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## CALL FOR PROPOSALS TO ORGANISE CITIZENS' ENGAGEMENT ACTIVITIES

### From 8 June to 21 June 2022

IVY volunteers can apply to request funds to organise local events, so called “**Citizens' Engagement Activities**”, to inform citizens about the achievements of the European Regional Policy.

#### Objective of the call for proposals:

Distribute grants of up to 3,000 € to IVY volunteers interested in organising local events promoting cooperation in the European Union.

These events should: are local events promoting cooperation in the European Union.

These events aim to:

- Raise awareness of the benefits that **Cohesion Policy** brings locally;
- Engage **citizens** to stimulate a debate about Cohesion Policy;
- Show the **role** of young people;
- Involving various groups of **young people**.

#### Timeline:

Apply by 21 June 2022.

#### Who can apply?

All IVY volunteers during their deployment.

#### How to participate?

Send us your ideas for an event you would like to organise to inform others about Cohesion Policy.

#### Why participate?

We will help you shape the proposals so that you will be able to organise your own event and you will receive a fund of up to 3,000 € to realise it.

#### Procedure and deadlines:

**STEP 1 – Information Session** on 9 June 2022 at 16:00 CEST: Join the call to get all the information you need to submit your proposal. Find here the data to connect:

Link to Zoom:

<https://us02web.zoom.us/j/81142712062?pwd=aEUwcUYyR1NvZjEvcEVjSXk3ODI1QT09>

ID meeting: 811 4271 2062

Passcode: 488241

**STEP 2 – Submission of the Proposal:** send to [ivy@aebr.eu](mailto:ivy@aebr.eu) your proposals by 21 June 2022 filling in the word file “CEA concept note” and the Excel file “Budget\_expected and actual costs”.

**STEP 3 – Refine your Idea & Organise your Event:** you will receive feedback on your proposals and the IVY team will support you until your proposal is solid. Once it is, you will receive the funds requested and you can start implementing your plan.

### Submission overview:

Send to [ivy@aebr.eu](mailto:ivy@aebr.eu) these two files complete with your ideas:

- CEA concept note
- Budget\_expected and actual costs

You can find the templates attached to the email with this information (or request them at [ivy@aebr.eu](mailto:ivy@aebr.eu)).

With the **concept note** you will share your idea for an event. This will consist of:

- General information on the event (title, date, place, etc)
- Details on the event (a description, its goal, its target audience)
- Specific information on the logistic (speakers, venue, devices needed)
- The event’s promotion plan (which platforms and strategies you will use)
- The justification of costs

In the **budget**, you will indicate what costs you will cover with the funds. To fill this in, contact providers of the items you will need, to understand what the real costs are.

### Rules to organise the event:

- The event should take place during your volunteering period as IVY.
- These events should meet the criteria underpinning Citizens’ Engagement Activities:
  - Raise awareness of the benefits that **Cohesion Policy** brings locally;
  - Engage **citizens** to stimulate a debate about Cohesion Policy;
  - Show the **role** of young people;
  - Involving various groups of **young people** (especially disadvantaged groups and young people who might otherwise not be interested in European policies).
- Events should envisage an interactive exchange with the participants: plan a dialogue for your audience to feel involved and thus invited to participate actively to the discussion.
- The focus of the event should be on Cohesion Policy, not IVY.
- It is possible to organise an event only during your volunteering activity.
- The organisation of “Citizens’ Engagement Activities” is limited to the territories of the European Union due to the nature of the action.

*On 17<sup>th</sup> and 18<sup>th</sup> June 1971, ten European border and cross-border regions set up a Standing Conference of European Border Regions at the Anholt Castle (EUREGIO, Westphalia)*

For more detailed information, continue reading here below.

Contact us at [ivy@aebr.eu](mailto:ivy@aebr.eu) if you have any questions – we are happy to help.

