

#EURESjobs
#EURES30

30 YEARS OF EURES

CAMPAIGN TOOLKIT



European
Commission

EURES: where opportunities meet qualified candidates

EURES stands for **European Employment Services**, a platform that matches employers with job seekers, and job openings with the required skills.

EURES offers career support services, advice, and information – across borders! In the true EU spirit, the labour market actors can interact and cooperate to implement the most efficient strategies.

For more information, **visit the official portal: eures.europa.eu**

2024: a year of celebrations

2024 marks an important milestone for EURES. **It is the network's 30th anniversary.**

So why not celebrate this achievement with a year-long celebration?

#EURES30 is a 12-month campaign launched to highlight EURES history and successes, while planning future actions to better implement new strategies for people navigating the ever-changing job market.

From institutions and stakeholders to job seekers and employers:

this campaign belongs to everyone!

And we would love for you to join in, celebrate together and share the message through your platforms.

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- 3 decades of experience;
- 31 countries;
- 1000 + advisers from public and private employment services.

Past, Present, Future.

The campaign is all about honouring the legacy of mobility opportunities that have changed the careers of many people.



Why so?

Because, if you're looking for a job opportunity in Europe or want to find new, qualified staff members, **EURES is your go-to network**. European countries stand together in building meaningful relationships across borders, allowing people to move, grow and find an endless variety of life paths.

But of course this is more than a story made of cooperation and mutual support: **it's a legacy for years to come.**

Be part of the campaign!

#EURES30 anniversary is everyone's celebration.

Then, **you have to join in!**

In this practical toolkit, you'll find all the relevant information, materials and tools that will allow you to participate in and become a champion supporter of the campaign.

From slogan to key elements of the campaign, here you have a **ready-to-use content package to share and multiply the anniversary messages** on your website, channels and social media networks.

Check the [campaign official page](#).

Table of content

1. The slogan
2. Visual identity
3. Social media channels
4. The hashtag
5. Copy suggestions
6. Dos and Don'ts
7. Tips to approach the press

First things first: the slogan

Trust and expertise, the 30th-anniversary campaign focuses on **raising awareness around the digital and human services of EURES.**

How to frame this incredible narrative?

Through one meaningful slogan:

**30 years of EURES:
Fair work anywhere in Europe**

How to use the slogan

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70x100 poster example



600x300 billboard example

How to use the slogan

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80x200 rollup example



400x200 wall example

Visual identity

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Visual identity encompasses the visual elements representing the brand, including colors, typography, imagery. **Consistency in these elements fosters brand recognition** and strengthens the brand's impact. Adherence to visual identity across all platforms and materials ensures a cohesive and memorable brand image.

Typography

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Primary Font

The main typeface of EURES is sans serif font Myriad Pro for its modernity and legibility. Myriad Pro contains a large complement of glyphs, including Central European, Cyrillic and Greek characters. The font offers a wide range of weights ranging from light to black.

Myriad Pro Light

Should be used on the body text throughout all outputs.

Myriad Pro Regular

Should be used to enhance body text.

Myriad Pro Semi-bold

Should be used to highlight key words.

Myriad Pro Bold

Should be used on main headings.

Myriad Pro Black

Should be used to enhance main headings and titles.

Light

Regular

Semi-bold

Bold

Black

Typography

Secondary Font

Arial is the secondary font for EURES and should be used on outputs created in the Microsoft Office suite or when Myriad Pro is not available.

Arial Regular

Should be used on the body text throughout all outputs.

Arial Italic

Should be used to enhance regular body text.

Arial Bold

Should be used to highlight key words and on headings.

Arial Bold Italic

Should be used to highlight key words and quotes.

Arial Black

Should be used on main headings and titles.

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Regular

Italic

Bold

Bold Italic

Black

Primary colour palette

The EURES blue and yellow are the fundamental colours to the EURES branding. They should be incorporated into every artwork.

