

EURES

**Your career
takes you
places**

Campaign toolkit

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1. EURES: the gateway to work opportunities across Europe

EURES, the European Employment Services, is the go-to network for connecting skills with opportunities. It brings together employers and jobseekers across Europe, supporting the matching of talent with the right positions and opening doors to new career paths.

Beyond job listings, EURES offers personalised support throughout the hiring, job-search journey and integration into the new country. From live chats with expert EURES Advisers to onsite and online job fairs, the network provides the support for jobseekers to advance their professional journey and employers to hire the right talent.

The official portal at eures.europa.eu, has **more than 3 million job vacancies and useful official information** on living and working conditions in all 31 EURES countries.

1. EURES: the gateway to work opportunities across Europe

The EURES portal has also listed **470 000 apprenticeships and 27 000 internships** (between 2022 and 2024). This provided young movers with practical opportunities to build skills, gain experience abroad, and ease the transition from education to employment.

EURES also organises multiple European (Online) Job Days (E(O)JD), recruitment and information events which provide direct interaction between jobseekers and employers.

These events, often also attended by young candidates, allow for direct contact with recruiters across borders. From 2022 to 2024, the network organised around 70 E(O)JD events with 105 000 participants.

2. 2025-2026: the context and concept of the new campaign

The European Labour Authority is launching a five-month EURES campaign.

The aim is to **showcase** to university and vocational training students, young graduates, trainees, apprentices, NEETs (Not in Employment, Education or Training), academia and vocational training organisations **the many opportunities and support available to them**, as they take their first steps towards building a career across Europe.

Tailored to this demographic, the campaign focuses on their unique needs and goals.

The campaign positions **EURES as a trusted partner** in their journey, whether they have just completed their studies or have already begun navigating the complexities of the job market.

Through a mix of digital and traditional media channels, the campaign will be running from October 2025 until mid March 2026.

The slogan

The straightforward slogan illustrates how your career can take you places both metaphorically, through professional advancement, and physically, by opening doors to new European destinations.

Your career takes you places

Find work anywhere in Europe *#withEURES*

The hashtag **#withEURES** enables us to leverage content that showcases the full range of services and support EURES provides, reinforcing the campaign's reach and engagement.

Visual identity



The design blends contrasting textures — organic and structured, raw and refined — to **create balance and impact**.



The dynamic layout and bold typography emphasise **copy as a central visual element**.



Unexpected colour palettes and overlays reflect the diverse, evolving, and culturally aware nature of the audience.



The campaign is connected with the community in a way that feels **real, relatable, and memorable**.



3. Campaign goals

‘With EURES build your skills, gain confidence, and start your career in another EU or EEA country.’

Cosmin Boianiu
ELA Executive Director

3. Campaign objectives

Raise awareness of EURES services among university students, young graduates, trainees, apprentices, and NEETs across the EU/EEA and Switzerland.

Promote mobility by **informing** young people about job, traineeship, and apprenticeship **opportunities in Europe.**

Encourage engagement through **online and onsite activities**, including events, webinars.

Strengthen partnerships with universities, vocational training centres, and EU-level initiatives.

4. Target groups and key messages

The aim of this campaign is to raise awareness among 18–24 and 25–35 age groups in university or vocational training, as well as young graduates across the EU/EEA and Switzerland, about employment opportunities, traineeships, apprenticeships and the EURES services available to support them in finding their way and kick-start their career in another European country.

The campaign also aims to strengthen cooperation with universities, vocational training institutions, and European initiatives such as Erasmus+ and Europass, creating a continuous pathway from education to employment.

Target groups

For the **18–24 age group**, early school leaving is a pressing issue. In 2022, 22% of young EU movers in this age range were early leavers from education and training, nearly three times the rate of nationals (8%). This puts them at risk of limited employability, precarious jobs, and social exclusion. The lack of qualifications makes it harder for them to access stable employment and creates a need for targeted communication on re-entry into education, apprenticeships, and vocational training.

