Why Europe should rebrand itself

Friday 29 December, 2017

Communication : The weak part of European integration (Brussels, 29.12.2017)

We are delighted to announce the publication of *"**Rebranding Europe**. Fundamentals for Leadership communication"* - the new book of Stavros Papagianneas.

The book is one of the most ambitious attends to date to sketch why EU communication fails and how to make it succeed.

It illustrates how Europe can be rebranded by providing key recommendations on how to convey the added value of the EU in the daily lives of its citizens.

It shows that the growing trust gap between the elites and the broader populations is a key challenge for the future.

Rebranding Europe examines the future of communication in Europe full of complex issues involving: the creation of a **European public sphere**, the **European identity crisis**, **multilingualism**, lessons learned from the **Brexit** campaigns, challenging myths and populism, communicating Europe, grassroots communication and how to support quality journalism.

The author has spoken to a number of key stakeholders in global communications and has conducted several interviews with important opinion leaders. Their input is invaluable and they provide different perspectives.

Androulla Vassiliou, former EU Commissioner of Education, Culture, Multilingualism and Youth, said : "Cultural heritage is the cement that binds the people of the EU together and it is very important that through culture we establish and create a common European sphere."

The book includes also the results of a survey conducted among EU affairs journalists.

It is available at Amazon , ASP Publishers and in book stores in Europe, U.S. and Canada.

Bio author: With a background including positions such as communication officer at the European Commission and press officer and spokesperson to diplomatic missions in Brussels, Stavros Papagianneas is currently managing director of PR consultancy *StP Communications*. He has been a member of the Working Party on Information of the Council of the European Union. He is the author of many articles in EU media *like Euractiv, New Europe, L' Echo, Europe's World, Communication Director and Research Europe*. He has been listed in the *TOP 40 EU Influencers by Euractiv.*

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