Pantone Reflex blue

CMYK: 100/89/0/0

RGB: 0/56/140

Hex: 00388C

Pantone yellow 2C

CMYK: 0/3/100/0

RGB: 255/232/0

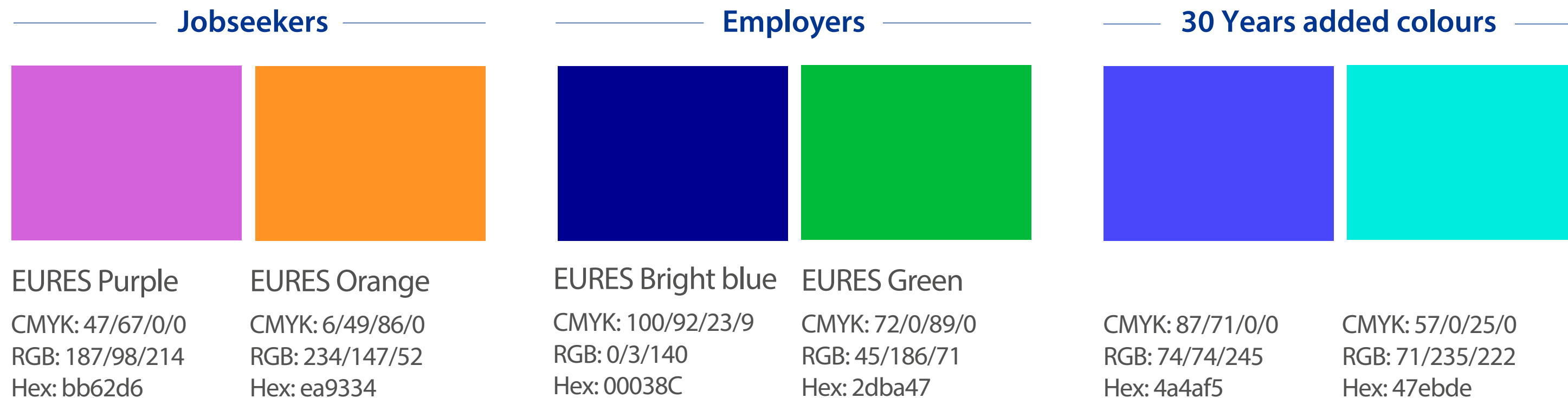
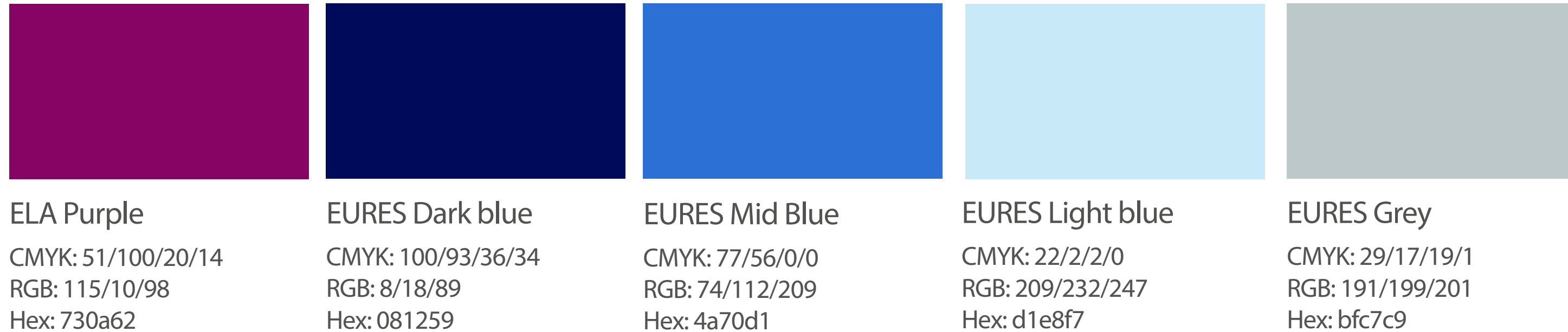
Hex: FFE800

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Secondary colour palette

There are a range of complimentary colours that can be used in conjunction with the EURES blue and yellow. Always ensure you check the accessibility ratio in each combination created. There are also two sets of colours to be used across job seeker and employer outputs to define these categories. The colours can be used independently or together.



Photography examples

To support your content production, the toolkit includes a set of stock photos. These convey authenticity, while also following the campaign overall approach.



Channels

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Whenever sharing the campaign content, let EURES channels know and support you.

You can find EURES on:

 [euresjobs](https://www.instagram.com/euresjobs)

 [@EURESjobs](https://www.facebook.com/EURESjobs)

 [@EURESjobs](https://twitter.com/EURESjobs)

 [@eures](https://www.linkedin.com/company/eures)

 [@EURESjobs](https://www.youtube.com/EURESjobs)

The hashtag

Of course, please always include the official hashtags:

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In this way your content will be part of the digital stream dedicated to the campaign.

