

BURSTING THE BUBBLE

How to bridge EU politics and the outside world

What is Mepassistant ?

- Content creator about the EU and a EU professional
- Among the biggest in the field and active on multiple social media (X, Twitch, Instagram, etc.)
- Objective: Making EU politics fun, understandable and relatable
- Key target: The Eurobubble and young people
- Type of content: memes, political analysis, interviews, news review, live commentary, etc.

How I learned to stop worrying and make EU politics relatable

Common EU communication issues

- EU perceived as complicated and technocratic



- Use the codes of internet
- Create a story
- Have fun !

- Problem of incarnation



- Build trust and legitimacy
- Remain non partisan
- Be pedagogic

Why should you care about EU politics ?

- Environmental policy is one of the biggest EU priority...
 - The EU is the world's biggest and most ambitious player on environmental policy
 - The « Brussels Effect »
 - EU has an exclusive competence on the conservation of marine biological resources
 - The EU Green Deal as « Europe's man on the moon moment »
- ...but also becoming one of the most politically controversial
 - The Nature Restoration Law drama
 - Rising backlash against green policies
 - A core issue for the upcoming EU elections

How do EU politicians interact with scientists ?

- EU law must be based on facts and science
 - White papers, impact assessments, audits, etc.
 - Research is a useful and powerful source of data and legitimacy
 - Research mostly plays a role in the initial stages
- Little direct contact between politicians and scientists
 - It does not match the needs of politicians
 - Research comes mostly through politicised means
 - Research is itself a topic of political debates

How can you influence politicians ?

- Understand what politicians need
 - Read what they read and stay updated (Politico, EPRS briefings, etc.)
 - Write (short) summaries of your work in layman's terms and possible actionable proposals
 - Build up your credentials
- Maintain a presence on social media
 - Explaining your work and your research can build you an audience and recognition...
 - ...but it requires specific curation (if influence/branding is the objective)
- Work with people and organisation in contact with politicians (but be careful of politisation)
 - Influencing politicians is a job requiring specific skills

Q&A