

## Creative Brief

**Project:** European Cohesion Policy

**Concept Development:** Center for Information, Cooperation and Development of NGOs

**Execution:** TAM-TAM Institute

**Medium:** TAM-TAM City Posters

**Application Deadline:** June 13, 2025

### MAIN THEME

European Cohesion Policy

### BACKGROUND

Cohesion policy may sound like a complex bureaucratic term from Brussels—something distant and hard to understand. But in reality, it means **very concrete things**: renovated schools, new bike paths, safer roads, care for vulnerable groups, revitalized town centers, better access to healthcare services, business support, environmental protection, and preservation of endangered species... All of this is cohesion in practice.

### PROBLEM

For many people, cohesion policy is invisible or misunderstood—it is perceived as a bureaucratic term, distant and unrelated to their daily lives. The public is often unaware that improvements in their environment often originate from this policy.

### FACTS

European Cohesion Policy is financial aid provided to less developed areas within the EU to support their development. Its main goal is to reduce disparities between different regions so that **people in all EU countries, regardless of where they live, have access to similar opportunities for a better life.**

In Slovenia, more than 10,000 projects have already been implemented with the help of cohesion policy. **These projects are not just numbers on paper—they represent tangible changes in our communities.**

Cohesion policy is much more than just a bureaucratic term—it impacts our daily lives: commuting on safer roads, drinking clean water from upgraded systems, visiting renovated cultural centers for exhibitions or concerts after work, enjoying new cycling routes, or relaxing in well-maintained parks.

**These are the many faces of cohesion, often overlooked but felt through an improved quality of life.**

## TARGET GROUPS

The general public, especially residents of Slovenia who benefit from the results of cohesion policy without realizing it.

## CREATIVE CHALLENGE

How to present cohesion policy as something simple, accessible, and close to people—something that positively impacts their lives every day, even if they don't always notice it.

## COMMUNICATION OBJECTIVE

**To highlight the importance of European cohesion policy in Slovenia** and the positive outcomes that every citizen experiences.

## TONE OF COMMUNICATION

Focus on human stories, visual examples, everyday situations that illustrate the results of cohesion policy. Avoid bureaucratic language.