

EURES

Your career
takes you
places
#withEURES

The context

EURES, the European Employment Services, is the go-to network for connecting employers and jobseekers across Europe.

It **plays a key role in supporting young people in starting their career** and navigating a complex, ever-evolving job market.

- **3 million job vacancies**
- **470 000 apprenticeships**
- **27 000 internships**



The 2025-2026 campaign



The European Labour Authority is launching a **five-month EURES campaign**. Through a mix of digital and traditional media channels, the campaign will be running **from October 2025 until mid-March 2026**.



University and training students, young graduates, trainees, apprentices, NEETs (Not in Employment, Education or Training), academia and vocational training organisations.



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.

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.

Campaign concept

Campaign 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**.



The tag lines

**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.***

Target groups

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



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

Age groups: 18-24 and 25-35

General selling points

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



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

Age groups: 18-24 and 25-35

Upskilling	Opportunities to connect	Application	Post-recruitment	
EURES Advisers provide counselling and access to free language courses and e-learning tools.	EURES also organises European (Online) Job Days (E(O)JDs), which are recruitment and information events where jobseekers can connect directly with employers.	Young movers can apply, and many of these jobs are entry-level positions requiring little or no experience.	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.	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



NEETs (Not in Education, Employment, or Training) / Students entering the job market for first time (18-24)

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, providing them with access to stable employment opportunities.

Key messages by target groups



Students and young adults searching for a better working solution

Age group: 25-35

The Targeted Mobility Scheme (TMS) can provide funding to support young adults as they progress in their careers and work towards stable employment.

Young adults searching for a better working opportunity can find support in EURES, with various bespoke services to move abroad and take the next step in their career.

Key messages by target groups



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

- EURES is a **large network of 1000 EURES Advisers, across 31 European countries** dedicated to providing fair mobility opportunities in the European Union.
- EURES **assists young people aged 18-24 and 25-35** in entering the labour market and improving 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.

**Landing page,
campaign toolkit
and templates**

Landing page in the EURES portal

The campaign landing page is hosted on the [EURES portal](#).

It serves as the **main digital hub for the EURES 2025 campaign** ‘Your career takes you places’, providing comprehensive information, updates, and resources related to the campaign with:

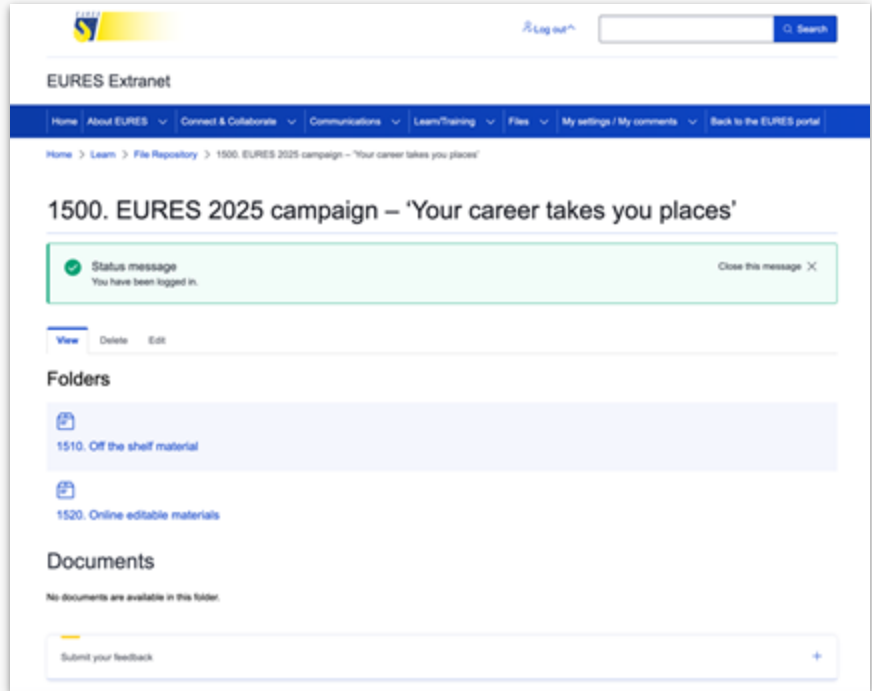
- Information on upcoming campaign events and activities;
- Links to EURES services and useful tools for jobseekers, students, and employers;
- A dedicated section on **partner opportunities for students, showcasing mobility and career options across the EU**;
- News and **stories highlighting young movers mobility opportunities** across Europe.

