



Local & Regional  
Europe

#CEMRmeets

# COMMUNICATION AND OUTREACH REPORT 2022

COUNCIL OF EUROPEAN  
MUNICIPALITIES AND REGIONS

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# About CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest European association of local and regional governments. It is the only network that brings together 60 national associations of local and regional governments from 40 European countries of the 47 Council of Europe countries. Through them, CEMR represents all levels of governments – local, intermediate and regional.

Since its creation in 1951, CEMR promotes the construction of a united, peaceful and democratic Europe founded on local self-government, respect for the principle of subsidiarity and the participation of citizens.

Our work is organised around two main pillars: 1. Influencing European policy and legislation in all areas having an impact on municipalities and regions and their citizens; 2. Providing a forum for debate between Local and Regional Governments (LRGs) via their national representative associations.

CEMR is also the European section of the world organisation United Cities and Local Governments (UCLG), through which we represent European local and regional government on the international stage.

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**1,000,000**

local elected  
representatives

**60**

associations

**40**

countries

**115,000**

local & regional  
governments

**Disclaimer and Authors:** The information presented in this report are those of the CEMR. They do not reflect the position of any local or regional government, their associations or the European institutions. This report was authored by Pierre Vander Auwera (Communications Lead) with the support of Charline Feurtey (Support Communication Officer), under the supervision of Marlène Siméon (Director of Operations).



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# INTRODUCTION

This report lays out the most important communications' achievements and developments in 2022. It briefly highlights the key campaigns that the Council of European Municipalities and Regions ran and the actions that have been carried out thanks to the support of its member associations.

Throughout 2022, the efforts in communication have also been directed to perfect our narrative and storyline, in line with the conclusions resulting from the CEMR communication's assessment and the upgraded communication strategy.

We've also strengthened our brand and visual communication by developing a new visual identity and logo for CEMR's Charter for equality, but also by producing visual content, such as short videos, infographics and interactive charts and graphs to illustrate our studies.

Across our communications, campaigns, publications and photos, we made sure to represent and reflect diversity of origin, profession, political and sexual orientations with a view to promoting mutual understanding and tolerance, and support a plural society.

# BY THE NUMBERS

**| 115** ARTICLES  
(EN/FR)

**| 65** NEWSLETTERS AND  
UPDATES CIRCULATED

**| 80** EVENTS  
HOSTED

**| 42** BEST PRACTICES  
(EN/FR)

**| 665** TWEETS

**| 30** VIDEOS  
PRODUCED

**| 30** POSITION PAPERS  
AND STUDIES

**| 2M** VIEWS  
ON TWITTER

**| 6+** CAMPAIGNS

To mark our presence in the EU bubble and strengthen local and regional governments' voice in the EU arena, CEMR set up a media partnership with EURACTIV. Since April 2022, we have been supporting the '[Cities and Regions](#)' policy topic in Euractiv's Global Europe hub. The section includes on-going editorial coverage of relevant issues, based on direct contact with EURACTIV journalists.

The section also offered visibility to CEMR with the inclusion of its logo and other comms features, including social media feeds. These were visible on the section page and on all the articles filed within it.

The section generated **7,046 page views coming from 5,980 unique visitors**.

## EURACTIV's section 'Cities & Regions' supported by CEMR & PLATFORMA

**7K** PAGE VIEWS

**6K** UNIQUE VISITORS

**9K** SHARES ON SOCIAL MEDIA

**11** NEWS PIECES

**4** TRANSLATIONS OF ARTICLES

**2M** VIEWS

EURACTIV counted 8,000+ organic social media shares and 200,000+ impressions on Facebook and Twitter for items published in the policy topic section. This is likely an underestimation of the real figure, which may also include shares by private profiles and with unrelated hashtags or keywords.

The editorial pieces in this Policy Topic were also published in different EURACTIV newsletters (Daily news update, Weekly Round-Up, Weekly Global Europe Updates).