Here you can find a selection of copy posts suggestions to publish on your social media networks:

CHANNEL	COPY CAPTION
Instagram	EURES is the gateway for fair work anywhere in Europe 🇪🇺
Facebook	Did you know? 🙌 In 2024, the network turns 30! So, join in to celebrate 3 decades of matching employers with the right team members, job opportunities and skills development across borders 🎉 It's #EURES30 Discover more 🔗 https://eures.europa.eu/30-years-eures_en [link/through the link in bio]
LinkedIn	📌 EURES, the platform for jobseekers and employers, it's turning 30 in 2024! Let's celebrate together 3 decades of mobility opportunities, skills development and employers and employees support in navigating the labour market. Did you know? 🇪🇺 Thanks to EURES advice and services the life of many workers across borders has been changed. Join in #EURES30 and visit 🔗 https://eures.europa.eu/30-years-eures_en
X	It's #EURES30! 🇪🇺 EURES, the platform for jobseekers and employers, celebrates 3 decades of job opportunities & skills development across borders 🎉 Join in, at 🔗 https://eures.europa.eu/30-years-eures_en

Social media visuals examples

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Feed Square 1080x1080



Feed Stories 1080x1920



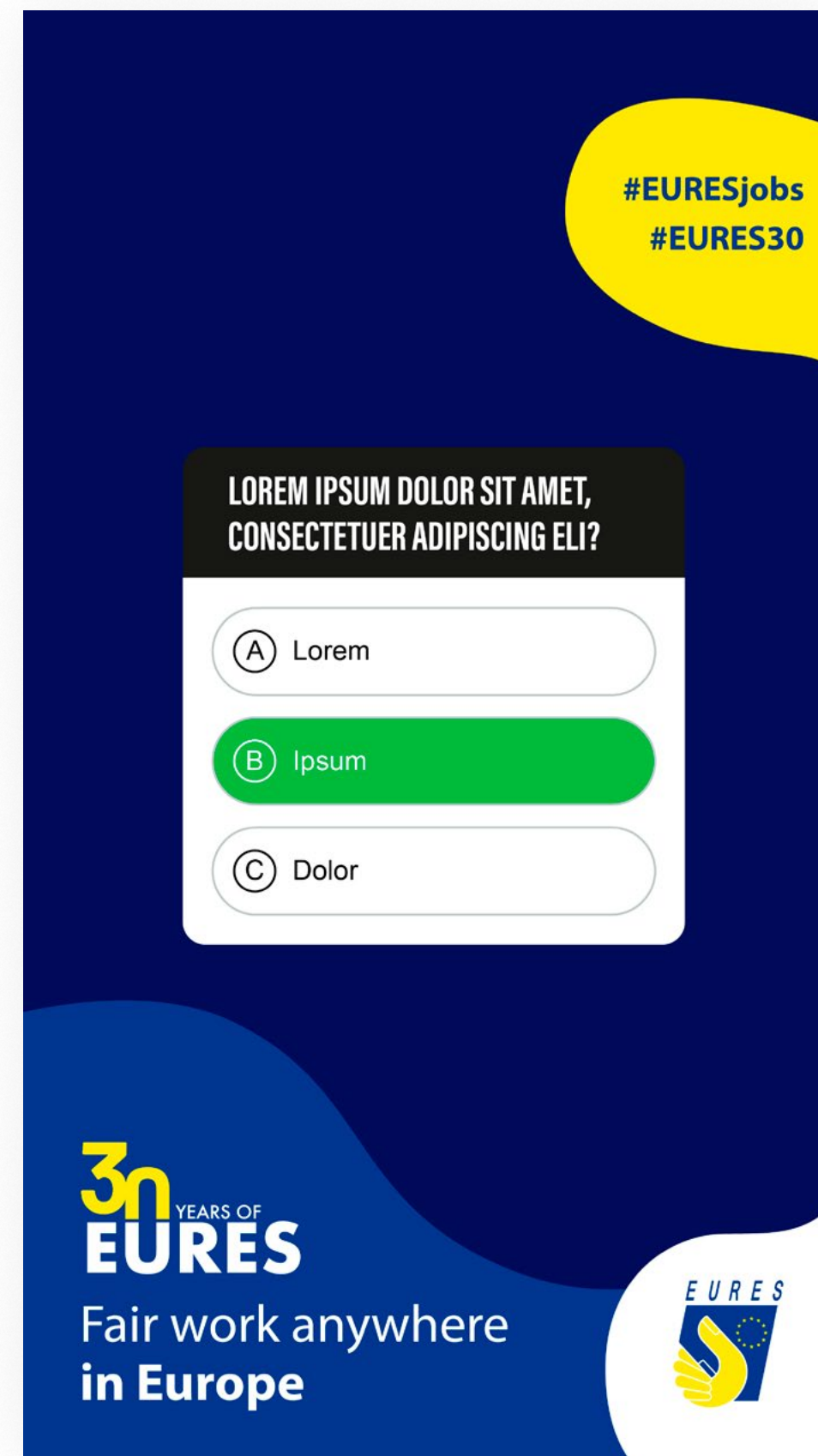
LinkedIn Wide 1200x630 LinkedIn

Social media visuals examples

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Feed Square Quotes 1080x1080



Feed Stories Quiz 1080x1920

Dos and don'ts

#EURES30 is the perfect occasion to share information and take part in engaging events and initiatives.

Everyone's contribution through social media is paramount to reach the largest audience possible in every country.

Next, some **guidelines** of what to keep in mind while further developing your own communication material.

Do:

- **tag EURES and use the official hashtag** to build momentum on the campaign;
- distribute the material on your social networks for maximum exposure;
- always include a call to action (*visit the link in bio, discover more about EURES at...*)
- invite users to explore the EURES network;
- **maintain an engaging and inspiring tone of voice**, tailored specifically to your audience and your audience's interests;
- keep the content **relevant and accessible** (in terms of ALT descriptions and content inclusiveness).

Don't:

- use strong or offensive language;
- be too informal (please find an engaging way of letting users be part of the celebration);
- forget to tag EURES channels.

List of materials

Attached to this toolkit you can retrieve all the tools and materials prepared for you to share and multiply the campaign on your website, channels and social media networks.

Check the deliverables:

- Single static card with photo
 - FB/IG (1080x1080 px)
 - IG stories (1080x1920)
 - Linkedin (1200x628)
 - X (1200x675)
- Single quotes card
 - FB/IG (1080x1080 px)
