



REFLECTING ON EUROPE VADEMECUM FOR PARTNERS ON HOW TO ORGANISE LOCAL EVENTS

WHAT IS 'REFLECTING ON EUROPE'?

"**Reflecting on Europe**" is an initiative launched by the European Committee of the Regions to offer a space for citizens to present their ideas, thoughts and opinions on what the European Union should be. In this context, regional and local authorities are asked to **engage in a dialogue** with their citizens and to **collect feedback** on their concerns, thoughts, proposals and ideas about the future of the EU. The CoR takes the commitment to make citizens' voices heard in shaping the on-going political debate on the future of Europe and to establish a **dialogue with people in simple words**, around joint values and with the possibility to bring their concerns and concrete proposals to the EU level debate

On the voluntary initiative of its members, the European Committee of the Regions (CoR) stands **ready to support the organisation of local events across Europe in 2017**, mainly in the form of "citizens' debates" upon the initiative of its Members, regions, provinces, cities and their national associations and in partnership with other EU institutions in the Member States.

In addition, **political debates could also be initiated by regional parliaments or local councils on the topic "Reflecting on Europe"**. The conclusions of these debates or possible declarations or resolutions adopted, could feed in the CoR Opinion on "Reflecting on Europe: the voice of regional and local authorities to rebuild trust in the European Union", as demanded by the President of the European Council, Donald Tusk.

The outcome of the series of "Reflecting on Europe" local events 2017 **will feed into the CoR contribution to the Reflection on the EU** which will be based on: a resolution on the Future of Europe to be adopted during the February 2017 plenary session of the European Committee of the Regions; an opinion on " Reflecting on Europe: the voice of regional authorities to rebuild trust in the European Union"- to be adopted in late 2017/early 2018, ahead of the launching of the campaign for the European elections of 2019.

WHICH SUPPORT CAN THE COR GIVE TO YOUR LOCAL EVENT?

The CoR can cover the following actions (not exhaustive list) - according to the financial availability:

Pre-event support

- ✓ **Event planning** - support for event's concept, including agenda/moderator/speakers/coordination of organisational tasks/ setting of venue/ layout /visual identity, decoration
- ✓ **Speakers' kit for CoR members**: including proposal for debate's structure/ branding guidelines/ feedback request on the event

Event implementation

- ✓ **Moderator's cost**
- ✓ **Interpreting** - half day
- ✓ **communication support**: via press, web, audio-visual and social media
- ✓ **reimbursement of travel costs for CoR members** participating as speakers
- ✓ **distribution** of materials, publications + specific roll ups " Reflecting on Europe"
- ✓ **ad hoc media partnerships** to maximise the event's visibility
- ✓ **ad hoc social media campaigns** to maximise the event's outreach



WHAT ARE YOUR TASKS AS ORGANISER?

- **Provide the logistics - venue + technical facilities**
- **Invitations of speakers**
- **Develop communication actions** (via regional, local media)
- **Ensure feedback collection on the event (also via the App) and follow up on the results to feed into to the CoR work**

WHAT DO YOU NEED TO ORGANISE A LOCAL EVENT WITH THE COR?

1. **A CoR member supporting, initiating and participating** in the local event.
2. **A strong commitment and motivation of local hosting authority and partners**, as key of a successful event.

A FEW TIPS FOR A BETTER ORGANISATION

1. **Share with the European Committee of the Regions your idea and agenda in advance:** things are complex and should be discussed at an early stage. Let's plan together!
2. **Follow the citizens' debate format and adapt the concept** of your event to thematic local priorities in your region or city.
3. **Take into account political balance** and representation of different political positions.
4. **Think about synergies:** your event can be combined with the external meetings of the CoR and/or with relevant national events (for example general assemblies of national/European associations).
5. **Build your event in partnership:** get in contact with EU institutions. EDICs, REPs, EPIOs can be our partner! Find contacts on [Europe in My Region](#)
6. **Take care of good documentation** (photos, video, report), make best use of media partnership (press, TVs, radio) and social media. Our communication team is ready to support you.
7. **Be inspired by other events** taking place across Europe upon the initiatives of other CoR Members, regions and cities. Find more about previous local events on our [web page](#).



HOW DOES THE FORMAT OF A LOCAL EVENT LOOK LIKE?

