

MINUTES OF THE INFORMATON MEETING FOR THE REGIONS

"INITIATIVE 9 MAY – EUROPE-DAY IN SCHOOLS"

18/09/2007

This session of information for the Brussels-based Member States ' Regions Representations was organised in the Breydel Auditorium 45, avenue d'Auderghem, from 14.00 till 17.00

List of participants is joined to the present document.

1. Welcome of participants

Mr Philippe Loop, Head of the Unit Information/Communication and Front Office, welcomes the participants and informs that the "Initiative 9 May – Europe-day in schools" is organised in collaboration with Directorates-General External Relations, Development and Humanitarian Aid.

Mr P. Loop reminds that the main objective of this initiative organised in 2008 for the fifth edition is to bring the problematic of aid development in schools and raise youth's awareness on this. To do so, EU officials working in external cooperation and humanitarian aid are going to meet pupils in schools on 9 May to talk about their experience and debate with students.

He reminds also that the success of the 9 May Initiative is depending on the commitment of the regions and is supported by Mrs Wallström, European Commissioner in charge of Communication.

2. Historical background "9 May Initiative – Europe-day in schools" and introduction to the 2008 edition

EuropeAid Unit Information/Communication and Front Office has taken over the organisation of the initiative in 2007 and will also handle the 2008 edition.

9 May is the Anniversary of the Schuman declaration of 1950, the first step in the European integration process.

This idea of going all over Europe to discuss external aid matters is a response to the huge interest of young people and also to the increasing demand for more information and visibility on external cooperation issues regarding the EU allocated budget (7.5 billion euros/year).

To be a success this Initiative needs the commitment of the regional authorities during the whole process: from identifying and motivating schools to participate till the practical organisation of the D-Day.

To promote the event, we have edited some postcards in the 23 EU languages available to the Regions (stock limited).

To obtain some, please send your request to our mailbox: EuropeAid-9May@ec.europa.eu

Role of the Commission

- Ensure overall coordination
- Send out information material to all participating schools for preparing their activities
- Select the Ambassadors (maximum 2 per region) who will go to the schools on 9 May
- Organisation and financial follow-up of the Ambassadors' missions
- Participation of the Ambassador(s) to the closing ceremony Participation.

Role of the Regions

- Confirm their participation before **31.10.2007** : registration can be made via our website available in **FR/IT/EN/ESP**: http://ec.europa.eu/europeaid/9-may-initiative/index_en.htm#
- Promote locally the initiative and encourage schools to register
- Identify schools (minimum 5, maximum 15) willing to participate
- Identify schools that will host the Ambassadors on 9 May
- Coordinate the preparation of activities with the schools and the Ambassador(s)
- Organise the closing ceremony with the schools
- Supervise the media coverage of the event in collaboration with the EC Representations in Member States.

Role of the Schools

- Confirmation of their participation to be transmitted to the Region **before December 2007**
- Preparation of the activities with pupils before the venue of the Ambassador
- Transmission of their activities programmes to the Region **by the end of February 2008** in order to facilitate the designations of the Ambassadors in function of these activities
- Coordination of these activities with the region and the Ambassador(s).

Edition 2008

- The edition 2008 will target pupils aged between 12 and 18 years, we will make our possible to maintain a geographical balance between participating regions
- We will better select the publications in order to reduce the quantities sent and we will give preference to audiovisual material which is more attractive and suitable to young people
- We will develop better synergy between Ambassadors and schools
- By the end of the year, we will publish on our website some ideas of subjects to work on that will permit to Ambassadors to prepare their interventions according to the themes selected by schools
- Pupils will be free to organise the 9 May's activities as they want
- Finally, we should recommend you **to respect dully the deadlines** needed for the whole preparation.

Presentation of the 9 May Team

- Introduction by **Mrs A. Martinez Alonso** of the 9 May team and the key contacts within Directorates-General External Relations, Development, Humanitarian aid which whom we organise this initiative.

Media coverage of the event

- **Mrs H el ene Leroy**, who is in charge of media relations, informs attendees that EC Representations in Member States will receive a standard press release drafted by EuropeAid to be adapted for local diffusion through regional media
- Regions will supervise the media coverage of the event (debates at school, closing ceremony) with the local press and TVs, in liaison with the EC Representations in Member States.

Testimonials of Ambassadors– Edition 2007

- **Mr Benedictus Nieuwenhuis** (DG External Relations) summarised the success of the 2007 edition through his experience within a Belgian school located in Brussels. He underlines the proactive commitment of pupils and teachers who choose to work on human rights topic and the participation of a Belgian NGO who came to presents its projects
- **Mr Sandro d'Angelo** (DG EuropeAid) who is one of the founders of this initiative reminds how much this particular day is appreciated by both regions and schools. He also mentions the possibility to create synergies with partners in beneficiary countries (EU delegations, NGO's, decentralised cooperation of European regions, etc)
- **Mrs Susana Perez Diaz** (DG Humanitarian Aid) reminds that the selection of Ambassadors is done according to schools activities and it's also important to get in contact as soon as possible the Ambassadors and the schools for a better preparation of the event.

