



Europe Direct Information Centres:

Good practices in co-operation
between EDICs and other EC networks



Europe Direct Information Centres:

Good practices in co-operation between EDICs
and EC networks

Introduction

Aim of the catalogue

The catalogue on co-operation activities between Europe Direct Information Centres (EDICs) and European Commission (EC) networks has been produced in order to emphasise the importance of co-operation between EDICs and other EC networks at local and regional level, to present good examples of existing co-operation with EC networks, and to share ideas of how to start co-operation with EC networks.

This catalogue illustrates the main trends of the Europe Direct network in the field of co-operation with other EC networks. On the basis of a survey which was conducted in autumn 2012, it appears that EDICs cooperate mainly with three EC networks: EURES, the Enterprise Europe Network, and Eurodesk.

- EURES is a network of public employment services, trade unions and employers' organisations. It facilitates employment across borders by helping jobseekers to find work in another country and by helping employers to recruit from abroad free of charge.
- The Enterprise Europe Network is a one-stop-shop for European businesses, in particular small and medium-sized enterprises (SMEs). It provides free, practical advice and a wide range of business and innovation support services in the relevant language.
- Eurodesk is a network of information centres about EU issues that targets young people.

The results of this survey are illustrated with concrete stories of co-operation between EDICs and EC networks. This catalogue includes 25 good practices.

The description of 25 good practices should help the EDICs, in particular the newcomers to the Europe Direct network, to get an overview of possible co-operation activities with EC networks and to understand what is crucial in order to build co-operation and partnership with EC networks in the region. In the majority of cases, the activities included in the catalogue have been developed at the initiative of the EDICs. In some cases, the EDICs have also been contacted by other EC networks to work together at the local and regional level.

The good practices in this catalogue can be considered as "case studies", and include information on tips and tricks which have contributed to the success of the action, plus information on the resources necessary to perform it.

Rationale and work of the PEWG

The Pan-European Working Group (PEWG) on the "Co-operation activities with other EC networks" was active in 2012.

A group of 12 experts from the EDICs have been selected on the basis of the quality of their proposal, including their expertise in issues related to co-operation with EC networks.

This PEWG has fulfilled a threefold mission:

- Creating a **knowledge-base** using a bottom-up approach to identify and promote the experiences and the multiple sources of expertise available within the Europe Direct network;
- Making this knowledge available via **tangible outputs** to enable all Europe Direct network's members to benefit from this knowledge;
- Identifying "**pools of expertise**" within the Europe Direct network, who could act as "contact points" for further assistance to fellow network members.

The creation of this catalogue on the "Co-operation activities with other EC networks" has been based on the following principles:

- A **bottom-up approach** has been used for the collection of good practices for the e-catalogue. All network members were offered the opportunity to propose their own good practices during a survey which was conducted in autumn 2012;
- This particular catalogue represents a **tangible product** which can help every EDIC to find useful information for its own co-operation activities with other EC networks. The content will be promoted during major Europe Direct network events (Annual General Meeting, national and regional meetings, training sessions).

Identification of main trends in the network

As a basis, a survey focusing on issues relating to “Co-operation activities with other EC networks” was carried out in October - November 2012.

The survey was addressed to EDICs in the 27 Member States of the EU. As a result, **325 members** responded to the online survey. The detailed results are available in a separate report.

Chapter 1 :

The EC networks

1.1. Introduction

The network of Europe Direct Information Centres (EDICs) is the European Commission's main network for informing citizens on general EU issues.

Every EDIC runs an EU information service to handle general information requests. The scope of questions on EU issues is very wide: it can happen that an EDIC might receive a complex or specialised question which could be better handled by a member of another EC network which has a particular focus/knowledge on this issue. In order to guarantee this service, the EDICs have to cooperate with other EC networks to ensure citizens receive a response to their specific information request. This is what we call the "**one-stop-shop**" or "**no-wrong door**" policy. This concept means that any question on any EU issue will be dealt with independently of the European Commission network which has been contacted by the citizen. To make this work effectively, EC networks must be aware of one another, be in regular contact and trust each other.

