

# 4th AER Award Communicating Europe

2010



Union des Régions Européennes  
European Regions  
Union des Régions Européennes  
Unión de Regiones de Europa  
Unioni Regionali d'Europa



**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 href="mailto:a.ciccarone@aer.eu">a.ciccarone@aer.eu</a>	0033 388 22 74 32
Institutional Affairs:	Regine Kramer	<a href="mailto:r.kramer@aer.eu">r.kramer@aer.eu</a>	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

## 4th AER Award Communicating Europe

### 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

Danube-Networkers

##### Name of the Region

Baden-Württemberg

##### Type of institution

Ulm University, public body  
responsible unit: ZAWiW

##### Number of employees in 2010

Ulm University: 3500 employees  
ZAWiW: 14 employees

##### Regional Population

10.744.921 (31. December 2009)[

##### Person in charge of project

Carmen Stadelhofer, Akad. Director

##### Address

Zentrum für Allgemeine Wissenschaftliche  
Weiterbildung (ZAWiW) der Universität Ulm  
Albert-Einstein-Allee 47  
89081 Ulm

##### Telephone (including country code)

+49-731-5023193

##### Fax

+49-731-5023197

##### Email

info@zawiw.de

##### Website of project

www.zawiw.de / www.uni-ulm.de  
www.danube-networkers.eu

## 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?

ZAWiW of Ulm University is an adult education institute with a large experience in European work and coordinator of the European Network "Learning in Later Life" (LiLL). Our vision is to establish along the Danube River an international and intercultural Life-Long-Learning-Network, imbued with the spirit of the European idea, based on joint activities of educational institutions and cultural centres from different Danube Regions providing or willing to provide seniors' education. ZAWiW is the initiator of the Grundtvig Learning Partnership *Danube-Workers* (1.8.2008 – 31.7.2010) and the related activities. The Danube activities had been inspired by the activities of Ulm City and the Donaubüros along the Danube River Regions, the policies of Baden-Württemberg and the European Commission concerning the Danube Basin and by the positive experiences on European level from the European Network LiLL [www.lill-online.net](http://www.lill-online.net). The Learning Partnership *Danube-Workers* aims at promoting active citizenship and cooperation between older (and younger) citizens of the different Danube Regions. Seniors' project groups created by the partner organisations in Germany, Austria, Bulgaria, Hungary, Romania, Slovakia and Croatia (as associate partner) worked jointly on selected themes concerning the Danube River and the civil society within the different countries. Through texts, images, video clips and posters, they documented their personal relationships with the river and also the importance of the river for their country. On the website <http://www.danube-networkers.eu> there are now 172 texts created in the frame of the project. Furthermore, participants in each group selected and described what they consider to be the most important natural monuments in their own countries, 49 in all. These descriptions were translated into all of the project's languages and presented on the website in a clickable map along the course of the Danube and in a poster exhibition.

The Learning Partnership was accompanied by much publicity work that should help to gain public support and to disseminate the project aims, its methodologies and results and to widespread the vision of a Danube- LLL-Network.

This Grundtvig Learning Partnership has been the starting point for several other activities aiming to spread the idea of the *Danube-Workers* further and to involve institutions willing to promote the implementation of civil society's engagement in the ongoing EU strategy for the Danube Region in Baden-Württemberg and the other Danube Regions. ZAWiW of Ulm University has taken active part in all 5 conferences that has been organised from February to June 2010 by the European Commission to prepare an EU-Strategy for the Danube Region, and where meetings with partners and search for new partnerships had been made.

In the framework of the public consultation of the European Commission for this Danube-Strategy ZAWiW submitted in April 2010 the *Statement* "Lifelong learning programmes for older adults as a societal necessity in the Danube Region", that was supported by 43, meanwhile 60 institutions from 8 Danube states. In March 2010 it realised a Grundtvig Workshop "New Media as a European Bridge in the Education of Seniors" with participants from the Danube Region, focused on the use of new media for communication and cooperation on regional and transnational level. The workshop led to new cooperations and to concepts for project proposals. The head of ZAWiW, Academic Director Carmen Stadelhofer, is one of the founding members of the recently initiated "Danube Civil Society Forum".

