



Let's act today for the Europe of tomorrow

Europe for citizens Programme 2007-2013



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Europe for Citizens programme 2007-2013

This INFOKIT aims to give a general overview of the Europe for Citizens programme and each of its actions, using concrete examples of projects it has financed.



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Overview

A citizen's Union

The EU's strength is the diversity and potential of its almost 500 million inhabitants. The Europe for Citizens programme helps to promote understanding between the Union and its citizens, seeks to deepen awareness of what it means to be a European, and assists in developing a sense of European identity.

Programme objectives

The programme aims to:

- Encourage citizens to become actively involved in the process of European integration;
- Enable citizens to develop a sense of European identity; and
- Enhance mutual understanding among European citizens.

Main features of the programme:

- It encourages citizens to take part in exchanges and activities beyond their national borders;
- It fosters debate and reflection on basic EU values;
- It stimulates networking; and
- It strengthens the capacity of NGOs and research bodies to contribute to EU policy-making.

The results of the programme will provide lessons for developing policies on active citizenship in Europe.

Programme priorities

- Active European citizenship
- The future of the Union and its basic values
- Intercultural dialogue
- People's well-being in Europe: employment, social cohesion and sustainable development
- Impact of EU policies within societies

In addition to these overarching priorities, the programme sets a number of shorter-term annual priorities to address changing circumstances. Information about these is available on the Citizenship website: http://ec.europa.eu/citizenship/programme-priorities/doc16_en.htm

Four actions

Action 1: 'Active citizens for Europe' aims to bring people from different parts of Europe together in order to promote mutual understanding, a sense of ownership of the EU, and the emergence of a European identity. It focuses on town twinning, as well as citizens' projects and support measures.

Action 2: 'Active civil society in Europe' seeks to help European civil society play a more active role on the European stage by supporting NGOs, trade unions, think-tanks, associations, and other non-governmental bodies.

Within its Action 3: 'Together for Europe', the European Commission is working to boost the concept of European citizenship through effective high-profile events that will inspire people to identify with the European project, helping them to realise that values can be shared across national borders. The Commission will also carry out studies, surveys and opinion polls to get a better understanding of active European citizenship.

Action 4: 'Active European remembrance' seeks to keep alive the painful memories of Nazism and Stalinism in order to provide lessons on the value of the peace, stability and democracy we take for granted in today's Europe.

Participating countries (Situation on 01.01.2011)

- 27 Member States
- Croatia (since 2007)
- Former Yugoslav Republic of Macedonia (FYROM) (since 2009)
- Albania (since 2009)

➔ **This information may change; please refer to the Citizenship website¹**

Eligible applicants

- NGOs and civil society organisations
- Local authorities
- Think-tanks
- Trade unions
- Federations
- Educational institutions
- Volunteer networks and organisations active in the field of voluntary work
- Sports bodies
- Municipalities and town-twinning committees (specific to Action 1)
- Associations of survivors, associations of families of the victims, memorials, and museums (specific to Action 4).

Budget 2007-2013

€215 million

Who implements the Europe for Citizens programme

- The European Commission is responsible for the management of the programme.
- The Education, Audiovisual and Culture Executive agency is responsible for the implementation of the programme.
- The Member States and other participating countries have a consultative role through the 'programme committee'.
- The 'Europe for Citizens Points' (PEC)² are responsible for ensuring targeted grass-roots dissemination of information about the programme.

¹ http://ec.europa.eu/citizenship/focus/focus14_en.htm

² List of PECs available at: http://ec.europa.eu/citizenship/how-to-participate/doc714_en.htm

Action 1: Active citizens for Europe



This aims to bring together people from different parts of Europe to promote mutual understanding, a sense of ownership of the European Union and the emergence of a European identity to complement local and regional ones. It encourages meetings, exchanges and debates among European citizens from different countries and through different means.

Action 1 funds and supports different kinds of activities: town-twinning citizens' meetings and participatory citizens' projects. The support measures aim to help organisations in the field to develop high-quality activities.

