



EUROPE FOR CITIZENS

European Remembrance sub-programme

FINAL REPORT form

Programme	EUROPE FOR CITIZENS
Sub-Programme	European Remembrance
Action	NA
Sub-Action	N/A
Call for Proposal	Programme Guide 2018
Project number	601116-CITIZ-1-2018-1-RS-CITIZ-REMEM
Agreement/decision number	20181633
Project Title	EnlargEUrope
Language used to complete the form	English

Contractual data

Dates and Beneficiaries

Dates

Project Start: 01/08/2018	Project End: 31/01/2020
Activities Start: 01/08/2018	Activities End: 30/11/2018
Project Duration(months): 18	

Beneficiary Data

Role	PIC	Name	Country
Coordinating Organization / Beneficiary	940793592	EVROPSKI POKRET U SRBIJI	Serbia
Management Contact Person	940793592	EVROPSKI POKRET U SRBIJI	Serbia

Legal Representative

Organisation Legal Address

Name: EVROPSKI POKRET U SRBIJI	
Street: KRALJA MILANA 31	
Post Code: 11000	City: BEOGRAD
Country: Serbia	

Department

Name:	
Street: Kralja Milana 31	
Post Code: 11000	City: Belgrade
Country: Serbia	
Local Address:	
Internet site: www.emins.org	

Contact

Title: Ms	Function: Secretary General
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Contact Person

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Contact

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Implemented Activities

Short description of the project's results in English, French or German

English - 1	<p>EnlargEUrope was implemented by 6 partners from 6 European countries each representing different phases and experiences of EU Enlargement process (Poland, Lithuania - 2004; Romania - 2007; Croatia -2013; and current candidate countries - Serbia and Montenegro). Project addressed the lack of fact-based EU Enlargement debate based on individual experiences of citizens, as opposed to the one at political level, which does not engage wider public. The project contributed to better understanding of significance of EU Enlargement process by opening debates on the Enlargement results in past, issues of future Enlargements and direct benefits for the citizens; by pointing out examples of good practise and positive experiences of citizens from the countries from the Bing Bang enlargement (Poland, Lithuania, Romania) and most recent enlargement (Croatia); by promoting EU values and joint history of milestones in European Integrations; by building knowledge on positive impacts of the European Integration process among youth in Serbia and Montenegro. The project engaged citizens in thinking, remembering and sharing experiences of EU Enlargement process in EU and in the Western Balkans. Positive perception and the visibility the Enlargement in EU, Serbia and Montenegro was promoted online and offline, thus raising knowledge and understanding of impact of Enlargement on citizens across Europe. It contributed to better mutual understanding among citizens of 4 CE Europe and Serbia and Montenegro. The project surpassed the envisaged number of participants by directly involving 1.321 participants primarily from Serbia, Montenegro, but also Croatia, Romania, Poland, Lithuania, and Western Balkan region (Bosnia and Hercegovina, Kosovo, North Macedonia, Albania), and reaching over 13.118.020 online. Total number of public events for different target groups organised within the Project EnlargEUrope was 25. Events took place in Serbia, Montenegro, Poland, Lithuania, Croatia, and Romania. Most of the events received local media coverages, producing close to 50 press clippings. Events included youth engaging events Facelook with celebrities discussing EU integrations (3); European Classes for high schoolers with peer to peer knowledge sharing and specially developed textbook dissemination (5); Ask Me Anything about the EU with project partners from 5 countries discussing their experience of the EU Enlargement and membership (5); expert debates for policy makers (Belgrade Security Forum panels; conference "Greatest Enlargement: Lessons for Western Balkans"; project closing conference "Not Another Enlargement Conference") (4); events organised by the Project Partners in their countries (REACT! Camp in Montenegro; debate on youth entrepreneurship opportunities in Lithuania; conference on "Open Debate on EU Enlargement" in Poland; policy and practise discussion on the educational system and workshop on youth participation in Croatia; expert discussion on transparency in Romania) (6). Outreach activities included creation of website enlargeeurope.net presenting points of views, experiences, examples of good practise from different European countries, primarily those of Project Partners. Website published 61 articles in English (and additionally 21 in Serbian language and 7 in other partners' languages) about different aspects of European Integrations, Enlargement or accession process and practise; gathered 113 inputs ("experiences") from unique visitors from around 10 European countries; and regularly announced and covered all events happening within the Project. Website also included fun quiz testing knowledge on European Integrations and offering additional information and recommending sources. It recorded 2,204 users and 12,016 page views over 14 months. Website was heavily promoted via social networks on accounts of all partners. Payed Facebook promotion was used often, targeting youth in 6 countries, offering attractive design.</p>
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Description