 - IG stories (1080x1920)
 - Linkedin (1200x628)
 - X (1200x675)
- Carousel
 - IG / FB (1080x1080 x n° of slides)
- 2 editable poster layouts (70x100 and 300x600)
- 2 editable rollups layouts (80x200 and 400x200)
- Logos package
- E30 PPT Template-EURES+ELA+EC_FINAL
- E30 PPT Template-EURES+Placeholder_FINAL
- EURES30years_GIF_final
- Screensaver
- Email signature
- Series of 31 pictures for social media

Tips to approach the press

Build a personalised Mailing List

- Focus on contacts well-positioned to **help spread the word about the campaign;**
- Include journalists interested in labour issues, who you've established direct relationships with.

Understanding journalists

- Journalists may be freelancers or part of an editorial team focusing on labour, economics, EU policies, and social issues;
- **Opinion leaders are crucial for amplifying the campaign's reach:**
leaders of local journalist associations and press clubs, journalists with a good amount of followers on social media.

Launch and dissemination

- Distribute the campaign toolkit with a clear and concise introductory email after the official launch. The email should contain links to the toolkit itself;
- **Engage in follow-up** via phone or social media (WhatsApp, LinkedIn, Messenger) to ensure your message is seen.

Why Follow-Up?

- Follow-up contacts are vital, considering the high volume of emails journalists receive every day;
- **Ensures your communication stands out and is understood.**

For more info you can check the [Extranet](#).

Additional strategy enhancements

Personalisation and Storytelling: encourage network members to personalise their outreach by incorporating stories or examples that **illustrate the impact of labour policies** on individuals or communities. This approach can make the campaign more relatable and compelling;

Engagement Metrics: track engagement and feedback from the distributed materials. This data can be useful for understanding the value of the single contacted professional – also for future relaunches of the campaign;

Webinars and Virtual Events: if members of the network want to engage on a higher level, they can select a group of contacts and **organise conference calls** to discuss the campaign's themes. EURES communication officers can be involved;

Success Stories: share personal success stories that **highlight the positive outcomes of effective labour policies**. These narratives can serve as powerful testimonials to the importance of the campaign's objectives.

*Further information related to press coverage can be found in the dedicated Press Kit.

The campaign strategy

an overview of key objectives and messages

Key Objectives

The campaign aims to increase the awareness of EURES among external audience, fostering their engagement with its services.

The set of key objectives can be articulated into three main areas.