- ✓ **Structure:** 2 hours of debate between panellists and participants moderated by a professional journalist. The panellists mainly reply to questions coming from the moderator and audience. Format of citizens dialogue: **participatory and open format, based on the concept of an open space of discussion between participants and political representatives**
- ✓ **Speakers/ panellists:** up to 4 CoR Members (including the local CoR Member hosting). Other speakers: representative of national government, other EU institutions (MEPs, Commissioners) experts on a particular topic, civil society representatives. The number of speakers should be limited to allow a real interaction with the public.
- ✓ **Content/focus of events:** the citizens' dialogue will not have a set of themes or prescriptive topics. A general indication of subjects can include: **democratic deficit, integration of migrants, radicalisation, investments, social economic territorial cohesion, youth skills, digital agenda, energy union, environment, fighting climate change, social policy, how to tackle globalisation, economy models for Europe.**
- ✓ **Real stories and evidence:** depending on the topic chosen, the EU Institutions in Brussels including the CoR headquarters should be challenged to provide relevant, real stories from your region or city, including on public opinion about the EU and its policies.
- ✓ **Target audience:** the local event should be as inclusive and open as possible. In general terms and as a non-exhaustive list, this should target mainly: different age groups, **structural non-voters, students and teachers, SMEs business representatives, university and academic representatives, local and national media, local politicians and local government associations.**
- ✓ **Feedback mechanism:** dedicated tools are developed in order to get feedback from participants, including systematic collection of questions and ad hoc feedback fiches, also via social media tools (Twitter). This can be done via the "Reflecting on Europe" survey provided by CoR-dir. for communication via an online application. The app is a **feedback form** easy to understand and to fill by all participants in their mother tongue already before and during the event. **The feedback is key to structure the CoR's contribution to the "Reflection on the EU" and provide ideas for the further EU Reform Process.**

HOW TO APPLY?

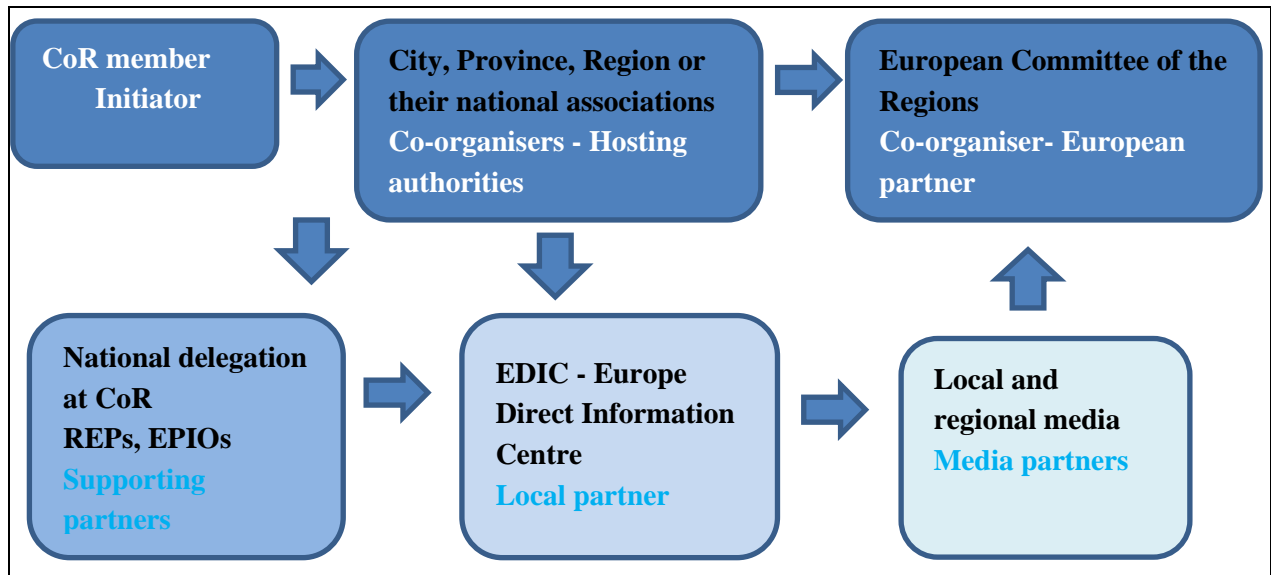
Each proposal of local event "Reflecting on Europe" " needs to be submitted by organisers at least three months before the date of the event via a simple [online application form](http://www.cor.europa.eu/localevents) available on www.cor.europa.eu/localevents. Therefore we invite you to read carefully the relevant regulation - CoR decision No 028/2016 (text available in all EU languages) visiting our [local events webpage](#). The proposal is submitted to an internal evaluation process and it is addressed to the CoR budgetary authority for approval in case of financial implications.

Once the event is approved by the CoR a "practical check list- guidelines for organisers" is provided by Dir. for communication - Events Unit to organisers, including technical specification for all the services of CoR – via external contractor.

***Note:** According to art.11.8 decision No 28/2016 the CoR cannot support local events within the three months prior to national or regional elections.



WHO IS WHO



If you have questions or you want to share more with us, please contact our Directorate for communication.

Contact: eulocal@cor.europa.eu