



Preparing for the  
**EUROPEAN ACTION WEEK**

4 to 11 October 2024 | Act local – connect European – think global!

Get ready for the European Action Week! Within this week, all local groups of Generation Europe – The Academy will be facilitating a specific public local activity they have chosen and organised. In this paper we have compiled some information to make your preparations easier.

*If it fits into your planning and preparation process and the way you work in your organisation, feel free to share this document (or the parts that are important to them) within your local group.*

## 1. Why are we organising the European Action Week?

We want to make the **local activities of our network more visible** all over Europe! By organising local events and activities in the same week all over the continent, we are presenting our diversity and bring our motto “Act local – connect European – think global!” to life.

By this, we are also promoting the idea of Generation Europe – The Academy and are highlighting the benefits of local community youth work. We ensure that the local groups are recognised as members of a strong European network. And we show that international networks of youth cooperation are beneficial for local communities. All this is part of our long-term strategy to strengthen and create better conditions for international and local youth work. But above all, the week is a great opportunity for you to give your local causes another visibility boost with the power of the entire network.

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## 2. Does this mean that we must plan a whole week of activities?

No, the idea is that your local group will facilitate at least one activity during that week in order to enhance the visibility of your work. The character and length of the event or activity is up to you.

## 3. When does the European Action Week take place?

The EAW will take place from 4<sup>th</sup> to 11<sup>th</sup> of October 2024:

- Your **local EAW activity** should take place sometime **between 4<sup>th</sup> and 10<sup>th</sup> of October**.
- There will be a **digital closing event** on **Friday, 11<sup>th</sup> October**, 17:00–20:30 CEST (16:00–19:30 in Portugal, 18:00–21:30 in Estonia, Finland, Greece and Romania). Please tell everybody involved in Generation Europe – The Academy (local group members, ambassadors, youth leaders and project managers) to save the date!

## 4. Is there money we can spend?

Because we want great local activities during the EAW, the local budget granted by Generation Europe – The Academy includes an additional 2,000 euros per local group for the European Action Week this year. This money can be used in addition to the funds for your other local activities, which are available in the same amount as in the past two years. Please note that it is not a separate application, as participation in the European Action Week is an integral part of your local activities this year.

## 5. Are there specific guidelines for the use of the extra funding?

There are no different guidelines for the use of this grant. Your event/activity within the Action Week is part of your local activities. Therefore, the funding guidelines for local activities apply. But note that the additional budget of 2,000 euros must be used for the preparation and/or facilitation of the Action Week event/activity.

## 6. What is the idea of the digital closing event?

This will be great, because for the first and only time in this programme phase, we will **bring together everybody** active within our network across Europe! All the youngsters, ambassadors, youth leaders and project managers from all network partners are going to meet here. We are going to create a format for feeling the power of our large network, celebrating our activities and exchanging about the different local actions.

The digital event will be designed so that all members of the local groups, ambassadors, youth leaders and project managers can participate from home if they have access to the internet. Please let the members of your local group know the time and date so that they can plan for it.

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## 7. Will IBB provide material that we can use during the Action Week?

One of the ideas behind the additional money available to you is that it should also enable you to produce local materials (e.g. posters, banners, flyers, stickers, etc.) for your Action Week event/activity, if they are helpful for your EAW action. But in addition to that, the IBB team is providing some tools to help you implement your local activity in the framework of the EAW. These include:

- **This paper** has lots of useful information, ideas and tips.
- A **European Action Week poster**. The poster is printed centrally by IBB and has space for you to add the date, time, title and location of your own event.
- A **textile banner** with the logo of Generation Europe – The Academy (150 x 100 cm) that you can use during your local action, on group photos during your activity and/or to decorate the event location, for example.
- As **support for your local public relations work** before, during and after the EAW, we will provide you with text modules in English that explain what the European Action Week is and why we are active together. You can translate these text modules into your language, add specific local information about your event or activity and use the texts for press releases, flyers, social media posts and handouts for journalists.

## 8. We are still brainstorming what to do during Action Week. Do you have some ideas?

As communicated since the beginning of the programme: The general idea of the European Action Week is that all local groups, after the phases of group building, identifying local issues and creating a plan to take action, now carry out at least one more public action that increases the visibility of their work in the local community and possibly beyond.