Please describe the implemented activities - including the preparatory activities, if any - and the methods used. Please ensure coherence with the information published online via the information template and the information provided in the Grant Calculation Sheet.

Project activities included

- Preparatory activities: Project Management, Strategic planning and strategic documents development; Monitoring and Evaluation of implementation and results.

Preparatory meeting for the representatives of all Project Partners' was organized in the second month of the implementation in Belgrade. It was used to get to know partners better as well as to agree upon basic rules of internal communication, project implementation, timeline and to draft strategic documents (Implementation Plan, Communication Strategy, reporting forms). The meeting included a two part workshop on communication of EU related issues and online campaigning.

- Public events were the biggest part of the project as they were envisaged as tools of direct contact and engagement with target groups. Events took place in Serbia, Montenegro, Poland, Lithuania, Croatia, and Romania, more precisely in 18 cities. Main target group was youth, that is why there were three types of events intended for them: European Classes, Facelook, and Ask Me Anything about the EU.

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For target group policy makers there were expert debates (Belgrade Security Forum panels; conference "Great Enlargement: Lessons for Western Balkans"; project closing conference "Not Another Enlargement Conference") (4) Project Partners organized different events in their countries (REACT! Camp in Montenegro; debate on youth entrepreneurship opportunities in Lithuania; conference on "Open Debate on EU Enlargement" in Poland; policy and practise discussion on the educational system and workshop on youth participation in Croatia; expert discussion on transparency in Romania) (6).

- Publications: Activities also included publication of two books - textbook for high school students "It Rings for Europe" specially designed for European Classes; and expert publication Foreign Policy Papers dedicated to Bing Bang Enlargement and the changes in the EU Enlargement policy. Both were distributed free of charge and published online as well.

- Promotional activities: website design and administration; content creation; online campaign, media relations. Another big part of the project was online campaign leaning on the specially designed website and on social networks (Facebook, Twitter, Instagram). Content for website (info-products) were produced by all partners contributing to diversity of views, perspectives and examples of good practises around Europe. Info-products were regularly published on the website enlargeeurope.net under the News section and promoted on the social networks of all Partners. It was decided against opening of Project accounts and building new audience throughout the Project, but to use already established followers of all project Partners social networks accounts. This gave us access to vast number of people in all six countries and further thanks to paid boosting of posts. Online campaign reached 3.118.020 users and engagement even though not on the same level, was very good. This was visible on the "Experiences" section of the website as well as comment section under the posts.

Changes in relation of the original application

No changes in the implementation of the project were introduced with regards to the submitted project proposal.

Impact and Citizen Involvement

The whole Project was directed towards increasing the knowledge of citizens on the EU topics, especially enlargement and engaging them in open and fact based discussion. Through the activities of the Project the target groups gained direct and indirect (online) opportunity to see, hear, meet and converse with people with different EU Enlargement and membership experiences (from 6 European countries - Poland, Lithuania, Romania, Croatia, Serbia and Montenegro), as well as European Integration experts, students, and celebrities. Project wanted to offer different perspectives, especially those of ordinary citizens that are close and tangible to others. The high number of participants at the event (the envisaged number was surpassed by 571), as well as gathered online inputs (experiences) prove that we were able to engage audience and provoke honest opinion sharing. By some accounts of direct participants, content (info products and discussions) were able to tackle main dilemmas citizens have had moving them away from the EU. We noted that, when approached in simple terms and with many examples, their interest grows, as does the desire to get involved and participate more (be more informed about EU topics, participate in the debate, at the EU elections, etc.)

