




EUROPE REMEMBERS

80th Anniversary Campaign
Project Plan

Agenda

- General scope, objectives and structure
 - The logo: A flexible concept
 - Design: A renewed visual identity
 - Website: A collaborative platform
 - The theme: Connecting the past and the present
 - Project structure: Approach outline
 - How to get involved
 - Timeline & Budget: Development plan
- 

- ▶ GENERAL SCOPE,
OBJECTIVES AND
STRUCTURE

GENERAL SCOPE, OBJECTIVES AND STRUCTURE



- ▶ Continuation of the Europe Remembers campaign concept created for the 75th anniversary of the end of the war.
- ▶ General objectives:
 - > Commemorate & honor
 - > Inspire & raise awareness
 - > Reflect & learn
- ▶ Target audience
 - > Families & youth
 - > Cultural visitors & history enthusiasts
 - > Relatives of veterans/eyewitnesses



EUROPE REMEMBERS

75 YEARS AFTER WWII

[Click here](#) to download the
Europe Remembers 75
Final Campaign Report



THE LOGO

A flexible concept





ETC...



ETC...

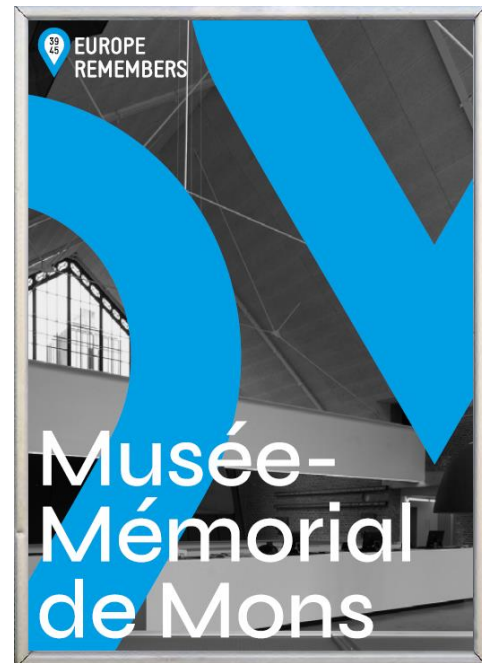




DESIGN

A renewed visual
identity





MOCK-UPS

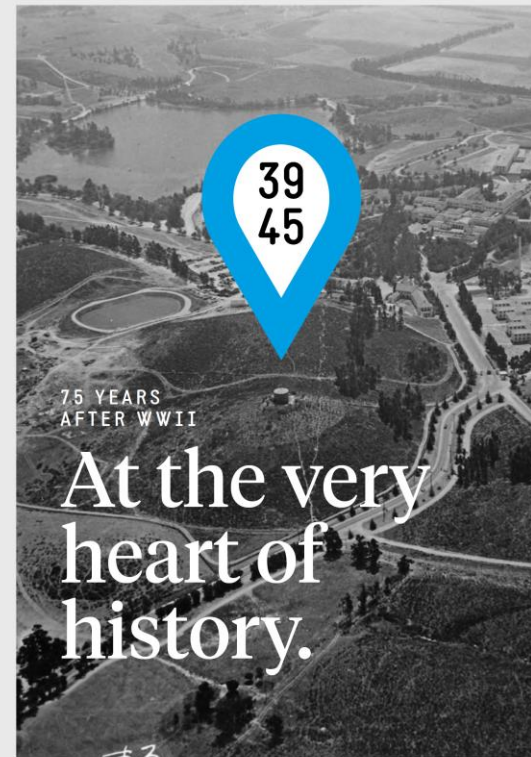
At the very
heart of
history.

75 YEARS
AFTER WWII



75 YEARS
AFTER WWII

At the very
heart of
history.