Town twinning

Town twinning has long been an important mechanism for developing active European citizenship and a sense of shared identity. One major advantage of town twinning is that it involves large numbers of citizens directly, illustrating the benefits of EU integration at the local level and helping citizens from different Member States build bonds and develop a sense of common European identity.

Town-twinning citizens' meetings

Citizens' meetings are the traditional mechanisms used for town-twinning exercises. The Commission supports gatherings of a wide range of citizens and citizens' groups from twinned towns, benefiting from the partnership between municipalities to develop strong, informal and personal relations among their citizens.

These meetings should be characterised by active civic participation. This could be done by involving the local community in the planning and implementation of the project; granting participants an active



role through displays, workshops, joint cultural performances, etc.; and ensuring that meetings are truly a joint endeavour between all the towns involved.

Project duration:

maximum 21 days per meeting.

Grant allocation:

the maximum grant to be awarded is €25 000 per project. A maximum of €40 000 per project can apply if at least ten towns participate in the project. The minimum grant awarded is €5 000.

Responsible entity:

this action is managed by the EACEA, unit P7 Citizenship.



How can I create a successful project?

First of all, make sure your application is clear and well structured. Provide clear and complete documentation including a detailed and informative programme of the meeting you are preparing. Here are some hints on how you can make your project application as successful as possible:

- Make sure you read the full programme guide before writing your application.
- Pay due attention to the Europe for Citizens programme's priority themes and annual priorities and to

the elements included in the town-twinning concept.

- Prepare a clear and detailed presentation of the programme planned for the meeting.
- Explain what will happen, the role of the participants and the lessons to be learnt.
- Make sure that the meeting's programme foresees an active role for the participants.
- Explain how the local community is involved in the meeting (during the preparation, the actual meeting, and any possible follow-up).
- Explain what kind of publicity and other visibility the meeting will get.

Example

Reichelsheim

The Future of the European Union – Consequences and Perspectives of Enlargement in View of German-French, German-Polish and German-Hungarian Town Twinning Partnerships

- **Objective:** meeting organised in order to prepare for the enlargement of town twinning by including two new cities.
- **Activities:** good combination of workshops, interventions, artistic events, activities for schoolchildren, plus a series of debates on European issues linked to the local context. Some activities for schoolchildren, such as learning the European anthem, painting T-shirts and preparing a typical national meal, also took place.
- **Participants:** 280 participants included town officials from both the host and invited towns, pupils and teachers, and people from deprived social and economic backgrounds.
- **Results:** much knowledge gained about the themes discussed by the participants; and the meeting prepared the ground for extending the bilateral town-twinning relationship to two new towns.



Networks of twinned towns

One major town-twinning innovation in the 2007-2013 programme concerns networking. Towns co-operate with their own twinning partners, as well as with the partners of their partners. This can help them to explore a particular topic or theme, to share resources or interests, and to gain influence or face common challenges. Support for networking will help them to take full advantage of this synergy.

Project duration:

the maximum project duration is 24 months, and the maximum duration of each event is 21 days.

Grant allocation:

the maximum grant awarded is €150 000, and the minimum grant awarded is €10 000. The grant calculation is based on flat rates.

Responsible entity:

this action is managed by the EACEA, unit P7 Citizenship.





How can I create a successful project?

First of all, make sure your application is clear and well structured. Provide clear and complete documentation including a detailed and informative programme of the meeting you are preparing. Here are some hints on how you can make your project application as successful as possible:

- Prepare a clear and detailed presentation of the conference/workshop programme(s).
- Explain the impact of the events on future co-operation between the towns involved.
- Use various communication methods to implement the project programme (lectures, debates, discussions, workshops).
- Focus on the informative and educational value of the project programme.
- Discuss European policies and their implementation at the local level, plus the construction and future of the European Union.
- Prepare an action that encourages debate and exchange of experience between the participating towns.
- Invite local experts (as speakers or participants) specialised in thematic fields chosen according to the theme of your event.



