



EPLO Copenhagen

Activity Report

2025



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Gothersgade 115

1123 København K

<https://copenhagen.europarl.europa.eu>

Executive summary

NATIONAL POLITICAL CONTEXT

The European Parliament Liaison Office in Denmark operates in a climate of political stability (the current government took office in 2022) and broad political and public support for the EU. Throughout 2025, the three governing parties – Social Democrats (S&D), Venstre/Liberals and the Moderates (both Renew) – jointly polled at app. 33% compared to the 50.1% obtained in the 2022 national elections, indicating moderate but stable support. In line with established parliamentary tradition, most major initiatives have been adopted with broad political majorities, and there have been no calls for early elections. In regional and local elections in November 2025, all three governing parties lost votes and the Social Democrats lost several mayoral seats, including in Copenhagen where the party had held the post consecutively for over a century. National elections must take place on 31 October 2026 at the latest, but no date has been set.

According to the autumn 2025 Eurobarometer survey, 55% of all Danes hold a positive image of the EU, a reduction of 7 pp since the spring survey, while 12% hold a negative image. This puts the Danes among the four most EU-positive populations in the 27 Member States.

Political debate in 2025 centred around foreign and defence policy, especially the war in Ukraine, the US interest in Greenland, and the Danish EU presidency in the 2nd half of the year. EPLO Copenhagen's activities focused on topics where synergies with the Presidency's priorities could be found, such as security, competitiveness and the green transition. The office also welcomed and supported several official visits by the Conference of Presidents, President Metsola, the two MFF rapporteurs, several committees and other delegations. The Presidency also facilitated the office's cooperation with Danish and EU authorities, notably the Ministry of Foreign Affairs, and generated additional interest from Danish press on the work of the EP and on EU affairs in general.

EP CORE BUSINESS

In 2025, the office facilitated several events supporting the core business of the European Parliament by highlighting what Parliament is, what it does, and what it stands for, notably:

- Danish-Ukrainian content creator Irina Olsen's interview with President Metsola during the President's visit to Copenhagen. The interview generated 258,000 views.
- Cooperation with national broadcaster DR on a satirical 45-minute programme on the EU featuring President Metsola and several MEPs. The programme had a large initial audience and was later used for educational purposes according to DR.
- Visit by the two MFF co-rapporteurs, including meetings with the Minister for Finance, Folketinget, key stakeholders, journalists and the public.
- People's Climate Meeting in Middelfart. The office successfully obtained that EP VP Schaldemose gave the opening speech, and that MEP Nordqvist was selected

to give the “annual climate address”. The office further secured two debates with Danish MEPs and government ministers highlighting the EP’s role as co-legislator. Both debates were attended by large audiences and major stakeholders and were covered in national press.

- Cooperation with publishing house Praxis (Egmont) on developing free digital teaching material on EU legislation for vocational schools, including an interactive chatbot assistant. The material will potentially reach 40,000 vocational school students, and the two-day launch seminar was attended by app. 100 institutional stakeholders.

Throughout the year, the office had a close cooperation with the Ministry of Foreign Affairs, notably the EU Presidency Coordination Unit and the EU Representation in Brussels, their social media and press teams, and Think Tank Europe.

For outreach to the public, visitors to the Europa Experience centre increased by 22.6% compared to 2024, reaching a total of 12,690 visitors (excluding for special events such as Culture Night, which attracted an additional 1,200 visitors). Also, the number of European Parliament Ambassador Schools (“EPAS”) increased by 32% to 38 schools in total.

SUPPORT TO MEPs AND POLITICAL ROLE

As part of the Conference of Presidents’ pre-presidency visit, the office co-organised a joint press conference with President Metsola and the Danish Prime Minister about the Danish presidency and its cooperation with the EP. The press conference was broadcast live on national tv (TV2) and had a large press coverage.

Also linked to the presidency were four committee delegations by PECH (twice), SEDE and IMCO, which the office supported with contacts and logistics, promoted on social media, and pitched to relevant Danish press. The office also organised a programme for the two MFF co-rapporteurs who visited Denmark for meetings with the Minister for Finance, the Ministry of Foreign Affairs, Members of Folketinget, Think Tank Europe (co-organiser), a press interview and a round-table debate with key stakeholders from industry, agriculture, trade unions and others in our offices.

Following the SOTEU debate in September, EPLO Copenhagen held a live-streamed event with five Danish EP delegation leaders before an audience of 100, including many journalists (co-organised with the EC Rep and the Ministry of Foreign Affairs).

Finally, the office supported the EP delegation to the LXXIV COSAC meeting led by VP González Pons through contact to the press and social media coverage.

On all events the office offered its support, organising meetings, press coverage, social media events, etc. with relevant partners including the Ministry of Foreign Affairs, Folketinget, think tanks, NGOs and stakeholder organisations.

STANDARD CAMPAIGNS

In 2025, the office organised various activities linked to International Women’s Day (IWD), Europe Day, the Lux Awards, European Ambassador School (EPAS) events, the Sakharov Prize and Multilingualism Day.

For IWD, the office liaised with a well-known influencer on gender equality generating 70,100 views and 2,100 likes. For Europe Day, the Europa Experience centre welcomed school classes with cake and quizzes. Free EU-themed postcards were distributed in four

major cities ("Go-Card"), and together with the EC Representation the office organised live Ukrainian music and a European film festival at the nearby "Cinamateket". For EPAS, the office co-organised a visit by Danish students and teachers to a trans-border event in Stockholm with participation from Swedish, Finnish and Estonian schools. In the spring, the office organised screenings of the five nominated LUX Award films in three cities around Denmark. And finally, for the Sakharov Prize, the office organised visits of a group of Euroscola students, a group of Danish journalists, and Roskilde Festival's Head of Philanthropy who all attended the ceremony in Strasbourg and met with MEPs.

