



**European Movement
Mouvement Européen**

UNITY THROUGH MOBILITY

A STRONGER EMI NETWORK FOR A STRONGER EUROPE



**Europe for Citizens
Programme**

ACKNOWLEDGEMENTS

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INTRODUCTION

The contemporary European Union has many forms of self-expression – regulatory, budgetary, policy, infrastructural and institutional. It was one of the founding fathers, Jean Monnet, who remarked: "Nothing is possible without men, but nothing is lasting without institutions." The European Movement International was instrumental in contributing significantly to the institutional and political evolution of the post war European integration process and remains firmly engaged in the present-day debate on its potential and state of fulfillment. We also increasingly have turned our attention to the idea that 'nothing is possible without people'. The European Union has been created through successive treaty changes but evidently it still struggles to find its Europeans in terms of popular support, as witnessed in successive national referendum campaigns and in declining turnouts in successive European Parliament election campaigns. Consent, for so long freely given at the outset of the integration process by a generation who had experienced the dreadful and costly alternative of war and who hungered for peace and reconciliation, must now be earned rather than taken for granted.



There is considerable uncertainty as to the outcomes that will follow the recent popular uprisings in North Africa, the Middle East and some Arab states. These remind us that when the winds of change blew across Central and Eastern Europe in our year of revolutions of 1989 the existence of the European Community and its institutions offered a truly transformative framework that was seized upon as the way forward. Despite the many and necessary debates we have about the EU's deficiencies this transformative power, for example, remains today one of the most hopeful sources for political momentum and transformation in the countries of the Western Balkans. It is a powerful reminder of the benefit of the EU's soft power.

Striking the right balance between elites and popular opinion, between political institutions and citizens and between criticism and complacency as regards EU affairs is never easy but it cannot be found without the active engagement of citizens and civil society. The project reported on in this report is a citizen and civil society initiative undertaken by the European Movement International and a number of its national councils. It is about encouraging, developing and animating the European Movement's network through the exchange of best practice and facilitating people to people contact. This is not an end in itself but rather a means to an end – namely, to ensure that having found a contemporary sense of 'Europe' common to us all that we enliven it through active and engaged citizenship.

I would like to express my sincere thanks to all those involved in this exercise and to express the hope that we can continue to deepen this citizen based work in future.

A handwritten signature in black ink, appearing to read 'Pat Cox', with a stylized flourish at the end.

Pat Cox,
EMI President
April 2011



European Movement
Mouvement Européen

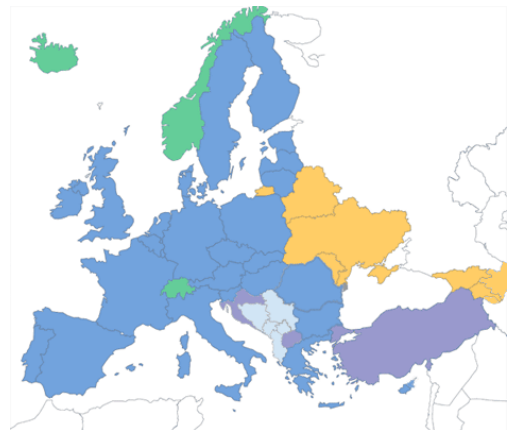


The European Movement: Making Europe Move!

The **European Movement** is an international organisation **open to all political, economic, social and cultural trends in civil society**.

Its objective is to contribute to the establishment of a united Europe founded on the respect for basic human rights, principles of peace and democracy, liberty and solidarity, as well as the active participation of citizens.

Its **43 national councils and 31 international member organisations** work towards bringing together representatives from national and European associations, political parties, the industry and trade unions.



The European Movement has been chaired by many **illustrious European political figures** throughout its history including, Paul-Henri Spaak, Robert Schuman, Walter Hallstein, Jean Rey, Gaston Thorn, Enrique Barón Crespo, Valéry Giscard d'Estaing, Mário Soares and José-Maria Gil Robles.