The EDICs play a **leading role in co-operation with EC networks** at both local and regional level, as they are the first port of call for citizens. This catalogue shows that for several EDICs, co-operation with other EC networks has proved to be a highly efficient – and effective – way of spreading information, accessing information sources and resources from other EC networks, and reaching (wider) audiences beyond the usual target groups.

1.2. Overview of European networks in European regions

A large number of networks can be considered as EC networks. Each has a specific mission, a port-folio of core activities, and concrete achievement, depending on its role and target groups.

Due to the wide range of activities and services, the EC networks have been grouped into various categories below. These have offices in EU Member States, with the exception of the central Europe Direct Contact Centre and Your Europe Portal.

Europe Direct

[**Europe Direct**](#) includes – in the EU Member States – the **Europe Direct Information Centres**, the **European Documentation Centres**, **Team Europe**, and the central **Europe Direct Contact Centre** in Brussels.

- **Europe Direct Information Centres** (EDICs) are local contact points providing information and responding to questions on a very wide variety of European issues. They ensure that the answers given take into account the local context. Well-trained staff engage with the citizens by organising events in schools, debates with local and regional politicians and by presenting Europe at local events. With hundreds of thousands of enquiries handled every year by the EDICs, European policy-makers also have a chance to learn directly about citizens' needs and concerns.
- **European Documentation Centres** promote education and research on EU integration. They offer a wide range of documents on European affairs and encourage the academic community to engage in the debate on Europe.
- **Team Europe speakers** are specialised in EU-related topics affairs. They speak at conferences, in universities and schools on European matters.
- The **Europe Direct Contact Centre** responds to general questions about the European Union in all official EU languages, including recommendations on the best sources of information on EU issues, free of charge.

Information networks dealing with Single Market issues

Understanding how the Single Market works is crucial for European citizens and enterprises. Different networks cover these issues to make sure that European citizens are aware of their rights:

- The [Your Europe](#) portal provides general help and advice on life, work and travel in the EU. Within the portal, the [Citizens Signpost Service \(CSS\)](#) offers specific information on issues such as rights of residence, access to medical care and claiming a pension in another country.
- The [Enterprise Europe Network](#) is a contact point for European businesses, in particular small and medium-sized enterprises (SMEs). It provides free, practical advice and a wide range of business and innovation support services.
- The [European Consumer Centres Network \(ECC-Net\)](#) informs consumers of their rights and provides advice and assistance on complaints arising from cross-border purchases. ECC-Net covers issues such as air travel, e-commerce, package travel, unfair contractual terms, defective products and delivery delays.
- [SOLVIT](#) offers solutions to citizens and enterprises for cross-border problems arising when public authorities do not implement EU legislation correctly. The SOLVIT team deals with obstacles encountered by businesses or citizens when working, travelling, studying or living in another Member State.
- [FIN-NET](#) is a network of national out-of-court complaint schemes (such as complaint boards, ombudsmen and mediators), which handle cross-border consumer complaints concerning financial services.

Information networks dealing with mobility issues and recognition of diplomas

- [EURES](#) is a network of public employment services, trade unions and employers' organisations. It facilitates employment across borders free of charge by helping job-seekers to find work in another country and by helping employers to recruit from abroad.
- [Eurodesk](#) is a network of information centres about EU issues affecting young people. The service also provides information on EU opportunities for young people, and runs awareness-raising campaigns on European issues in schools and for youth organisations.
- The [Euraxess](#) Services network exists for researchers seeking to live and work in another European country. It has service centres that provide free, personalised assistance on matters such as research vacancies abroad, moving abroad, and intellectual property rights.
- National [contact points](#) assist people who want to exercise a regulated profession, requiring specific professional qualifications, in another European country. They provide citizens with free information and legal advice on issues such as the procedure for getting qualifications recognised.
- [National Academic Recognition and Information Centres \(NARIC\)](#) provide information and advice on the recognition of foreign diplomas, degrees and other qualifications as well as on the different education systems.
- [Europguidance](#) is a network of national information centres supporting guidance services in 31 European countries. Online tools for guidance professionals include a database of projects and good practices in career guidance, and a social networking site.

