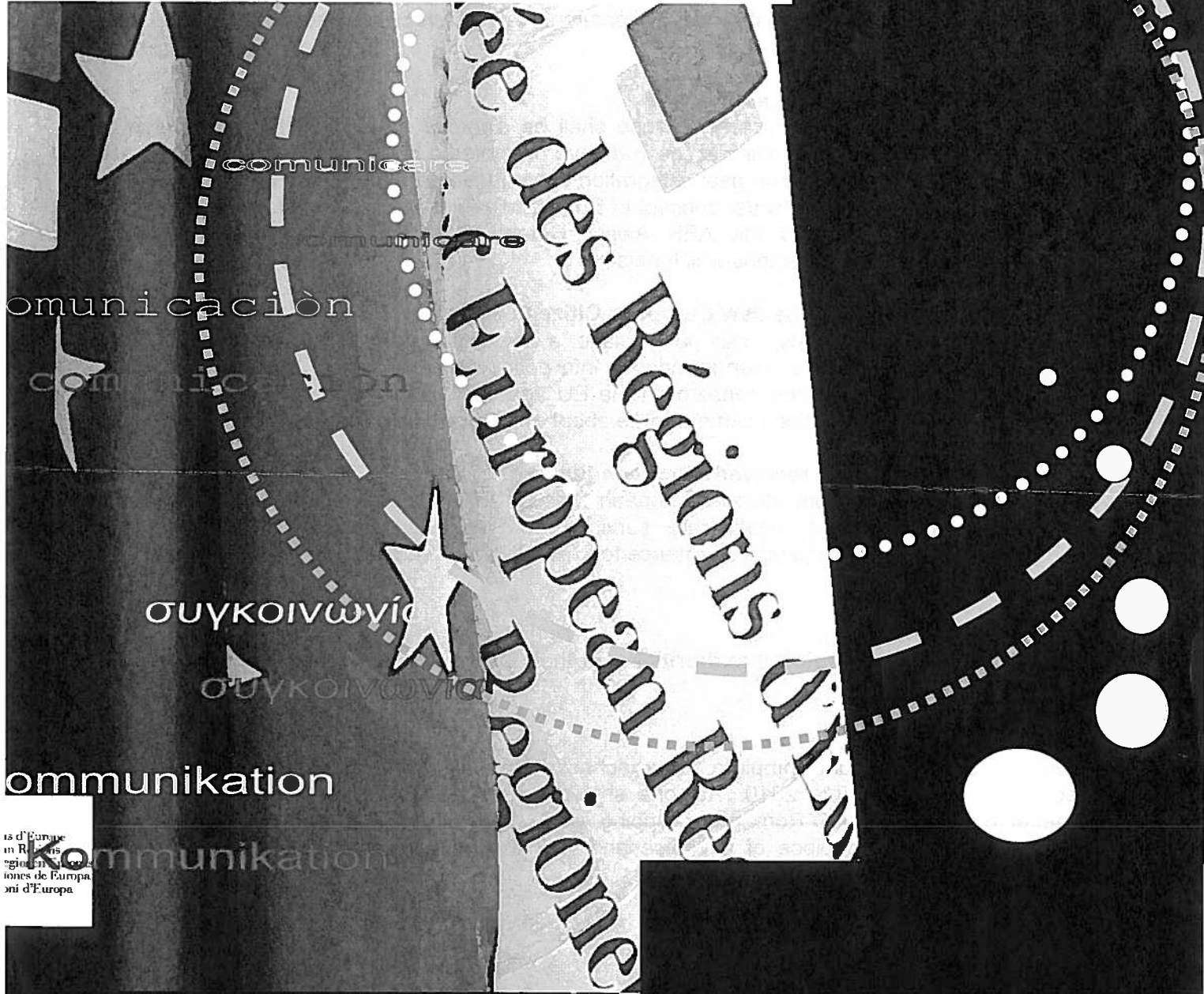


14th AER Award Communicating Europe

2010



Conférence Européenne des Régions Régional European Regional Regione



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 |

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

East-Netherlands, Delighted with Europa tour(Oost-Nederland, Blij met Europa tour)

Name of the Region

East-Netherlands (provinces Gelderland and Overijssel)

Type of institution

Regional Authority, Provincie Gelderland

Number of employees in 2010

ca. 1.300 at the Province of Gelderland

Regional Population

1.991.062 (Gelderland); with Overijssel the East Netherlands has 3.116.497 inhabitants

Person in charge of project

Vivian Stribos, Communication officer for the EFDR-programm 2007-2013

Address

Postbus 9090, 6800 GX Arnhem, the Netherlands

Telephone (including country code)

0031 26 359 85 12

Fax

0031 26 359 94 80

Email

v.stribos@prv.gelderland.nl

Website of project

There is no website of the Delighted with Europe tour (a street event)

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?

