



THE WE ARE EUROPE ACADEMY 2018

Empowering civil society, for a citizens' Europe

A UEF and ECAS Training Event

Mundo-B, Rue d'Edimbourg / Edinburgstraat 26

9-11 November | Brussels

We are EUROPE

Empowering civil society for a citizens Europe

Get the word out with Social Media!

We welcome and encourage you to use social media during the Academy. Follow us on Twitter (@federalists, @ecas_europe) and Facebook (European Federalists and European Citizen Action Service (ECAS)). Use the hashtag #WeAreEurope for all We Are Europe Academy-related tweets and posts. Here are some guidelines that will help you to have a great social media presence:

- Tweet and create posts about the sessions (without sharing sensitive information) - discuss topics of interest and comment on political debate
- Engage with other Academy participants online
- Take pictures during sessions and breaks, tweet or post them on Facebook
- Retweet!
- Provide feedback to UEF and ECAS staff
- Be respectful in tone and content -- remember, **your posts are public and live forever!**

INTRODUCTION

Welcome to *the We Are Europe Academy 2018!*

The “We are Europe Academy” is a training event for civil society activists organized by the Union of European Federalists (UEF) and the European Citizens Action Service (ECAS) in the context of the **We are Europe** project supported by the European Commission’s Europe for Citizens program.

The Academy will help activists from civil society organisations to develop their practical skills on political communication, campaigning, citizen engagement, grass-roots campaigning and organisation building to better prepare themselves to be active participants in the ongoing debate on the future of Europe, particularly in the run up to the European elections, and in the public debate against raising nationalism.

Particular focus on how to apply the knowledge and skills during the run up to the European Parliament elections in May 2019.

During the Academy participants will be divided in groups and tasked to complete practical projects. Four fictional CSO profiles will be created and provided with assigned projects to every group. All CSOs will work together towards the development and implementation of a given project through the weekend.

Interaction and the exchange of ideas and experiences is encouraged – participants will learn from one another as well as from expert speakers and facilitators.

We trust this weekend will empower you to renew your effort as activist and enable you to apply newly developed knowledge and skills in an effective manner.

Engage with speakers, facilitators and other participants and make the best out of this week-end!

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AGENDA

Friday 9 November

Venue Mundo-B, rue d'Edimbourg 26, 1050 Ixelles

14:00 – 14:45

OPENING

- Welcome and outline of the program
- Introduction of participants
- Targets and desired outcomes
- This time I'm voting presented by **Sara Joffre**

Introduction by **Inês Moreira**, We are Europe Academy facilitator

14:45 – 15:15

PLENARY SESSION

CHALLENGES FOR CIVIL SOCIETY ORGANISATIONS IN VIEW OF THE 2019 EUROPEAN ELECTIONS

Introductions by:

- **Assya Kavrakova**, Executive Director of European Citizen Action Service
- **Paolo Vacca**, Secretary-General of the Union of European Federalists

Followed by Q&A session

15:15 – 16:15

1st Face-to-Face

Getting ready to engage in the debate on the Future of Europe

“OUR MONEY”

- Is the EU budget enough and is it spent on the right policies?
- Do we need more cross-border solidarity to make the euro work?
- Will austerity ever end?
- Is it time for EU taxes to finance EU policies?

With the participation of:

- **Christopher Glück**, President of the Young European Federalists

Challenged by **Inês Moreira**, We are Europe facilitator

16:15 – 16:45

Coffee break

16:45 – 17:45

Workshops on Political Communication (1st round)

Each participant participates in two workshops among:

Formulating an effective political communication strategy

Led by **Monica Tiberi**,
 Communication Adviser in
 the European Committee
 of the Regions

Exploiting social media at their best for political communication

Running pan-European communication campaigns in the framework of transnational partnerships

Led by **Ansgar Kiene**,
 Climate Energy Policy Advisor at
 Greenpeace EU



17:50 – 18:50

Workshops on Political Communication (2nd round)

Formulating an effective political communication strategy

Led by **Monica Tiberi**,
Communication Adviser in
the European Committee
of the Regions

Exploiting social media at their best for political communication

Running pan-European communication campaigns in the framework of transnational partnerships

Led by **Ansgar Kiene**,
Climate Energy Policy Advisor at
Greenpeace EU

18:50 – 19:30

PRACTICAL PROJECT – GROUP MEETINGS

Participants are divided into 4 groups and familiarise with their profiles, groups and assigned projects. Within each group, each pair of participants represents an imaginary CSO. All the CSOs in each group need to work together towards the development and implementation of a given project through the weekend.

Participants work in groups to reflect on the learning of the afternoon and draw conclusions for their assigned project.