Example

Dimos Amaroussion
EU Citizens and Municipal Officers
Forum: Fighting for Q-cities,
fighting for a better daily life

- **Activities:** a thematic conference and four parallel workshops on the exchange of best practices, with an extended geographical coverage. The main scope of the meeting and activities was three-fold: first, to involve all interested parties in a Europe-wide process of quality-raising measures; secondly, to institutionalise, consolidate and expand the first European Cities Network for Quality, entitled: 'Q-cities Network' for the systematic exchange of knowledge and expertise; and finally, to sign a 'European Quality Oath' under the auspices of the Network for ensuring "quality culture" in municipal services and establishing new twinning bonds among its members.
- **Participants:** political representatives from local authorities and municipalities, institutions, NGOs, quality experts, specialised practitioners, universities and citizens.
- **Follow-up/continuity:** the project's quality network has been holding conferences for three years and has established a network of partnerships, signed a statute and expanded their collaboration to other countries and municipalities.
- **Results:** establishment of new twinings with interested towns; setting up of the first European Quality Cities Network of twinned towns; signing of the EU Quality Oath and committing members to combining their efforts for a better quality of life for citizens' and a full, active European citizenship for their municipal authorities. A DVD about the forum was produced, including a presentation of 'Q-cities' and information about the conference and its outcomes.

Citizens' projects

Action 1 supports the development of a new batch of citizens' projects that aim to enhance citizen participation in the EU process through innovative activities. Actions could include setting up citizens' panels and juries through which Europeans can voice their views on various EU-related issues.

Citizens' projects should employ innovative methods to bring together citizens from different walks of life, and to collaborate on or debate common European issues at local and EU level (migration, security, employment, environment, multiculturalism, etc.).

This measure was tested through a series of pilot projects³ which were launched in a call for proposals on April 2006 and ran until the summer of 2007. The selection of projects focused on experimental and innovative methods for enhancing citizen participation.

Project duration:
maximum 12 months.

Grant allocation:
the amount of the grant will be calculated on the basis of a balanced, detailed forecast budget, expressed in euros. The grant awarded may not exceed 60% of the total eligible costs of the project. The maximum grant awarded is €250 000, and the minimum grant awarded is €100 000.

Responsible entity:
this action is managed by the EACEA, unit P7 Citizenship

³ http://ec.europa.eu/citizenship/pilot-projects/doc379_en.htm





How can I create a successful project?

Applicants will find some hints below on how to improve the quality of the content of their proposed project. As each project is evaluated on the basis of the information included in the application, it is very important that applicants present clear and complete documentation with a detailed, well-structured and informative programme for the meeting.

- **Selection of participants**

The project application should explain the method for selecting those citizens who will participate in the panel (random selection, on the basis of pre-established criteria). Special attention should be paid to including ordinary citizens of different demographic, social and professional backgrounds and to involving citizens who would not have spontaneously participated in projects of a European nature.

- **Opinion building**

The project application should explain the methods for guiding the process of building individual and collective opinions. Skilled moderation should be provided to facilitate

the debate, pay attention to minority opinions and encourage full participation.

- **Quality of the information**

The project application should explain how the participants will receive information on the selected theme(s). The project promoter should ensure that the information given to participants is balanced and that the different perspectives are fully taken into account. A bottom-up approach should be encouraged regarding the selection of the information sources.



Example

European Citizens' Panel initiative: regional and European perspectives; what role for rural areas in tomorrow's Europe?

The objective of the European Citizens' Panel was to encourage a bottom-up contribution from citizens from ten different regions of Europe to the discussion on the future of European policies affecting rural areas. The initiative aimed to create a mechanism to enable European citizens to draw up and disseminate proposals on the future of rural areas in Europe, based on comprehensive and unbiased information provided by decision-makers, experts and stakeholders. The results have been presented to institutions and key stakeholders at the European level. The citizens' recommendations are being addressed to the institutions that supported the panel's work

at regional level (regional authorities, foundations, etc.), and widely disseminated among the general public.