Testimonials of Regions – Edition 2007

- **Mrs Ann Modig** from the East Sweden Representation to Brussels explains the activities put in place by schools for the last edition. She reminds that the success was also due to the motivation of teachers who showed their enthusiasm by encouraging the pupils all along this initiative
- **Mrs Carole Pr ev ot** from the Ile-de-France Representation Office to Brussels highlights the huge interest of people for external cooperation as the region is handling many decentralised cooperation programmes:
 - o However, the Representation met some difficulties to implement the 2007 edition due to many factors: presidential elections, pre-exams for the "Baccalaur at", lack of coordination between the rectorat and schools, lack of mobilisation amongst teachers, etc...
 - o Despites these difficulties, the outcome is quite positive thanks to the efforts of the 9 May team and the EC Representation in Paris. The Ile-de-France Representation will participate to the 2008 edition: they are also thinking of organising a visit to Brussels with the pupils after the 9 May.
- **Mr Michele Germano** from the Puglia Representation explains that the 2007 edition was particularly focused on the venue of EU Ambassadors which attracted regional officials as well as many media.
 - o Success was there even if there was a problem with the local agenda: 9 May is corresponding to a very popular celebration amongst young people

- The debates were organised around 3 topics: what does EU for its citizens (internal market)? What about EU and its neighbours (European Neighbourhood Policy)? And what about Europe and the rest of the world (External Relations Policy)?
- Finally Mr Germano reminds the importance for local representations to keep update of the actuality to create a common context for the debates and other activities programmed on that day.

Questions/Answers

- **Mrs Véronique Lhoir** from the Belgian municipality of Etterbeek highlights the positive aspect of having launched this initiative two months earlier.
- **Mr Farge** from the Council of Municipalities and Regions of Europe reminds that CMRE is very attentive to this "European project dedicated to European citizens" that CMRE wants to promote through their already implemented twinning network.
- **Mrs Ewa Malz** from the Warminsko-Mazurskie Representation Office in Poland asks if there is a specific budget allocated to the regions already involved in many activities. She underlines also the importance of having Polish-speaking Ambassadors.
- **Mr Philippe Loop** replies that there is no budget foreseen for the regions. However, mission's costs of the Ambassadors are totally covered. Moreover, we want to keep this initiative informal and spontaneous that wouldn't be the case anymore with too much administrative procedure.
 - Regarding the question of the mother tongue, we will do our best to send a native speaker but it depends also on the voluntary candidatures we will receive.
- **Mr Sandro d'Angelo** reminds that the organisation's costs can be very limited with the set up of low cost but interesting activities.
- **Mrs Rosemary Strevinioti** from the Cyprus Universities Organisation asks for more details on the selection process of regions.
- **Mr Philippe Loop** reminds the will of the Head of the EC Representation to Cyprus to participate to the initiative.
 - But, if there were too many regions registered, we will give priority to the regions which have not participated yet and to those involving great number of schools. The definitive number of regions per country will be determined according to the linguistic skills of Ambassadors.
- **Mrs Nina Honigova** from the Central Bohemia Representation asks for more detail on the 'recruitment' of Ambassadors.
- **Mrs Martinez Alonso** explains that a call for interest will be sent to Directors General of Directorates-General EuropeAid, External Relations, Development and Humanitarian Aid. The call comprises also the list of regions participating and the linguistic skills needed. She also reminds that the Ambassadors won't be necessarily affected to their region of origin; they can also give their presentation in another language than the mother tongue of the country they are going (second or third language).
- **Mrs Lucia Magnanelli** from the Marche Representation asks for some examples of topics the schools could work on.
- **Mrs Martinez Alonso** confirms her that topics will be posted on our website by the end of the year.

Mr Philippe Loop ends the session by reminding that schools are totally independent for organising the activities as long as they are linked to development, external cooperation and humanitarian aid policies.

We will only give tips exploitable by schools. He thanks again attendees for their interventions and availability.