Project activities took us to 18 different cities (one in Poland, Lithuania, Croatia, Romania, Montenegro and 13 in Serbia) moving away from the capitals to the local level where there is less opportunity for debate on the EU enlargement and EU. Going to high school with the written endorsement of the Ministry of Education and choosing celebrities to carry the project message in Facelook events gave us unique access to target group (high school students and youth) which is not easily engaged in topics they perceive as "political". With this positive results, we are encouraged to include these type of events in the future project as well.

Direct testimonies/stories from participants collected during the events.

FATIM, KOSOVO (REACT! Camp Montenegro participant)

I come from Kosovo. I think the React! camp is a great opportunity to see the cooperation between the youth of the region, and I think this will give a great opportunity to the Euro-Atlantic integrations for the Western Balkan countries, and I hope one day Kosovo will be a part of it.

IVAN, CROATIA (website visitor)

I think there are many good things about being a member of the EU but people usually don't know enough to be able to see that. TV (Dnevnik in particular) and other media are here to inform us about the EU, but it's not enough. You need to explore by yourself, in books, on Internet, in newspapers... That way you'll have a general knowledge about the EU, but also understanding of political process and rights that belongs to you as an EU citizen.

JONAS, LITHUANIA (participant of the "EU - Empowering Youth Entrepreneurs", Lithuania)

I am excited about the opportunity to build my own business I have learned today. The EU supports young entrepreneurs and offers many grants and many opportunities to join entrepreneurial projects that lets to realize business ideas. I participated in several entrepreneurship projects. I met like-minded people; we built our team and started developing a business idea.

ANONYMOUS, CROATIA ("Youth participation - From the National to the EU level", Croatia)

It's all so complicated. But if there would be enough time in schools to learn more about the EU, I definitely would like that. It's important to understand what's happening in Brussels, as well as what's happening in Zagreb.

IVANA, OSIJEK, CROATIA ("Youth participation - From the National to the EU level", Croatia)

Several months ago I attended Gong workshop about citizen participation on national and EU level. Till then, I didn't know anything about citizen possibilities to participate in decision making process. They exist, you know! The thing that I liked the most is possibility to join with alike-minded people from seven countries and take European citizens' initiative. Have you heard about it? You need to collect one million signatures among European citizens and your idea how to improve some EU law will be presented to European Commission and European parliament.

Marika Djolai @madzarica (BSF 2019 participant via Twitter)

Very happy to have participated in #BelSecForum this year. There you see how many people care about Western Balkans, work hard and are not giving in! Thank you for having me.

Douglas @Douglas1880 (BSF 2019 participant via Twitter)

And that's a wrap up! SonjaLicht @StojanovicSonja and @VMedjak closing another super interesting #BelSecForum. Kudos to the organizers and thanks for another fruitful, engaging & inspiring discussions about the #Balkans and beyond! See you next year at #BSF2020 in #Belgrade

Alida @Alidav978 (BSF 2019 participant via Twitter)

#BelSecForum is by far, the most robust, and vigorous event in the #WesternBalkans, gathering incredibly interesting people, energize the audience with present-day topics and making a genuine effort to make the gender-balanced panel. Well done @Savkovic_Marko @StojanovicSonja

Key message(s) of citizens involved in the project

In candidate countries (Serbia and Montenegro) and new member country (Croatia) citizens professed their interest to learn more about the opportunities from them personally in the EU, as well as to know how the Brussels politics concerns them directly. They said that they tend to have negative opinion about the EU related issues, however are likely to change their mind when faced with data and facts explained and understandable. Their opinion is influenced by the dominant narrative in their countries and especially in Serbia, citizens are turning away from the EU because of the ambiguous messages their government and the EU send. In Poland, Romania and Lithuania citizens confessed that they were not familiar with the current process of enlargement in the Western Balkans, ie. the accession negotiation of Serbia and Montenegro, and the status of North Macedonia and Albania.