## ADDITIONAL INFORMATION ON ORGANISING A CITIZENS' ENGAGEMENT ACTIVITY

### Overview of the whole procedure to organise an event

- 1) Submit the **concept note** and the **budget** for IVY's team approval;
- 2) Once your idea is approved, register to "[EU Login](#)", the European Commission's user authentication service. This will allow you to access the website put at disposal by the European Commission to create your event;
- 3) submit your proposals on the [dedicated website](#) to make the event will be visible on the online map and listed on the website. You will need to indicate the following elements:
  - a short description of the event\*,
  - the suggested venue with address\*,
  - the date and timing of the event\*,
  - the expected number of participants,
  - the communication action plan of the event,
  - the budget of the expenses you foresee to make.

\*these information will be published

- 4) sign the agreement that the IVY team will give you to receive the funding;
- 5) start promoting the event – make sure you do so, especially using social media;
- 6) After the event, fill in a simple **report** via the dedicated website. You will need to include:
  - short description of the goals achieved and of the dissemination plan,
  - the number of participants,
  - 3-4 photos.

### Some tips to plan the event

You might need help to organise an event? Don't worry: we will support you with ideas and tips.

Here we go already: when planning, organising, implementing and reporting about an event, follow these easy steps:

- Develop your event by setting a goal and a clear **objective** (taking into consideration the criteria);
- Pick a **date**;
- Visualise the **public** you want to address with the event (Students? Media? Local citizens?);
- Create a plan for your event considering: venue, logistics, speakers, promotion, registration;
- Identify and establish partnerships to organise the event - if you want!
- Make a **publicity** plan to promote your event.. and advertise it! Before, during and after the event;
- Establish a **budget**.

Also, make sure you inform your mentor and host organisation – maybe you want to think of involving them in the event, too? That might give them greater visibility in the local community, and grant your event the support of a local actor.

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Other actors who you could think of involving are local, regional and national media, local and regional governments and civil servants, civil society, businesses, academics, national authorities, national parliaments as well as representatives of EU institutions as Members of the European Parliament, and other stakeholders.

If you want to give more visibility and reach to your event, you can also upload it on the website of the European Year of Youth.

With the motto “Make your voice heard!”, 2022 is the European Year of Youth. Its objective is to emphasise the importance of European youth to build a better future. One of the actions taken to achieve this goal is to give visibility to initiatives led by young people: on this platform you can see and show activities targeting and organised by young people all over Europe. Take a look here: [https://europa.eu/youth/year-of-youth\\_en](https://europa.eu/youth/year-of-youth_en)

#### **Tips to be GDPR compliant:**

The key to make sure you are respectful of your audience’s data is inform them that you are using their data (for example email address, or photos), to ask their permission to do so and to let them know that they can contact you asking you to delete such data at any moment. So you will need to ask for:

- their **consent to use photos** or video of them which might be taken during the event;
- their **agreement for you to use their photos** if you receive photos taken by others;

Also, you need to **inform** them that you will save their **data**.

*If you need templates to use to be fully GDPR compliant, we are happy to share ours with you.*

#### **Financial support to the organisation of an event**

For the organisation of an event, you can utilise a budget up to 3,000 € per event - 2,000 € if the event is online.

These funds are for you to cover all costs that the organisation of an event entails:

- the rent of a location and of the devices you may need during the event (microphones, screens, laptop, extra chairs/tables, ect);
- specific expenses for your event, like: a catering in case you are envisaging offer food, renting equipment, offer accommodation and travel to organisers and speakers, etc.;
- expenses of the promotion: you can advertise the event via social media and boost your posts financing it, you can pay an announcement on local media or spend some money to print flyers to notify about it.

The budget available for online events is lower because there are less costs. Notice that AEBR will put at your disposal the Zoom platform to host your online event.

AEBR will provide you with the financial resources to organise the activity before you have to make any expenses (pre-financing payment method), on the basis of the preliminary budget that you will submit. Should you spend less than initially planned, you will transfer us the money back.