The **EMI office in Brussels** acts as a facilitator for its members in Brussels, and provides a forum for debate. Its permanent team of 7 runs various projects and activities involving the Member Organisations and European citizens, such as :

- The 9 the May Europe Day celebrations
- EMI Briefings on latest EU developments
- Seminars and conferences on a wide range of topics
- Educational, cultural and informative projects

PRESENTATION OF THE PROJECT

The European Movement International's Mentoring Scheme: "Unity through Mobility: A stronger EMI network for a stronger Europe"

- Funded by the Europe for Citizens Programme -

The "Unity through Mobility" project took place in 2010 and involved 12 National Councils of the European Movement.

The objective of the project was to strengthen the EMI network as a whole by providing internal support to some of our less developed National Councils. In a spirit of solidarity, 6 well-established National Councils became Mentors to 6 smaller organisations and helped them to identify some of the main issues that they were facing and to find solutions by sharing best practices. The partners worked in pairs – 1 Mentor to 1 Mentoree, set up following their particular structures and activities:

EM Belgium-EM Hungary
EM Denmark- EM Albania
EM Finland-EM Estonia
EM France-EM Slovenia
EM Germany-EM Italy
EM Ireland-EM Greece



The partners used a wide variety of methods to transfer knowledge and know-how, drawing upon the vast resources and creativity available in a network such as that of the European Movement.

Thanks to this project, the partners were able to meet several times, either in Brussels or in their respective countries. Each meeting was an opportunity to share knowledge and best practices and to develop common activities, either in the scope of the project or in the perspective of a long-term cooperation.

The EMI organised 3 meetings in Brussels, among which a training session on communication, social media and ways of looking for EU funds. Partners were also able to meet EU officials and other people of interest.

Six flagship events were organised in the Mentoree countries, each on a key subject relevant to the objectives and priorities of the Europe for Citizens Programme. These events constituted opportunities to recruit new members, make contacts with potential sponsors and raise awareness of the project among the general public and with local authorities. Some partners also organised study and training visits to their respective countries during the project.

The project ended in December with a final evaluation meeting where the partners discussed their experience and drew conclusions.

This brochure gives a summary of the main activities organised through the project as well as an overview of the lessons learned by the partners who, for the first time, experienced this new type of collaboration.

6 FLAGSHIP EVENTS

EM Belgium-EM Hungary

“Trio Presidency” Conference, Budapest, 30 November 2010

Together with the European House of Budapest, EM Belgium and EM Hungary organised a conference in Budapest in the framework of the Trio Presidency of the EU (Spain-Belgium-Hungary). Over 60 representatives of Civil Society Organisations from the 3 countries were present, representing various interests groups such as gender equality, youths and social issues. They discussed the role of civil society in the EU Presidencies and produced a Statement which was presented to citizens, the press and politicians.



EM Denmark – EM Albania

Conference on "The Impact of European Integration in the Albanian Society"

Tirana, 12 November 2010

This event brought together many distinguished guests such as **Britta Thomsen, MEP, H.E. Karsten Ankjær Jensen, Danish Ambassador in Albania, and Iva Zajmi, Deputy Minister of Interior and National Coordinator for the Fight against Human Trafficking.** Were also present the Secretary General of the EMI, Diogo Pinto, and the President of EM Denmark, Eric Boel.



EM Finland – EM Estonia

Seminar in Tallinn and “After Sauna” event in Helsinki, 15 & 21 December 2010

The Finnish and Estonian partners organised a seminar in Tallinn on current development aid, policy issues and questions in the EU. This took place on 15 December 2010 and gathered over 90 participants.

On 21 December a large group of Estonian activists visited Helsinki and attended EM Finland’s briefing on the European Council, the “After sauna seminar”, in the presence of the **Finnish Prime Minister Mari Kiviniemi**. This event gathered over 200 participants.



