**SoMe editorial plan for WeBalkans Channels**

AWARENESS CAMPAIGN

15.11 - 15.12

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| **DATE** | **THEME** | **CHANNEL** | **COPY** | **DELIVERABLES** |
| **WEEK 1**  **15-21- nov-2021** | | | | |
| 15/11 | Launch Campaign | Facebook  Instagram  Twitter | **FB, IG, TW**  The EU is making it possible!  With the €30 billion Economic & Investment Plan for the Western Balkans!  Our goal? A greener, fairer, better connected and more prosperous region - and closer to the EU single market !  Discover more at 🔗 webalkans.eu  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia | Static Card |
| 16/11 | Green | Facebook  Instagram  Twitter | **FB, IG**  🔜 Unlocking new opportunities for future generations.  In line with the European Green Deal, the Green Agenda for the Western Balkans is here to promote a culture of sustainability.  ✔️ Living in a healthier environment means safer conditions for all and a much more prosperous economy.  Discover what the EU is doing for you 👉  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  🔜 Unlocking new opportunities for future generations.  The Green Agenda for the Western Balkans is here to promote a culture of sustainability.  Discover what the EU is doing for you 👉 webalkans.eu | Static |
| 19/11 | Green | Facebook  Instagram  Twitter | **FB, IG, TW**  🤝 Together it’s possible!  Protecting the environment and tackling climate change  are at the heart of the EU’s Economic and Investment Plan for the Western Balkans.  📲 Watch the video to learn more.  🌐 webalkans.eu  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia | Video Pill Animated |
| 18/11 | Green | Facebook  Instagram  Twitter | **FB, IG**  The Earth is calling for long-term climate strategies! Our environments and eco-systems are under pressure. And the Western Balkans is one of the regions in Europe most affected by climate change.  ✔️ The EU and the Western Balkans are cooperating to pave the way towards climate-neutral, resilient and circular economies. With the €30 billion Economic and Investment Plan, the region is ready to go green.  Be part of a better future!  Learn more at 👉 webalkans.eu  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  The Earth is calling !  ✔️ The EU and the Western Balkans are cooperating to pave the way towards climate-neutral, resilient and circular economies. With a €30 billion Plan, the region is ready to go green.  Be part of a better future!  👉 webalkans.eu | Animated Card |
| 18/11 | Generic Campaign | Facebook  Instagram  Twitter | **FB, IG, TW**  Four main areas of interest:  🟩 Green  💻 Digital  🔄 Connectivity  💪 Growth  The EU is making it possible!  The 🇪🇺 €30 billion Economic and Investment Plan is ushering in a greener, fairer, more prosperous future for the Western Balkans!  Want to know more? Visit 🔗 webalkans.eu  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia | Infographic Animated feed/Static story |
| 19/11 | Green | Facebook  Instagram  Twitter | **FB, IG**  👉 Going green will not only protect our precious environment but also bring new opportunities for the economy - good for health, good for jobs and good for the planet!  With the Economic and Investment Plan, the EU is helping the Western Balkans protect their rich natural assets, while at the same time creating new green economic opportunities with eco-businesses, organic food production and sustainable tourism.  Want to learn more? Visit 🌐https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  Investing in a greener future not only protects the environment, but also brings new opportunities for the economy.  👉 🇪🇺 is helping the Western Balkans embrace innovation toward green and digital technologies  🌐 https://webalkans.eu/en/together-it-s-possible/ | Static |
| 20/11 | Green | Facebook  Instagram  Twitter | **FB, IG**  ✅ Cleaner and renewable energy  ✅ Depollution of air, water and soil  ✅ Circular economy  ✅ Sustainable rural development  ✅Protecting biodiversity  📌 Protecting the Western Balkans rich biodiversity is the right path toward a circular economy. It will lead to a healthier environment and production.  This is the Green Agenda.  The result? Innovative green business models, restoration of natural environments, and greater opportunity to exploit the region’s tourism potential.  Discover more 👉 https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  📌 Protecting the Western Balkans rich biodiversity is the right path toward a circular economy. It will lead to a healthier environment and production.  🇪🇺 With EU support it's possible!  👉 https://webalkans.eu/en/together-it-s-possible/ | Animated Card |

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