MEDIA AND DISINFORMATION

Due to the Danish presidency, the office had more press seminars in Brussels and Strasbourg than in other years. We organised a total of 12 press tours to Brussels and Strasbourg with participation of the majority of the Danish MEPs and the Danish Minister for European Affairs. The focus was on EP priorities and ongoing legislation including the long-term budget (MFF), and the groups also received information on how to fight disinformation, awareness-raising and resilience-building. Such tours increase reporting about the EP in Danish media, and Danish MEPs also report an increased interest in their work by participating media. In addition to these tours, the office organised four press briefings with MEP participation in Denmark.

EPLO Copenhagen also organised two seminars for Danish content and news creators – one in Brussels co-organised with the EC Rep, and one in Strasbourg organised solely by EPLO Copenhagen. Our cooperation with these two groups yields a high return on investment as they generate interest in the EP from a bigger and more diverse audience on several platforms.

Who we are



Sune Olofsson Hansen
Head of Unit



Jens Johansen
Deputy Head of Unit and
Public Relations Officer



Lea Hovmand Jørgensen
Press Officer



Oscar Pedersen
Press Officer



Christa Stelling
Administration and Europa Experience
Coordinator



Karina Skydsgaard
Finance and Education Officer



Maria Rosenberg Rasmussen
Public Relations Consultant



Elise Winther Jensen
Public Relations Officer



Nichlas Benjamin Hansen
Public Relations Officer



Trainees fall 2024–winter 2025
Sara Garde
Ida Pommerencke-Vilmand



Trainees spring–summer 2025
Nichlas Benjamin Hansen
Emil Strunge Larsen



Trainees fall 2025–winter 2026
Kristine Stie Davidsen
Ida Vestergård

12 months in numbers

The quick facts

Events and outreach

Activities:
88

Participants:
19,157

Members'
participations:
148

Estimated
outreach:
6,988,847

Press and traditional media

Seminars
and
briefings:
15

Journalist
participants:
498

Op-eds and
media
appearances:
+400

498
journalists met
with MEPs

Social media

Facebook
18,570 followers
384 posts
19,800 interactions
1,600,000 reached
74 reels
587,600 video
views

Instagram
4,370 followers
365 posts
10,000 interactions
760,000 reached
180 reels

YouTube
129 subscribers
71 videos
78,817 views
1,200 hours
(watch time)

X
5,742 followers
28 likes
314 engagements
5,300 impressions
8 reposts
9 replies

LinkedIn
165 followers
1,172 impressions
187 posts

Presidency

Official visit by the Conference of Presidents

On 2-3 June, the European Parliament Conference of Presidents (CoP) led by President Metsola (EPP) visited the incoming Danish Presidency in Copenhagen. The programme included a meeting with the Danish government, a tête-à-tête between the President and the Danish Prime Minister followed by a joint press conference, meetings with Folketinget Members and Speaker of the House Søren Gade, and an audience for the CoP Members with His Majesty King Frederik X and Her Majesty Queen Mary of Denmark at Amalienborg Palace.



Official visit by President Roberta Metsola

Together with some 47 heads of state and government, President Roberta Metsola (EPP) participated in the Informal European Council in Copenhagen on 1 October at Christiansborg Castle. Topics included the challenges facing the Union (especially in terms of security) and measures to ensure good interinstitutional cooperation on key legislative files. The President also met bilaterally with Speaker of the House at Folketinget, Søren Gade, himself a former



Member of the European Parliament, and attended the formal dinner at Amalienborg Palace with the King and Queen of Denmark.

On 2 October, the President participated in the 7th meeting of the European Political Community where Ukraine and European security was very much at the fore.



Presidency kick-off event at Altinget

On 20 June 2025, the office organised a pre-presidency event at the media house Altinget entitled: "Leading Europe - EP's demands for the Danish EU presidency" with six Danish Members of the European Parliament: Stine Bosse (Renew), Per Clausen (Left), Henrik Dahl (EPP), Morten Løkkegaard (Renew), Christel Schaldemose (S&D), and Villy Søvndal (Greens). As well as two representatives from the Foreign Ministry of Denmark, including Permanent Secretary of State Jeppe Tranholm-Mikkelsen.



Plenary meeting of the LXXIV COSAC

On 30 November – 2 December, the office supported the EP delegation to the Presidency's COSAC meeting through social media campaigns and raising press awareness. The delegation was led by VP González Pons (EPP) and included the AFCO Committee vice-chair Adrián Vázquez Lázaro (EPP), both of whom were speakers at the meeting alongside the Danish ministers for Foreign Affairs and European Affairs, and commissioners Maroš Šefčovič and Christophe Hansen. Danish MEP Kristoffer Storm (ECR) also took part in the EP delegation.



Visit by the Former Members Association



On 7 November 2025, EPLO Copenhagen hosted a visit from the Former Members' Association (FMA) led by the FMA president, Klaus Hänsch, at the event of the Danish Council Presidency. During the two-day visit, some 30 former Members met with the Minister for European Affairs, members of the Danish Parliament (Folketinget), key civil society organisations, Foreign Ministry representatives and many others. At EPLO Copenhagen, the FMA members received a short presentation by the Head of Office about the EPLO's many activities to inform the Danish public about the EP, followed by a discussion with MEP Rasmus Nordqvist (Greens) about the European Parliament's ongoing work and political priorities. After this, former Prime Minister (as well as former



Member of the European Parliament) Poul Nyrup Rasmussen spoke about his organisation "Headspace Denmark" which helps young people facing mental health challenges. Finally, the former MEPs enjoyed a presentation by the European Environment Agency.

Head of Office speech for ministerial staff

On 21 March 2025, Head of Office Sune Olofsson Hansen gave a presentation on the EPLO's support for the Presidency at a seminar organised by the Ministry of Foreign Affairs of Denmark and the European Parliament's Directorate-General for the Presidency on the relations between the Council Presidency and the European Parliament. The audience consisted of approximately 80 civil servants from various Danish ministries.

"Avisen Danmark" op-ed by the Head of Office



At the very start of the presidency on 1 July 2025, Avisen Danmark published an op-ed by Head of Office by Sune Olofsson Hansen, describing the EU's challenges and priorities and what it means for a country to hold the EU presidency. The newspaper Avisen Danmark is one of the most read daily newspapers in Denmark, reaching approximately 370,000 readers.