The next age group, **25–35 years old**, though generally better integrated, still faces challenges in educational attainment and lifelong learning. Tertiary education levels among movers aged 30–34 rose to 39% in 2022 but remain below the 43% of nationals. Participation in adult learning is also low, with only 3% of movers engaged in training, compared to an EU target of 60% adult participation by 2030. This stagnation risks locking young adults into mid-skill jobs without pathways for progression. Also here, EURES can provide better communication on recognition of qualifications and re/upskilling options to prevent career stagnation.

In a more demanding situation are the **NEETs** — youth neither in employment, education, nor training. Among 18–29-year-old movers, in 2022 14% were NEETs, compared with 11% of nationals. While this rate has improved since 2017, the persistent gap signals integration barriers in host countries. EURES can provide information on available training, mobility schemes, and job search support, to help this group connect to the labour market in a new country and reduce the risk of long-term detachment.

Career centres within academia (universities) as potential Members and Partners, VET centres and organisations

Key messages by target groups – Primary target group

University and vocational training students, young graduates, trainees and apprentices, NEETs

Age groups: 18-24 and 25-35

What EURES is

- EURES is a network dedicated to providing employment opportunities in the European Union, even for candidates with little experience.
- EURES helps young people aged 18-24 and 25-35 enter the labour market and improve their mobility opportunities.
- EURES provides information on available training, mobility schemes and job search process.
- The EURES network is human-based: ask for support to EURES local advisers to land a job opportunity in another European country.

Key messages by target groups – Primary target group

University and vocational training students, young graduates, trainees and apprentices, NEETs

Age groups: 18-24 and 25-35

What EURES offers during the job-finding process

- [Upskilling] EURES Advisers provide counselling and access to free language courses and e-learning tools.
- [Opportunities to connect] EURES also organises European (Online) Job Days (E(O)JDs), which are recruitment and information events where jobseekers can connect directly with employers.
- [Application] Young movers can apply, and many of these jobs are entry-level positions requiring little or no experience.
- [Post-recruitment] After recruitment, EURES offers support to help young movers overcome practical challenges such as housing, social security, and access to education for accompanying family members.
- [Post-recruitment] Cross-Border Partnerships (CBPs) offer local support to young people, helping them navigate issues like taxation, social security, and regional labour shortages.

Key messages by target groups – Primary target group

NEETs (Not in Education, Employment, or Training)

Students entering the job market for first time (Age 18-24)

Focus on training and upskilling

- EURES Advisers provide counselling on how to build a CV and how to apply for a job abroad.
- EURES offers free language courses and e-learning tools to improve foreign language proficiency.
- EURES offers apprenticeships and traineeships to build the skills needed to find a job abroad.
- EURES tackles the challenges posed by lack of qualifications by guiding people toward education, apprenticeships, and vocational training, helping them access stable employment opportunities.

Key messages by target groups – Primary target group

Students and young adults searching for a better working solution

Age groups: 25-35

What EURES offers to improve their career

- The Targeted Mobility Scheme (TMS) can provide funding for young adults' steps to progress in their career and find a stable occupation.
- Young adults searching for a better working opportunity, can find in EURES the support, with various bespoke services to move abroad and take the next step for their career.

Key messages by target groups – Primary target group

**Career centers within academia (universities) as potential Members and Partners,
VET centres and organisations**

What EURES is

- EURES is a large network of 1 000 EURES Advisers, across 31 European countries dedicated to providing fair mobility opportunities in the European Union.
- EURES helps young people aged 18-24 and 25-35 enter the labour market and improve their mobility opportunities.
- EURES provides information on available training, mobility schemes and job search process, and funding for moving abroad.
- The EURES portal lists around 3 million job vacancies across 31 EURES countries, including apprenticeships, traineeships and jobs with low level of experience.

Key messages by target groups – Secondary target group

**Career centers within academia (universities) as potential Members and Partners,
VET centres and organisations**

Why partnering with EURES

- By partnering with EURES, academic and training institutions can actively contribute to fostering skills development, facilitating international experience for students, and bridging the gap between education and employment.
- Together, we can empower the next generation and strengthen Europe's workforce.
- EURES has been easing the entrance into the labour market, while supporting the integration across borders in the EU.
- Share and take part in the EURES campaign directed to students and make the difference.