As you are the experts for your local activities, you are the best judge of which action will best achieve this goal. We have compiled an open list of possibilities just as a stimulus for your planning process. These are ideas that we have heard from the network as well as formats that have worked well elsewhere. However, you are completely free to organise the activity as you wish. The only perspective is that at this point in the programme it should be an action that is not purely internal to the group, but publicly visible. Here are a few examples of what is possible:

- An **information stand** in a public place where you provide information about the topic or demands on which your local group has worked.
- A **public forum or panel discussion** on a topic you have been working on or that is of interest to you. You could invite representatives of the city or municipality, local experts and decision-makers, and during the event also present your work.

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- A **community brunch or dinner** to which you invite the local community, friends and perhaps also the parents of the group members. Eating together creates connections, and you can present your work and the line of Generation Europe – The Academy in various ways. (Welcome speech, exhibition etc.)
- A **workshop or lecture with a discussion** on a topic that is of particular interest or importance to your local group. You can invite an expert as a speaker to whom you and the other guests from your local community can ask questions.
- Invite to a **city tour on a specific topic** that your local group has been working on. You can talk about your demands and the perspectives of young people on the topic at the relevant locations, perhaps together with a local expert.
- An **exhibition** about Generation Europe – The Academy, your partnership and your previous local activities, perhaps with a small supporting programme (welcome, snacks).
- A **civil society speed dating** event to which you invite representatives of local initiatives, NGOs, associations, environmental groups, youth organisations, etc., and people from your local community to find out more about the groups/organisations in a speed dating format (very short face-to-face conversations, e.g. four minutes). During the welcoming speech and at one of the speed dating tables, you can present Generation Europe – The Academy and the work of your local group.
- A **community storytelling event**, where youth and community members share personal stories and experiences about a topic of interest.
- A **film screening and discussion**, where you invite the local community to a movie screening on a topic that is important to you.
- A **flyer distribution campaign** on a cause or demand that is important to you. Beforehand, you would need to work out the text, layout the flyer, print it and make a plan of where it should be distributed.
- A **flash mob action** or another kind of **performance** in a public space about a cause that is important to you.
- A **game on a specific topic**, that you have developed. You can invite guests to take part and/or offer participation in a public space.

Please bear in mind that this list is just a few ideas to help you think. Your Action Week activity can of course combine individual elements or aspects from different suggestions, and of course it can also be something completely different!

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## 9. Is the European Action Week connected to the Youth Encounter?

We recommend that you think about making the Action Week activities a topic at this year's youth encounter. A **peer-to-peer consultation session** is particularly suitable for this, in which the three local groups present their ideas and planning status for the EAW to each other. They can then ask each other questions, give feedback and tips.

You can also discuss whether the three local groups would each like to **make a small contribution to their partners' Action Week campaign**. For example, the three groups could record short video greetings that their partner groups can show at their Action Week events. In these greetings, the groups could also briefly mention what they themselves are doing during Action Week, refer to great moments at the youth encounter and talk about why cooperation in the partnership is important to them.

If the partner groups would show these short video greetings at their respective Action Week events, the link between local work and the international network becomes particularly visible. Also other forms of connecting the three Action Week events are possible and could be discussed and planned during the youth encounter.

## 10. Is the European Action Week connected to this year's Symposium?

At **this year's Symposium** entitled "Building Bridges, Breaking Barriers", which will take place on 27 and 28 October 2024 in Dortmund, Germany, the European Action Week activities will be presented by the participating young people and youth workers to the stakeholders present. So please remember to take some nice photos of your EAW action and your other local activities. Of course, videos are very welcome, too!

In general, please already **think about how you want to publish and document** what you are doing in the planning phase of the EAW event. We also want to showcase all the Action Week activities on the Generation Europe website and our social media channels, so we definitely need your input! Think about responsibilities for taking and sending in photos to IBB, and for writing a short text about your event/activity. If it fits to the way you are working, distributing these tasks to someone (or some members) from your local group (writing group, photo group, social media group) can be part of your planning process.

*If you have any further questions that are not answered in this paper, feel free to contact Dominik Ahlers ([ahlers@ibb-d.de](mailto:ahlers@ibb-d.de)).*

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