Increase **awareness**
and understanding

Foster **engagement**

Improve **reputation**

Final strategic objective

Increase EURES reach and impact, and position EURES services and benefits as one of the main tools for European cross-border recruitment

Target groups and key messages

Target groups

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Plan your communication activities to reach the following audiences:

Jobseekers

Employers

Potential New Members
and Partners

Multipliers

Build target-specific materials making sure that they convey **the right information for the target audience.**

In the next slides, you can find **a list of key messages to build your communication materials from.** Use them to create texts, images, and videos that communicate the most important information to each target audience.

Jobseekers

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EURES is a network dedicated to **providing fair mobility opportunities for jobseekers.**

EURES has a **portal which contains around 4 million job vacancies** and 5,000 employers, spread across 31 countries.

One million jobseekers have already uploaded their CV. **Join them on the portal today!**

For 30 years, EURES has been **helping European jobseekers like you to find a job abroad in Europe**, so you can trust EURES' long standing experience and knowledge.

Around 1,000 EURES Advisers are available to **give you advice.**

EURES has built up its experience and expertise for over 30 years, so rest assured that you can trust the information and opportunities you find on the EURES services. This means **your rights are safeguarded.**

Anywhere in Europe, EURES has **the right job for you.**

Jobseekers

soon to enter the labour market

Anywhere in Europe, EURES has the first job for you to start your career.

unemployed

Unemployed? Anywhere in Europe, EURES has the right job for you.

career changers

Changing jobs? EURES has the right job for you. If you are looking to change jobs and are open to working abroad in Europe, EURES can help you broaden your horizons, learn new skills, and find your dream job.

returnees

Returning to your country? EURES has a fair job for you. If you are looking to get back to your country, EURES can help you return, broaden your horizons, learn new skills and re-start your career at your home country.

workers living in border regions and cross-border workers

Looking for jobs in a neighbouring country? EURES has the right job for you.

More than 1.3 million people in the EU live in one country and work in another, so your next job opportunity might lie just across the border. EURES has 1,000 EURES Advisers with expertise in cross-border mobility. EURES can help you find your next cross-border job.

30 years and younger

Anywhere in Europe, EURES has the right job for your career.

If you are interested in working abroad in Europe, EURES can help you find a job that will broaden your horizons, help you learn new skills, and put you on the right path towards your dream career.

seasonal workers

Looking for seasonal work? EURES has the right job for you.

Employers

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EURES is **a network dedicated to providing fair mobility opportunities for employers** to find and recruit jobseekers from other EURES countries.

EURES **helps businesses recruiting staff.**

EURES has a portal which contains around **1 million CVs of active jobseekers**. EURES gives you access to a whole new pool of jobseekers throughout the EU, allowing you to fill skills gaps within your workforce with the right people.

The EURES is **a network of over 260 Members and partners.**

For over **30 years**, EURES has built up its **experience and expertise**, so rest assured that **you can trust the advice of the 1,000 EURES Advisers** to support you on every step of recruitment, from finding the right candidate to helping with practical and legal aspects.

Through EURES you can find **the right candidates to meet shortages**, including by teaming up with their counterparts in other regions to strategically pair up skills surpluses and shortages.

Trust us. **Anywhere in Europe, EURES has the right candidate for you.**

Potential Members and Partners

EURES is a **cooperative network of services working to address labour/skills shortages and mismatches**, as well as sharing their expertise and good practices with other services across Europe.

First set up **30 years ago**, EURES is now a network of over **140 Public employment services and over 30 Members and 90 Partners** from admitted organisations, spread **across 31 countries**. This **trusted network** is dedicated to providing fair mobility and recruitment opportunities for jobseekers and employers.

The European Coordination Office of EURES is managed by the **European Labour Authority**, which was established in 2019 with the specific purpose to **facilitate labour mobility** and help ensure that EU rules on labour mobility and social security coordination are enforced fairly, simply and effectively.

ELA brings an added value to the EURES services, providing knowledge and expertise on the legal and practical requirements of European labour mobility. This means jobseekers and employers can feel confident that they are **operating in line with relevant rules and regulations**.

Join us. Anywhere in Europe, EURES has **the right recruitment solution for you**.

Multipliers

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For 30 years, EURES has made EU citizens' right to free labour mobility a reality while ensuring employers can find the right people they need for the jobs. This has involved providing recruitment services, sharing skills and expertise across borders and working together to find strategic solutions to labour and skills shortages and surpluses across Europe.

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One final point

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