



2008 YEAR OF INTER-CULTURAL DIALOGUE - PROPOSAL FOR A EUROPEAN CAMPAIGN

1. Introduction

- 1.1. 2008 is the EU Year of inter-cultural dialogue. There is an opportunity for EURO CITIES to work with the European Commission to develop an initiative which would combine actions by individual cities with a high profile campaign exploring the meaning of intercultural dialogue in the context of the discussion on identity and citizenship in modern Europe. A graphical representation for the campaign is attached.
- 1.2. The European Commission will provide co-financing for approximately 10 flagship ICD projects to run during 2008. In addition there will be an EU-wide communication campaign around the year to support the EC's own activities throughout the year, the flagship projects as well as other initiatives.
- 1.3. The proposal is that the EURO CITIES network will apply to run one of the flagship projects during 2008. The proposal will have to be submitted by the end of June 2007 (tbc); activities to be funded through this project will take place from 1.1.2008-31.12.2008.
- 1.4. The preparation and follow-up of the project will require resources both from the EURO CITIES Secretariat and interested member cities.
- 1.5. The basic idea for a EURO CITIES ICD project is to build on existing and planned local events relating to intercultural dialogue in EURO CITIES member cities. The European dimension of the project would be ensured through 2 strands: links between the decentralised events through common branding, common

programme features and personal encounters; and learning at European level both through validation conferences and the production of a handbook.

- 1.6. By bringing together the actions of each individual city into a European campaign through the EUROCITIES network, potentially 129 cities in 33 countries, reaching out to a huge number of individual citizens, could participate in a high profile initiative.
- 1.7. This proposal recognises that the 2008 Year of Inter-Cultural Dialogue should provide a focus for a European Campaign, but should secure a means of evaluating best practice and embedding this into ongoing programmes of activity in major European cities.

2. Link to EC Communication Campaign

- 2.1 The year long programme of festivals/events and ongoing projects could be published on the official EC website for the ICD Campaign, using the templates and technical possibilities offered by the EC Communication Campaign (details to be confirmed, EUROCITIES has suggested to have a Content Management system and features such as blogs etc). This should provide the opportunity to feature the participating city and their two initiatives. Both the festival/event and the ongoing project would be branded by the participating cities as an EU event and would use the European flag and the EUROCITIES logo to brand and badge the event/activity.
- 2.2 The EUROCITIES Project Officer for the ICD project along with the EC Communication Team would develop a marketing campaign based on information provided by the cities. This could include, for example, a media strategy, video clips on events and projects, a blog etc. Resources and technical requirements need to be confirmed.

3. Roles of participating cities

- 3.1. At the City Level the basis required to participate would be the selection of one festival/event and one ongoing project. Each participating city in the EUROCITIES network would select, firstly, a festival or event taking place during 2008 which brought communities together to promote inter-cultural dialogue along with, secondly, an ongoing initiative or project to “showcase” the promotion of integration, managing religious diversity, citizenship or schemes to promote access to learning, training and employment by minority communities. It would be for the cities themselves to decide which festival/event or project best portrayed their work.

- 3.2. Criteria would need to be developed and it would be helpful if the festivals/events/ and ongoing projects could successfully:
- Promote and celebrate religious/cultural diversity/understanding (e.g. initiatives which promoted identity and positive images/role models).
 - Promote social inclusion/cohesion (e.g. outreach and other interventionist projects which actively encouraged integration).
 - Promote citizenship (e.g. projects which gave a voice to minorities and encourage democratic engagement in citizenship).
 - Promote access to learning, training and employment (e.g. concerned with personal development and access to opportunities which gave people a stake in their communities).(TBC)
- 3.3 Participating cities would commit themselves to brand the selected events/projects as contribution to the EUROCITIES ICD project and would introduce at least one of a selection of common programme elements. This could be, for example, receiving/sending “ICD ambassadors” from/to another participating city, organising “city debates” using a special format and involving local government, universities, schools, communities and, particularly, young people; awareness-raising with city administration staff; innovative awareness-raising activities for citizens etc. Details for these common activities will need to be further developed when preparing the proposal and during the start phase of the project.
- 3.4 Participating cities would benefit both from professional branding and high visibility at European level, from innovative ideas for local events, and from focused learning exchanges with other participating cities (s. below). Participation in European project events (conferences, ambassador trips) would be funded out of the project budget.