Additional information on the EC networks is available on the ED intranet.

Chapter 2:

Co-operation activities between EDICs and EC networks

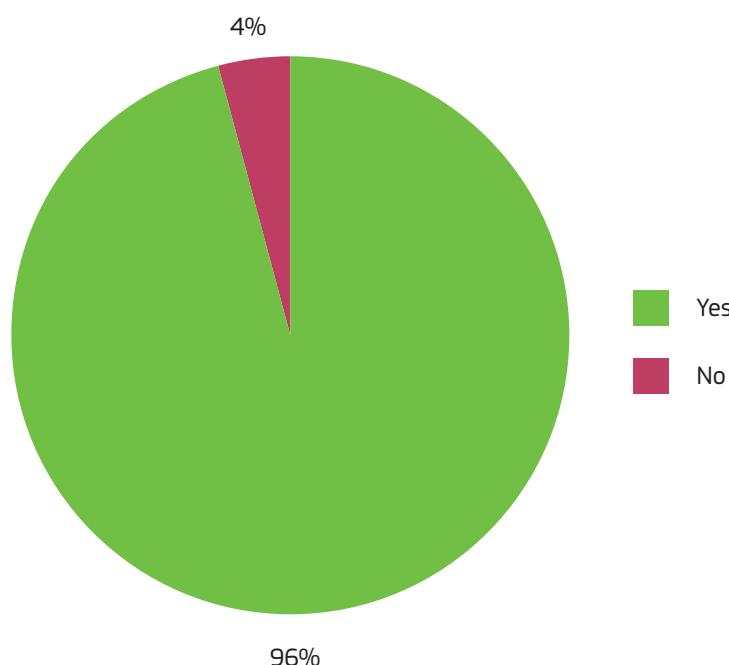
2.1. Main trends in the network

The survey addressed several questions relating to co-operation activities between EDICs and members of EC networks.

2.2. Contacts with EC networks

The survey showed that the overwhelming majority of EDICs – 96 % – know members of other EC networks in their region.

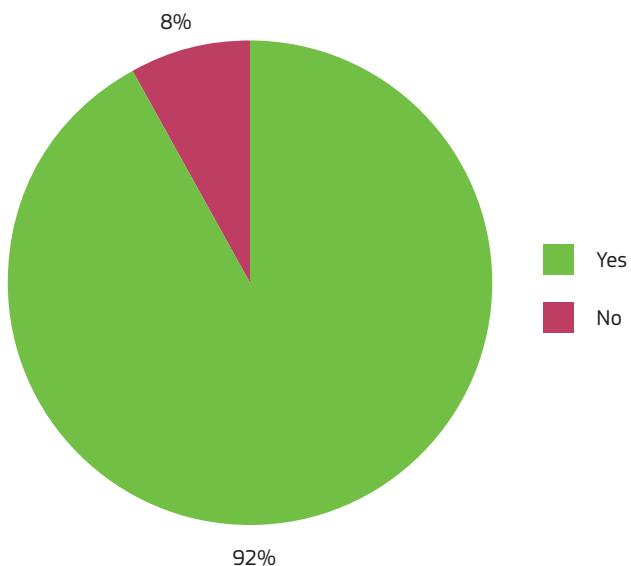
Do you know members of EC networks in your region?



(325 respondents)

92% of the respondents have had working contacts with EC networks' representatives.

