



European Union  
Delegation to Singapore

**FOR IMMEDIATE RELEASE**

**Team Europe Launches Did You Know EU? campaign in Singapore**



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UNION**



**Singapore, 10 June 2026:** The European Union (EU) Delegation to Singapore has launched the Team Europe Did You Know EU? (DYK EU) campaign, a coordinated social media initiative highlighting the achievements, values and contributions of the European Union (EU) and its Member States. The campaign was launched on 4<sup>th</sup> May to mark Europe Month and runs until the end of June 2026.



This brings together the EU Member States' embassies in Singapore under the Team Europe approach to increase public awareness of the EU through engaging, informative and accessible content. Through a series of coordinated social media posts, DYK EU aims to familiarise Singaporeans with the many ways in which the EU contributes to innovation, sustainability, education, culture, trade, security and other areas that shape and impact everyday life.

European Union Ambassador to Singapore Artis Bērtulis, says: "The European Union is built on cooperation, innovation and shared values. Through the DYK EU campaign, Team Europe is showcasing how the EU and its Member States contribute to advances that benefit people across Europe and around the world. We hope these stories will help Singaporeans better understand the EU's achievements, its diversity and the many connections that unite Europe and Singapore."

Topics featured include education, the EU's flagship student mobility programme Erasmus+, trade and investment, sustainability, research and innovation, security and defence, food, arts and culture, film, food, heritage and travel. Ambassadors jointly launched the campaign with [this video](#).

DYK EU reflects the strong partnership between the EU and Singapore and highlights also the excellent cooperation between Europe and Singapore across economic, educational, cultural and people-to-people ties.

The first post was published by the EU Delegation to Singapore on 4<sup>th</sup> May, with Member States subsequently rolling out their contributions according to their communication priorities.

As part of the campaign, nearly every EU Member State embassy in Singapore has been publishing dedicated social media posts, spotlighting a significant EU achievement while illustrating how the respective Member State benefits from or contributes to that success.

Following the Europe Month activities in May, this collaborative communications initiative continues till the end of June to maximise visibility and engagement. Additional rounds of the campaign may be considered after this period.

**Campaign Posts:**

**Launch video:** <https://www.instagram.com/p/DYHBIfEsKy3/>

<https://www.instagram.com/p/DZMIZ2XhHcX/>

<https://www.instagram.com/p/DZHna4bu-G4/>

<https://www.instagram.com/p/DY3n4jXxezj/>

<https://www.instagram.com/p/DYycWYxADkO/>

<https://www.instagram.com/p/DYwUU8Vyma7/>

<https://www.instagram.com/p/DYjQscISAaM/>

<https://www.instagram.com/p/DYVym2Hpr4B/>

<https://www.instagram.com/p/DYMObm3IDl2/>

<https://www.instagram.com/p/DYTQLFsgZv3/>

<https://www.instagram.com/p/DYgHldijArp/>

<https://www.instagram.com/p/DY9AXnAs6mo/>

<https://www.instagram.com/p/DY3yHnpMMuS/>

<https://www.instagram.com/p/DYRUh5Rxm8D/>

<https://www.instagram.com/p/DYV9FphmMaM/>

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