



*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



DALGOPOL  
MUNICIPALITY  
BULGARIA



AKSAKOVO  
MUNICIPALITY  
BULGARIA



OSILO  
MUNICIPALITY  
ITALY



NOVA GORICA  
MUNICIPALITY  
SLOVENIA



VILA NOVA DE CERVEIRA  
MUNICIPALITY  
PORTUGAL



ASSOCIATION  
BIONet





“How to motivate people to be active European”

#### 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

Co-funded by the  
Erasmus+ Programme  
of the European Union



# 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