Landing page, campaign toolkit and templates > Landing page on the EURES portal and dedicated space on the extranet

Dedicated space on the extranet

A package of useful materials for content creation
will be available at

[1500. EURES 2025 campaign – ‘Your career takes you places’ | EURES Extranet](#)



Campaign toolkit

- An overview of the campaign's context, goals, and concept
- Target audiences and key messages
- A visual identity with images for social media, plus guidance on usage
- A press release with EURES results on youth employment
- Participation guidelines
- The campaign slogan and hashtag
- Tips and templates for social media posts aimed at young graduates
- Suggested KPIs to monitor impact at both EU and national level

Templates and off the shelf materials

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

Templates

- Editable web banners








- Video meeting backgrounds






Social media copy posts suggestions

The toolkit will contain a dedicated section **suggesting copy posts for your social media channels**. It will **provide clear guidance on how to align your messages** with the broader narrative.

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>

Social media copy posts suggestion

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!</p> <p>Find your next job opportunity, explore new horizons, and discover how far your career can go #withEURES.</p> <p>#EURESjobs</p>

Social media copy posts suggestion

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:</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>

Dos and don'ts

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);
- **not to tag EURES channels.**

Campaign typography

**Your career takes you
places**

**Find work
anywhere in Europe**

**Myriad Pro
Bold**

#withEURES

Myriad Italic

Colour palette

Primary colours

Quotes

#0068FF

Jobseekers

#F98E00

#C95CDD

Secondary quote colours

#FC5847

#35CE8D

#FFE800

Text colour

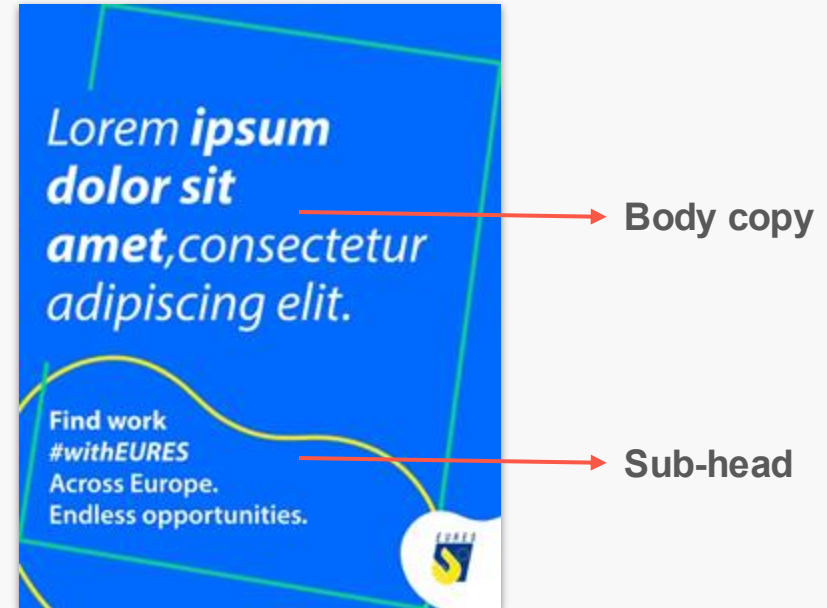
#081259

#FFFFFF

Social media editable templates

The toolkit includes a set of **editable social media visual templates**.

These materials are designed to be easily customised so you can adapt them to your specific messages and communication channels, through the PPT slide master.



