

#Euronoi. Speed, equality and beauty: the three words to describe the EU-funded actions implemented in Apulia

9 May 2023

News

Apulia used to be just the heel of the boot; it has now become the heel of an entire continent, Europe. And there are three words that fully describe the EU-funded actions implemented in Apulia: speed, equality and beauty. On Europe Day, with these three words we describe the change and modernisation process of a region, and we do so with the fourth video of the *#Euronoi* series, the Territorial Cohesion Agency's communication campaign dedicated to the projects implemented with Cohesion Policy resources across territories.

Thanks to the Ultra-Broadband, Mrs. Vincenza from Alberobello created her website and can now sell her orecchiette pasta all over Italy.

The word **equality**, on the other hand, is highly valuable and has inspired the "Percorso in Rosa" (The Pink Path) project of Lecce Local Healthcare Service (ASL) aimed at countering violence against women.

There is a lot of **beauty** in Apulia, and also thanks to Cohesion Policy resources such beauty is now adequately valued. For instance, there is MARTA, the Archaeological Museum of Taranto, which has become fully accessible and digitised thanks to EU funds. Beauty meets no barriers at MARTA.

#Euronoi stories describe people's everyday life and narrate the realities of our Country through a simple and immediate language. These stories revolve around the projects that guarantee territories' development and improve citizens' quality of life, and focus on Cohesion Policy's concrete achievements that deserve to be narrated to the general public. Communication transparency and social accountability of public policies is thus consolidated.

The need for in-depth knowledge of EU funds is confirmed by all European and national surveys, and is a useful tool for making citizens and their territories active participants in the changes taking place. This enables being those actors in real life, which the protagonists of our campaign just wish to suggest.

#Euronoi continues and enhances the outcomes of the *#CohesionIsOn* communication campaign, a new storytelling of European funds' concrete actions carried out thanks to territories' collaboration and the National and Regional Operational Programmes, in line with the European Commission's *#EuInMyRegion* communication strategy.

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