The initiative operated on two levels: regional and European:

- At the regional level, citizens who were randomly selected to reflect the diversity of local populations participated in panels to debate rural issues and make recommendations to their respective policy-makers. The work drew on information provided by those key stakeholders and experts with an interest in rural affairs.
- At the European level, a number of citizens from each regional panel met in Belgium for three days of discussion and reflection intended to direct their attention to a wide range of European challenges relating to the future role of rural areas.

Support measures

EU-backed town-twinning actions usually result in a wealth of experiences and know-how. If such information is not disseminated, it may either be lost completely or will not benefit as many stakeholders as it potentially could.

In order to improve the quality of town-twinning activities funded under Action 1, support measures have been set up to fund the exchange of good practice, pool experience and help revitalise dormant twinning relationships.

These support measures should be co-ordinated and managed by intermediary bodies with broad expertise in the field and should use efficient tools to improve the quality of the projects.

The European Commission establishes partnerships with relevant organisations which are selected through an open and transparent procedure, and co-funds the support measures they carry out.

Project duration:

maximum 12 months. At least two events per project must be foreseen.

Grant allocation:

the amount of the grant will be calculated on the basis of a balanced, detailed forecast budget, expressed in euros. The grant may not exceed a maximum rate of 80% of eligible costs of the action concerned. The maximum grant awarded is €100 000, and the minimum grant awarded is €30 000.

Responsible entity:

this action is managed by the EACEA, unit P7 Citizenship.





TIPS

Support measures may take a variety of forms, such as:

- Consultancy to provide practical advice on preparing and running good-quality projects (from application procedures to internal project evaluation).
- Training sessions which enable those responsible for town-twinning activities to develop their knowledge of the concept and practice of town twinning, and to better understand and work within the European context.
- National or transnational events promoting the concept of town twinning amongst local authorities.
- Tools facilitating partner search and networking as well as raising awareness and interest in town twinning, for example through publications, audio-visual material and websites.
- Exchange of best practice and the accumulation of experience in supporting town twinning in Europe.

Example

The Council of European municipalities and regions – German section

The organisation: the German section of the CEMR serves as a platform for the exchange of experience between German local authorities in the area of town twinning and European integration. Approximately 600 local authorities in Germany belong to this section.

Objective: to prepare the next European Town Twinning Congress (2011); to mobilise local and regional actors; to promote town twinning as an important tool for a closer Europe; and to reflect on the future of town twinning.

Activities: three seminars in three partner countries are involved in the project (Estonia, Malta and Germany). These meetings aim to gather actors involved in town twinning from different geographic areas in Europe. The first meeting in Estonia gathers actors from the North (Sweden, Finland, Denmark, Estonia, Latvia, United Kingdom, Ireland); the second meet-

ing in Malta brings together players from the South (Portugal, Spain, Italy, Slovenia, Bulgaria, Croatia, Montenegro, FYROM, Albania, Greece, Malta and Cyprus); and the last seminar in Germany gathers actors from Central Europe (France, Belgium, Germany, the Netherlands, Luxembourg, Austria, Czech Republic, Poland, Slovakia, Hungary and Romania).

Each of these seminars will try to analyse the situation of town twinning in the relevant countries, identify the local actors who will be mobilised for the European Town Twinning Congress, and prepare the content of the Final Declaration of the European Congress.

Participants: town-twinning actors and national associations of the CEMR; local and regional elected representatives in different countries, grass-roots-level actors and institutions at the local, regional and European level.

Action 2: Active civil society in Europe



Civil society is a major component of European society. Non-governmental organisations (NGOs), grass-roots groups, think-tanks, charities, associations and unions play a key part in public life. Such a role needs to be developed on the EU stage, which is precisely what 'Active civil society in Europe' seeks to do.

Civil society organisations represent a unique link between citizens and government, helping to make the voices of citizens heard and encouraging their active participation in the political process. In addition, think-tanks and policy research organisations are invaluable for providing a vision for the future, as well as for generating ideas and recommendations on how to approach complex issues, such as EU policies, active European citizenship, identity and values.

Action 2 of the Europe for Citizens programme seeks to help and encourage civil society organisations to work together at European level in such a way as to foster action, debate and reflection related to European citizenship and democracy, shared values, common history and culture.