Working contacts in EC networks in 2011-2012



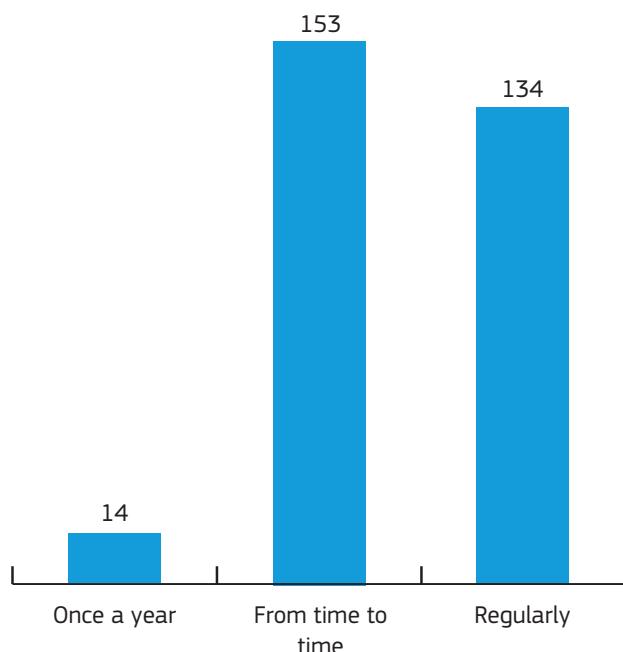
(325 respondents)

2.3. Frequency of contacts

The survey showed that:

- 44.5% of respondents have established regular collaboration with members of other EC networks in their region;
- 50.9% of respondents contact other EC networks in their region from time to time;
- 4.6% of respondents are in touch with other EC networks once a year, probably on the occasion of the annual meeting of the EC Representation in their country and/or during regional meetings.

