

Annex III. List of EUandMe documents and other resources for the analysis

Internal Commission Documents

- Request for a communication action for a specific contract to be placed in the context of the multiple Framework Contract with renewed competitive tendering for the provision of services linked to the organisation of information and communication campaigns. A Union that empowers. Public information and communication campaign towards EU citizens. Reference: PO/2015-16/A2-A1/01/17
- Public information and communication campaign towards EU citizens: ‘A Union that empowers’ - Monitoring and evaluation by ICF Mostra.
- EUandMe interim campaign performance report.

Audio-visual material

- Tina Zournatzi, Strategic head of unit, conference documents and videos (EuroPcom, Committee of the regions, No. 2018)
- Julian Clerckx, Strategic Director bij Wide - The Strategic Societal Institute (conference documents and videos (EuroPcom, Committee of the regions, No. 2018)

Semi-structured interviews

- Carolien Peeters, EUandMe campaigning manager (for background only, not cited)
- Julian Clerckx, Strategic Director bij Wide - The Strategic Societal Institute, organisation that tested the campaign.