5. Be part of the campaign!

Every EURES Member and Partner and interested stakeholder is invited to take part in promoting EURES to a younger audience and to help bring its services to those seeking guidance in their careers.

This toolkit provides all the essential information and materials needed to join and play an active role in the campaign.

From the slogan to the key elements of the initiative, this **ready-to-use content package** provides everything needed to share and amplify the campaign's key message across your website, communication channels, and social media networks.

Check the official campaign page: [Your career takes you places](#)

6. The slogan

The main campaign message is an empowering call-to-action that places young people at the centre of their own professional journey.

It emphasises how a career abroad can contribute not only to professional development but also to personal growth through the discovery of new experiences, such as living and working across Europe, learning new languages, and embracing different cultures.

Your career takes you places

Find work anywhere in Europe *#withEURES*

To strengthen each copy, **we added the hashtag #withEURES**, allowing us to track the campaign more effectively and reinforce its reach and engagement.



Your career takes you
places

How to use the slogan



7. The hashtags

Please always include the **official hashtags**:

#EURESjobs the general hashtag

#withEURES the campaign hashtag

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

8. The tag lines

The copy strategy is not limited to just the main message but introduces a series of *satellite messages* that can be used depending on specific communication channels and tools.

Your career takes you places

Find work *#withEURES*

**Your career
takes you places**
Find work *#withEURES*

*Across Europe,
endless opportunities.*

**Your career
takes you places**
Find work *#withEURES*

*Start anywhere.
Endless possibilities.*

**Your career
takes you places**
Find work *#withEURES*

*Your professional
journey, across Europe.*

How to use the tag lines



Find work #withEURES
Across Europe,
endless opportunities.



Find work #withEURES
Start anywhere.
Endless possibilities.



**Find work
#withEURES**
Your
professional
journey,
across Europe.



9. The campaign visual identity

The visual identity draws on the trend of combining contrasting textures—organic with structured, raw with refined—to create balance and visual impact. This layered design approach allows multiple visual languages to coexist, aligning **with EURES' identity while pushing its boundaries.**

The layout emphasises copy as a central visual element, using bold typography and dynamic layouts to give the message authority.

Unexpected colour palettes and overlays further enrich the narrative, reflecting the diverse, evolving, and culturally aware nature of the audience.

In this way, the campaign will connect with the community in a way that feels real, relatable, and memorable.