France-Slovenia

Go Europe! “How local authorities can help to educate youth as European citizens” & street action, 5 November 2010, Nova Gorica, Slovenia

After holding a VIP reception on 4 November, EM France and EM Slovenia organised a conference bringing together youth and decision-makers from local and EU-levels to discuss how local authorities could help to educate youth as European citizens. Present were several Ambassadors from EU countries as well as Mayors and representatives of local authorities, namely **Mirko Brulc**, Mayor of Nova Gorica, **Pat Cox**, EMI President, and **An Krumberger**, President of EM Slovenia. There were 5 key speakers:

- Peter Debeljak**, Director of the Office of Youth of the Republic of Slovenia
- Pauline Gessant**, Secretary General of EM France and Vice-President of JEF
- Janez Skulj**, Head of the European Commission’s Youth in Action Unit in Slovenia
- **Pierre-Jean Verrando**, President of JEF France

This event was also accompanied by a street action. Skaters were invited to perform, drawing over 500 people, many of whom got to meet the representatives of EM Slovenia and EM France present on the spot and discuss the activities of the European Movement or ask questions about Europe.



EM Germany - EM Italy

Conference: “Communicating Europe to Organized Civil Society in Germany and Italy – a Comparison”, Rome 25 November 2010

A conference was organised in Rome, bringing together key representatives of German and Italian institutional partners and member organization of the European Movement. By comparing the organization of civil dialogue on European issues in both countries, the conference aimed to strengthen coordinated dialogue between civil society organisations and institutions in Italy.



Key speakers were **Dirk Lölke**, Councillor at the German Embassy in Italy, **Carlo Marzocchi**, Responsible for Relations with Schools and Universities, European Parliament Office in Rome, **Elena Montani**, Responsible for Civil Society, European Commission Representation in Italy, **Roberta Innamorata**, Official at the European Citizenship Office in the Italian Presidency of the Council of Ministers, **Pier Virgilio Dastoli**, President of CIME and **Bernd Hüttemann**, Secretary General of EM Germany.

EM Ireland – EM Greece

Conference on the “Social Consequences of the Economic Crisis”, Athens, 30 November 2010

EM Greece, in cooperation with EM Ireland, organised a conference at the Office of the European Parliament in Athens. The topic of the conference was chosen under the common experience of Greece and Ireland upon the issue and the principal goal was to share common experiences regarding the social impact of the economic crisis. Despite the fact that the roots of the crisis were different in the two countries, the influence on the social reaction had similar characteristics that were communicated through this conference. The participants were mainly students and representatives of civil society organisations.

Key speakers were **Meglana Kuneva**, former Commissioner for Consumer Protection and Board member of the EMI, **Professor Anthony Zoudis**, specialised in economic issues, **Fotis Papathanasiou**, former Vice Mayor of the Municipality of Athens, **Michalis Angelopoulos**, President of EM Greece and **Billie Sparks**



LESSONS LEARNED

The EMI would like to share some of the lessons learned from this mentoring experience with its National Councils, and with other organisations who may be considering the implementation of similar horizontal cooperation schemes within their own networks.

The participants in the project faced certain difficulties that could be avoided in the future if projects build on this experience. There are also best practices to be shared, such as certain types of activities that work particularly well, communication and visibility techniques, as well as ideas for future project structures.

General advice and observations



A) Mentors also learn from their mentorees!

One of the most valued results of the project was that “mentor” partners also learned from their “mentorees”. For example: EM Denmark realized that EM Albania translated all their documents into English and decided to follow their example in the future. This type of project is therefore a fantastic tool to boost an entire network, not only the partners of the project.

B) Communication melts in Summer

Every team had communication issues, especially during the summer break. This is something to think about when planning such a project. One possible solution mentioned was to organise a general meeting with all the partners early September.



C) Volunteers are not... full-time employees!

When planning such a project one should take into consideration the structural differences between the organisations working together. In this case, most of the Mentoree organisations were composed of volunteers who all have other occupations during the day and could only work on the project after hours, whereas the Mentors were all full-time professionals. The expectations of the Mentors were therefore sometimes not feasible for the Mentorees.