Committee visits to Denmark

Employment and Social Affairs, 25-27 May

In May, the Committee on Employment and Social Affairs (EMPL) visited Copenhagen to look at the social and labour market situation in Denmark, the implementation of EU law around employment and social affairs and the use of relevant EU funding instruments in the country.



Environment, Climate and Food Safety, 26-27 May

The Committee on Environment, Climate and Food Safety (ENVI) visited Copenhagen to see the European Environment Agency (EEA) regarding the EEA's support to the environment and climate action under European policies and the Green Deal, the implementation of the 8th EAP and the EU's global commitments.

Fisheries, 28 May and 16-18 September

In May, the Committee on Fisheries (PECH) visited Hirtshals and Copenhagen for meetings with fishermen, industry representatives, the European Environment Agency and stakeholders. Danish MEPs Asger Christensen (Renew)

and Rasmus Nordqvist (Greens) accompanied the delegation. A second delegation visited Greenland in September focusing on issues related to Greenland and the EU's fisheries policy.



Security and Defence, 15-19 September

The Committee on Security and Defence (SEDE) visited Greenland to meet with government representatives, politicians, the Commission representation and defence actors to discuss the latest issues related to EU security and defence policy considering the renewed international focus on the island.



Internal Market and

Consumer Protection, 15-19 September

The Committee on the Internal Market and Consumer Protection (IMCO) met with stakeholders and politicians in Copenhagen, Denmark, and Gothenburg, Sweden, to discuss issues related to the internal market and consumer protection. Danish Member Henrik Dahl (EPP) accompanied the delegation.



Council Secretariat visit

On 19 September, a 30-strong delegation of Council Secretariat staff made a visit to Copenhagen, including to the European Parliament Liaison Office. Head of Office Sune Olofsson Hansen gave a presentation on the EPLO's work during the Presidency and its cooperation with the Folketinget administration. The visit was organised by the Danish Permanent Representation to the EU.



Engaging with citizens

Festival of the Century (Århundredets Festival)



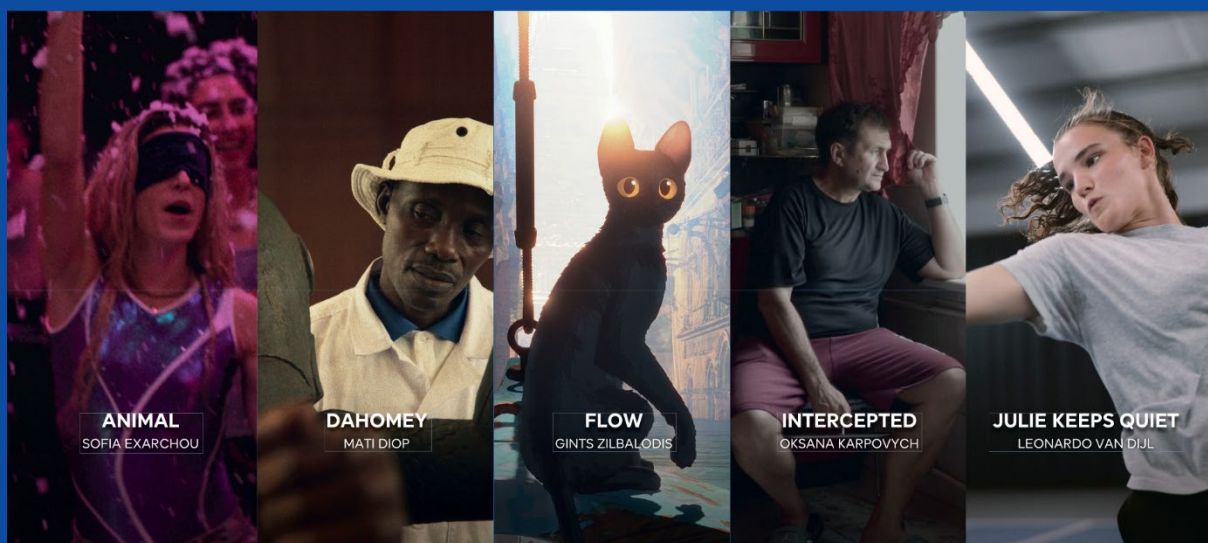
On Friday 7 March, the office organised an afternoon debate in the city of Aarhus entitled *"Is there a place for the EU in the World?"* with Members of the European Parliament Henrik Dahl (EPP), Niels Fuglsang (S&D) and Sigrid Friis (Renew) as well as Professor Thorsten Borring Olesen from the University of Aarhus.

Despite the sunny weather approximately 200 people attended the quickly sold-out debate (according to the organisers, the debate was the first in the programme to be overbooked). The debate was lively and moved fast from geopolitics over political theory to the Multiannual Financial Framework (MFF) and how the EU will finance its defence in the future. This interest in EU affairs was also very much present before and after the debate, where EPLO staff had set up a small stand to engage in conversation with citizens and distribute various info material.



The office aims to organise more events outside of Copenhagen, and our success in Århus underlines the importance of continuing this in 2026.

LUX Audience Award film screenings



As in previous years, the office organised screenings of the movies nominated for the LUX Award. During the screening period from 8 March to 27 March 2025, we organised screenings of all the movies in arthouse cinemas in Denmark's three largest cities: Vester Vov in Copenhagen, Øst for Paradis in Aarhus and Cafe Biografen in Odense, resulting in a total audience of 848 persons.



Europe Day in "Oplev Europa" and elsewhere!

To mark the annual Europe Day on 9 May, the office with the EC Rep launched a series of initiatives:

- Op-ed by the EPLO Head in the newspaper "Avisen Danmark", which is one of the most read daily newspapers in Denmark, reaching about 370,000 readers.
- Public transport company DOT displayed EU flags on all busses in the Greater Copenhagen Area with an estimated outreach of around 600,000 people.
- "Europe Day under the Stars – cinema and the EU" at the cinematheque of The Danish Film Institute in Copenhagen (Cinemateket) with concerts by Ukrainian musicians, speeches, inspirational stalls and European films in celebration of Europe Day. Focus was on how the European ideals of freedom, peace and solidarity have shaped – and continue to shape – the European Union.
- Quizzes, informational games and presentations at our visitors' centre "Oplev Europa". Among other things, 40 young people were treated with "Europe Day cake" as part of their participation in the role play game under the headline "Co-decision and cake".
- Posts on Facebook and Instagram inviting people to join us for our Europe Day celebrations in our visitors' centre "Oplev Europa" generating 1,135 views and 21 interactions. A video entitled "Look how



far we've come together" on the same two platforms generated 869 views.