10. Typography

**Your career takes you
places**

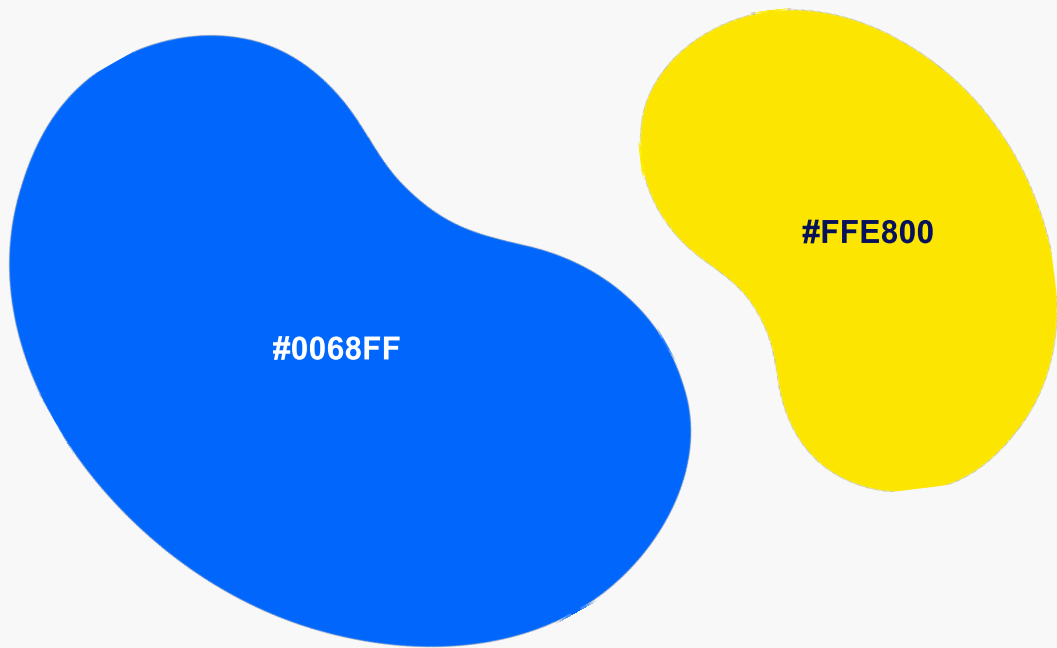
**Find work
anywhere in Europe**

**Myriad Pro
Bold**

#withEURES

Myriad Italic

11. Primary colour palette

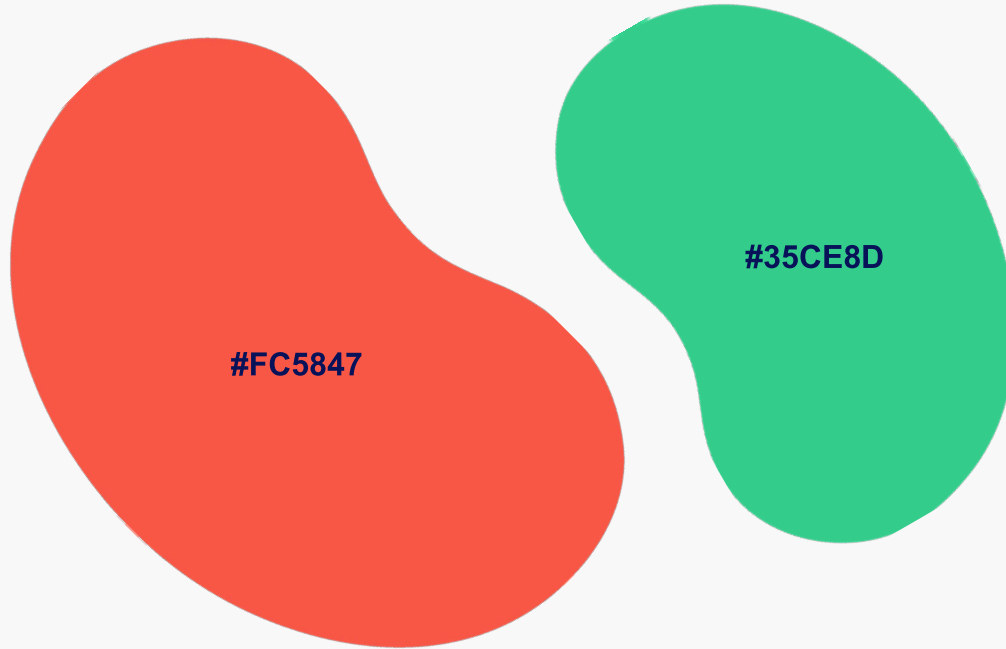


Text
colours

#081259

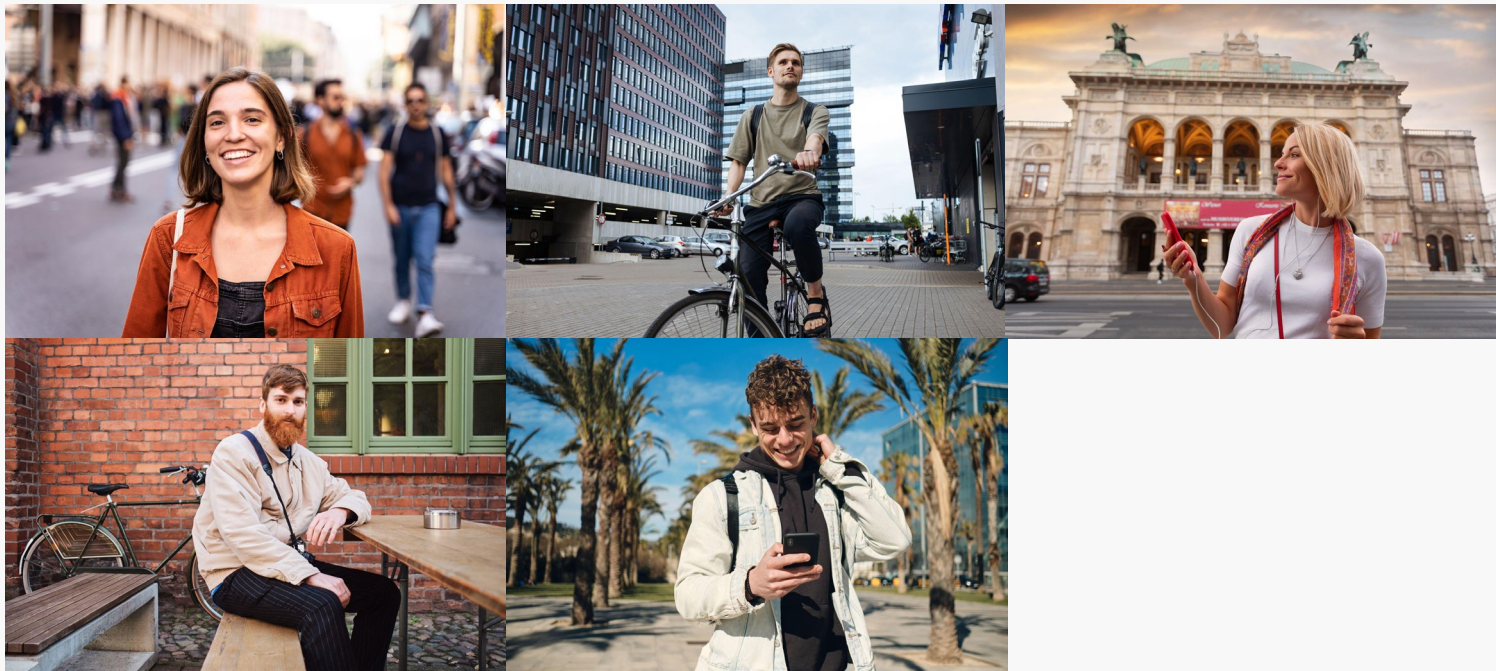
#FFFFFF

12. Secondary colour palette



13. Photography examples


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



14. Channels

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

You can find **EURES** on:

 **@euresjobs**

 **@EURESjobs**

 **@EURESjobs**

 **@EURES**

 **@EURESjobs**

You can find **ELA** on:

 **@eulabourauthority**

 **@europeanlabourauthority**

 **@EU_ELA**

 **@European Labour Authority**




 **@EULabourAuthority**

15.Copy suggestions

Here you can find a curated selection of suggested copy posts for your social media channels. These examples provide a foundation for aligning your messages with the broader narrative. You can mix and match slogans and texts, whether through the visuals or in the caption, to build a cohesive and consistent content system across your platforms.

Instagram, Facebook, LinkedIn	x