Structural support for think-tanks and civil society organisations

This action supports think-tanks and civil society organisations as unique

links between European citizens and the EU.

European public policy research organisations have a specific role to play in providing ideas and reflections on European issues, on active European citizenship or on European values, and in fuelling the debate at European level.

Civil society organisations at European, national, regional and local levels are important elements of citizens' active participation in society, and help to invigorate all aspects of public life. To enable these organisations to extend and structure their activities at the European level, the European Commission provides support in the form of operating grants to cover part of their running costs.

Project duration:
annual or multi-annual.

Grant allocation:
see conditions in the specific call for proposals (links available at the end of the brochure).

Responsible entity:
this action is managed by the EACEA, unit P7 Citizenship.

Examples

Structural support for think-tanks:

Friends of Europe

Friends of Europe (FOE) aims to strengthen the institutional capacity of European public policy research organisations to provide new ideas and reflections on European issues, on active European citizenship or on European values. The co-financing is intended to act as a stimulus to promote wider contacts across Europe, and to work on key concepts in the area of active European citizenship, such as the role and functioning of the European democratic structure and citizens' participation.

In 2009, the organisation undertook the organisation of around 50 events to bring together high-level EU and national policy-makers, NGOs, business leaders, the media and civil society. The debates covered six broad issues:

- Europe's role in the world, and its influence on the international stage;
- EU competitiveness and the internal market;
- The future of Europe and EU institutional reorganisation;
- Energy and environment;
- European society, covering health, education and social aspects;
- International development.

FOE also carries out a range of information and dissemination activities including the publication of around 46 reports and reflection papers. Members distribute a bimonthly newsletter and have an on-line pan-European policy journal, published in English and French, with a readership of 100 000 in 170 countries.

Structural support to civil society organisations: European council of non-profit organisations (CEDAG)

CEDAG, the European platform for national non-profit umbrella organisations and for national associations of general interest, was created in Brussels in 1989 by a number of non-profit associations, civil society and umbrella organisations, and provides a voice for the non-profit sector.

The CEDAG network is made up of 32 national non-profit umbrella organisations in 21 different European countries.

Testimony of CEDAG: "Acting within the 'Europe for Citizens' programme, in partnership with the Education, Audiovisual and Culture Executive Agency, has been a golden opportunity, allowing us to dynamise our platform, improve the quality of our existing networks and enlarge our political vision to new sectors and European countries."

Support for projects initiated by civil society organisations

Civil society organisations represent a major opportunity to involve citizens or to represent their interests in the European debate. One way to build lasting links across the Union is to help these organisations to co-operate on common issues at the EU level.

The European Commission supports concrete joint projects between civil society organisations – whether they work at regional, national or European level – from different participating countries. These projects should address issues of European interest and focus on putting forward concrete solutions, through cross-border co-operation or coordination.

Such collaboration can take various forms, such as seminars, thematic workshops, training seminars, the production and dissemination of publications, information campaigns, artistic workshops, amateur sporting events, exhibitions, grass-roots initiatives, etc.

Networking activities should seek to establish the foundation for, or encourage the development of,

long-lasting and enduring networks between civil society organisations from different countries which are active in a particular field.

Project duration: maximum 18 months.

Grant allocation: the grant requested may not exceed 70% of the total amount of the eligible costs of the project. The maximum grant awarded is €150 000, and the minimum grant awarded is €10 000.

Responsible entity: this action is managed by the EACEA, unit P7 Citizenship.





How can I create a successful project?

First of all, make sure your application is clear and structured. Provide clear and complete documentation including a detailed and informative programme of the meeting you are preparing. Here are some hints on how you can make your project application as successful as possible:

- Explain what objectives you would like to achieve, why you chose the project and why it is relevant to the values and ideas of the Europe for Citizens Programme.
- Define the target group and explain why this group was chosen.
- Make a detailed action plan indicating which tasks will be carried out, by whom and when.
- Describe the role of all partner organisations in the project planning, implementation and follow-up.
- If you are organising an event, describe its format precisely, its agenda, the participating groups, the methods and tools that will be used, etc.
- If you are planning to create a 'product', such as a publication, website, etc., describe it precisely and, if possible, submit a model.
- Indicate how you intend to follow up on your project and the co-operation to be developed with your partner(s).
- Explain how you will ensure the project's visibility.