Finally, we posted an online quiz on EU topics on 10 May for those unable to join us physically.

People's meetings

In recent years so-called "people's meetings" ("folkemøder") have cropped up all over Denmark, creating a forum where people, experts, lobbyists and politicians of all colours meet to engage in democratic dialogue. The largest of these takes place on Bornholm in the middle of June, but meetings focusing on a specific policy area or theme have also become prominent. In line with our general priority to enhance our presence outside of the Copenhagen area, the office participated in three people's meetings in three different regions of Denmark.

People's meeting on nature (Naturmødet)

The political festival Naturmødet, which took place from 22 to 24 May 2025, saw an estimated 36,000 people gather in Hirtshals, a small village at the Northern tip of Denmark, to discuss all matters relating to nature.

The office had a dedicated stand with games, information leaflets and of course three debates with Danish Members of the European Parliament Rasmus Nordqvist (Greens), Per Clausen (Left) and Kristoffer Storm (ECR) and experts on topics

ranging from biodiversity over groundwater to green energy. More than 1,300

people stopped by our tent to play our Natura 2000 game, quiz about the EU, engage in dialogue or participate in the debates.



People's meeting (Folkemødet)



On 12-14 June, the office once more had its tent at the People's meeting (our 15th year of participation) – a political festival that mixes high level politicians with ordinary citizens in a laid-back atmosphere where everyone is willing to discuss everything with anyone, and where the European Parliament's tent was as popular as ever. Over the three days of the political festival at least 3,500 people stopped by for a longer talk or listen to the most current issues that the Danish Members of the European Parliament were debating. We benefited from the participation of Stine Bosse (Renew), Per Clausen (Left), Henrik Dahl (EPP), Niels Flemming Hansen (EPP), Christel Schaldemose (S&D), Kristoffer Storm (ECR), Villy Søvndahl (Greens), and Marianne Vind (S&D) as well as several well-renowned experts. Issues included the EU's powers in a multipolar world, Ukraine, global free trade, enlargement and competitiveness. Our tent was highly visible thanks to its location right next to the main artery leading the 110,000 attendees through the festival area. To capitalise on this location, we placed a 12-metre-long banner on the back of the tent depicting EP's support for Ukraine and the Danish Red Cross' work to alleviate the consequences of the war.



People's climate meeting (Klimafolkemødet)



28 to 30 August 2025, the office was present in the town of Middelfart on the island of Funen. We had organised six debates (two of which were on the main stage with audiences over 200) in which Members of



the European Parliament (MEPs) and two government ministers participated along key experts in biodiversity, environment and climate. Participating MEPs were Per Clausen (Left), Sigrid Friis (Renew), Niels Fuglsang (S&D), Niels Flemming Hansen (EPP), and Christel Schaldemose (S&D). The debates



covered a wide range of topics, including how to make EU agriculture greener, drinking water and PFAS, revitalising the Danish coastal areas, and the expected climate-related results for the Danish presidency. At our European Parliament stand, people could play our popular Who-Is-Who-game featuring the 15 Danish Members of the European Parliament, learn about the EP's role in climate legislation, see examples from Natura 2000 on how the EU protects endangered species, and much, much more.

Over the three days the festival lasted, we were flooded by visitors and spoke to around 1,700 people, including regional newspapers and TV stations.



Roskilde Festival

On 30 June, the office participated in the annual Roskilde Festival's political engagement segment with the workshop *"How to engage the European community in the green transition?"* This was a pilot-project combining a site-visit of the enterprise that Roskilde Festival also is with a half-day workshop where MEP Per Clausen (Left) spoke to a group of young activists and entrepreneurs on the theme of Green Transition

and youth involvement in politics. The office hopes to extend the cooperation in the future with more workshops, debates, screenings of LUX films or any other type of activity where we can engage the festivalgoers in EU affairs.



Night of culture (Kulturnatten)



On Friday 10 October, the office welcomed approximately 1,200 guests for our Night of culture programme. Between 6 p.m. and midnight, our visitors' centre "Oplev Europa"



("Europa Experience") was crowded with visitors both for the general exhibition and for the EU wheel of fortune, where small prizes were offered to the most EU-knowledgeable. Two live impro-theatre performances – where the audience could throw EU-related words and topics at the stage to be included in the show – drew huge crowds, and the talented actors from the theatre group



"Specialklassen" taught the audience the ins and outs of the European Union in a humorous and entertaining fashion. Utilising all parts of our building, we had also organised an EU "staircase race" quiz on the stairs to the 1st floor, while our impromptu "Café Europa" on the ground floor offered a combination of EU-related conversations based on our dialogue cards, quiz shows and non-alcoholic hot beverages.



Europa Experience

(Oplev Europa)

The Europa Experience is an interactive visitors' centre placed at the House of Europe in Copenhagen, and run jointly between the Commission Representation and the EPLO. Every year, the centre welcomes citizens who are keen to learn more about European politics and explore the centre's activities. In addition to the permanent exhibition, EPLO Copenhagen uses the Europa Experience space for special events, this year including open-door events on Europe Day and Night of Culture. The centre was also used to mark IDAHOBIT (International Day Against Homophobia, Biphobia, Interphobia, and



Europa Experience

in numbers 2025:

12,630 visitors

223 group presentations

80 city walks

1,556 inquiries answered

Transphobia). The centre also serves as a backdrop for media partners and for video interviews with MEPs and President Metsola. A very popular offer at the Europa Experience is the tailor-made, specialized presentations for schools and groups. Thanks to our knowledgeable hosts, we can offer visiting groups a strong and in-depth knowledge about EU politics and the current EU agenda, news and developments. During the presentations, the hosts engage with participants in an entertaining and accessible way, and set the stage for debate, dialogue and workshops. Beside the tailormade presentations, groups can choose one of the five thematic presentations:

- Democratic challenges in the EU
- Migration and the EU
- EU and the climate crisis
- EU and Denmark: 50 years – what now?