Dissemination and visibility of your project

At the beginning of the Project, at the preparatory meeting of the Project Partners the Communication Strategy was discussed and developed in order to unify and coordinate external communication of the Project, project activities and results. Strategy prescribed basic rules of visibility which included usage of Project logo with the donor logo (Europe for Citizens Programme of the European Union) and disclaimer. Logo of the Project was designed to embody the soul and purpose of the project and that is to attract youth to get interested and engage in sharing their views and impressions, experiences of the European Integrations, EU Enlargement and membership. The logo emphasised the EU in the project name enlargeEurope. This designed was further developed in website created for the project enlargeeurope.net. All communication on the website was in English in order to be accessible to the users from project partners' countries and other interested. Website regularly published stories (news) from 6 participating countries and other European countries showcasing benefits of EU membership, informing on different developments in the European Integration process and analysing current European affairs. Other section of the website were dedicated to event announcements and reports, quiz and visitors opinions on the EU. One page presented the Project, its goals, Project Partners and donor.

Online campaign was also developed in detail in the Communication Strategy with aim of communicating EU membership benefits for the citizens and sharing good examples and experiences from European countries, members and future members. Post were regularly created on Facebook and Twitter once to twice a week, sharing content from the website - news, events announcements and "experiences" sent in by the website visitors and event participants. Post were always tased with hashtag #EnlargeEurope and #ShareYourViews. Post included links to the content on the website and or attractive visual inviting users to leave their opinion in the "experiences" section of the website. Post were written in native language of the Project Partner and Partners were in charge of translation and adaptation. Project Lead created posts in English that were boosted (paid promotion) for target groups in all six countries before the Facebook imposed restrictions for "political content" (post cannot be boosted outside the country of citizenship) and other partners were obligated to share them.

Two publication were created and printed in the scope of the Project. One text book for high school students to accompany the European Classes was printed in 300 copies and distributed to European Classes attendees, as well as at other events in Serbia. It is also available online. Zvoni za Evropu <http://www.emins.org/wp-content/uploads/2019/03/Zvoni-za-Evropu-2019-za-web.pdf>

The other publication Foreign Policy Papers: Big Bang Enlargement and Changes in the Enlargement Policy was a collection of expert analyses printed in 100 copies and available online. It was presented and disseminated at the conference held in Belgrade under the title "Great Enlargement - Lessons for Western Balkans". Spoljopolitičke sveske: Rezultati "velikog praska" i promene u politici proširenja Evropske unije <http://www.emins.org/wp-content/uploads/2017/03/Spoljopoliticke-sveske-01-2019-web.pdf>

Most of the event were open to media (20/25) and received media coverage producing close to 60 media pieces in all partner countries.

Visibility of the Europe for Citizens Programme

All necessary visibility documents were developed in line with the EU and Europe for Citizens rules on visibility stipulated in the Communication and Visibility Requirements for EU External Actions - 2018 and on Europe for Citizens website.

Project Team developed the logo for the project in English and the EU visibility elements were made integral part of the branding. Logo and corresponding visual elements were implemented on the website of the Project enlargeeurope.net.

Guidelines were applied in preparation of printed and online publications (It Rings for Europe, Foreign Policy Papers: Big Bang Enlargement and Changes in the Enlargement Policy), as well as in other materials (signature lists, agendas, conference materials, etc.). All these contain the EU flag and a statements "Projekat kofinansira program Evropa za građane I građanke" and "Project is co-financed by the Europe for Citizens Programme of the European Union" as well as the disclaimer stating EU waiver of responsibility for content and views expressed "Ova publikacija je napisana uz finansijsku pomoć Evropske unije. Sadržaj ove publikacije je isključiva odgovornost autora i ne može ni na koji način predstavljati viđenja Evropske unije".