Example

Babel International – EUReporter

- **Activities:** the project was implemented by the on-line magazine cafebabel.com, which has a central editorial team of professional journalists in Paris. Babel International counts on local teams composed mainly of volunteers located in 19 countries. The project involved 11 local debates and a series of interviews carried out by approximately 60 young 'citizen journalists' in 11 different European cities. The central editorial team chose young journalists from its network and sent them to different cities to write about some of the relevant issues that arose during the debates. The articles were published in a format that allows for further exchanges and debates on-line.

- **Participants, audience and geography:** the participants included 60 young citizen journalists from all over Europe and local civil society organisations who took part in the debates organised within the framework of the project. The audience numbered 300 000 visitors a month to cafebabel.com plus participants at the local debates.
- **Duration:** the project ran for 11 months.
- **Results:** articles written by the journalists were published on cafebabel.com where they could be discussed on the e-community's blogs and forums. The project offered mobility and an international learning experience for those young journalists sent to the different European cities and helped to organise debates with a European perspective at a local level.



Action 3: Together for Europe

European citizens generally recognise the benefits of the EU, its contribution to Europe's success and its standing in the world. However, European citizens tend to feel somewhat alienated from Union institutions and they do not always have a good understanding of how they function. This is partly due to a lack of effective communication between the EU and ordinary citizens. The 'Together for Europe' action tackles this issue.

Although most Europeans consider EU issues to be quite complex and distant, they believe in the Union's democratic credentials. They would also like the EU to become a more integral part of their national political

landscapes. Nevertheless, millions of Europeans are restricted from playing a more active role at EU level by a lack of knowledge. In fact, nearly four-fifths of citizens admit that they do not understand the structure of the EU and are unsure to whom they could turn with an issue or concern.

To help address these and other citizens' concerns and to bring them closer to the Union, the Commission has been making a significant effort in recent years to provide better and more accessible information on Europe, with the aim of empowering citizens, engaging them in a debate on European issues and encouraging them to help shape the Union's future.



This action seeks to enhance understanding of the concept of 'active European citizenship' so as to bring Europe closer to its citizens. This will be achieved through three sets of measures:

High-visibility events seek to raise awareness of the EU by attracting public and media attention across Europe and involving all those who wish to participate actively in the European debate. This measure supports events that are substantial in scale and scope and which help develop a greater sense of belonging to a European community among EU citizens.

These events – such as forums, commemorations, celebrations, artistic events, conferences, prizes, open days, etc. – will be organised by the Commission, in collaboration with Member States and other relevant partners.

Studies help the Commission to gain a better understanding of active European citizenship and related issues. With the aid of this tool, studies, surveys and opinion polls will be commissioned and carried out on a variety of issues.

Information and dissemination tools help the Commission and teams involved in individual projects and initiatives to communicate the activities and results of the Europe for Citizens programme, as well as related national and local activities. Such tools include websites and internet portals, leaflets, reports, newsletters, as well as video, audio and multimedia products.

- **These activities are directly managed by the European Commission and no project applications can be considered.**
- **Responsible entity:** European Commission – DG COMM – Unit C2



Action 4: Active European remembrance

Decades of peace, stability and prosperity separate Europe from the devastation of World War II. However, to ensure that the mistakes of the past are not repeated, to appreciate the present and plot a course for the future, it is important to keep the memory of that period alive.

The great wars of the last century are well behind Europe and will inevitably slip further into the mists of time as those who survived them pass away. The traumas occurred so long ago that it is easy now to take fundamental EU values – such as freedom, democracy and respect for human rights – for granted.

The legacy of Nazism and Stalinism underscore just how important and valuable our current democratic values are. By commemorating the victims, as well as preserving the sites and archives associated with deportations, and myriad other actions, Europeans – particularly the younger generations – can take lessons for the present and the future from these dark chapters in our history.

