

4th AER Award Communicating Europe

2010



Dear Participant,

Please read the instructions below carefully before filling out the form

Objectives of the prize

The aim of the 'Communicating Europe' prize is:

- to showcase and communicate best practices in regional communication on Europe
- to demonstrate to regional governments what could be done to make Europe relevant to its citizens

Examples of innovative and creative ways of communicating Europe are showcased on the AER website.

What kind of projects can be submitted?

The 4th AER Award Communicating Europe shall be awarded to regions that contributed to clarifying European affairs to their citizens and have promoted a better understanding of Europe in their region. The theme of European integration encompasses the activities and policies of the European Union, but also the wider concept of European values and identity, which are not only limited to the EU. In 2010 the AER Award Communicating Europe will honor all the communicating activities of regions which help in:

1) Communicating the new European Citizens' Initiative (ECI)

With the Lisbon Treaty finally put in place, a new democratic instrument, the European Citizens' Initiative has been introduced into policy making allowing European citizens to bring up issues of their concern on the EU agenda. Are the citizens enough informed about it? How do regions communicate about this powerful tool?

2) Communicating received European funding

Regions benefit from various European funding schemes which help them to improve their infrastructure, health-care services or SME development. How do regions communicate this financial assistance to their citizens? What are the most effective ways of doing so?

Who can participate?

Participants should be **regional authorities** and their institutions, from any Council of Europe country.

How to participate?

Interested regions should complete the attached application form and return it to the AER Secretariat by June 30th, 2010. Regions should be selective when submitting supporting material (e.g. brochure, CD Rom, press clipping, video, DVD) with their application. Please hand in the most convincing piece of evidence and limit the number of photos to 10. Only one application per region will be accepted.



Jury Members

The Jury is composed of representatives of leading national and regional newspapers, radio and TV stations from all over Europe, and the Spokesman of the Assembly of European Regions.

Contact

The award is organized by the Standing Committee on Institutional Affairs. For additional information please contact:

Institutional Affairs:	Agnès Ciccarone	a.ciccarone@aer.eu	0033 388 22 74 32
Institutional Affairs:	Regine Kramer	r.kramer@aer.eu	0032 2 421 83 89

Timeline

February 2010	Best practice conference in Brussels and official launch of the award
30 June	Deadline for submitting applications
September	Jury Meeting
November	Award ceremony at the AER General Assembly
December	Showcase of best practices on AER Website
March 2011	Best practice conference in Brussels



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Application form

Please complete the following application form in English and try to be as **brief and concise** as possible when describing your project. Regions can submit **two pieces** of supporting material with their application (please do not send more). Only one application per region will be accepted.

Please note that the Jury's decision is final.

General Data

Category

(Please choose only one category)

1) Communicating the new European Citizens' Initiative

2) Communicating received European funding

Project name

Name of the Region

Type of institution

Number of employees in 2010

Regional Population

Person in charge of project

Address

Telephone (including country code)

Fax

Email

Website of project



Questionnaire

1. Summary of the Project

- a) If you were to tell a journalist about your project, what would you tell her/him? How would you summarize the project for her/him?

- b) Why should the journalist write about your project? Is it original? Is it innovative? (please state **three** points)



Please give details:

c) When was the project launched and what were the most important steps?

d) How is the project managed and who is involved in the project?

e) How large is the budget of your project and how is the project funded (EU, regional budget, private institutions or other)? Please give concrete numbers.

f) How effective is your project? (Budget relative to the number of people reached)

g) Do you have means to measure the impact of the project? If yes, please state how.



h) Is the communication interactive? If yes, please state how.

i) Will the project be repeated either in your region or in others?

j) What efforts did you make to attract the media? Has the media been actively involved in your project? Please state how (Regular briefings, press releases, media partnerships or other)

k) Which target group does your project address? How are stakeholders involved (citizens, youth, young, old, academics, media)?



- l) What kind of media response have you had to the project? Please state concrete figures, e.g. number of articles, TV, Radio.

GOOD LUCK!

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