Annex: list of participants

LIST OF THE ATTENDEES
MEETING 18/09/2007

| | |
|---|--|
| Mrs Martina Bieche | Representation Office of Carinthia/AUSTRIA |
| Mrs Carina Kainz | Niederösterreichisches Verbindungsbüro/AUSTRIA |
| Mrs Lhoir Véronique Mr Frank Van Bockstal | Etterbeek/BELGIUM |
| Mrs Rosemary Strevinioti | CYPRUS |
| Ms Rebecca Toppin | Region North West England/ENGLAND |
| Ms Maarit Pihlamies | Region West Finland (European office) /FINLAND |
| Ms Natalia Tuomola | Region EU Helsinki/FINLAND |
| Mrs Martine Allais | Région Bretagne/FRANCE |
| Mrs Carole Prévôt | Région Ile-de-France/FRANCE |
| Ms Nathalie Pasquier | Région Midi-Pyrénées/FRANCE |
| Mr Victor Stéphane | Région Basse-Normandie |
| Ms Nolwenn Le Tallec | Région Lorraine/FRANCE |
| Ms Marion Reffay | Région Aquitaine/FRANCE |
| Mrs Anna Gillio | Région Centre-Limousin-Auvergne/FRANCE |
| Mr Nicolas Bernard | Région Nord Pas-de-Calais/FRANCE |
| Mrs Emmanuelle Thevignot-Dunyach | Antenne de la Collectivité Territoriale de Corse à Bruxelles/FRANCE |
| Mr Marcus Waldmann | Information Office Mecklenburg-Vorpommern/GERMANY |
| Mr Heinz Koller | Representation of Bavaria/GERMANY |
| Mrs Constanze Ripke | Hanseatic City of Bremen/GERMANY |
| Mrs Antonella Passarani Mrs Lucia Magnanelli | Regione Marche/ITALY |
| Mr Gabriele Morgante | Regione Veneto/ITALY |
| Mr Mateo Lapore | Regione Emilia-Romagna/ITALY |
| Mr Luca Mattioli Mrs Giulia Marcon | Regione Piemonte/ITALY |
| Mrs Luisa Pocoln | Regione Friuli Venezia/ITALY |
| Mr Andrea Da Pozzo | Regione Liguria/ITALY |
| Ms Moira Andreanelli Ms Katja Holzner | Autonomous Province of Bozen South Tyrol/ITALY |

| | |
|--|--|
| Mr Michele Germano | Regione Puglia/ITALY |
| Mrs Mara Luciano Mrs Maria D'Effremo Mr Sergio Vitale | Regione Campania/ITALY |
| Mr Frederik Cutajar | Local Councils Assoc. MALTA |
| Mrs Ingelise De Boer | Nederlandse Provincies/NEDERLAND |
| Mrs Beata Podsiadly | Region Pomorskie/POLAND |
| Mrs Ewa Malz Mrs Lidia Nyga | Region Warminsko- Mazurskie/POLAND |
| Mrs Justyna Leśniewska | Region Kujawsko-Pomorskie/POLAND |
| Mrs Dorota Swiatek | Region Wielkopolska/POLAND |
| Mrs Joanna Woron | Region Malopolska/POLAND |
| Mrs Julia Sekita | Office of the Marshal of the Mazovia Region- Representative Office/POLAND |
| Mrs. Liliana Mangeac | European Office of the National Union of County Councils/ROMANIA |
| Mr Marek Dvorsky | Zilina Region/SLOVAQUIA |
| Mrs Beata Balkova Mrs Lea Hanzelova | Trencin Region/SLOVAKIA |
| Mr. Peter Janicina | Bratislava Region/SLOVAKIA |
| Mrs. Adriana Inchausti | Region Navarra/SPAIN |
| Mrs. Magdalena Castell Nunez | Délégation des Iles Baléares/SPAIN |
| Mrs. Imma Buldú-Freixa | Délégation Catalogne/SPAIN |
| Mrs Virginia Gotor Latorre | Region of Aragon/SPAIN |
| Mrs Sandra Pardo | Region Cantabria/SPAIN |
| Mr Gustavo López | Region Murcia/SPAIN |
| Mrs. María Coronado Vizcaya | Fundacion Galicia/SPAIN |
| Mr Carlos Senra Romero | Region Huelva/SPAIN |
| Mr Miguel Mares | Region Valenciana/SPAIN |
| Mrs Marga Barceló | Barcelona Provincial Council/SPAIN |
| Mrs Maria Godoy Buendia | Junta de Andalucia/SPAIN |
| Mrs. Anna Modig | Eastern Sweden/SWEDEN |
| Mrs Johansson | Northern Sweden/SWEDEN |
| Mrs Nina Honigova | Representation of the Central Bohemia Region/TCHEQUIA |
| Mr. Pavel Brenda | Region Liberec/TCHEQUIA |

OFFICIALS OF THE EUROPEAN INSTITUTIONS

Mr. P. Loop – Head of the unit Information/Communication EuropeAid

Mrs. A. Martinez Alonso – Team "9th May 2008" EuropeAid

Mrs. P. Bluteau – Team "9th May 2008" EuropeAid

Ms H. Leroy - Team "9th May 2008" EuropeAid

Ms M. Warck – Team "9th May 2008" EuropeAid

Mr. S. D'angelo – EuropeAid

Mr. B. Nieuwenhuis – General Directorate External Relations

Mrs. S. Perez Diaz – General Directorate Humanitarian Aid

Mrs. E. Fogarty – General Directorate Development

Mrs E. Martinez de Alos-Moner Eulalia – General Directorate Communication (COM/B/1)

Mrs. Leffler-Roth Carolyn and Mrs Lambrini YALAMBOUKIDOU - Heads of Unit Communication, Press and Protocol of the Committee of the Regions

Other organisations:

Mr. D. Farge - Council of European Municipalities and Regions



**EUROPEAN
COMMISSION**