After the event, you will need to present us all the invoices and the receipts to justify the costs. Keep in mind that they have to be absolutely consistent with the expenses listed in the budget approved. If anything changes while you are planning the event, inform us about these changes.

#### **MINI-GUIDELINE FOR COSTS**

To manage costs of the event, we have built a template of the **budget**. There, you can start writing down the items or services that you will need for the event, and their costs. Here some tips on how to fill it in:

- 1) Start with a brainstorming: What do you need for you event? To accomplish activity x, what items do you need?
- 2) For all of the items or services, you will probably have costs. For each of these costs, **get quotes from vendors/providers, in written** – possibly multiple ones from different ones.
- 3) Once you have decided to purchase (or rent) an item or a service from one provider, ask them for an **invoice**. An invoice is a document that lists goods sent or services provided, with a statement of the sum due for these, and most of all is a request for payment.
- 4) Include the amounts of your invoices in the budget to be submitted to us for the final approval.
- 5) Once you have paid your vendor or provider, ask them immediately to send you a **receipt**. A receipt is the proof of payment and it confirms that the business was appropriately compensated for the goods or services they sold you. If you cannot receive a receipt because the provider cannot issue one, then make sure to keep a **proof of the payment** – for example a copy of the bank transfer.
- 6) Include the amounts of your receipts in the budget to be submitted to us for the closing of the procedure after the event.

And that's it! Just keep track of the money you spend and it will be easy;)

The funding to organise the event are given by the European Commission's DG REGIO and AEBR.

We trust that you will make responsible use of the funds and you will decide to allocate the expenses reasonably, avoiding waste and misuse.

#### **Promoting the event**

**Promotion** is a crucial task when organising an event. That is why in the form you will be asked to fill in a short description of the "Event promotion & communication plan" is included. Here you can briefly describe how you will promote the event. The answers to the following questions might help you to make such plan: who do you address with the event? Who will be the public of the event? How do you reach out to them? Which local actors (universities, institutions, local private companies, etc.) could you involve to promote the event? Are you informing local media about the event? Which

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online media and social media channels will you use to communicate about the event? Which hashtags might be relevant for the promotion of the event?

It could be useful to inform also about the timing of the promotion in the plan, scheduling activities.

For example, it is useful to think of promotion in three moments:

-advertise your event **beforehand** so to draw your public: use social media and local media, newsletter, direct contact with local stakeholder; you can also use the budget to finance announcements!

-entertain the public so to enhance engagement **during** the event: use social media to multiply the visibility, for example twitting a quote, using “Facebook Live”, or posting a photo on Instagram;

-follow up and show the results **afterwards**: after the event, you can publish an interview to a speaker or someone from the public (or both!), or write an article summing up the main information shared at the event, or reach out to the participants to thank them..

**Social media** particularly useful to skyrocket notifications are Facebook, Twitter, Instagram, LinkedIn. If you can think of other channels, fell free to use others!

And let’s talk about hashtags: Always add **#EUinmyRegion** and **#Youth4Coop** so that the colleagues at the European Commission can help you disseminate the event. And feel free to add some other hashtags that are relevant in your community – and beyond, starting with **#InterregYouth**, **#CohesionPolicy**, **#Interreg**.

Use **logos** to brand your event: We will ask you to use the logo of the **European Union**, of **AEBR** and the one of **Interreg Volunteer Youth** – you can add others if you like.

#### **Tips on the order for the logos:**

A general rule of thumb is: first the logo of the event if you have any, then the ones of the “sponsors” – from the bigger donor to the one which contributes with less.

So, we suggest:

- 1) your logo if you create one
- 2) IVY’s logo
- 3) the European Union’s logo
- 4) AEBR’s logo
- 5) the logo of Youth4Coop, if you want to use it

>> see here below the Frequently Asked Questions

## FREQUENTLY ASKED QUESTIONS:

### What kind of event can I organise?

You can come up with your own ideas of how to organise a “Citizens’ Engagement Activity”. Forget about standard formats: be **proactive** and **creative**!