16.Social media visual examples

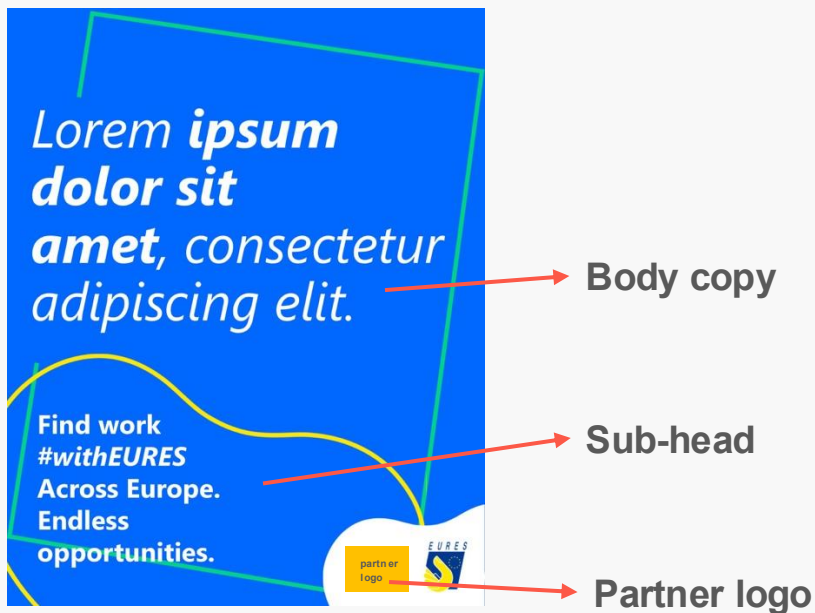
How to edit the visual:



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.

Social media editable templates



Social media editable templates



Example of social media posts - carousel



Infographic templates



Off the shelf materials

Rollup (cm 80x200) (also editable template)



Off the shelf materials

Flyer (front/back, A5 format) (also editable template)



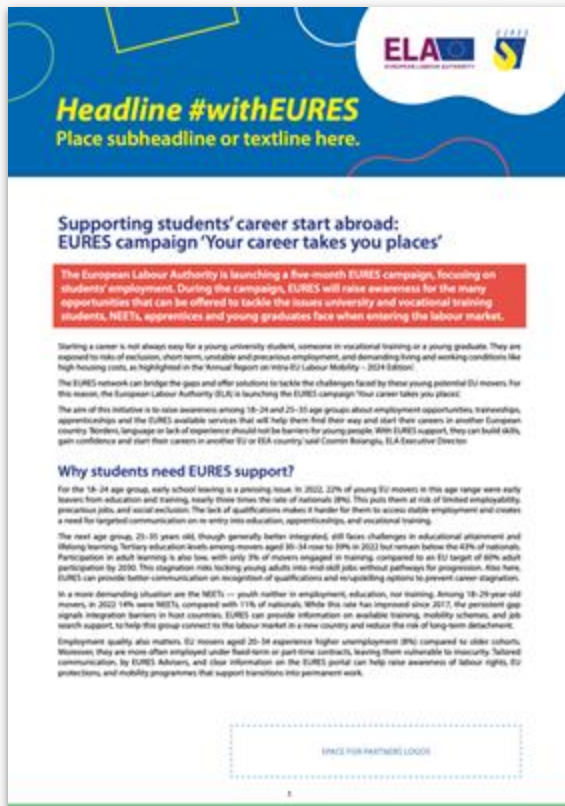
Off the shelf materials

Infographic



Off the shelf materials

Press release



Headline #withEURES
Place subtitle or textline here.

**Supporting students' career start abroad:
EURES campaign 'Your career takes you places'**

The European Labour Authority is launching a five-month EURES campaign, focusing on students' employment. During the campaign, EURES will raise awareness for the many opportunities that can be offered to tackle the issues university and vocational training students, NEETs, apprentices and young graduates face when entering the labour market.