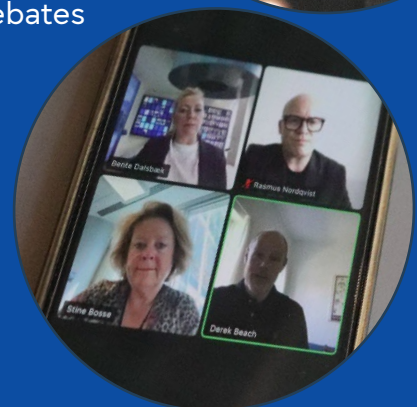
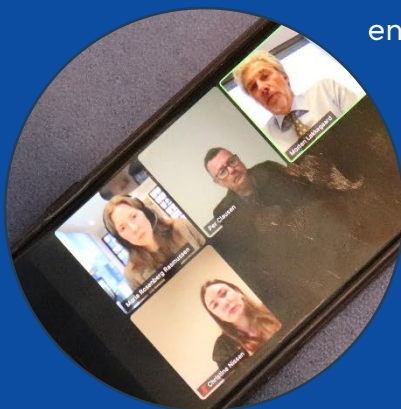
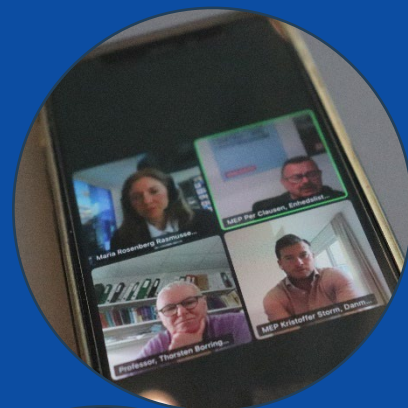


Finally, the centre operates a mailbox where citizens can ask questions about anything related to the EU.

A visit to the Europa Experience can also be combined with our digital City Walk. A guided walk-through Copenhagen city centre with the smartphone by the hand to find examples of where the EU is physically present in everyday life. Along the route, there are stops at central places for European cooperation where people can learn more about them through quizzes and other interactive activities.

Debates on EU affairs (EU-Aktuelt)

From January to June, the office hosted five online debates on current EU affairs in cooperation with Djøf, a Danish trade union representing lawyers, economists and political scientists. MEPs Stine Bosse (Renew), Asger Christensen (Renew), Per Clausen (Left), Henrik Dahl (EPP), Niels Flemming Hansen (EPP), Morten Løkkegaard (Renew), Rasmus Nordqvist (Greens), Kira Marie Peter-Hansen (Greens), Christel Schaldemose (S&D), and Kristoffer Storm (ECR) participated alongside well-known established experts in each field and the Head of Office. The debates took place in our visitors' centre, Oplev Europa, with themes including competitiveness, enlargement, defence, the future budget, and the Danish presidency. Each debate had an online audience of 30 – 85, afterwards the debates have been seen by 30 – 120 people on our YouTube channel.



Campaigns

Europe Day post card campaign

During the two weeks preceding Europe Day 9 May, the office launched a free post card ("Go-Card") campaign in the four main cities in Denmark. Two different designs by a local illustrator were used and the post cards were distributed in 540 cinemas and cafés in 33,000 copies. The post-campaign analysis showed that more than 90% of the cards had been taken from the free stands, which is well above average for such campaigns.



Social Media campaigns

Throughout the year, the office initiated several campaigns on our social media accounts to mark e.g. International Women's Day, IDAHOBIT, Copenhagen Pride, and other special occasions related to European values.

Engaging with the youth community

EU Youth Summit at "Borgen"

On 8-9 March, EPLO Copenhagen co-organised the *EU Youth Summit* with together.eu partner The European Movement (Europabevægelsen) and European Youth (Europæisk Ungdom) at Christiansborg castle which is the home of the Danish parliament (Folketinget). Approximately 100 participants aged 13-18 participated in an all-weekend role-playing game on European affairs, with 20 volunteers acting as chairpersons of the Parliament and of the Council. Two detailed scenarios and nearly 100 individual role cards had been prepared within two policy areas "digitalisation" and "climate". Some participants took on the roles of Members of the European Parliament and national ministers to prepare mandates and negotiate solutions, while others played EU journalists covering the negotiations and votes with a critical eye. At the end of the programme, the participants presented their results to Member of the European Parliament Stine Bosse (Renew). The event was also covered by the regional television broadcaster TV2 Kosmopol.



Dialogue cards and quiz cards

The office has developed two sets of card games: dialogue cards and quiz cards for educational purposes. As a novelty, we have had the dialogue cards translated into English and adapted to an international audience. Both games have proven very popular in engaging citizens – especially young people – in conversations on the EU, and many schools also use them as an educational tool. The dialogue cards are available in Danish and English, and the quiz cards,

which are currently only available in Danish, will soon be available in English as well. In addition, the dialogue cards are currently being translated into all the remaining 23 official EU-languages by The European Parliament's translation services to become part of the official EPAS learning materials for all member countries in 2026 (see more on our EPAS activities below).



EPAS

The **European Parliament Ambassador School programme (EPAS)** is a free offer for schools and teachers who wish to raise awareness about the EU among their pupils. The EPAS programme is managed by the EPLO with assistance from an external contractor, the Democracy in Europe Organisation (DEO). During 2025, the number of Danish schools participating in EPAS has increased with around 32 percent and now totals 38 schools. The dedicated schools come from all parts of Denmark and consist of "efterskoler" (boarding schools at the lower secondary level) as well as lower and upper secondary schools.