Here are some examples of formats for inspiration:

- a discussion in a town hall
- a seminar with experts (including your mentor or colleagues from your host organisation)
- a conference with local politicians
- gather people at a fair
- your own lecture at a local university
- a project visit to a project funded via Interreg
- an online roundtable to be broadcasted on channels like Facebook Live or Twitter Live
- a [TED talk](#)
- a performance or a festival

If you have other ideas, great: we can’t wait to hear about them!

### How to combine being an IVY and organise an event?

It is crucial that you inform your **host organisation**: let them know that you are participating in this initiative launched by the European Commission’s DG REGIO, and involve them in the event if they are interested in taking part. As mentioned above, this will allow you to have the endorsement of a local actor - which is always useful – and will ultimately strengthen the **visibility** in the area of the Interreg Project or Programme in which you, as IVY, are involved in.

Also, it is important that your **mentor** is aware of your contribution in the organisation of Citizens’ Engagement Activities so that you can dedicate some time to it during your every-day flow. The organisation of an event can be challenging and requires a fair amount of energies and time – and this should be an opportunity for you, not a burden!

So, we recommend coordinating with your mentor and take some time during your stay at the host organisation to dedicate to this.

### Where can I learn more about Interreg in my region and about what the EU does?

If you would like to know more on Interreg Programmes and Projects present in your area or in the region where you would like to organise your CEA, take a look at [keep.eu](#) or [Interreg.eu](#).

Here is a list of websites which can offer you some material, ideas:

<https://what-europe-does-for-me.eu/en/portal>

[https://europa.eu/euandme/frontpage\\_en](https://europa.eu/euandme/frontpage_en)

<https://ecday.eu/>

<https://www.europeanyouthideas.eu/>

[https://europa.eu/youth/nufe/inspiring-debate\\_en](https://europa.eu/youth/nufe/inspiring-debate_en)

## **What is Cohesion Policy?**

[Cohesion Policy](#) is the outcome of the EU's Regional Policy and as such is the European Union's strategy to promote and support the overall harmonious development of its Member States and regions. The EU's cohesion policy aims to strengthen economic and social cohesion by reducing disparities in the level of development between regions. It targets all regions and cities in the European Union in order to support job creation, business competitiveness, economic growth, sustainable development, and improve citizens' quality of life.

Cohesion policy has been present in the everyday life of European citizens for over 30 years now – and it is in yours too: Cohesion Policy is the funding strategy of European Territorial Cooperation, so of Interreg.

This policy is in fact the closest to citizens, as it supports programmes in all EU regions. And even though Cohesion Policy is utilised everywhere in the EU, only one third of the European citizens know of it. And yet, those citizens who know about it, they have a positive perception of it.

As an IVY, volunteering in the field of European Territorial Cooperation and in direct contact with Interreg projects and Programmes, you are the best-placed actor to realise new Citizens' Engagement Activities to raise awareness on this topic.

So, now you have the possibility to have an impact and inform about the achievements that thanks to the regional policy of the EU, namely Cohesion Policy, have been successfully brought about in your region. Organise your activity to showcase which projects have been realised with the European Regional Development Fund (ERDF) to strengthen development in your region, to tell stories of individuals who benefited of the policies tackling poverty and social exclusion thanks to the European Social Fund (ESF) or inform about investments in green growth and sustainable development enabled by the Cohesion Fund.

For more information about Cohesion policy, you may want to check again the documents we provided you in the "Info pack" we have sent you before the start of your IVY adventure. It may help you to refresh your knowledge on that!

## **Why organise events on Cohesion Policy?**

Because communicating is as important as doing. It is crucial to raise awareness of key measures like Cohesion Policy so to facilitate the understanding of what the EU does for its citizens, what it means to be part of the European Union, also at the local level.

As a result of previous events, the European Commission has seen the stronger impact of those dialogues which were organised in cooperation with partners at the local level – and that is why you are now given the possibility to represent European institutions in your region, amongst your community: you can help the European Commission by involving your own local network.

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