ZAWiW's engagement gave rise to various activities on regional and European level and promoted the idea of an economically and socially well based Danube Region and the awareness of the European funding programs for European projects. This had led to submission of several concrete project proposals to the Education, Audiovisual & Culture Executive Agency as well as to the DG Regional Policy of the European Commission.<sup>1</sup>

The above summarised actions have received a large resonance on a regional as well as European level, especially in the Danube-Region. In two years, and with a small budget, various concrete steps had been done to create a basis for a European network that should foster LLL and active citizenship of older adults in a Danube Region, transfer good practice amongst the Danube-Region countries and promote exchange and information about European programs that support such aims. The project is an example

<sup>1</sup> Please see page 6, point b.3

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

As illustrated above, the main effect of the Learning Partnership *Danube-Workers* is far reaching for such a relatively small project. The engagement of the involved institutions and seniors' groups for creating a Danube-LLL-Network had been very impressive. Below a summary of the main aspects:

1. Through professional networking and publicity work, the Learning Partnership *Danube-Workers* disseminated information about transferable good practices in project design and methodologies for the learner target group 55+ in the Danube Region. It demonstrated, how to involve older citizens in an active cross-national exchange and cooperation, and which structures are needed for this work. It also pointed out the added value in local, regional and European scope, both for the institutions and the older citizens, and woke interest in similar cooperation projects. On the European level, almost all of the *Danube-Workers* project partners, also those who were new to European work, have applied for own European cooperation projects. Jointly, some of the *Danube-Workers* partners have made a proposal to the DG Regional Policy of the European Commission for a new project involving LLL for older people "*University-based lifelong learning and use of ICT, especially e-learning, for fostering older adults' social participation in the Danube Region*", followed by other application in the frame of the *Europe for Citizens* programme of the European Commission, Action 1 Citizens' projects, on the subject "*Danube-Workers, Neighbours at Work - DANET*". The outcomes of the selection are expected in the Autumn.
2. The Partnership had led to further activities that aim at sustainability and to further development of its achievements and the visions initiated in it. In April 2010 ZAWiW of Ulm University, supported by the *Danube-Workers* project partners and 43, meanwhile 60, other educational and cultural organisations from Danube states, had made a submission to the EU within the public consultation for an EU-Strategy for the Danube Region. The main themes of the submitted *Statement* were: population of the Danube region is rapidly ageing, older adults are valuable human capital; lifelong learning is a necessity for them, university-based LLL is a bridge between science and society; ICT offers great opportunities for learning and social participation; projects such as *Danube-Workers* demonstrate the value of bringing together lifelong learning for older adults, ICT and cross-border cooperation.
3. The learning Partnership *Danube-Workers* has laid basis for the development of an informal LLL-communication and cooperation Network of educational and cultural institutions which wants to go on with the work started on both regional and European levels. Regional organisations currently cooperating with ZAWiW of Ulm University are for example the Donaubüro Ulm, the Donauschwäbisches Museum, the Europäische Donauakademie of the town Ulm, the Geschäfts- und Servicestelle Osteuropa of the Baden-Württemberg Stiftung, the Landeszentrale für politische Bildung, etc. which is fruitful for all.

**Please give details:**

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

The Grundtvig Learning Partnership *Danube-Workers* was preceded by a seminar initiated by ZAWiW of Ulm University and took place in July 2008 in the framework of the International Danube Festival Ulm/Neu-Ulm 2008. In this context, ZAWiW and its seniors' working group *European Contacts* has invited delegations of seniors' groups from Danube countries to a kick-off seminar. The goal of the seminar was the creation of a basis for a long-term cooperation in the area of lifelong learning amongst organisations and seniors' groups along the Danube, initiation of social networks and the development of communities of good practice in seniors' education along the Danube. Also organisations from countries along the Danube who are not (yet) EU members such as *Moldavia, Serbia, Ukraine, Croatia* were included in the

start of this action. In the framework of the seminar, all participants created small works of art in the form of "Danube-Boxes" which were presented in a public exhibition in the Donaueschinger Museum in Ulm. Furthermore, they formulated a joint "Resolution" in which they expressed their wishes for future cooperation as well as for the development of seniors' education and the work with older people in their respective Danube countries. These wishes were presented during the closing event of the seminar in which the Social Minister for Baden-Württemberg Monika Stolz and other policy-makers took part.