By remembering the atrocities and crimes of the past, citizens can reflect on the origins of the EU and on the history of European integration, which has kept the peace among its members and has helped them reach this present-day prosperity. Drawing on this, people can then chart a course towards the kind of Europe in which they wish to live in the future. This is the thinking behind Action 4: ‘Active European remembrance’.

Prior to the launch of the Europe for Citizens programme in 2007, the Commission funded a series of **remembrance projects**⁴ as part of its democracy campaign, which was set up in 2005 to mark the 60th anniversary of the fall of Nazism.

Action 4 has a two-fold objective: “fostering action, debate and reflection related to European citizenship and democracy, shared values, common history and culture”, and “bringing Europe closer to its citizens by promoting Europe’s values and achievements, while preserving the memory of its past”.

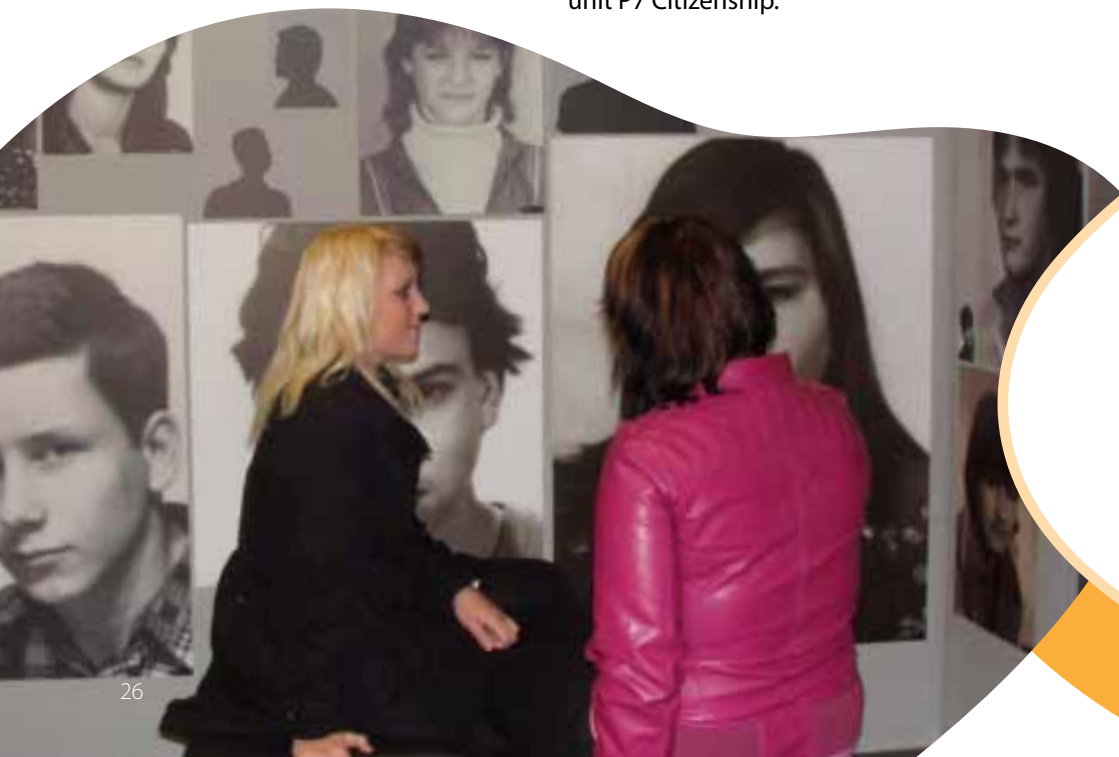
⁴ http://ec.europa.eu/citizenship/pilot-projects/doc379_en.htm

Support will be provided to projects that preserve sites of historical and social interest linked to Nazism and Stalinism, such as World War II concentration camps. Preserving the experiences of those who lived through the war – and remembering the millions who died – should help current generations, especially the young, to understand the sacrifice made by their forebears.

Project duration:
maximum 12 months.