## CEMR news were featured in media outlets, including:

**ANSA POLITICO BBC**  
**EFE Gazette des Communes Publico**  
**Ouest-France TFI Hürriyet the Northern Times Geo**  
**Europa Press EURACTIV Ultima Hora Agence Europe**  
**CNN Wochenspiegel Biały Orzeł the Scotman Sud Ouest**  
**Presse Agence PolskieRadio24 El Correo Le télégamme**  
**Le Dauphiné Teleromagna24 Nordsee-Zeitung**  
**Banque des territoires**

# CEMR.EU

## bringing up stories from the ground

Content is key... In 2022, we directed our effort on bringing up stories and local experiences from the ground. In the early months of the year, we created a brand new section on our website, turning testimonials from mayors, local and regional leaders into [local stories](#) that can easily be picked up.

Thanks to the collaboration of a great number of associations, we published and shared on social media 40+ stories all available in English and in French.




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We also conducted some interviews, both written and video, with local leaders, representatives from our associations as well as from the European Parliament (MEP Shuster, Secretary General Klaus Welle... ) and from the Congress (Council of Europe). All written interviews are available on the CEMR website in English and in French (cemr.eu).

We brought our knowledge to the next level with the launch of two web studies: 'TERRI Report - Territorial Governance, Powers and Reforms in Europe' and "Local Finances and the Green Transition'.

Also worth noting is that the CEMR secretariat is looking into optimising its website, in line with the communication assessment report and the reviewing of its communication's strategy.

 **CEMR's bilingual website**

<b>109K</b> PAGE VIEWS	<b>115</b> ARTICLES & PRESS RELEASES	<b>42</b> STORIES AND BEST PRACTICES
<b>7</b> PAGES/SESSION	<b>04'</b> AVERAGE SESSION DURATION	<b>2</b> LANGUAGES (EN / FR)

# NEWSLETTER

Newsletters are great tools to reach the target audiences we want to connect with. On a yearly basis, CEMR is running a dozen newsletters and updates, including [LOCAL INSIGHT](#) (addressed to the EU bubble), IN BRIEF (CEMR's members-only newsletter), as well as a series of thematic and policy updates.

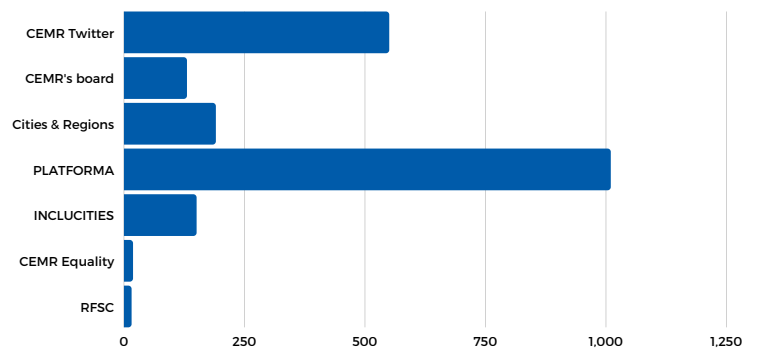
The internal newsletters and updates aim to inform members about legislative and policy developments and publications, as well as promote their engagement in policymaking, upcoming events, calls for tender and other opportunities.

 **CEMR's newsletters and updates**

<b>  12</b> NEWSLETTERS AND UPDATES	<b>  69</b> NEWSLETTERS CIRCULATED	<b>  2,4K</b> SUBSCRIBERS TO LOCAL INSIGHT
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# SOCIAL MEDIA

Social media provides important tools for the CEMR network to amplify its communications and reach local and regional leaders and experts, associations of local and regional governments, EU decision-makers and other target audiences directly. CEMR is active on Twitter, LinkedIn, Instagram and YouTube.



CEMR's twitter accounts alone (excluding projects - i.e. platforma, inclucities, rfsc) accounted 926,698 views in 2022.

To date, we have counted **2,063,000 views** for items published and shared on [CEMR's official Twitter accounts](#) and on those of its board of directors. This is likely an underestimation of the real figure, which may also include shares by other employees' social media profiles.

## Paid media campaigns

To broaden our reach and boost our messaging even further, we ran a series of paid media campaigns. Noteworthy is the fact that, on two occasions, Twitter blocked our posts and campaigns, considering they were 'cause based'. We also experienced mean-spirited, aggressive and trollish behaviour on this social media platform.