19:30

Networking drinks

Saturday 10 November

Venue Mundo-B, rue d'Edimbourg 26, 1050 Ixelles

08:30

Opening

08:45

Introduction to the day

09:00 – 10:00

2nd Face-to-Face

Getting ready to engage in the debate on the Future of Europe

“OUR SECURITY”

- How do EU citizens perceive security in Europe?
- Are perceived threats real or politically driven?
- What role for the EU in ensuring homeland security?
- Security, freedom and national sovereignty: is it a new incompatibility triangle?

With the participation of:

- **Aleksejs Dimitrovs**, EFA Advisor on Legal Affairs, Civil Liberties, Justice and Home Affairs

Challenged by **Ophélie Omnes**, President of UEF France

10:05 – 11:05

Workshops on citizens' engagement (1st round)

Each participant participates in two workshops among:

Activating membership for European activities

Led by **Martin Maréchal**,
President of JEF Belgium

Promoting Europe reaching out to new circles

Led by **Davide Capecchi**,
Programme manager on a
joint programme for youth

Going digital to engage citizens with Europe

Led by **Elisa Lironi**,
Digital Democracy Manager at ECAS

11:05 – 11:35

Coffee break



11:40 – 12:40

Workshops on citizens' engagement (2nd round)

**Activating membership
 for European activities**

Led by **Martin Maréchal**,
 President of JEF Belgium

**Promoting Europe reaching
 out to new circles**

Led by **Davide Capecchi**,
 Programme manager on a
 joint programme for youth

**Going digital to engage citizens with
 Europe**

Led by **Elisa Lironi**,
 Digital Democracy Manager at ECAS

12:40 – 13:30

PRACTICAL PROJECT – GROUP MEETINGS

Participants work in groups to reflect on the learning of the morning and draw conclusions for their assigned project.

13:30 – 14:30

Lunch

14:30 – 15:30

3rd Face-to-Face

Getting ready to engage in the debate on the Future of Europe

“OUR DEMOCRACY”

- Are closer EU integration and national democracies becoming a contradiction?
- Is the EU a democracy?
- How can citizens influence EU decisions?
- How to counter the proponents of illiberal democracy?

With the participation of:

- **Paolo Vacca**, Secretary-General of the Union of European Federalists

Challenged by **Ophélie Omnes**, President of UEF France

15:35 – 16:35

Workshops on tools for non-party actors in electoral periods (1st round)

Each participant participates in two workshops among:

**Lobbying the EP candidates
 and political advocacy**

Led by **Huw Longton**,
 Training and Outreach
 Coordinator at ECAS

**Countering fake news in the
 European election campaign**

Led by **Flavio Grazian**, Digital
 Democracy Coordinator at ECAS

**Promoting turnout at the next
 European elections**

Roger Casale,
 Secretary General of the New
 Europeans

16:35 – 17:05

Coffee break

17:05 – 18:05

Workshops on tools for non-party actors in electoral periods (2nd round)

**Lobbying the EP candidates
 and political advocacy**

Led by **Huw Longton**,
 Training and Outreach
 Coordinator at ECAS

**Countering fake news in the
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 Democracy Coordinator at ECAS

**Promoting turnout at the next
 European elections**

Roger Casale,
 Secretary General of the New
 Europeans

18:05 – 19:00

PRACTICAL PROJECT – GROUP MEETINGS



Participants work in groups to reflect on the learning of the afternoon and draw conclusions for their assigned project.

19:00

End of session

20:00

Group dinner

Sunday 11 November

Venue Mundo-B, rue d'Edimbourg 26, 1050 Ixelles

09:00 – 10:30

Finalisation of projects

10:30 – 11:30

Presentation of projects

Group feedback based on: effectiveness, originality, imagination and professionalism

Presentation of participants' conclusions on lessons learned for their own organisations

11:30 – 12:00

Evaluation and feedback

12:00

Closing

End of the We are Europe Academy

PARTICIPATION CONDITIONS

Contribution

Accepted participants are required to make a **contribution of €60** to help towards covering the costs of venue hire, catering (a welcome reception, one lunch, one dinner and coffee breaks), documents and other expenses.

The contribution should be transferred immediately after your registration confirmation on the following account:

Union of European Federalists
BNP Paribas Fortis
Agence Quartier Léopold
Place du Luxembourg 14B - 1050 Ixelles
IBAN: BE69 2100 3760 9578
SWIFT CODE: GEBABEBB
"We are Europe Academy": *First Name* *Last Name*"

Accommodation

Accommodation in double rooms is available for an extra fee of 50€ to be paid together with your participation contribution.

Travel reimbursement

Participants residing outside Brussels will be eligible to reimbursement of their travel expenses (accommodation and subsistence excluded) **exceeding 50 EUR and up to a maximum reimbursement of 150 EUR**. Reimbursements will be made on the spot and in cash only. Please, don't forget to bring the original receipts and tickets with you.

