inclined to remember information in order to solve a mystery.

Additionally, we have chosen to convey our message both in Spanish and English, so as to get to a wider audience. De esta manera, esperamos que “Europe United” pueda llegar a un público internacional, gracias al poder de las redes sociales y todo lo que seguiremos actualizando en ellas durante los próximos días.

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.

**Fecha de creación**

27 noviembre, 2020