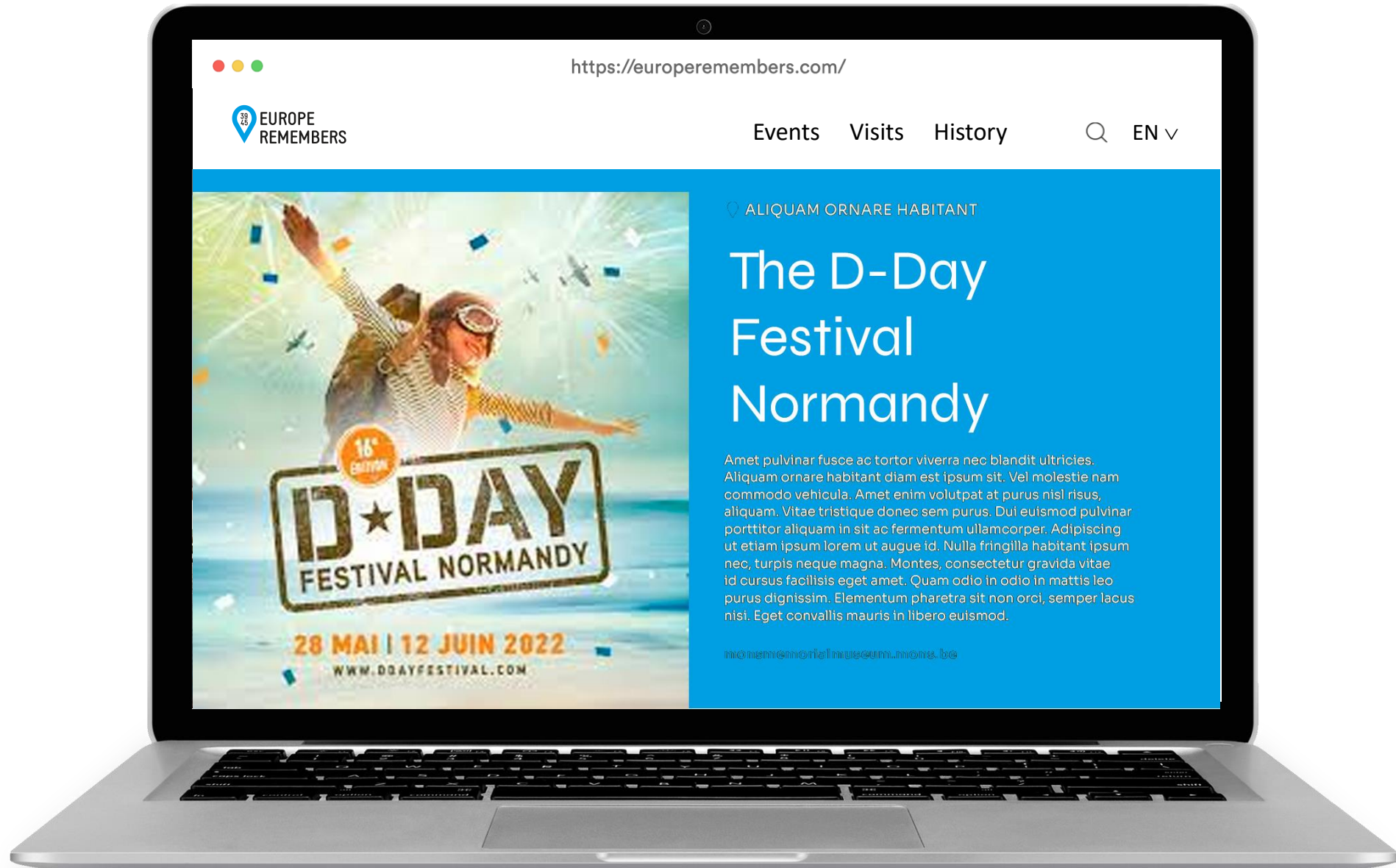
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