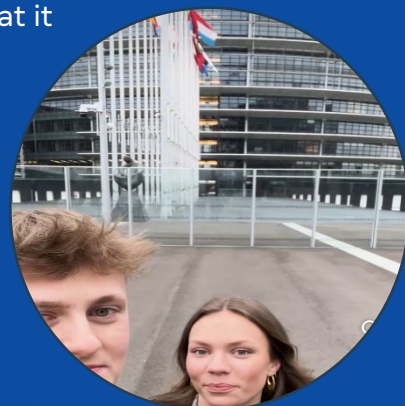


In 2025, EPAS activities included a transnational event in Stockholm with 125 students from Estonia, Finland, Sweden and Denmark, two seminars for 35 teachers each, and a visit from a Polish high school to one of our new EPAS schools, Tre Falke Skolen in Frederiksberg, to hand over the "EU Presidency Torch" to mark the Danish Council presidency. It is foreseen that Tre Falke Skolen will pass on the EPAS torch to a school in Cyprus early in 2026.



Euroscola

Each year, several Danish schools participate in the Euroscola events in Strasbourg, where the pupils can experience what it is like to be an MEP for a day. Together with several hundred other European pupils, they gain first-hand experience of the cultural differences across Europe. The event takes place in the European Parliament's hemicycle and consists of a full day of debates, role-play activities



and workshops designed to promote intercultural understanding and democratic engagement. In 2025, nine Danish schools took part after winning a national competition where they shared their perspectives on which political issues MEPs should prioritise over the next five years. Their ideas were presented through opinion pieces, videos, and letters to the editor, covering topics such as education, the migrant crisis, climate change and artificial intelligence. In relation to the Danish Presidency, two journalists from the Danish Ministry of Affairs travelled to Strasbourg together with Hjørring Gymnasium to make a reportage of their Euroscola experience.



Learning materials and EU chat bot



In close cooperation with the Danish publishing house Egmont, the office developed a dedicated set of EU teaching material for the vocational schools in Denmark. Through an interactive 10-chapter e-book "Dit EU" ("Your EU"), students can obtain knowledge on how the EU is a part of their everyday life and of their work. The e-book covers themes such as safety on the job site, mental health and correct handling of chemicals, and all chapters are complemented by exercises that turn theory into practice. As a supplement to the e-book and to help foster digital skills, a dedicated EU chat bot was also developed as part of the project. The project was launched via Egmont's newsletter, which reaches around 1,300 relevant recipients in the educational sector such as teachers and schools and followed up by a two-day seminar with participation of approximately 100 stakeholders from the educational sector.



Political Festival of Youth (Ungdommens Folkemøde)



The office had a dedicated tent at Denmark's Political Festival of Youth 2025 which took place on 3-4 September in Valbyparken outside the city centre of Copenhagen. The EPLO activities spanned from Rapolitics – a rap-battle on EU fact and politics – over ask-me-anything-about-the-EU where our young guests could ask the EPLO Head, Sune Olofsson Hansen, to our brand-new EU chatbot about anything to do with the EU. For the teachers, we held a closed-setting workshop on how to teach about the EU in secondary school. Over the course of the two days, we spoke to approximately 2,200 people – mainly students, but also their teachers.



Engaging with civil society organisations, stakeholders and multipliers

Annual stakeholder briefing



On 31 January 2025, the office held its annual stakeholder event gathering 80 stakeholders from 37 different NGOs, youth organisations, private foundations, trade unions, and think tanks. Election researcher Kasper Møller Hansen from the University of Copenhagen gave his analysis of the 2024 European elections, focusing mainly on voter participation, followed by a presentation on the preparations for the Danish presidency by the Ministry for Foreign Affairs. This recurrent event helps us gain new insights, create contacts and synergies between our partners, and of course exchange best practices with all those who help us bringing the European Parliament closer to the citizens every day.



SOTEU event



The Friday following Commission President Ursula von der Leyen's annual "State of the European Union" speech – commonly known as "SOTEU" – the office organised a live-streamed debate in front of a crowd of more than 100 people in the courtyard of political media Altinget. Five Danish delegation leaders,

Christel Schaldemose (EP Vice-President, S&D), Morten Løkkegaard (Renew), Sigrid Friis (Renew), Per Clausen (Left) and Rasmus Nordqvist (Greens), discussed the most important EU priorities for the coming year based on the speech. Then followed a debate on how the Multiannual Financial Framework (MFF) will tackle European challenges such as competitiveness and the green transition with the two EP co-rapporteurs Siegfried Mureşan (EPP) and Carla Tavares (S&D) who had flown in



from Strasbourg for meetings with the government, Folketinget and Danish stakeholders.



Given the context of the Danish EU presidency, the morning finished with a presentation by the permanent secretary of the Ministry of Foreign Affairs, Jeppe Tranholm Mikkelsen, who has also been both EU ambassador and secretary-general of the Council in the past and has followed the past two Multiannual Financial Framework (MFF) negotiations from these roles.

Visit by the MFF rapporteurs

On 11-12 September, the European Parliament co-rapporteurs for the next Multi-Annual Financial Framework (2028-2034) visited

Copenhagen for meetings with Minister for Finance, Nicolai Wammen, Folketinget's committees on Budgets and on EU Affairs, the Ministry for Foreign Affairs, Think Tank Europe, and a round-table debate at the European Parliament's office in Copenhagen with major stakeholders from employers, industry, agriculture, trade unions, the energy sector, Danish municipalities, etc. The visit also found time for an intervention in the office's SOTEU event (see above) and an interview with political media Zetland.



Job fairs and career events

KarriereDagene

On 13 March, the European Parliament's DG PERS and DG LINC as well as some staff from the office in Copenhagen had a dedicated stand in the general job fair KarriereDagene (CareerDays) in



Copenhagen to inform Danish youth about job possibilities in the European Parliament. Approximately 200 young professionals stopped by for a chat on job profiles, traineeships and the various routes to a career in the European Parliament.

Panel debate on international careers

On 24 September, the University of Copenhagen organised a panel debate with a panel consisting of an EPSO Director, a Danish government official, PR officer Jens Johansen from the European Parliament's office in Copenhagen, a student ambassador and a representative of the university. Each panel member explained how and/or why they had decided to work for the EU and elaborated on the possibilities for a career in the EU institutions. This was followed by an open Q&A in plenary mode.