Reimbursements will only be made in cash at the event on Sunday: Please bring all relevant documents to the academy and note that **original copies of all invoices, tickets and boarding cards are required**.

Further information

Should you have any further questions or comments, [please contact the UEF Secretariat](#)

PRACTICAL INFORMATION



ACADEMY VENUE

[Mundo-b](#), Rue d'Edimbourg / Edinburgstraat 26, 1050 Ixelles



Metro: Porte de Namur/Naamsepoort



ACCOMMODATION VENUE (for participants requesting accommodation and having received confirmation)

[Leopold Hotel](#), rue du Luxembourg / Luxemburgstraat 35, 1050 Ixelles

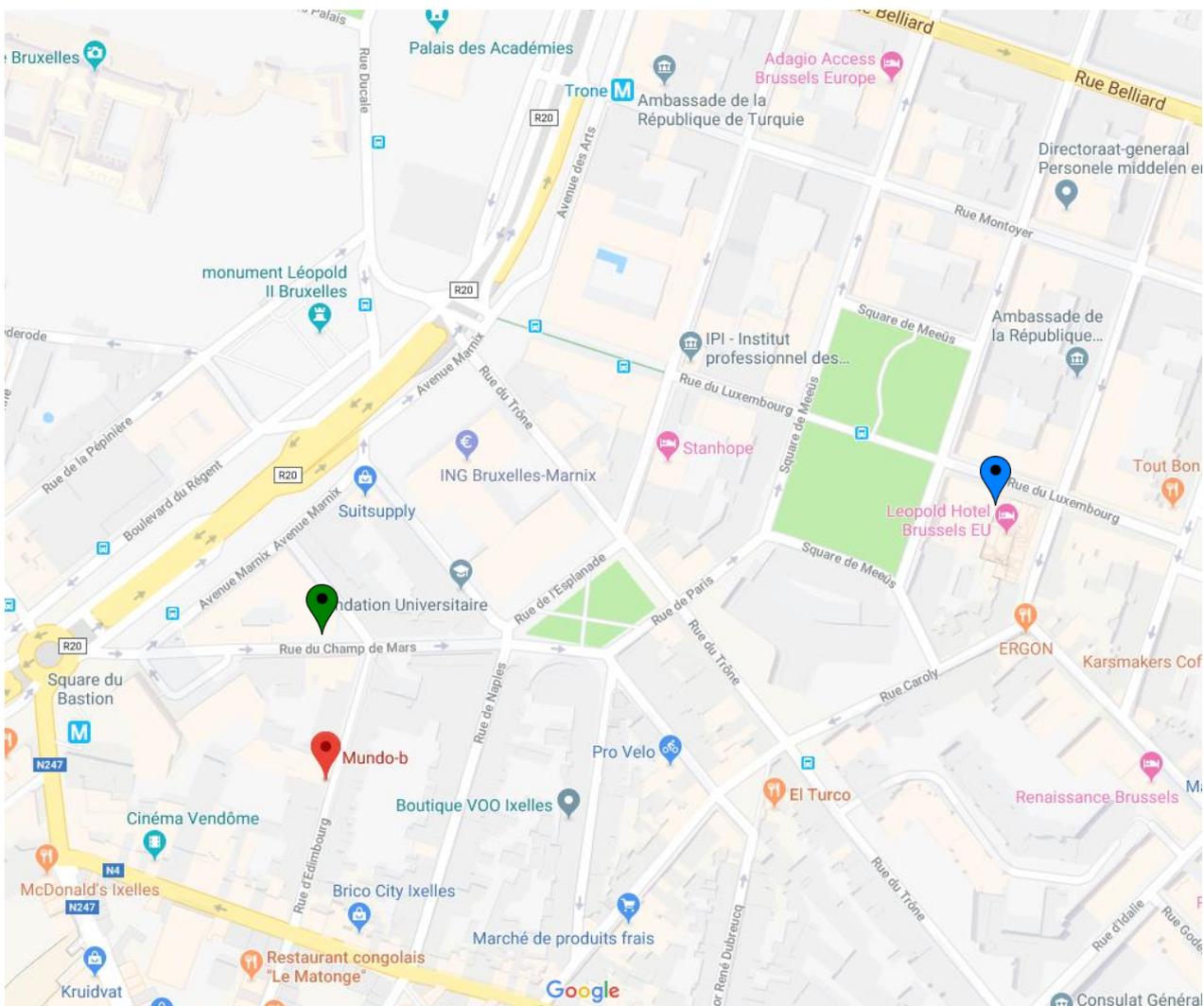


Metro: Trône / Trone



DINNER (Saturday 10th of November at 19:30)

[Enoteca Da Valentino](#), Rue du Champ de Mars / Marsveldstraat 13



CONTACT

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