



PURPOSE

We are united to promote and protect peace and its opportunities, for the well-being of our citizens and the world.

THE EUROPEAN IDEA

# Everyday Peace

The European Idea is the Idea of the European Nations being united in Peace. A Peace not only defined by the absence of war, but also through the opportunities that our cohesion and the strength that results from it open up every day to each and every individual.

The Everyday Peace.

The core of the EU's Purpose.

# Purpose of the EU

This proposal aims to create the core for a clear, inspirational and trust-building communication of the EU – derived from the Treaty of Lisbon.

MISSION

### Strength & Togetherness

We promote cohesion and solidarity between our nations to become stronger as one and to strengthen our ability to shape our common future.

### Security & Human Rights

We create a space of freedom, security, equality and justice in which every citizen of the EU can live free from fear and is able to participate in shaping the future of our Union.

### Prosperity & Well-being

We promote and harmonise the social and economic well-being of our people, in accordance with the principle of sustainable development, so that everyone is able to fully develop.

### Cultural Diversity & Heritage

Our identity is shaped by our rich cultural and linguistic diversity. We ensure the protection and development of European culture and its cultural heritage.

### Environment & Health

We protect the health of our citizens and preserve, protect and improve the foundation for all human life. Our biosphere. We protect the resources of our planet for future generations.

### Progress & Development

We foster scientific, economic, technological and social progress in order to expand our possibilities for shaping the future of Europe and the world.

### WORKING PRINCIPLES

- Democracy
- Transparency
- Efficiency
- Learning

Everything the EU does can be linked back to and explained by one or more of these 6 Mission Points.

All Mission Points directly arise from the Purpose of the EU.

# How to use

## The *Purpose of the EU*-Proposal

### Why this poster was created

How does the EU can communicate in a way that drives decision making and behaviour? The *Purpose of the EU* Proposal aims to create a clear, succinct and convincing image of the EU. It delivers the foundation from which to derive any piece of EU-related communication, campaigns or related projects. It has been created for people working in communications and for EU officials.

### Driving decision making and behaviour

In order to create communication that inspires and builds trust, it's essential to deliver your Purpose first.

Purpose is the intention that drives all the EU thinks, says and does. It holds everything together to create the bigger picture. It's Purpose that leads to the Mission, and the Mission that leads to the instruments, measures and actions. For more information about Purpose, watch [Simon Sinek's TED Talk](#).

### Key Narratives

The key narratives to be derived from the Purpose are: Peace & Opportunities, Togetherness & Strength, Security & Freedom and Prosperity & Well-Being. Depending on our audience and context, example sound bites could include:  
**#EverydayPeace, #PeaceMakesUsStrong, #StrongerTogether, #UnitedForPeace, #TheOpportunitiesOfPeace, #PeacelsADecision.**

### Example: Single Market

**BEFORE** (Source: Website European Commission.)

"The single market refers to the EU as one territory without any internal borders or other regulatory obstacles to the free movement of goods and services. A functioning single market stimulates competition and trade, improves efficiency, raises quality, and helps cut prices. The European single market is one of the EU's greatest achievements. It has fuelled economic growth and made the everyday life of European businesses and consumers easier."

**AFTER** (More Purpose driven and inspirational.)

In its aim to promote Everyday Peace, the European single market is one of the EU's greatest achievements. **It brings the people of Europe closer together**, promotes social and economic well-being and delivers prosperity and progress. Its territory without any internal borders or other regulatory obstacles enables free movement of goods, services, capital and people, making the everyday lives of millions of Europeans easier.

### Vision: Identification with the EU

Vision is a strong identity driver and acts as inspiration for further actions. It's the long term goal of the EU and allows people to identify themselves with its cause. Purpose and Mission deliver the foundation to develop the Vision of the EU.

### Contact.

Questions, suggestions or ideas about this proposal? Speak to us: [hello@menschentum.com](mailto:hello@menschentum.com)

**How this proposal was created.**  
 The *Purpose of the EU*-Proposal is the result of an analysis of the Treaty of Lisbon and insights gained in interviews with Europeans. Through a human-centered approach this proposal aims to uncover the EU's Purpose.