Social media

Social media at the EPLO 2025

The social media presence of the Copenhagen EPLO saw the continued use of the platforms Facebook, Instagram, YouTube and X as well as our newly started LinkedIn account.



New projects and initiatives in 2025:

- Creation of a LinkedIn account
- Podcasts from Folkemødet on YouTube
- Creation of more collaborative posts
- Interview videos from events with Members of the European Parliament and experts
- Focus on accessibility (increased focus on usage of e.g. subtitles on videos).



Best content reach of 2025:

1. President Metsola and the Danish presidency of the Council of the European Union
2. International Women's Day
3. Greenland
4. Stop for Russian oil
5. The presidency of the Council of the EU



This year our two best-performing posts were collaborative posts with 100,000 and 70,100 views respectively, the three next best-performing posts were solo posts.

We take particularly pride in these achievements this year:

- Increased content reach
- More collaborative posts
- Interviews with Members of the European Parliament
- More conversations in the comment sections

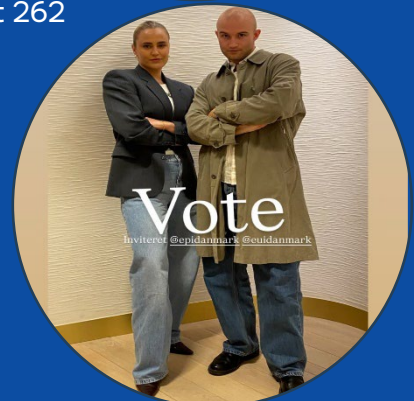
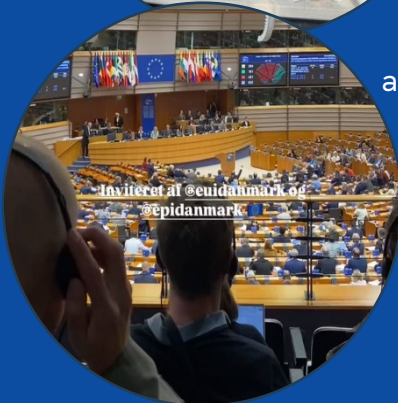


- Omnichannel approach, including successfully adding LinkedIn to our portfolio of channels
- Consistent delivery of high-quality content on existing channels and innovation through use of a new channel with the aim to reach new audiences
- More videos produced than previously

Digital multipliers and collabs

27 content creators' visit to Brussels

On 21-22 May, the office in cooperation with the European Commission's Representation organised a tour for 27 Danish content creators and news creators to Brussels. The first day was dedicated to activities in the European Commission in Brussels, and on 22 May participants met with several Members of the European Parliament (including eight Danish Members), had a briefing by an EU correspondent, and visited the Brussels hemicycle. The content creators and news creators posted a total of at least 262 contributions (posts, reels, stories etc.) related to the EU during their visit and the following days.



9 content creators' visit to Strasbourg

On 25-26 November, the office organised a trip to the European Parliament in Strasbourg for Danish content creators with the goal to strengthen EU knowledge, engagement, and stakeholder connections. The programme included meetings with MEPs as well as with the Danish Minister of European Affairs, Marie Bjerre, and the Commissioner responsible for Energy and Housing, Dan Jørgensen (Denmark), as well as attendance at a debate and a vote in plenary.



Collaboration with content creator Cathrine Berendt on International Women's Day



In cooperation with content creator Cathrine Berendt (Instagram account: @kvindekenddinstant) the office created a special social media post on the International Women's Day (IWD) focusing on strengthening the Women, Peace and Security Agenda – Upholding Women's Rights in Defence, Security and Peace Building.

The campaign achieved strong engagement with a total of 70,100 views. The post received 2,100 likes, 15 comments, and was shared 316 times, demonstrating good audience interaction and reach.

President Metsola interviewed by content creator Irina Olsen

On 4 June 2025, Roberta Metsola (EPP) met with Danish-Ukrainian content creator Irina Olsen at our offices in Copenhagen to discuss the two topics support for Ukraine and women in politics. The interview was posted on our social media channels Facebook and Instagram.

The interview featuring Irina Olsen and President Metsola (EPP) achieved 258,000 views. Additionally, both the EPLO and Metsola shared behind-the-scenes social media stories from the interview, which also performed well and contributed to the campaign's overall success.



Posts shared by Danish Members of the European Parliament

Over the course of the year, we produced 137 quote videos published as stories on Facebook and Instagram. The videos are mainly made from footage of the 15 Danish Members of the European Parliament speaking in debates during plenary sessions. Together, the Danish MEPs shared these stories a total of 106 times throughout the year.

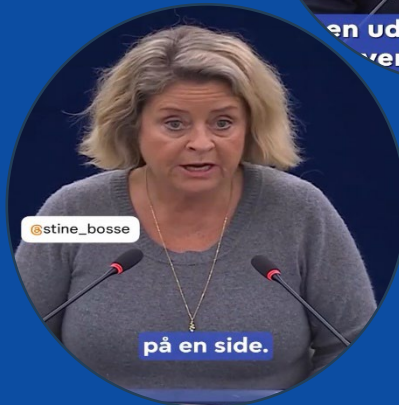




At the occasion of the EU Presidency, we also produced a smaller number of plenary quote videos featuring the Danish European Affairs Minister Marie Bjerre, President Metsola, Danish Commissioner Dan Jørgensen, and the Prime Minister of



Greenland, Jens-Frederik Nielsen. These videos were also shared by some of the featured speakers on their own profiles.



Ask The European Parliament



A one-week organic campaign in November where our followers on Instagram and Facebook could ask us their questions about the EU. We received a total of 12 questions in this premiere version, and we are considering running it once or twice yearly to engage more actively with our followers and continually keep the informed.

