The EU Founders

New ideas for lasting peace and prosperity...

Konrad Adenauer
Alcide De Gasperi
Winston Churchill
Robert Schuman
Jean Monnet
Europe grew through various kinds of agreements.
The European Union

28 countries

508 million people
The European most common currency

EU countries using the euro
EU countries not using the euro
EU compared to USA

Area (x 1,000km²)

- EU: 4,290
- USA: 9,159

Population (million)

- EU: 508
- USA: 314
EU compared to USA

2011 GDP (x trillion of euros)

EU: 12,600
USA: 10,800

2011 GDP per person

EU: 25,200
USA: 37,100
European institutions & leaders

The European Parliament
- voice of the people
Martin Schulz, President of the European Parliament

The European Council
- voice of the Member States
Herman Van Rompuy, President of the European Council

The European Commission
- promoting the common interest
José Manuel Barroso, President of the European Commission
<table>
<thead>
<tr>
<th>European Parliament</th>
<th>Council of the EU</th>
<th>European Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members directly elected by citizens</td>
<td>National and EU-level leaders appointed by national governments</td>
<td>Members appointed by national governments</td>
</tr>
<tr>
<td>Represents the EU’s citizens</td>
<td>Sets priorities</td>
<td>Promotes the interests of the EU as a whole</td>
</tr>
<tr>
<td>Adopts laws</td>
<td>Represents the governments of the individual member counties</td>
<td>Proposes new laws</td>
</tr>
<tr>
<td></td>
<td>Adopts laws</td>
<td>Ensures that the laws are applied and implemented</td>
</tr>
</tbody>
</table>
This is how laws are made

1. Citizens, interest groups, experts: discuss, consult
2. Commission: makes formal proposal
3. Parliament and Council of Ministers: decide jointly
4. National or local authorities: implement
5. Commission and Court of Justice: monitor implementation
The 5 targets for the EU in 2020

Employment

Research & innovation

- 3% of the EU’s GDP to be invested in research

Climate change /energy

- Lower gas emissions, develop energy from renewables, increase in energy efficiency

Education

- Decrease school drop-out rates

Poverty

- decrease poverty and social exclusion

April 2014

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The EU symbols

The European flag

Europe Day : May 9th

The European anthem

The motto : United in diversity

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EU Diversity
EU Diversity
Culture

- 24 official languages
  - 3 in Belgium
- Education
- Food
- Literature
- Music
- Holidays
- Tradition
- Behavior
The exemple of architecture
The example of VAT rates

1. LIST OF VAT RATES APPLIED IN THE MEMBER STATES

<table>
<thead>
<tr>
<th>Member States</th>
<th>Code</th>
<th>Super Reduced Rate</th>
<th>Reduced Rate</th>
<th>Standard Rate</th>
<th>Parking Rate</th>
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N.D.: Exemptions with a refund of tax paid at preceding stages (zero rates) are not included above (see section V)
Hofstede’s model of national culture

- Individualism vs. Collectivism
- Low Power Distance vs. High Power Distance
- Achievement Oriented vs. Nurturing Oriented
- Low Uncertainty Avoidance vs. High Uncertainty Avoidance
- Short Term Orientation vs. Long Term Orientation
European cultural dimensions

1 - Power Distance
- High Power Distance: France, Greece, Italy, Portugal, Spain, Turkey
- Low Power Distance: Denmark, Ireland, Norway, Sweden, Finland, UK

2 - Uncertainty Avoidance (UA)
- High UA: France, Greece, Italy, Portugal, Spain, Turkey
- Low UA: Denmark, Ireland, Sweden, Finland, Norway, UK

3 - Individualism / Collectivism (I/C)
- High Individualistic: Denmark, Finland, France, Ireland, Italy, Norway
- High Collectivism: Portugal, Greece, Turkey
- Spain

4 - Masculine / Feminine
- Masculine: Greece, Ireland, Italy, UK
- Feminine: Denmark, Finland, Norway, Portugal, Sweden, Turkey

Hofstede (1994) Cultures and Organizations, - The Four Cultural Dimensions
Impact on advertising

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Impact on packaging

10 languages

Additional sticker

Impact on packaging

Impact on packaging
Impact on branding

France  

Cajoline

Belgium  

Robijn
Impact on branding
European retailers
European bakeries
Conclusion

- You can think global but you must act local!

- Being aware of differences will help you reach your target

- All things evolve constantly mostly because of European programs and ICT
To go further

- http://ec.europa.eu/consumers/europadiary/uk/about_eu/eu_timeline_en.htm
- Cultures and organizations, Geerts Hofstede (1994)