Visibility of other activities was ensured by stating that project was supported by the Europe for Citizens Programme of the European Union and visibility of graphic elements which prove this (press releases, media advisories, invitation letters, etc.). In statements for the media EU as a donor was always clearly mentioned. Online content was always accompanied with the hash tags developed for the project #EnlargeEurope #ShareYourViews.

Additional information

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Statistics

Direct Participants

Name of Organisation/municipality	Country	Participants by target group			Disadvantaged participants	Women	Men	Total
		below 30	30-65	above 65				
EVROPSKI POKRET U SRBIJI	Serbia	505	561	21	7	481	515	996
POLSKA FUNDACJA IM. ROBERTA SCHUMANA	Poland	36	11	2	1	17	28	45
NVO ALFA CENTAR	Montenegro	90	1	0	0	52	39	91
GONG	Croatia	48	1	0	0	28	21	49
Societatea Academica din Romania	Romania	44	70	6	1	42	78	120
JAUNIMO VERSLUMO SKATINIMO ASOCIACIJA	Lithuania	19	1	0	0	9	11	20
		742	645	29	9	629	692	1321

Indirect Participants

Indirect Participants

Number of indirect participants 8 652 418

Number of Participants not yet active within organisations / institutions before the project

Number of participants to the project who were not active within organisations/ institutions before the project 1 022

Other information

Activities of the project

Project start date 01/08/2018

Project end date 01/01/2020

Venues of the activities

Venue of the activities

Country	City
Montenegro	Gusinje
Serbia	Belgrade

Serbia	Belgrade
Serbia	Kraljevo
Serbia	Zaječar
Serbia	Kuršumlja
Lithuania	Vilnius
Serbia	Belgrade
Serbia	Požega
Serbia	Čačak
Poland	Warsaw
Serbia	Belgrade
Serbia	Novi Sad
Serbia	Subotica
Serbia	Niš
Serbia	Prijepolje
Serbia	Ivanjica
Serbia	Belgrade
Serbia	Belgrade
Serbia	Belgrade
Serbia	Lazarevac
Croatia	Zagreb
Croatia	Zagreb
Serbia	Kruševac
Romania	Bucharest

WebSite Address

WebSite Address	enlargeeurope.net; emins.org
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Citizens' understanding of the EU

<p>To which extent have the project's activities increased citizens' understanding of the EU?</p>	Good
<p>Please give an example</p> <p>Project reached over 5 million people in Europe directly and indirectly. It offered factual and evidence based information about the impact of the process of European Integrations and the EU membership on citizens of Europe already in the EU and those waiting to enter. It gave them first hand explanations and examples of benefits EU citizens have and often take for granted. Citizens of the EU were reminded of the enlargements process, what it meant for them and showed them what it means for citizens of candidate countries and other Western Balkan countries. Content on the website was in adapted to the language and level of knowledge of the average citizen and it included illustrations, charts, maps and links to relevant sources for further reading. Participants at the event had an opportunity to pose questions they are really interested to learn and to the reliable source as well. It was the place to open debate and hear different points of views with good arguments, so that participants were equipped to make informed decisions in the future about EU issues. They were able to receive feed back online when they commented posts, making communication two ways.</p>	

Financial Sheet

Final Grant Requested

Item	Contractual	Declared
Executive Agency - EACEA	88 200,00	88 200,00
Total:	88 200,00	88 200,00

Attachments

Type of File	Name of the File
Declaration on Honour	EnlargEUrope Annex Declaration0001.pdf
Financial Final Report - Grant calculation sheet	EnlargEUrope final_budget_calculation_sheet_rem_en_2018_0.xlsx
Project Picture 1: Please note that this picture might be used for publication purposes	BSF 2019 Big Bang 15 Years, 18 Oct 2019.jpg
Project Picture 2: Please note that this picture might be used for publication purposes	ENlargEUrope BSF 2018.jpg
Project Picture 3: Please note that this picture might be used for publication purposes	EnlargEUrope-Not-Another-Conf-18.-nov-2019.jpg