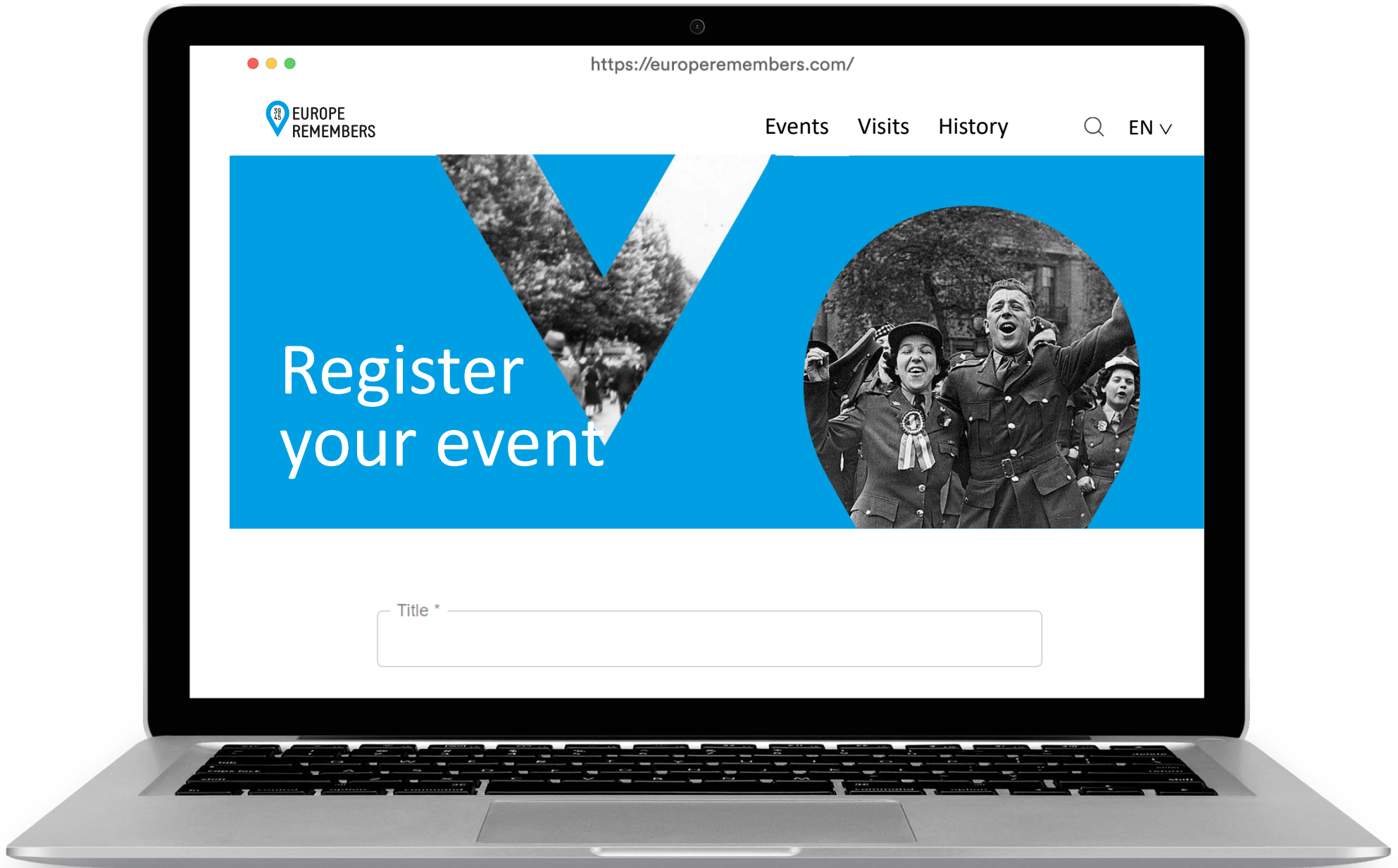
WEBSITE