With the 'East-Netherlands, Delighted with Europe tour' in the centre of six cities in East-Netherlands we showed through theater, film, music, debating game, an exhibition and a wheel of fortune the inhabitants the results of the benefits of European money in their own region. Our objective was to enhance the wareness of the public about the European Union in general and the usefullness and necessity of European Structure Funds (ERDF) in particular. Beneficiaries who received European funding in the programm 2000-2006, coming from that city, were present to show the results of their projects to the public.

fun events to show the benefit of EU membership

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

We choose to meet the public in the street. That takes a lot of courage and creativity.

- 1) original
- 2) inspiring
- 3) inventive

P.S: we had a lot of positive coverage on radio and television.

Please give details:

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

The project was launched in december 2008. The most important steps were to make a selection of the projects and the cities, to contact the beneficiaries, make twenty short movies, inform the press, advertising at busstops and local television, spread flyers en posters in libraries and city halls. Kick-Off was on the 14th of May with stakeholders and beneficiaries. From 15 may untill 31 May we went on tour in six cities in East-Netherlands.

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

The project was managed by the Communication officer, who led a team of programmmanagers, co-communication officers, creative agency. Ofcourse the chairman of the EFDR in the region and the beneficiaries were involved.
During the course of the project the Communication Officer organized meetings and informed all parties involved.

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 project was EU funded(priority 4) and the budget was € 295.000,- incl. VAT

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

We reached people direct on the street and we reached them on local, regional and national Radio and Television.

The number of inhabitants in East-Netherlands is 3.116.497, the six cities have 669.500 inhabitants together.

The 'Delighted with Europe' tour with the coverage in the media would have reached at least 1.500.000.

Related to the budget the campaign would have cost € 0,20 per contact.

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

The only mean we had was the coverage in the media. We have got a lot of positive attention for our message 'European money counts!' and the original way of bringing the message to the public

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

During our tour the communication was **interactive**. People could go in discussion with beneficiaries, they could determine the topics in songs concerning the influence and meaning of Europe in their own environment, youngsters could participate in a debating game, citizens could play the wheel of fortune and for the little ones we had a 'Delighted with Europe' balloon contest. The youngsters in the debating game were in two weeks well prepared on European issues.

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

The idea is to **repeat it every two years** and maybe to cooperate with the other regions in our country.

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)

During the course of the project we invited the regional television and radiostation to discuss what we could mean to each other in the run up to the elections for the European Parlement. We told about our street event for the public and gave them information about the EU and the EU structure funds. Further we made press releases and had a media partnership. Once the tour was started, the regional television gave attention to the 'Delighted with Europe'tour in a broad newsitem that first evening. Then the ball started rolling and we got attention from the different local and regional radio and television broadcastings and eventually the Dutch national Radio and Television and VRT from Brussels contacted us.

media coverage grew from ⁷ local to international



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

The project adressed all inhabitants in East-Netherlands, from youngsters to senior citizens. In the run up to the event we have reached them with flyers and posters in busstations, libraries and city halls. During the tour we had movies, a debating game for the youth, for citizens movies, theater and wheel of fortune, for entrepreneurs discussions with beneficiaries, for the little ones a balloon contest.
And as already mentioned the media did cover the event.

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

15 may, newsitem on television, Omroep Gelderland
16 may, newsitem on Doetinchem Radio
19 may, newsitem on Deventer Radio and Television
26 may, item on national newsradio, Radio 1.
27 may, article in local newspaper Zutphen
28 may, item on television on RTV Oost (Province Overijssel)
1 june, participating in national TV show about Europe related to the elections.

Further coverage on several websites.

NB
→

We attached a DVD with a registration form the 'Delighted with Europe' tour and a DVD with short movies about twenty projects. In total more then 200 projects benefit in the ERDF program 2000/2006 of East-Netherlands.

Supporting material

GOOD LUCK!

Assembly of European Regions
6, rue Oberlin
F-67000 Strasbourg
www.aer.eu