Starting a career is not always easy for a young university student, someone in vocational training or a young graduate. They are exposed to risks of exclusion, short-term, unstable and precarious employment, and demanding living and working conditions like high housing costs, as highlighted in the Annual Report on Italy-EU Labour Mobility – 2024 Edition.

The EURES network can bridge the gaps and offer solutions to tackle the challenges faced by these young potential EU movers. For this reason, the European Labour Authority (ELA) is launching the EURES campaign 'Your career takes you places'.

The aim of this initiative is to raise awareness among 18-24 and 25-35 age groups about employment opportunities, trainingships, apprenticeships and the EURES available services that will help them find their way and start their careers in another European country. Borders, language or lack of experience should not be barriers for young people. With EURES support, they can build skills, gain confidence and start their careers in another EU or EEA country, safe countries, ELA Executive Director.

Why students need EURES support?

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 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 89% in 2022 but remain below the 93% 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 2020. This stagnation risks locking young adults into mid-still jobs without pathways for progression. Also, EURES can provide better communication on recognition of qualifications and re-qualifying options to prevent career stagnation.

In a more demanding situation are the NEETs – youth neither in employment, education, nor training. Among 18-24-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.

Employment quality also matters. EU movers aged 25-34 experience higher unemployment (8%) compared to older cohorts. Moreover, they are more often employed under fixed-term or part-time contracts, leaving them vulnerable to insecurity. Tailored communication by EURES Advisors, and clear information on the EURES portal can help ease awareness of labour rights, EU protections, and mobility programmes that support transitions into permanent work.

SPACE FOR PARTNER LOGOS



Both age groups are also disproportionately affected by housing cost burdens. In 2022, 19% of EU movers spent more than 30% of their income on housing—more than double the rate of nationals (8%). For young people trying to establish themselves in a new country, this is an extra financial pressure. EURES can provide them with information about housing rights, subsidies, and employer-linked housing support could alleviate one of their main barriers to integration.

Social exclusion is another common thread. In 2022, 27% of EU movers were at risk of poverty or social exclusion, compared with 19% of nationals. For younger movers, who often lack established support networks in host countries, this risk is particularly serious. EURES can alleviate this by providing not only employment opportunities but also information on access to social protection, welfare services, and integration support.

What has EURES been doing so far?

EURES has played an important role in supporting young people aged 18-24 and 25-35 during the 2022-2024 period. With a focus on easing their entry into the labour market, improving mobility opportunities, EURES also has been supporting integration across borders. According to the EURES Biannual Report 2022-2024, its initiatives have targeted both early career starters and young adults seeking stability or advancement, recognising the unique challenges both groups face in today's labour market.

For the 18-24 age group, EURES has expanded access to apprenticeships and traineeships. Between July 2022 and June 2024, the EURES portal listed circa 470 000 apprenticeships and 27 000 traineeships, nearly doubling the previous reporting period. This expansion provides younger movers with practical opportunities to build skills, gain experience abroad, and make the transition from education to employment smoother.

Moreover, for all age groups, the EURES portal displays around 1 million job vacancies in all 27 EURES countries. Young movers can apply and many of these job vacancies are starting positions where no or little experience is required.

For those aged 25-35, EURES has supported career progression and stability through its Targeted Mobility Scheme (TMS). This scheme directly benefits young adults looking for sustainable employment abroad by funding education, language courses, and integration support. During the reporting period (June 2022 to July 2024), the scheme enabled nearly 1 000 placements and supported 600 TMSs, allowing to relieve in matching labour demand with a mobile, younger workforce.

Post-recruitment assistance has also been strengthened. Young movers often face practical barriers—housing, social security or access to education for accompanying family members. EURES Advisors provided counselling and, in some cases, access to free language courses and e-learning tools. This support is particularly valuable for 25-35-year-olds seeking to establish longer-term residence abroad and avoid short-term, precarious contracts.