Frequency of contacts with EC networks

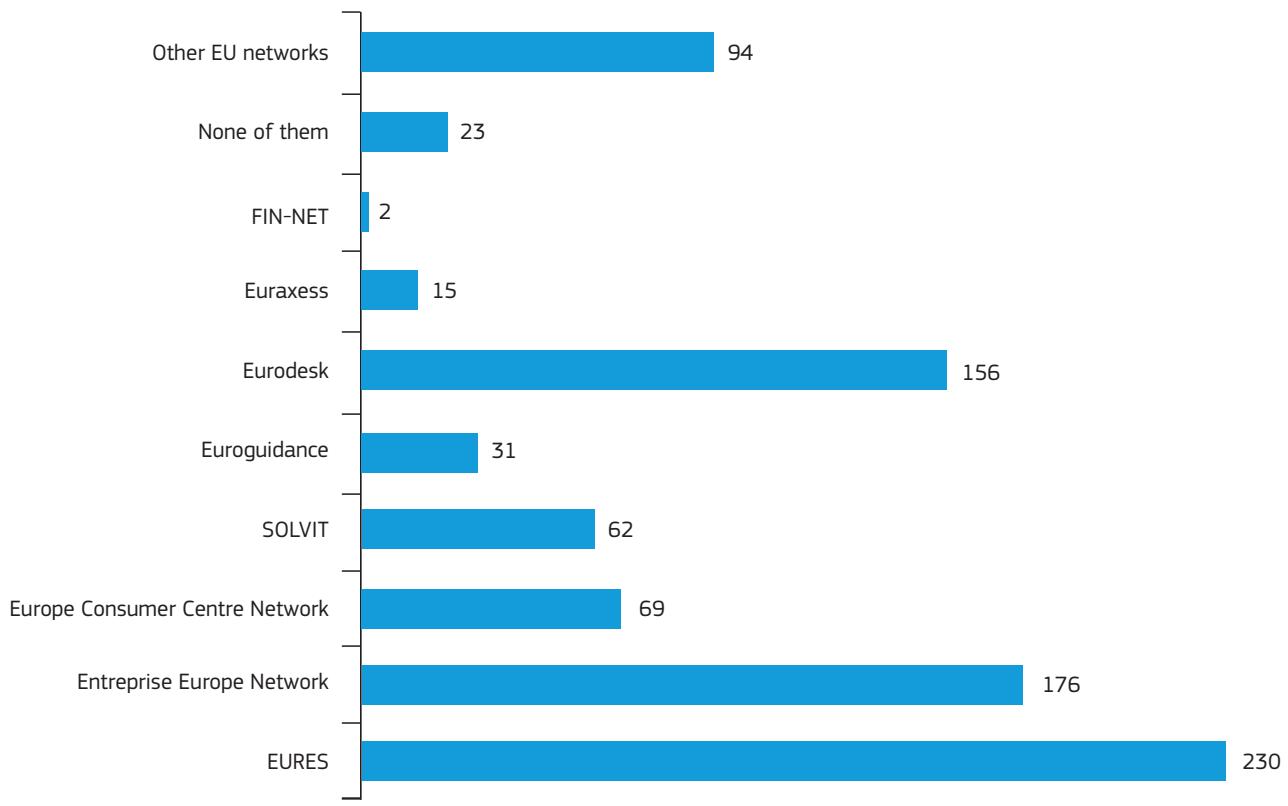


(301 respondents)

2.4. Co-operation with EURES, Enterprise Europe Network and Eurodesks

During 2011-2012, the EDICs developed working contacts with a large number of EC networks, the most frequently mentioned being EURES (72.8 %), Entreprise Europe Network (55.7 %) and Eurodesks (49.4 %).

Co-operation with EC networks in 2011-2012



(316 respondents)

The findings of this survey explain why this e-catalogue focuses on co-operation activities with members of EURES, Enterprise Europe Network, and Eurodesks. Furthermore, the majority of good practices proposed by the EDICs are successful practices of co-operation with members of these EC networks, and above all with EURES.

However, this does not mean that co-operation activities with other EC networks should be neglected. A few good practices involving other EC networks are included in this catalogue to show that co-operation with others is also feasible.

Chapter 3:

Co-operation activities with EURES

3.1. Main trends in the network

A large majority of respondents (72.8 %) mentioned that their EDIC co-operates with EURES' advisers in their region.

3.2. The importance of co-operation with EURES

WHY

[EURES](#) is a co-operation network between the European Commission and the public employment services in 31 countries. The [purpose of EURES](#) is to provide information, advice and recruitment/placement (job-matching) services for the benefit of workers and employers as well as citizens wishing to benefit from the principle of the free movement of people, in the EU Member States, Norway, Iceland, Liechtenstein and Switzerland.

EURES has a network of more than 850 advisers who are in daily contact with job-seekers and employers across Europe. Their profiles can be matched on the [European Job Mobility Portal](#).

Co-operation between EDICs and EURES advisers is a win-win solution: on the one hand, it can help the EDICs to reinforce its information service on EU issues related to professional mobility and EU opportunities for youth or other specific target groups. On the other hand, the EDICs can ensure greater visibility of the job opportunities available to local EURES advisers. Consequently, the citizens receive information which is clear, simple, objective and as complete as possible, as it results from the strengths and expertise of each partner.

WHAT

The co-operation between the EDICs and EURES contributes to synergies in each partner's offer of services, as well as to the consistency of their EU information services.

Therefore, co-operation between EDICs and EURES is generally beneficial for both organisations, enabling each to focus on its strengths. This can be illustrated by two concrete examples:

- EDICs can reach a wider group of people when organising a conference on the mobility of European citizens, whilst EURES can provide information faster on specific issues related to jobs and mobility of workers;
- During the organisation of a shared event, people seeking employment can be informed by the EDICs on their rights regarding working/living abroad and by the EURES advisers on how/what kind of documents they have to prepare in relation to specific job opportunities available in particular countries which are of interest to them.