Grant allocation:
the grant awarded may not exceed 60% of the total amount of the eligible costs of the project. The maximum grant awarded is €55 000 and the minimum grant awarded is €10 000.

Responsible entity:
this action is managed by the EACEA, unit P7 Citizenship.





TIPS

How can I create a successful project?

- Explain what objectives you would like to achieve, why you chose the project and why it is relevant to the values and ideas of the Europe for Citizens Programme.
- Define the target group and explain why this group was chosen.
- Make a detailed action plan, indicating which activities will be carried out, by whom and when.
- Describe the role of partner organisations, if any, in the planning, implementation and follow-up of the project.
- If you are organising an event, describe its format precisely, its agenda, the participating groups, the methods and tools that will be used, etc.
- If you are planning to create a 'product', such as a publication, website, etc., describe it precisely and, if possible, submit a model.
- Indicate how you intend to follow up on your project and the co-operation to be developed with your partner(s).
- Explain how you will ensure the project's visibility.

Example

The Forgotten Ones – The Neighbours Who Disappeared – Tribute to the Child Holocaust Victims

- **Activities:** a travelling exhibition of the extensive project 'The Neighbours Who Disappeared', in Germany, Italy, the UK and USA. The history of the project goes back to the Education and Culture Centre of the Jewish Museum in Prague in 1999. Back then, students carried out research in local archives and gathered historical details orally from witnesses and survivors about children who disappeared from their neighbourhood during World War II. Their work resulted in small exhibitions of panels that were later merged to create this travelling exhibition.
- **Participants/audiences:** young people aged between 12–21 years old.
- **Duration:** the project ran for 11 months.
- **Results and geography:** through the international, travelling aspect of the exhibition, the project gained a strong European and international dimension as well as great visibility as it reached more than 1 300 students all over Europe. A network of organisations with similar activities was also established.

How to apply and the selection process



Programme guide

The Europe for Citizens **programme guide**⁵ provides detailed information on the eligibility criteria for each of the programme's actions. The **Education, Audiovisual and Culture Executive Agency**⁶ (EACEA) manages the running of the programme.

EACEA's website contains a wealth of **practical information**⁷ on the Europe for Citizens programme: funding opportunities, specific calls for proposals, supporting documents, etc. You are advised to check this regularly for updated information on the funding possibilities.

For those wishing to learn more about the ins and outs of the Europe for Citizens programme, the programme guide provides a comprehensive and thorough overview. It is divided into three main sections:

- Section A introduces the Europe for Citizens programme, outlines its main objectives, details its priority themes and describes its structure,

explaining how it is divided into various activity areas.

- Section B delineates who implements Europe for Citizens and the budget available over the programme's seven-year duration. It also contains the eligibility criteria and rules for participation.
- Section C details the specifics of the actions, outlining the aims of each one, and explaining the concept, eligibility and budgeting of each measure. In addition, this section provides some tips on how to apply successfully.

Although the programme guide contains a lot of information on budgets and how to apply, funding opportunities for certain Europe for Citizens' actions and measures are published in the form of occasional calls for proposals, each of which has its own specific deadlines.

The guide will be updated throughout the duration of the programme.

⁵ http://eacea.ec.europa.eu/citizenship/guide/documents/programme_guide_2009_en.pdf

⁶ <http://eacea.ec.europa.eu/index.htm>

⁷ http://eacea.ec.europa.eu/citizenship/index_en.php

How to apply

To be eligible, a grant application must be submitted:

- on the **relevant application form**;
- by the **stated deadline**; and
- by a **'legal person'** established in one of the participating countries.

The applicant must be a non-profit organisation. The application must also respect the specific eligibility criteria for the particular action in question.

Selection process

There are four stages in the project application and selection procedure:

- **Eligibility check** (applications are assessed according to the eligibility and exclusion criteria).

- **Evaluation** (an EACEA evaluation committee – made up of agency staff, European Commission officials and external experts – evaluates all applications using clear and transparent criteria).
- **Selection** (grants are awarded according to the selection criteria and the available financial resources).
- **Notification of award decisions** for successful applications.



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