D) Greek time vs Irish time

Some cultural differences should also be taken into account, for example: some countries are more flexible with schedules than others; some countries usually plan ahead whereas others have a more “last-minute” philosophy... It is important to discuss your partner’s approach at the beginning of the project and to agree on certain methodologies.

E) It’s a lot of work...

Partners shouldn’t underestimate the amount of time and commitment that a mentoring project implies. Developing an organization and finding solutions to difficult issues takes time, especially when one of the partners is a small organisation with little means. Partners should therefore make sure that the project is set as a priority, and Mentorees should pay special attention to this as they are often tight

F) Structure is capital

When working with volunteers who have little time to spend on the project, it's important to have a clear idea of who is responsible for what, and to set deadlines. The Mentor should take the initiative of planning out the work and should not hesitate to get involved in the daily management of the project on the Mentoree side, as this support is welcome. For example, regular phone or Skype meetings with an agenda are important to keep work on track.



G) Don't wait, communicate!

Regular, structured communication between partners is important. Although tools such as Skype and e-mails are useful, it is sometimes more efficient to use "traditional" means such as the good old phone call or a face-to-face meeting. Direct contact with potential sponsors, media or political actors is also sometimes more productive than sending an official letter or an e-mail. And investing time in building mailing lists and databases is a worthwhile effort.

H) All-round visibility

To increase visibility, you shouldn't hesitate to use all the tools available simultaneously, such as Facebook, Twitter, Wikipedia, web sites, posters, flyers, newsletters and mailing lists. Don't forget to activate your local network, you may be surprised at the number of volunteers you have at hand! Don't hesitate to invite high profile speakers, even for local events, and to involve your municipality.

I) Think ahead!

If you are planning to find sponsoring, you should start searching as early as possible. You may also consider having a long term approach: contacts made for your project may not bring about any immediate results, but could be useful for future projects.



J) Who's my contact?!?

When working with very small, volunteer-based organisations you may find that your contact point changes a lot. If this should happen, the organisation responsible for the change should make sure that the new person is presented to the partner and that information is communicated.

K) And don't forget the coordinator!

In general, when any difficulties are encountered, partners should remember that the coordinator is there to help and should not hesitate to ask for assistance.

What works well

Some activities worked particularly well and are recommended by the partners:

A) Political contacts in Brussels

As project coordinator, the EMI organised political contacts in Brussels for the partners, upon their request. The EMI has a large network in Brussels and normally acts as a facilitator for its member organisations. These meetings are great opportunities for the partners to make useful contacts in the EU institutions and with other key actors.

B) Internships and study visits

Some national councils organised internships and study visits for the staff of their partners in the project. This was very useful as the participants were able to see how their mentor's office was organised and find new ideas to bring back home.

C) Third partners

Hungary and Belgium decided to invite a third partner organisation (European House) to work with them on the event in Budapest. This not only helped them with the event but opened doors for future collaboration and gave many new contacts to EM Hungary.

D) Adapting to your target group

It is important to use the right kind of tools for each particular target group. Partners in this project found that working group sessions were very good for young people as it gives them the chance to express themselves. The official reception in Slovenia on the other hand worked very well for the VIPs invited, and the street action with skaters was perfect for the local youth.

E) Topical subjects

The experience in Greece and Slovenia proved that it is better to organise conferences on topical subjects, rather than on more general ones; ie: it is better to have an event on "How local authorities can help to educate youth as European citizens", rather than on "Youth in Europe".

F) Meetings between peer groups

Such projects work better if there are regular meetings between peer groups (ex: mentors meet other mentors), as they tend to face similar problems and can therefore share solutions.

Partnership structures and timeline

Mentoring projects are tricky as they involve working in partnership with weaker organisations. To lessen the workload it's a good idea to have groups of 3 or 4 organisations working together (2 or 3 Mentors and 1 Mentoree for example). Geographical partnerships can be worthwhile as it can reduce travel costs and make it easier to find common topics to work on.

It is also advisable to plan any event towards the middle of project, rather than towards the end, as this ensures continuation of the mentoring process after the event has passed.

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