The 2-year Grundtvig Learning Partnership *Danube-Workers* started in August 2008 and ends in July 2010. The activities took place in each project partners' and their cooperation partners' locations and at four face-to-face meetings, each time in a different partner country (BG, RO, AT, DE). Learning has mainly taken place in the form of self-directed learning and other target-group-oriented methods, in which the learners played an active role in the project activities. Employed were also methods that involve the new media, which are particularly suitable for cross-national cooperation, communication and presentation of the projects' products. The methods especially designed for the target group of older adults were new to the most of the participating older learners as well as the teachers and the heads of the participating organisations. It was for the first time, that some of the partner organisations took part in cross-national cooperation work. This had led to an increased cross-national understanding to an increase of consciousness of a European identity of the participants. The good practice transfer on both learner and institutional levels is an added value of the partnership.

All partners had been engaged in the project activities and disseminated information about the project in their countries and at relevant international events such as conferences. Several articles were published about the project in professional magazines.

There had been 4 Partner meetings: Sofia, Pitest, Wien, Bad-Urach/Ulm.

The closing meeting of the Partnership in Bad Urach and Ulm, Germany, in October 2012 included a visit of the *European Parliament* in Strasbourg with discussions with *MEPs Michael Theurer* from Germany and *Silvia-Adriana Ticau* and *Petru Luhan* from Romania, representatives of the Danube Forum at the European Parliament. This event was followed by a reception by the Lord Mayor of *Donaueschingen* (the source of the Danube) and a closing event at the *Donaubüro Ulm*, both with the presence of the members of the press and invited decision-makers.

All partners expressed their wish to continue with the work they started and highlighted the importance of European cooperation such as improved by the Grundtvig Learning Partnership.

The sustainable actions include the joint project applications in the frame of the Danube Strategy development and the Europe for Citizens Programme<sup>2</sup> as well as active participation of the organisations in the formulation of the strategy that affects them. Furthermore, in April 2010 in the frame of the public consultation regarding the Danube Strategy a *Statement*: "Lifelong learning programmes for older adults as a societal necessity in the Danube Region", supported by 43, meanwhile 60, other educational and cultural organisations in the Danube Region had been submitted to the European Commission.

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

The Learning Partnership *Danube-Workers* is managed by the

- Zentrum für Allgemeine Wissenschaftliche Weiterbildung (ZAWiW) der Universität Ulm with active participation of the project partners
- Dept. of Library and Information Science, Comenius University, Bratislava, Slovakia
- Cultural Nonprofit Ltd. of the 13th District of Budapest, Hungary
- European Management Centre - EMC, Sofia, Bulgaria
- Group for European Integration - GIE, Romania
- VHS Ottakring/Hernals, Vienna, Austria
- Public Open University Zagreb, Croatia (Assoc. Partner)

Each of the project partners have other cooperating partners in their countries – EMC and GIE cooperate closely with old people's homes, Cultural Nonprofit Ltd., in Budapest with social centres, Dept. of Library and Information Science at Comenius University in Bratislava and the public Open University in Zagreb

<sup>2</sup> Please see page 6, point b.3

with associations of the third age as well as a LLL institute at the Comenius University. ZAWiW cooperates with Donaübüro Ulm, Donauschwäbisches Zentralmuseum, Europäische Donauakademie Ulm, Landeszentrale für politische Bildung Baden-Württemberg, Osteuropabeauftragter des Landes Baden-Württemberg, Servicestelle Osteuropa der Baden-Württemberg Stiftung, Ministry for Social Affairs Baden-Württemberg, Europa Zentrum Baden-Württemberg, Stadt Ulm, Stadt Neu-Ulm, etc.

On the project management level regarding the contents of the Learning Partnership *Danube-Workers*, active involvement of the participants was secured through procedures such as the development of steering groups consisting of teachers and active seniors from each partner group. On the basis of recommendations of their groups, these representatives agree on the most important contents, processes and strategic milestones in the project work. Communication took/takes place in partner meetings and through the communication instruments of the Internet. The project processes are documented on the project website and are accessible to all.

The impulses for the sustainable actions already described in a) and c) above were given by ZAWiW of Ulm University, with strong support of the *Danube-Workers* project partners, the above mentioned cooperation partners as well as many educational and cultural organisations from the Danube-Countries.<sup>3</sup>

- 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.