EURES also invested in European (Online) Job Days (EOJDs), recruitment and information events which provide direct contact between jobseekers and employers. These events, often attended by younger candidates, allow direct interaction with recruiters across borders. Between 2022 and 2024, 70 EOJD events were organised with 105 000 participants, showcasing their growing importance as a youth-friendly entry point into mobility opportunities.

In addition, Cross-border partnerships (CBP) have also provided more localised support for young people. By addressing practical challenges such as taxation, social security, and regional labour shortages, they help youth in border regions find work more easily. Innovative examples, such as the From the stadium to the job initiative in the Upper Rhine, used creative methods to connect young jobseekers with employers, making cross-border recruitment less intimidating and more engaging for a younger age group.

Overall, both 18-24 and 25-35 age groups are at a crossroad: the first group risks being left behind due to early school leaving and weak labour market entry, while the second risks stagnation without further training and stable employment opportunities.

Contacts information:

For any general information about the campaign, or any specific requests for material, please email EURES at eres@ec.europa.eu.

For more information about EURES go to eures.europa.eu, or subscribe the EURES newsletter.

Follow us on social media:

EURES on Facebook
EURES on X
EURES on LinkedIn
EURES on Instagram
EURES on YouTube

eres@ec.europa.eu
f X in

SPACE FOR PARTNER LOGOS

Campaign support and partnerships



Traditional and social media support

We will provide support across 31 countries at European and local level.

- The budget is set at EUR 10 000 per EURES country, together for traditional or social media (EUR 5 000 each or EUR 10 000 only on one medium);
- Members and partners are required to fill out the media form to apply for this support.
- Traditional media: Outdoor or digital advertising, TV, radio, Print, HR magazines and many more.
- Social and digital media: Meta, LinkedIn, YouTube, Google.
- The paid support is granted throughout the whole campaign duration (5 months);
- Any Member and Partners, with the agreement of the NCO.

Deadlines: Form closes 22 December 2025. Latest campaign launch: 1 February 2026.

To request support, fill in the dedicated media form: [link](#)

Goodies/merchandise support

- The objective of this support is to provide EURES countries with branded, sustainable promotional materials to support campaign visibility and engagement at national level;
- You can choose from a selection of items from the EURES catalogue which we updated just recently;
- Each EURES country may order up to EUR 5 000 in goodies;
- Please allow four to six weeks for processing and delivery.

To request support, fill in the dedicated goodies form: [link](#)



Ad hoc support to Members and Partners

We will continue offering Ad hoc support to EURES countries. This support refers (but not limited) to:

- Any communication deliverables which are not falling under traditional or social media category and can boost EURES visibility;
- Examples: production of banners /rollups; adaptation of templates, video subtitles, publications adaptations; small interventions;
- Limited total budget of EUR 60 000;
- ECO will evaluate all proposals in case-by-case evaluation;
- Applications by Member and Partners, with the agreement of the NCO.

To request support, fill in the dedicated ad-hoc form: [link](#)

Campaign partnerships

The campaign will also contemplate collaboration with **campaign partners** and **stakeholders** at European level, including academia and vocational training, youth organisations and educational institutions.

EU networks

- Europass
- European Youth Forum and European Students' Union (ESU)
- Erasmus Student Network (ESN), Erasmus+ and Erasmus for Young Entrepreneurs
- Your Europe
- SALTO-YOUTH

Institutions

- DG Communication
- Euroguidance and Eurodesk
- PES secretariat
- DG EMPL communications
- ETF, CEDEFOP

Vocational training

- EAfA, Pact for Skills, ETUC, SMEunited, EVBB, EfVET, EVTA, EUproVET, EUCEN, etc.

Stakeholders

- ALMA initiative
- Parents associations
- Social partners
- Embassies

Campaign partnerships



Why partnering with EURES

- By partnering with EURES, academic 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.

Dissemination plan – campaign activities

Organic social media

The *'Your career takes you places'* campaign will play a key role across EURES social media channels, enriching the broader communication strategy.

The organic social media communication will feature a variety of content formats including static visuals, carousels, videos, quizzes, polls, and informative materials.