Successful co-operation between EDICs and EURES depends on a number of factors:

- The quality of the personal contacts between experts – it is important to know who each partner's interface is;
- Regular contacts including phone calls at the least but ideally direct contacts/working meetings;
- The quality of the proposed services;
- The enthusiasm of each partner;
- The reliability of each partner;
- Prompt reaction to a request for information.

However, co-operation is hampered by the following elements:

- EURES advisers are not located in the same town as the EDICs; so distance may be an obstacle for a good co-operation;
- EDIC staff members do not always know who to contact in each EURES;
- The EURES advisers' web page is not always clear about who to contact on a particular issue.

HOW

Successful co-operation requires regular (direct) contacts between the EDIC staff and EURES advisers. The modalities of this co-operation are defined by both partners according to concrete/specific needs in their region.

There are many co-operation activities that can be scheduled between EDICs and EURES, such as:

- Joint conferences and events on European mobility programmes;
- Information sessions on the benefits of the Single Market for European citizens, workers, students, and their rights when working and living abroad;
- Information sessions on European programmes for education and training opportunities abroad;
- Information sessions about professional careers in EU institutions;
- Advice on how a CV should be completed according to the European model;
- Participation in job fairs sharing a stand;
- Preparation of common information products (brochures) and distribution of each network's communication products to wider audiences.

The shared organisation of these activities and events brings advantages for both partners:

- Reinforcement of the mutual knowledge on EU issues which are tackled by EDICs and EURES from different angles;
- An opportunity to reach the target groups of each respective network and therefore to enlarge the audiences;
- A stronger/more consistent programme of events as it is built on the experience and expertise of each partner;
- Synergies and task sharing between partners, which saves time, money, technical and human resources;
- Wider access to job opportunities of interest to the end-users, through different intermediaries and channels.

3.3. Overview of good practices from the EDICs

The following good practices illustrate co-operation activities between EDICs and EURES:

3.3.1. EDIC Brasov co-operated with EURES (hosted by the County Agency for Employment) at the local Job Fair for Graduates in an effort to inform around 1000 young graduates on issues relating to European mobility, studying and working abroad.

3.3.2. EDIC Castellón, in co-operation with the representative of EURES in Castellón, organised an information seminar on opportunities for young people to study and work in the EU.

3.3.3. EDIC Galati organised an information campaign in 10 high schools, in co-operation with Galati EURES advisers, to raise students' awareness of the opportunities and benefits of European careers as well as the challenges and skills required for such careers.

3.3.4. EDIC Gävleborg has, for several years, coordinated the "Europe is Calling" initiative to inform young people and students about free movement opportunities, including the possibility to study, work or carry out voluntary services in Europe. This initiative involves several local partners, including EURES and Eurodesk offices.

3.3.5. EDIC of Pesaro and Urbino and the local EURES service have set up a permanent integrated Europe Direct-EURES desk, based on their long-standing co-operation which began in 2010.

3.3.6. EDIC Maramures, in partnership with the EDC North Baia Mare, and in co-operation with EURES Maramures (hosted by the County Agency for Employment), organised a contest and seminar, “Our Europe - Young future journalists in dialogue”, to produce and promote information material to students and young people on EU issues and opportunities.

3.3.7. EDIC Basilicata, in co-operation with EURES Basilicata, promotes job opportunities on RAI 3 television .

3.3.8. EDIC Arges, with the support of the EURES adviser, informed and trained its network of multipliers in libraries in rural areas on issues related to European mobility in order to help them to assist local citizens interested in opportunities abroad.

3.3.9. EDIC Sassari and the local EURES staff designed a training scheme for youngsters aged 13-14 years in local schools to inform them on general issues related to the EU, education and training initiatives, multiculturalism, language learning, employment services, etc.

3.3.10. EDIC Smolyan co-operated with EURES and Europass networks to arrange a programme of activities designed to contribute to the region's economic revival, including crucial support and assistance for job-seekers in the region.