<p>✦ Ready to kick-start your professional journey across Europe?</p> <p>Whether you're a recent graduate, trainee, or looking to develop your career abroad, EURES is here to support you.</p> <p>From job matching and career advice, to information on living and working conditions, we offer the right kind of support so that working abroad is easier and more accessible for you!</p> <p>Explore new destinations and grow your skills #withEURES ✨</p> <p>Check the link (in bio) 🔗</p>	<p>✦ Ready to kick-start your career across Europe?</p> <p>Whether you're a recent graduate or taking the next step in your professional journey, you have support #withEURES.</p> <p>Check the services 🔗 [insert link]</p>

Launch post example

Instagram, Facebook, LinkedIn	X
<p> The new EURES campaign 'Your career takes you places' has officially launched!</p> <p>From Lisbon to Tallinn, to Dublin and Athens — Europe is full of life-changing opportunities waiting for you!</p> <p>Whether you're looking for your first job, a traineeship, or a career change, EURES connects you with employers all across Europe.</p> <p>Your professional journey begins now. Explore how far your career can take you #withEURES.</p> <p>#EURESjobs</p>	<p> Are you a young jobseeker? We've got news for you!</p> <p> The new EURES campaign 'Your career takes you places' is now live! Find your next job opportunity, explore new horizons, and discover how far your career can go #withEURES.</p> <p>#EURESjobs</p>