Find EURES on:

	Instagram	@euresjobs
	Facebook	@EURESjobs
	X	@EURESjobs
	LinkedIn	@eures
	YouTube	@EURESjobs

Targeted digital media

Digital natives, always connected, and looking for engaging and dynamic content: digital media is crucial to reach youth.

Main digital channels:

- Social media (Facebook, Instagram, LinkedIn, YouTube)
- Google Search and Google Display Network
- Programmatic advertising on websites and apps

EURES influencers initiative

Influencers campaigns are proved to be a key asset, particularly with young demographics. With 'Your career takes you places,' campaign influencers will take their spot again in EURES communication on TikTok, YouTube, Instagram, and LinkedIn.

The analysis to build the final roster of influencers takes into account:

- Tone of voice and communication sentiment;
- Engagement rate, average views and interactions;
- Fanbase growth and quality, audience reachability, follower credibility and geo and gender distribution;
- Political exposure, brand safety parameters and absence of religious statements, or sexual harassment endorsements;
- Refraining from endorsing actions that violate fundamental human rights.

*In parallel to the scouting, Members and Partners will have the chance to suggest profiles to involve for review. To this end, a specific form or functional mailbox will collect information from the network.

EURES influencers initiative



Involving past influencers: these are the 3 influencers chosen from EURES30 campaign. Their participation in the campaign is still to be confirmed.



Olivia Lori



Joshua Steib



Fabiana Andreani



Scouting for new influencers: the new influencers presented here are part of the final roster presented. Their participation in the campaign will be confirmed or not once the 'contact' phase has ended.



Ania Kania



Nicolas Desoeuvre



Federica Romagna



Traditional media campaign

Connected TV (CTV) over linear TV.

- CTV hosts short, non-skippable bite-size formats
- Is part of daily viewing time: shall it be on gaming consoles, streaming platforms, or smart TVs
- Targeting is precise and based on interest, sociodemographics, and online behaviour

example here: [Link \(on the side\)](#)



Traditional media campaign

Digital Out-of-Home (DOOH) over traditional Out-of-Home (Billboards and city furniture).

- Targeting is easier and results are measurable and trackable.
- It allows more creative freedom, engages people more and is fully integrated into our daily lives.
- Screens are everywhere and dynamic ads are more memorable.



DOOH campaign for EURES30, Brussels, Metro Schumann

Call for expressions of interest video stories

Contribute to the campaign! We'd love to hear from you.

This campaign will also feature real, authentic content.

- Share your **inspiring stories, creative ideas for collaboration**, and recommend influencers or partners who can help us amplify the campaign impact and narrative.
- We are looking for **engaging and inspiring stories of young trainees, graduates, apprentices**, who want to share their experiences with those who may benefit from the EURES network in the future.

Send an email to
eures.inspirationalstories@pomilio.com



Campaign reporting

Performance monitoring and KPIs

A **survey** will be distributed among the network members to track:

- Social media performance: posts, impressions, shares, etc.
- Traditional media: types of media used and case-specific details (e.g. TV airings, OOH placements).
- Events: number, attendees, audiences reached.

The survey will be accessible online via invitation. It will **be the only monitoring activity for this campaign** - you will not be asked to carry out any other similar tasks for it.

It is important that campaign partners send their campaign results (data will be anonymously treated). It will serve to measure the **overall campaign outputs and performance**, no national results will be shown, only aggregated.

Campaign reporting

Performance monitoring and KPIs

The form is intended to collect all outputs and results **at the end of the campaign**.

It will be made accessible during the campaign to allow respondents to have a complete overview of what will be required, enabling them to gather data from all relevant sources in advance.

- It will be accompanied by **detailed instructions to avoid any ambiguity** in data reporting.
- **Long period of response** granted.
- Respondents will be able to **access the form multiple times**, keep it on standby, and submit it once it is considered completed.
- As it will be made available for consultation throughout the campaign, there will be time to address **any questions or doubts**.

Thank you

eures-communications@ela.europa.eu