

#EACH DROP COUNTS

For a greener Europe

October 2019
February 2020



#EEAChdropcounts

Show how you and your project are working to make Europe greener!

To make Europe greener, **#EEAChdropcounts**. This campaign spotlights some of the green projects that the EEA and Norway Grants have funded. Even the smallest of these projects have made a real difference. Together, these projects reveal the picture of a greener Europe. They show how this Europe can become a reality, one drop at a time. The campaign will primarily focus on:

-  Climate change
-  Environment
-  Energy
-  Green industry

Goals

- Inform potential applicants about EEA and Norway Grants' funding opportunities with
 - Potential project promoters in the 15 beneficiary countries
 - Partners in the donor countries
- Increase brand awareness with:
 - Potential project promoters in the 15 beneficiary countries and partners in the donor countries
 - EU institutions and other Brussels-based stakeholders
 - Broader audience with an interest in green initiatives, in particular in the beneficiary and donor countries

Here's how you can help

To maximise the campaign's impact, we need you to get involved! Here's what you can do.

Like, comment and share

Throughout the campaign, we will frequently post content to our social media:

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

To make sure our campaign reaches as many people as possible, you can like our posts, comment on them and share them with your followers. Do you want to know when we'll be posting? We have published our social media calendar and will update it every month.

» [Our social calendar](#)

Hashtags and handles

To increase your reach when posting on social media, we have provided a list of hashtags you can use. These are in English and focus on the European level. Please add local and national hashtags as you see fit. Also try to tag organisations in your field.

» [Hashtags and handles](#)



Share our content

We would appreciate it if you could also post about the campaign from your own accounts. To make that easy for you, we've developed ready-made posts for different social media platforms. We will also make available all video materials that are produced during the campaign. Feel free to post in whichever language is best suited to your audience but always try to use the #EEAchdropcounts hashtag on all platforms.

- » The ready-made social media posts
- » The images for social media
- » All video materials



Easily create your own content

Each drop, each project, each partner counts. Yours does too! During the campaign we will actively invite people to share what they are doing to make Europe greener. We hope you will join in! We would like to hear from the projects and partnerships you are involved in or you really like.

Or maybe you have a green hobby? Use a recyclable water bottle? Cycle to work? This campaign wants to show that we are all working together to make Europe greener. The EEA and Norway Grants' projects will, of course, be at the front and centre of the campaign, but we want to involve a wider audience by validating the small, everyday things all of us are doing to make Europe greener.

As part of our campaign, we use a drop shaped image overlay to create a coherent visual identity. We have made it easy for you to create such a drop image yourself. Either in PowerPoint or via Canva.com. Whenever you make something for the campaign, please follow this short style guide.

Remember, when posting your content, make sure to include the hashtag **#EEAchdropcounts!**

- » The overlay materials
- » The style guide for making new materials

Show your colours and spread the word

An easy way to show your support is by uploading the campaign banner to your website or social media platforms. You can also use the square image overlay to create a branded social media profile picture!

Going to an event? We have prepared a printable hashtag you can take with you to promote the campaign

Do you have a newsletter? Make sure to mention our campaign!

- » A series of website banners
- » The image overlay materials
- » The printable hashtag
- » Newsletter texts



Get others involved

One of the best ways to support the #EEAchdropcounts campaign is to get others involved. We are particularly hoping you will reach out to Project Promoters and partners to encourage them to share their project stories and results. That is why we prepared a model email (in English) that allows you to easily get in touch with people involved in projects. You can translate the e-mail to your own language and you can also share this campaign brief with them.

- » The model email
- » The campaign brief



Help us make sure that #EEAChdropcounts

Campaign materials

- » The campaign brief
- » Logo and guidelines
- » Our social calendar
- » Ready-made posts for social media
- » Images for social media
- » Hashtags to use on social media
- » an Image overlay to create your own campaign material
- » Video materials
- » Website banners
- » A model email for projects
- » A model newsletter texts
- » A Printable hashtag to take to events

Contact us at info-fmo@efta.int