The EU funding for the Grundtvig Learning Partnership is granted to each partner by the respective Grundtvig National Agency and managed by each partner organization. ZAWiW had received 17.000 EUR which includes financing for 12 transnational mobilities for learners and teachers/administrative staff and other costs of the project for the period of two years. Additional funding was received in the form of donations and other funds received from individuals and other bodies, e.g. the Asko Europa-Stiftung.

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

Partner meetings in BG, RO, AT, DE: 4x 60 persons  
Regional events in other partner countries 200 persons  
Regional events such as the Balkan Salon in Ulm 100 persons  
Contacts through the Danube Festival in Ulm/Neu-Ulm 300 persons  
Workshops of ZAWiW (5 x 30 persons) 150 persons  
Information events in context of ZAWiW (ZAWiW's Seasons' Academies at Ulm University, national and international conferences, etc.) 2.500 persons

Large number of persons (professionals and public) were reached through public relation actions, media reports, websites, publications, etc.<sup>4</sup>

Considering the small budget, this project had been very effective in that it laid basis to sustainable structures for seniors education in the partner countries. It had led to intensive good practice transfer and inspired the partners, but also other cooperating organizations, to inform themselves about European grants and make their own applications.

<sup>3</sup> Please see the 60 signees of the Statement "Lifelong learning programmes for older adults as a societal necessity in the Danube Region" in the supporting materials.

<sup>4</sup> see point I)

Furthermore, it contributed to awareness-raising about the importance of LLL for older adults and the civil participation of this target group in the Danube Region. It has to be pointed out, however, that this achievement had only been possible because of the expertise of the initiator ZAWiW of Ulm University in the pedagogical as well as publicity and dissemination work and due to engaged cooperation of the partner institutions.

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

The impact of the project on the **project partner organisation** is especially visible in the acquired know-how in LLL in own organisations and the initiatives in application for own EU projects as a direct result of the project *Danube-Workers*.

On the **project participant level**, evaluation had been made (currently analysed, official project end is the 31st of July), however, the first results indicate a very good response in the area of impact on skills and competences, with the most participants noting large improvement for example in the areas: gaining new know-how in methods, cooperation with people from different national backgrounds, know-how about people from the Danube Region, feeling of European identity, feeling of Danube identity, with to participate in similar projects.

Some quotes of answers to the question about impact of the project on future development in the inclusion of older people in Europe: "I would participate in a similar project again because in this manner we continue on the construction of our common Europe", "After 20 years, we refreshed our contacts to the south-east European countries..." "The knowledge of elderly should be used for cooperation in Europe, maybe commission for ageing should be established in EU for Danube Region to accumulate given knowledge", "I think it was a hopeful beginning, the contacts to the competent high ranking officials who have the power to do something for seniors' learning", "It is important to make 'older people more present in the public opinion, to activate the civil society and the politicians", The most important thing was "the communication between the former 'enemy' countries, knowledge about other Danube Countries"... "It will be more and more important to utilise the resources of older people in society. This was successful also in this project. Many more like this!", "The impact was good. Nevertheless, these activities should be available for more older people...", "It was a good beginning, but this project must be continued to inform more people about this subject and to increase consciousness about lifelong learning", "the responsible institutions, persons should pay more attention to the necessity of making LLL for older people possible and to see the potential of older people and to give it further", "Older people could show that they can work together and will be in the future (even) more respected by persons in the politics", "More political pressure! And not only from 'party-politicians', also from project participants – bottom up!", "at the moment I don't see improvement, but I hope it will change", "to finance more projects for older people".

High level of interest was received in the **professional circles in LLL** - the Learning Partnership *Danube-Workers* was introduced at expert conferences on regional, national and European level. Articles about the model project have been selected for the magazines e.g.:

- IMPULS 40 of the German National Agency beim BiBB "Danube-Workers – eine Lerngemeinschaft von und für Seniorinnen und Senioren", Bonn 20095
- Jahrbuch "Donaubüro": Danube-Workers: eine Lerngemeinschaft von und für Senior/-innen, Ulm 2010
- International Journal of Education and Ageing, Vol. 1, No. 1, 75-82, June 2010 "The Grundtvig Learning Partnership "Danube-Workers" and the development of lifelong learning for older adults in the Danube Region"
- VHS Magazine – Forum 04/2009, "Networker ohne Grenzen"

For the information to the **members of public**, the cooperation with the Danube Festival Ulm, Donaubüro Ulm, and the Europäische Donauakademie Ulm were very important. Important here were also the exhibition of the "Danube Boxes" created in the frame of the Danube Seminar 2008 and exhibited in the

<sup>5</sup> Please see supporting materials

Donauschwäbischen-Zentralmuseum for almost one year, as well as the current exhibition of the Natural Monument posters in the Donaubüro Ulm. Such actions gained public interest and support in the region, often from citizens with roots in the Danube countries and also others.