Additional general post example

Instagram, Facebook, LinkedIn	X
<p>Are you a young jobseeker looking to gain experience abroad, build new skills, or discover a different culture? 🌍</p> <p>EURES is your first stop to make it happen.</p> <p>The new campaign 'Your career takes you places' is here to guide you as you embark on your professional journey.</p> <p>Explore job offers, connect with employers, and get expert advice from EURES Advisers across Europe.</p> <p>Don't wait! Take your career further now #withEURES.</p> <p>[or:</p> <ul style="list-style-type: none">• Across Europe, endless opportunities #withEURES.• Start anywhere. Endless possibilities #withEURES.• Your professional journey, across Europe #withEURES.] <p>#EURESjobs</p>	<p>🌍 Looking for new opportunities across Europe?</p> <p>EURES is here to support you in exploring, connecting, and advancing your career.</p> <p>Start your journey now and take your career places #withEURES.</p> <p>[or: Take the next step</p> <ul style="list-style-type: none">• Across Europe, endless opportunities #withEURES.• Start anywhere. Endless possibilities #withEURES.• Your professional journey, across Europe #withEURES.] <p>#EURESjobs</p>

Topics to cover on your social media:

EURES provides students (young graduates, university students and students in vocational training, trainees and apprentices) with information on traineeships, entry-level jobs, seasonal work, expert tips on entering the labour market, as well as living and working conditions in the EURES countries.

EURES offers unique tools, including a cooperation network of 1 000 Advisers in all languages and 31 countries, the EURES portal with over 1 million job offers across EU/EEA countries, the E(O)JD web platform with dozens of recruitment events online, and a CV tool builder with Europass.

EURES facilitates the dialogue between young jobseekers and EURES validated employers.

Funding to move abroad through EURES Targeted Mobility Scheme (TMS)

Erasmus+ is a great starting point for young jobseekers looking to build a professional future in Europe, all while still studying. Specifically, this EU programme provides support in education, training, youth and sport in Europe.

Europass digital CVs and skills profiles can be paired with EURES' job-matching services to further enhance jobseekers' chances to connect with cross-border mobility opportunities.

16.Social media visual examples



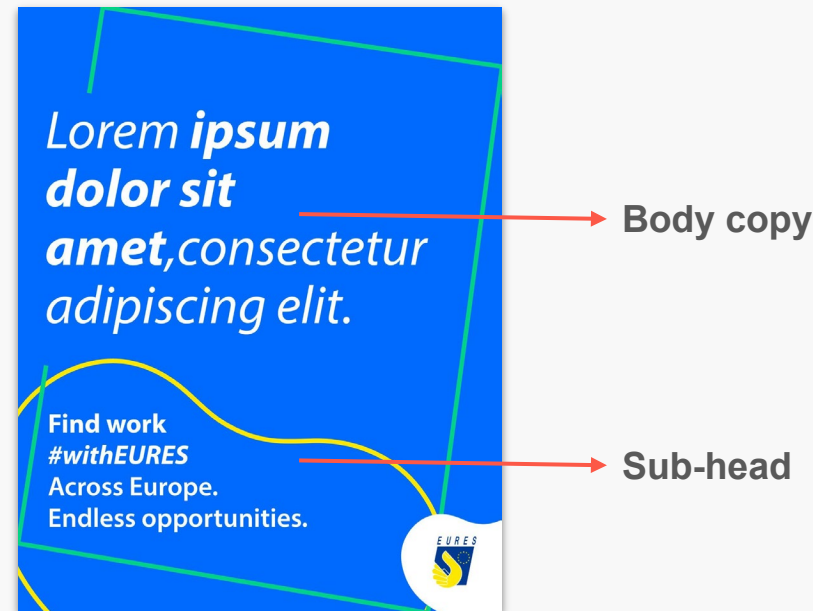
Social media visual examples

Secondary palette



16.Social media visual examples

These materials are designed to be easily customised so you can adapt them to your specific messages and communication channels. **Text changes can be done through the PPT command 'View/Slide master'.**



