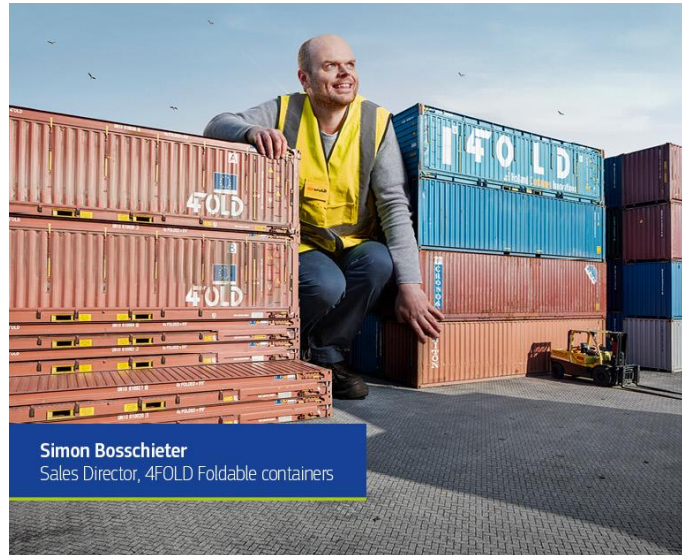


EU OPEN FOR BUSINESS – A NEW COMPASS FOR SMEs

26-28 MAY 2021

EU Open for Business campaign

Looking to develop
your business in a
changing world?



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Main features of the campaign

- Interests and needs of SMEs at the heart of the campaign
- Main topic areas:
 - access to markets
 - access to finance
 - access to partners
- Focus on local EU support available and complementarity with national support services
- Two-fold strategy:
 - media buying campaign to reach directly SMEs
 - involvement of « multipliers »

Main qualitative results

1. **Relevance:** relevant for the SMEs and the EEN, covering relevant needs of the SMEs; building trust among partners
2. **Effectiveness:** campaign showed a high level of effectiveness compared to the KPIs established
3. **Coherence:** complementary to other EU communication actions and in relation to the **communication activities at the national level**
4. **Added value:** strong alignment with the needs of SMEs for a comprehensive view on EU support services to SMEs, delivered “at the doorstep”
5. **Sustainability:** need to go beyond the momentum created by a campaign event

Next steps

- Continuous communication efforts to raise awareness about our policies, programmes and tools
- Together we are stronger!
- Importance of stakeholders/multipliers and the « word of mouth »
- Be transparent about the EU support received
- Feedback from the ground is essential!

STAY TUNED