4. Role of EUROCITIES Network/Secretariat

- 4.1 The EUROCITIES Secretariat would coordinate the European dimension of the EUROCITIES ICD project through following up on 2 strands of activities. A dedicated staff person would be employed for this task which would also ensure liaison with the EC Campaign.
- 4.2 The first strand of the European dimension would be to coordinate the establishment of links between the decentralised events through common branding, common programme features and personal encounters (s. 3.3. above)
- 4.3 The second strand of the European dimension would be to organise European-level learning and communication around the project. This would consist in the organisation of a kick-off meeting, a

validation conference(s) and the production of a handbook.

- 4.4 A Kick-off Meeting between contact persons in participating cities would be held in early 2008 in order to discuss and promote the common elements of the campaign and establish personal links; towards the end of the year, a validation conference would be organised which would be concerned with showcasing and evaluating the activities during the year and discussing the concept of promoting a the interplay between intercultural dialogue and complementary European identity in modern Europe. The conference would examine key issues such as managing religious diversity and interfaith issues, managing the impact of new immigration along with the experience of sustainable development in both social and economic terms. These validation conferences should be jointly supported by the Social Affairs, Culture and other interested EUROCITIES Forums. They would draw from the practical experiences of practitioners.
- 4.5 The EUROCITIES Secretariat would produce a publication on ICD activities in the participating cities. The elaboration of this document should include an evaluation element in order to become a tool for future activities. It should be presented as a handbook to politicians of European cities on best practice across Europe and help encourage a more consistent approach to multicultural issues.

5. Potential partnerships

- 5.1 In order to increase the impact of the EUROCITIES project, it is envisaged to enter into strategic partnerships with one or two other stakeholders at European level. This could be for example media representatives (e.g. network of local television stations) or sports representatives (e.g. UEFA). Opportunities for partnership will be further explored by the EUROCITIES Secretariat during the development of the proposal.

6. Sustainability of the campaign

- 6.1 As part of the evaluation of the ICD Year planned by the EC, validation of the EUROCITIES project could be envisaged, using the material of best practice identified by each participating city, in order to evaluate and provide information on what works to assist with future planning.
- 6.2 This evaluation should also review value for money, particularly in relation to the social outcomes achieved. This would be a 'lifelong learning project', for which separate funding would be sought.

- 6.3 EUROCITIES members and the network could build on activities and contacts developed during 2008 for future activities in several ways. For example, the handbook produced during the ICD Year would constitute a reference of ideas for the future. The intensified exchange between EUROCITIES member cities could be continued through a dedicated WG within the network/ongoing activities of the relevant Forums.

7. Action Plan

- 7.1 It is recommended this proposal be supported by the Culture Forum at their meeting in Nantes in March 2007 and the Social Affairs Forum at their meeting in Newcastle in March 2007 (tbc with Policy Officer) and form the basis of the EUROCITIES bid to the Commission to celebrate the 2008 Year of Inter-Cultural Dialogue.
- 7.2 The project proposal would then be further developed by a Task Force (to be convened in early April in Brussels, TBC) and the EUROCITIES Secretariat. Interested member cities are invited to attend this meeting as well as put forward further ideas and input regarding the marketing campaign, common elements of local events, and the European learning elements of the project.

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2008 YEAR OF INTER-CULTURAL DIALOGUE
PROJECT OUTLINE – TO BE DISCUSSED

MARKETING CAMPAIGN : EUROPEAN CITIZENSHIP TODAY
129 CITIES. 33 COUNTRIES

MARKETING
PROFILE