16.Social media visual examples

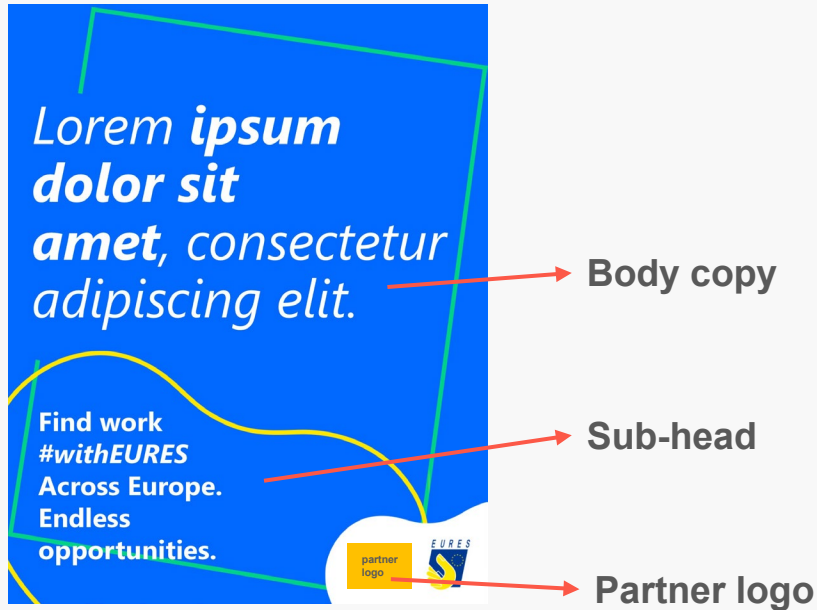
How to edit the visual:



1. Click on **'View'** and open the command **'Slide master'**
2. You will find on the left **4 main visuals**, Each main visual has underneath **three logo sub-versions**.
3. First select the main visual or **visuals you wish to use**.
4. **To edit the text** on each visual, **select the main visual**, and change the text. This new text will appear in all logo sub-versions.
5. **To edit the logo**, select the **3rd version**, with a **placeholder logo**. Copy your logo into its place and delete the placeholder.
6. Go back up to PPT menu and select the **'Normal'** view. This will show the normal PPT slides.
7. Duplicate the slide you see.
8. In the **second slide**, right click and select the **layout with your logo**. The slide changes into the version with your logo and EURES logo.

16.Social media visual examples

How to edit the visual:



1. Click on '**View**' and open the command '**Slide master**'
2. You will find on the left **1 main visual**, and underneath **three logo sub-versions**.
3. **To edit the text, select the main visual**, and change the text. This new text will appear in all logo sub-versions.
4. **To edit the logo**, select the **3rd version**, with a **placeholder logo**. Copy your logo into its place and delete the placeholder.
5. Go back up to PPT menu and select the '**Normal**' view. This will show the normal PPT slides.
6. Duplicate the slide you see.
7. In the **second slide**, right click and select the **layout with your logo**. The slide changes into the version with your logo and EURES logo.

16.Social media visual examples

Carousel

Your career takes you places
Find work
#withEURES

Start anywhere and embrace all the opportunities.

No job experience?
No worries, EURES sees your potential and supports you in achieving your career goals across Europe.

The information, made accessible.
Check the EURES portal and schedule your chat with a EURES Adviser.

EURES

16.Social media visual examples

Infographic



17.Dos and don'ts

The campaign offers a unique opportunity to share information and participate in the conversation. **Contributions through social media are especially important** as our goal is to reach the widest possible audience across all countries. The following section provides key guidelines to keep in mind when creating your own communication materials, ensuring consistency and impact in every message you share.

DOs

- tag EURES (use the tags indicated on social media) and use the campaign hashtags to build momentum;
- 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'ts

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

18.How to approach the press

Everyone using this toolkit can play an important role in supporting EURES' visibility and outreach by engaging with the media in their own country. Each organisation, association, or individual often has journalists, editors, or communication professionals in their network who are familiar with their activities, particularly those related to youth employment and professional mobility, which are central to this campaign.