## CEMR on Twitter

The secretariat keeps track of who follows us on social media, in particular [Twitter](#). Here below is a snapshot of our **9,700 followers** according to their professional background:



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## CAMPAIGNS

Throughout the year, we ran several campaigns, not only to voice out local governments' concerns in Brussels but also to promote EU news as well as new online tools and publications such as "TERRI - Territorial Governance, Powers and Reforms in Europe" and "Local finances and the green transition".

For each campaign, we designed and produced communication materials, visuals, social media cards, videos and infographics. Together with partners, EU institutions, the UN and our associations, we took an active part in supporting campaigns, such as the [#UnionOfEquality](#), [#CohesionAlliance](#), [#StandwithUkraine](#), [#DemocracyUnderPressure](#), [#COP27](#) and [#FlipTheScript](#). We regularly exchanged with the Committee of the Regions and the network of EU associations' communicators network to coordinate and strengthen our voice.

## Campaign 1 | Europe going local

**Objective: To cascade EU info and actions across the CEMR network**

CEMR acted as a 'go-between' to pass EU news and calls across the continent. To go local and decentralise EU communication, we cascaded information, calls and other news stories to our member associations.

By means of articles, social media posts and publications in our newsletters, we promoted the new **EU's CERV programme** (Citizens, Equality, Rights and Values), the Committee of the Regions' **'State of Regions and Cities in the EU'**.

We casted light on the European Commission's **'Building Europe with Local Councillors'** initiative, the **'Conference on the future of Europe'**, the **'Next Generation EU recovery plan'** and the new **'EU strategy for enlargement'**.

We also promoted a series of awards and prizes such as the 'European Green Capital Award', the 'Mayor Paweł Adamowicz Award', the 'PLATFORMAwards' and the 'European Capital of Democracy'.



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## Campaign 2 | Stand with Ukraine

**Objectives: To raise awareness about the situation in Ukrainian municipalities and to highlight examples of concrete actions on the ground**

In the early days of the Russian invasion, and together with our associations, we ran a campaign to condemn the Russian attacks and express strong solidarity with our peers in Ukraine. Over **550 European mayors and local and regional elected leaders joined this appeal** by signing a political declaration, circulating video messages and sharing political statements on social media via the [#StandwithUkraine](#) hashtag.

We also launched a dedicated newsletter **"Ukraine Updates"** to raise awareness about the situation in Ukrainian municipalities, and to highlight examples of concrete actions taken on the ground. We also developed a new [section fully dedicated to the situation in Ukraine](#).

Since February, we published **30 articles and op-eds as well as 15 best practices** on the topic. Finally, we joined the [European Alliance of Cities and Regions for the Reconstruction of Ukraine](#).



## Campaign 3 | Territorial Governance, Powers and Reforms in Europe

**Objectives:** To maximise the visibility of the TERRI report; to position CEMR and its members as the reference point on local and regional governments across Europe

A key milestone for the CEMR in 2022 was the launch of our new study 'TERRI - Territorial Governance, Powers and Reforms in Europe'. This online tool highlights territorial reforms and decentralisation trends over the past decade in forty European countries.

To help boost its visibility among our community and beyond, we designed and circulated communications materials, visuals, social media cards, and infographics.

We also produced a video providing brief information about the study's main recommendations and features. Available in English and French, the video is available on the TERRI website's homepage, social media, and YouTube.

### TERRI - Territorial Governance, Powers and Reforms in Europe

Website: [terri.cemr.eu](https://terri.cemr.eu)

Video: [youtu.be/sy27fH3uLgY](https://youtu.be/sy27fH3uLgY)



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## Campaign 4 | Local Finances and the Green Transition

**Objective:** To share knowledge on local public finances to unlock further investments and trigger sustainable changes on the ground

### Local Finances and the Green Transition

Website: [localfinances-cemr.eu](https://localfinances-cemr.eu)

Video: [localfinances-cemr.eu/img/video.mp4](https://localfinances-cemr.eu/img/video.mp4)

In November, CEMR released a landmark study on local finances in European countries. This fully-fledged online report and tool provides data and analysis on the trends in local and regional finances in 40 European countries over the past 10 years.