The project's impact on this level was supported by publicity via the media – TV, newspapers, radio Internet, and through publicity materials such as flyers, posters, banners, caps and t-shirts and other.

Important factors on the level of **policy-making** were the submission of the *Statement* to the European Commission in the frame of the development of the strategy for the Danube Region and by ZAWiW's participation and active contribution to the conferences organised in this context as well as its active involvement in the "Danube Civil Society Forum".

Also the visit in the European Parliament and discussions with the MEPs and representatives of the Danube Forum in June 2010 was of major importance for the development of future strategies for sustainability of the project's aims.

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

The project is a communication project in which communication takes place between the organisations and the participants on the one hand, and the policy makers, stakeholders and the public on the other hand. Adopted is a bottom up approach in which the participating older citizens express and bring in their wishes and solutions. Communication means are face-to-face events such as discussions with politicians, seminars, workshops, conferences, information events as well as web-based communication via websites, forum, email information.

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

The project will not be repeated in the same form, but developed further. The learning Partnership *Danube-Workers* has laid foundations to sustainable structures (the *Danube-Workers information and cooperation Network of Education and Cultural Organizations*) and to ongoing actions (participation in the development of strategies affecting LLL and civil participation of older adults in the Danube-Region, development of joint concepts for project applications) that will be pursued beyond the project's end.

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)

Much effort has been given to attracting the new media – press conferences, press statements, cooperation with regional newspaper (SWP).

Intergenerational cooperation about media work took place with the Department for Media Pedagogy from the University of Augsburg, whose students, together with ZAWiW-staff and in the project-participating older citizens, developed media and dissemination concept.

Media had been invited to events such as the seminar "Balkan Salon" in Ulm organised by ZAWiW and the Europäische Donauakademie in October 2009, the public exhibition in Donauschwäbischen-Zentralmuseum, project actions such as partner-meetings in the project partner countries, conferences e.g. the BiBB conference in Ulm in June 2009 in Ulm when the project was presented to regional, national and international circles.

Several newspaper reports had been published about the project, especially in the German press, TV spot had been made about the project by the Vienna TV and radio interviews by the Schwaben radio.

Information about the project had appeared in the website of the project itself [www.danube-networkers.eu](http://www.danube-networkers.eu), the websites of cooperation partners such as the association BAGSO (with 80.000 members) and others, and also in the blogs of politicians and party representatives German MP Michael Theurer or the representative of the Austrian Green Seniors Birgit Meinhard-Schiebel.

An overview of the publicity work and the media reports are at the website: <http://www.danube-networkers.eu/publicity.html>

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

The project addresses older citizens, professionals and academics from the field of education at higher institutions as well persons from cultural centres, seniors' homes and other NGOs that provide LLL for older citizens.

Involved were also young people, for example the above mentioned students of Media Pedagogy in Augsburg who cooperated on the development of the publicity and dissemination concept, or young pupils in the frame of an intergenerational workshop in Ulm <https://www.kojala.de/bilder/alt-jung-entlang-donau> . Also partner organisations in Budapest and Bratislava organised several intergenerational project activities in schools.

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

Published articles: 5<sup>6</sup>

Press reports: 8

TV-Report: 1 (Vienna TV)

Partners' own websites: 7

Reports and descriptions in websites of other organizations: 8

Reports in online newsletters of large associations and in online magazines: 5 (AIUTA, BAGSO, LiLL, LiLLInteractiveMagazine, Akademiegruppe Altern in Deutschland)

Politician's/ party representatives blogs: 2 (Michael Theurer, Birgit Meinard-Schiebel)

Radio: 2 (Schwabenradio)

Please see the website <http://www.danube-networkers.eu/publicity.html> for more information, press-reports, etc. Further details can be submitted on request.

**GOOD LUCK!**

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<sup>6</sup> See g) Professional Circles in LLL