## European future is our future I AM EUROPEAN

11-13 OCTOBER 2021/ NOVA GORICA

"How to motivate people to be active European" Municipality of Vila Nova de Cerveira



Cofinanciado pelo Programa «Europa para os Cidadãos» da União Europeia





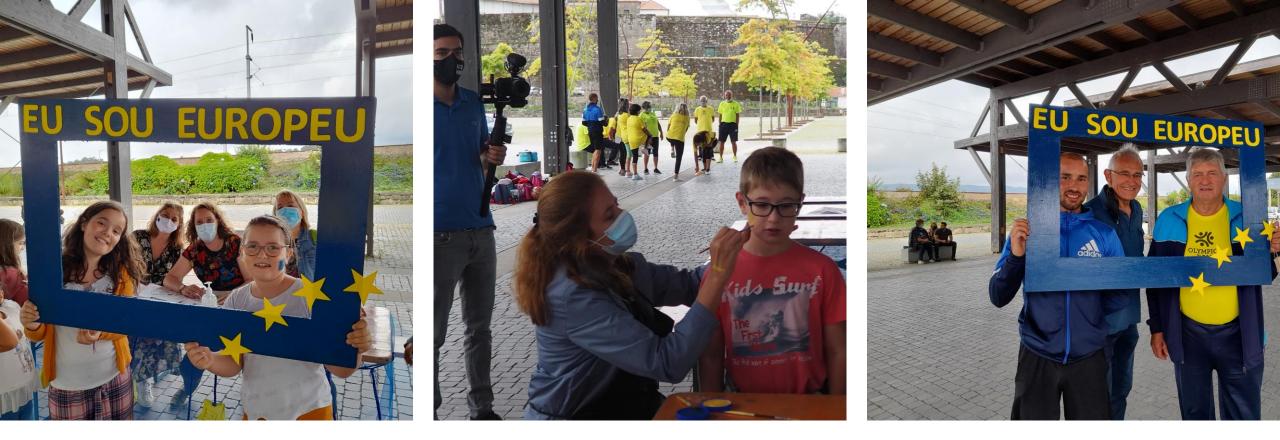




#### **POP-UP PROJECT**

Municipalities maintain a trusting relationship with their citizens but are often overlooked as vital partners of the European institutions to strengthen support for European policy. While politicians and local officials recognize the importance of EU policy influencing the daily lives of its citizens, they often face difficulties in engaging citizens or communicating on these topics.

This project aims, on the one hand, to inspire municipalities by providing activities that address EU topics, and on the other, it invites collaborators from local institutions to seek closer contact with their local communities for a joint promotion of the European Union. Working together, both can save time and costs and reach a wider audience.



"How to motivate people to be active European" During the project lifetime, the four entities - Municipality of Vila Nova de Cerveira, Comune di Silvi, Province of Antwerp and Gulbene Municipality contributed with activities to promote Europe at a local level. Thus, a book was created containing 12 recipes to be developed by municipalities with activities that aim to bring Europe closer to the citizens.



"How to motivate people to be active European" Each recipe in the book guides you through various stages of development of activities and events in the European Union. It provides you with information material, graphic designs and inspiration... in other words, everything you need to start communicating about Europe!



## Pop up Europe

12 recipes for municipalities to get a taste of Europe

Provincie Antwerpen

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## **POP-UP EUROPE**

# Bringing Europe closer to its citizens

Vila Nova de Cerveira – 9 de Setembro de 2021

### Thank you!

### Municipality of Vila Nova de Cerveira