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CALL FOR PROPOSALS TO ORGANISE CITIZENS' ENGAGEMENT ACTIVITIES

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**.

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 – Submission of the Proposal: send to ivy@aebr.eu your proposals filling in the word file “CEA concept note” and the Excel file “Budget_expected and actual costs”.

STEP 2 – 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 these two files complete with your ideas:

- CEA concept note
- Budget_expected and actual costs

You can find the templates in your INFO PACK or request them at 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 must 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.
- The organisation of "Citizens' Engagement Activities" is limited to the territories of the European Union due to the nature of the action.
- Each volunteer can organise one CEA only.

Note that after the event will you submit a feedback report.

For more detailed information, continue reading here below.

Contact us at 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) sign the agreement that the IVY team will give you to receive the funding;
- 3) start promoting the event – make sure you do so, especially using social media;
- 4) After the event, fill in a simple **report**. You will need to include:
 - short description of the goals achieved and of the dissemination plan,
 - a report on actual costs of the event and related receipts,
 - 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** (give yourself plenty of time to organise it);
- 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.

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.

An important aspect is also to plan in advance: ideally, calculate 3 or 4 weeks between the moment we approve your proposal and the actual date of the event. And take into consideration that it might take one or two weeks for your first proposal to be approved, sometimes more.

Plan also the time you will need to engage an audience, confirm speakers and providers, for example. So think ahead and consider enough time to allow you to organise your event staying relaxed.

Tips to be GDPR compliant:

The key to make sure you are respectful of your audience's data is to 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. 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.

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 costs that can be presented can only cover direct costs that you will encounter for the event. Personal meals cannot be accepted.

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 the costs you present must be for the same items you included in the budget approved. If anything changes while you are planning the event, inform us about these changes.

Also, you might want to include in the budget also the costs of mailing us the original receipts and proof of payments. Such costs are eligible, so include it ahead in your budget (if so, remember to include the bill of the mail released by the postal office in the envelop!).

Please consider to send the documentation with tracking number. On the other hand, express is not necessary.

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 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, feel 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)

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

- 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://ecday.eu/>

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

https://europa.eu/youth/nnfe/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.