



08/09/2023 - Issue n. 57

Corporate content on communication for outreach networks

Special edition

European Commission, Directorate General for Communication, unit C.4

To keep you in the big picture

All eyes on SOTEU – 13 September at 9.00 CET



Why SOTEU matters?

This edition is devoted exclusively to the Commission President's annual address, better known as **Speech on the State of the Union (SOTEU)**. In the era of primetime coverage, SOTEU offers a rare opportunity for the **Commission President to address a truly pan-European audience**, thus giving you the chance to **show your own audiences the power of a message about our European achievements and future challenges**.

Bookmark this [page](#) for a livestream of the address and **tune in at 9 a.m. CET**.

How to communicate on SOTEU



You can use the momentum to promote SOTEU to your audiences via all available channels. This is the last SOTEU of this Commission's mandate and our objective is to give it visibility beyond the capitals, in each region of Europe.

Communicating on **initiatives that were announced** in previous State of the Union addresses, and which have consequently been **successfully delivered**, will help illustrate the **tangible impact of our policies on peoples' lives**. Here is a quick list of resources to help you communicate:

- Dedicated website: [Save the date - State of the Union 2023 \(europa.eu\)](https://europa.eu)
- [Social media assets](#)
- [Dedicated wiki](#) (you need to use EU login to access it)
- Teaser: [State of the Union \(europa.eu\)](https://europa.eu)
- State of the Union explained [EC AV PORTAL \(europa.eu\)](https://europa.eu)

The [Achievements document](#), highlighting our main political accomplishments, will provide good material to communicate to your audiences.

SOTEU public viewings

Some EUROPE DIRECT centres, sometimes together with BELC member will organise local public viewings of SOTEU on 13 September or the following day.

You can always contact the closest EUROPE DIRECT centre to see if they organise such a viewing, if you would like to get involved. If you would like to broadcast yourself, please use the **attached EN language info sheet** (translation in all languages is due this week). This is a key info document that will let you know how to link up to live broadcasting of the speech in your language.

Please let us know by Friday 15/09/2023 if you organise or participate in such broadcasting!