Advent calendar

The office posted an Advent Calendar (Danish: adventskalender) in four episodes, one on each Sunday of Advent, in which 12 of the

15 Danish Members of Parliament commented on the Danish EU Presidency in a festive-serious manner.



Engaging with media

Engaging with media by the EPLO 2025

As with the activities of the rest of the EPLO, the year of media and press relations was marked by the Presidency of the Danish Council. The increased awareness on everything EU related in Denmark, as well as the frequent high level EP delegations, meant ample opportunities to promote the work and positions of Parliament.

Overall, we used these opportunities to organize 15 major seminars and briefings in Denmark, Brussels and Strasbourg with a combined number of 498 journalists participating.

This is all in addition to the more than 700 media requests day-to-day throughout the year with smaller or larger questions regarding the work of the EP and the Danish MEPs.

With the momentum from the elections in 2024 and the presidency in 2025, the office hopes to build on the good collaboration with Danish media and continue to develop new strategies and pitching methods in the new year.

Below is a more detailed description of our media activities in 2025.



Visits of the President

Because of the Danish EU Presidency, we have been fortunate to host several high-level delegations throughout the year. To the press team, this means assisting the Head of Office in briefing the delegation ahead of the visit on the topics most on the minds of the Danes, as well as organising media activities throughout the visits.

In June the **Conference of Presidents** were in Copenhagen to share the priorities of the European Parliament with the Danish government ahead of the presidency.

During the visit the press team arranged as many media appearances for President Metsola as her schedule allowed in close coordination with her cabinet. When she arrived on June 2nd, the otherwise satirical talk show "Closer to the Truth" had set up for an interview in the Europa Experience by the EPLO, where the President was asked

about her perspective on the state of world affairs. The interview was the main body of a two-episode special show produced to air over the summer aimed at young audiences, in which their reporter also visited Parliament in Brussels and interviewed Danish MEPs as well as a few from other member states, also coordinated by the Danish press team. On June 3rd, the President began her day with an interview in the morning youth radio programme "Go' Morgen P3" which is one of the most listened to morning radio programmes in Denmark, and which the President has participated in once before. As in



the past, she was warmly welcomed and was gifted socks from the hosts of the show before briefing the audience on the meaning of the Presidency and her day ahead. Later in the day, the President held a joint press conference with the Danish Prime Minister, Mette Frederiksen, which the EPLO press team also helped organize. The visit resulted in at least 300 media items.

In early October the President participated in two back-to-back **summits in Copenhagen**. In the week leading up to the visit, drones of unknown origin had been spotted close to military installations and vital infrastructure throughout the country, as had been the case in other countries in northern and eastern Europe, with many fearing Russian attempts to disrupt the upcoming summits. Together with the President's cabinet, the Danish press officers drafted a statement on the drone sightings and disseminated it through news agency Ritzau and major media organisations ahead of the President's visit, generating at least 38 media mentions, which we consider substantial in relation to the saturated media landscape ahead of the summit. With the President's busy schedule surrounding the summits, there was only time for two brief media interviews arranged by the EPLO press team with the two biggest, and only major, TV news stations in the country, TV2 and DR. In all, the visit generated at least 55 mentions including 12 television reports in prime-time TV and two radio segments.

Briefings for media

Following on the success of our media tour ahead of the European elections in 2024, we have continued our in-person briefings with media this year. Though not making it as far around the country as we did in the run-up to the elections, we still



managed to brief a number of local, regional and national newspapers, TV and radio broadcasters as well as specialised media on the functioning of the EU and the main priorities of the European Parliament for 2025. Through informal talks, quizzes and formal briefings, we managed to raise awareness about everything from simplification and the MFF to the special housing committee and the EP's support for Ukraine among journalists and editors. This helped increase their level of knowledge about the European Parliament and extending our reach in the future.

Press seminars in Brussels and Strasbourg

Press seminars in Brussels and Strasbourg



During 2025, the EPLO organised four press seminars in Brussels and nine in Strasbourg. The seminars always included a tour of Parliament, presentation of AV and digital offers as well as meetings with Danish MEPs. The programme also included a briefing on tackling disinformation. Two of the seminars in Brussels were co-organised with the EC Representation in Copenhagen to create synergies in terms of content and make the trips as cost-efficient as possible. During the Danish Presidency, most of the seminars also included briefings by the Danish Minister of European Affairs and by the Danish Commissioner.

Though we used the Danish Presidency as the occasion for two of the seminars ("run-up to" and "at the end of" respectively), all of the programmes were focused on core EP priorities such as the MFF, simplification and defence.

The seminars gained a lot of media coverage of the European Parliament's priorities and deliveries both during and after, thereby supporting Danish MEPs' visibility in the media.



Press briefings with MEPs in the National Parliament

The EPLO press team started the year with our annual New Year's press briefing in January, where all the Danish MEPs were invited. 11 MEPs and 44 media representatives participated. The EPLO also hosted three additional press briefings in the National Parliament throughout the year. These briefings provide an opportunity for the participating MEPs to engage with journalists on their ongoing work and priorities, as well as answering journalists' questions on other current EU affairs. In total, 14 MEPs and 69 media representatives participated in the three briefings.





Editorial letters

In 2025 the press team assisted the Head of Office in drafting three editorial letters in his name. All were published in Avisen Danmark, which is the national section of most local and regional papers in the country. Using the 75-year anniversary of the Schuman declaration on May 9, the start of the Danish Presidency and the end of the Danish Presidency as the respective occasions, we used the opportunities to promote the work and importance of the EP and our core priorities.



Weekly newsletter

Each Friday during Parliament's active periods, the EPLO publishes a newsletter, EP-Nyt ("News from the EP"), on the EPLO website. We also send the newsletter to our 1,242 subscribers. In 2025, we sent a total of 38 newsletters to subscribers, which were opened 18,883 times. The newsletter covers the business of the EP during the past week and looks ahead at activities in the week to come. We also use it to promote the activities of the EPLO such as events and our regular seminars in Strasbourg for journalists. In the newsletter, the content is focused on the communication priorities of the EP in general, but with an extra focus on the role of Danish MEPs such as MEPs with institutional roles on specific dossiers, or MEPs who speak on a matter in plenary.





Europa-Parlamentet