A collaborative platform





MOCK-
UPS



https://europe remembers.com/



Events Visits History

🔍 EN ▾

Register
your event



Title *

MOCK-
UPS



THE THEME

Connecting past and
present



Connecting
the past
and the
present





PROJECT STRUCTURE

Approach outline



Block 1: project base



Renewed
Website



Renewed Visual Identity
& marketing concept



Online
Promotion



Project
Management

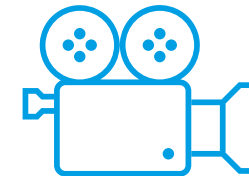
Block 2: add-ons



Promotion campaigns
(regional/national)



Dedicated projects
(regional/national)



Videos &
extra visibility



HOW TO GET INVOLVED



How to get involved?

Basic partner



Co-branding



Event registration



Communication

39
45

How to get involved?

Initiator



Dedicated campaign



Promotion and marketing



Ad-hoc projects

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How to get involved?

EU-funded project



CERV program



Event-based

Sign-up!

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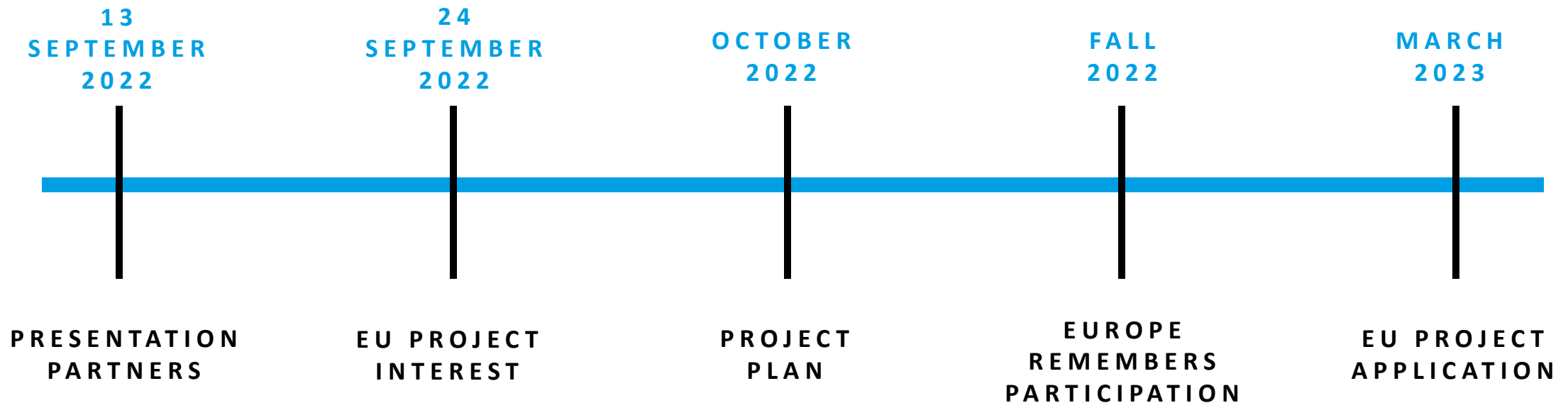
TIMELINE & BUDGET

Development plan



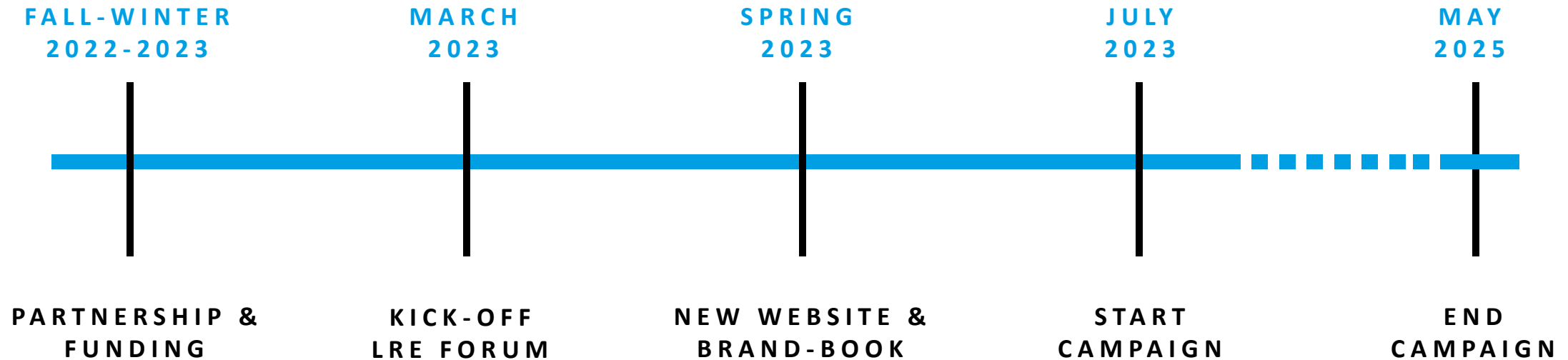
TIMELINE

NEXT STEPS PARTNERSHIPS



TIMELINE

CAMPAIGN IMPLEMENTATION



BUDGET & FUNDING

- ▶ NATIONAL PLAYERS
strategic partners
- ▶ REGIONAL GOVERNMENTS
& TOURISM BOARDS
initiators
- ▶ BASIC PARTICIPANTS



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JOIN US !

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QUESTIONS ?

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