It is therefore useful to **review your contacts and identify potential media allies** across email lists, LinkedIn, Instagram, X/Bluesky/Mastodon, Facebook, or even WhatsApp. Creating, if there is not already one, a simple personal media contact list can be very effective and useful for future professional activities.

This list can be divided by type of outlet: print or online newspapers, news sites, radio and television (which often have highly visited web pages), and news agencies, which supply stories to other outlets and frequently operate their own popular digital platforms.

Local and regional media contacts are also extremely valuable. They not only connect with audiences that are responsive to local stories but can also trigger broader coverage. A local feature with an interesting tag or topic can easily be picked up by national desks and re-launched at national level. **Building or updating a list of local and regional contacts is therefore a concrete and strategic action.**

18.How to approach the press

- **University networks and own media**

As with individual efforts, institutions and organisations can also use their networks to amplify this campaign. Universities, student unions, alumni associations, and career centres can relay EURES materials to their communication partners or media contacts. Many universities, for example, have their own press offices at both local and national levels.

This approach creates a cascade effect: one message shared through a trusted network can reach multiple layers of communication. Institutional channels, such as newsletters, websites, and internal publications, therefore serve as valuable platforms for increasing the campaign's visibility.

- **Traditional media**

While most young people today rely on social media for information, traditional outlets (youth-oriented TV, radio, print, and online newspapers) remain essential for broadening reach and generating credibility. These outlets often trigger viral circulation of stories, as interesting news published by traditional media is often spontaneously shared online.

Furthermore, traditional media can reach audiences such as parents, educators, and mentors, who may notice an article or broadcast and share it with younger people in their families or communities. Campaigns targeting young audiences frequently succeed thanks to this indirect word-of-mouth effect generated by those around them.

18.How to approach the press

- **Advertising on event apps and additional enhancements**

Event apps are an increasingly relevant space for engaging young people. They help connect users with concerts, fairs, and trendy activities, creating natural touchpoints where EURES visibility can be reinforced. Promoting campaign content or ads within these apps ensures that the message reaches young audiences in environments where participation and curiosity are already high.

- **Workshops, seminars, career fairs, and webinars**

Professional events (whether workshops, job fairs, seminars, or webinars) naturally bring together journalists and communication professionals. During these occasions, recipients of the toolkit can also help present and promote the EURES campaign. Mentioning the initiative provides a valuable opportunity to explain its relevance, both as a practical resource for young people seeking mobility opportunities and as a concrete step toward building a truly European labour market. These personal interactions can generate genuine media interest, encouraging journalists to follow up with coverage and stories.

19.Campaign KPIs

Quantitative indicators	Qualitative indicators
<ul style="list-style-type: none">• Number of people engaged in each target audience• Number of events organised and participants involved• Number of EURES countries involved• Number of countries using the ECO support• Number of communication topics <p>Social media analytics</p> <ul style="list-style-type: none">• Number of views/likes/level of engagement in social media, organic and paid)• Number of shares and posts cross-promoted by EURES network• Influencers reach <p>Traditional media analytics</p> <ul style="list-style-type: none">• Listening/viewing/circulation figures• Number of media outlets and journalists involved• Reached audiences social profile <p>Other campaign measures</p> <ul style="list-style-type: none">• Number of campaign materials produced• Number of promo items produced and disseminated	<ul style="list-style-type: none">• Campaign sentiment in social media• Audience understanding of EURES and key topics• Engagement and tone of feedback• Level of satisfaction in EURES network with campaign• Level and tone of the media• Feedback

20.List of materials

Attached to this toolkit, you will find all the tools and materials prepared for you to share and amplify the campaign through your website, channels, and social media networks.

Check, download, and create your own deliverables at [1500. EURES 2025 campaign – ‘Your career takes you places’ | EURES Extranet](#)

Templates	Off-the-shelf materials
Social media editable templates (campaign palette, jobseekers palette, quotes style)	Editable rollup (cm 80x200)
Editable web banners	Editable flyer (front/back, A5 format)
Video meeting backgrounds	Editable press release
Infographic templates and examples	Campaign PPT presentation
Teams background	

Off-the-shelf materials

Editable rollup template (cm 80x200)



Off-the-shelf materials

Editable flyer template (front/back, A5 format)



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