To increase visibility of the tool, we produced and shared additional visual communication materials. Those included **36 charts, 12 statistical tables, 25 national case studies and 1 video** presentation by CEMR's secretary general.



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## Campaign 5 | Mainstreaming transversal rights in CEMR's work

**Objectives:** To mainstream transversal rights in CEMR's work and communication; to rebranded the Charter for equality.

### Charter for Equality - Bringing Equality closer to Home

Website: [charter-equality.eu](https://charter-equality.eu)  
Twitter: [twitter.com/CEMR\\_Equality](https://twitter.com/CEMR_Equality)

In 2022, we focused our efforts on mainstreaming transversal rights in CEMR's work and communication. A key initiative was the revitalisation of the European Charter for equality of women and men in local life.

We improved and updated the Charter text to reflect new policy concerns and the evolutions in our societies that impact on gender equality.



Translated into 27 languages, we rebranded the Charter entirely, refreshing its logo, tagline and giving it a clean, sophisticated new look. CEMR and its associations also combined their efforts to bring additional visibility to the Charter on social media with the hashtag [#LocalEquality](https://twitter.com/LocalEquality).

We also published a policy brief on [intersectionality for local and regional governments](#), and ran awareness-raising campaigns for the World Refugee Day, the International Migrants Day and the International Day for the elimination of violence against women.

## Campaign 6 | Driving progress on the Sustainable Development Goals

**Objective:** To mobilise our community to take action to accelerate the Sustainable Development Goals

CEMR has been working tirelessly to make the SDGs a reality on the ground. We took part in the UN SDG Action Campaign calling for a journey of advocacy and action. Entitled [#FlipTheScript](#), This campaign aimed to mobilise people around the world and Europe to take action to accelerate the Sustainable Development Goals.

To match words with deeds, we produced a series of video messages from both local and regional elected representatives but also members of the secretariat. These were shared during key dates, including the SDG Day from 16 to 25 September:

- [European Territories Localise the SDGs](#)
- [Seven years left before 2030](#)
- [Tine Soens for #FlipTheScript campaign](#)
- [Why we need local-to-local cooperation](#)

CEMR and PLATFORMA also released their fifth annual study on the localisation of the SDGs. Available for the first time in an online format, the report was presented at the occasion of the UN High-Level Political Forum on SDGs (HLPF).

### European Territories Localise the SDGs, Making this the decade of action

Website: [local-sdgs.eu](https://local-sdgs.eu)

# PUBLICATIONS

In 2022, we published and circulated over **30 publications**, often in two or more languages. You can discover these and more of our studies, reports, brochures and position papers on our website: [cemr.eu](https://cemr.eu)



■ CEMR's 2021 activity report  
*EN/FR*



■ Guide on 2021-2027 EU Fundings  
*EN*



■ TERRI - Territorial Governance, Powers and Reforms in Europe  
*EN/FR*



■ Local finances and the green transition  
*EN/FR*



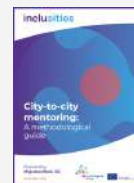
■ CEMR presentation brochure  
*EN/FR*



■ Integrated territorial investments  
*EN*



■ European Territories Localise the Sustainable Development Goals  
*EN/FR*



■ City-to-City Mentoring: A Methodological Guide  
*7 languages*



■ Implementation of the Recovery and Resilience Facility  
*EN*



■ An Introduction to Intersectionality for Local and Regional Governments  
*EN/FR*



■ EU Dialogue, Local Solutions  
*EN/FR*



■ CEMR projects' overview in the blink of an eye  
*EN*



■ The Future of the European Charter for equality  
*EN*



■ The European Charter for Equality of Women and Men in Local Life  
*27 languages*






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Europe

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## CCRE-CEMR

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### Stay tuned

 @ccreecemr  
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 [bit.ly/Local-Insight-EN](https://bit.ly/Local-Insight-EN)

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