3.3.1. EDIC Brasov and EURES

Brasov co-operation - job fair for graduates 2011 and 2012

Brief description of the action, including outputs

EDIC Brasov, in collaboration with EURES - County Agency for Employment Brasov, disseminated information for young graduates on European topics, at the Job Fair for Graduates (23 September 2011). About 1000 people participated in this event and received information material including advice from representatives of the two networks.

Participation in this fair was also an opportunity for EDIC Brasov to provide participants with information on their rights abroad, the role of the EU Institutions in this process, including promoting the concept of active European citizenship and active volunteering.

Information on the EU Network concerned by the cooperation with your EDIC

EURES

Inputs/Resources for the good management of this initiative

1. Information material
2. Human resources
3. Technical resources
4. Logistics.

Impact of the action

The organisation of around 150 meetings (on average 25 students per class) has had an impact on 2,500-3,000 Since the main objective of the Job Fair Graduates 2011 event was to increase the employability of graduates, the impact of the action was huge because the students could both search for jobs and also learn more about the possibilities of studying abroad, the conditions, and study programmes.

Furthermore, the students were curious about the topics and information, taking into consideration that 2011 was the European Year of Volunteering.

Methodology/process

EDIC Brasov relies on good co-operation with EURES (County Agency for Employment Brasov), which facilitated its participation at the Job Fair for Graduates on 23 September 2011 . The co-operation between the EDIC and EURES has enabled the production of a huge volume of information material which was distributed to participants (about 1000 people).

Good planning was necessary as well as regular contact between the representatives of the two networks. These representatives also cooperated on follow-up activities (advice service), including preparation of the next event. Because of its success in 2011, this co-operation was renewed for the 2012 edition of the fair.

Tips and tricks for the success of the action

1. Good co-operation with EURES at local level
2. Good communication with EURES
3. Good information material for participants
4. Friendly atmosphere.

Problems encountered

No particular problems, as everything went as planned.

EDIC Contact details

EDIC Contact Person:

Gabriela Tudor

Host Structure:

The National Association for Consumers Protection and Promotion of Programs and Strategies from Romania (N.A.C.P.P.S. Romania)

Address:

Munteniei Street nr. 8, 500209, Brasov

Country:

Romania

Tel:

+40-368-441158

Email:

office@europe-direct.ro

Website:

<http://brasov.europe-direct.ro/>



3.3.2. Seminar on Entrepreneurship and work in Europe

Brief description of the action, including outputs

EDIC Castellón organised a seminar aimed at young people to inform them about opportunities to study and work in the EU. This seminar was prepared and organised in co-operation with the EURES representative in Castellón and Castellón County Council.

About 40 people attended the seminar to learn about a County Council programme for young entrepreneurs, the EURES website, EU instruments for finding a job in Europe.

EDIC Castellón explained the European programmes available for study, training and volunteering. It also mentioned the European Year of the Active Ageing and intergenerational solidarity, the meaning of the European citizenship, as well as ways to find useful information, such as 'Your Europe' website.

Information on the EU Network concerned by the cooperation with your EDIC

EURES (EURES representative in Castellón)

Inputs/Resources for the good management of this initiative

1. One manager from each EC network to prepare, design and evaluate the programme
2. Local organisations (Diputación de Castellón) which can help to reach a larger target audience
3. The infrastructure offered by Diputación de Castellón, free of charge.

Impact of the action

The EDIC reached 40 young people who were facing a serious unemployment problem and lack of opportunities in Castellón (Spain). They were informed about different opportunities and instruments, as well as specific requirements and/or constraints. For example, some of these people want to work abroad but they lack languages or other skills, which hinder their possibilities to find a job abroad. Therefore, the role of EDIC Castellón was also to explain how to improve their skills through training, studies abroad or volunteering. Those attending the seminar asked for follow-up meetings to find out more about available jobs and programmes to develop their skills.

After the seminar, the EURES representative invited the EDIC to seminars they organise with other EURES contact points from Germany, Sweden and Denmark, to go a step further in the co-operation. This initiative has helped to reinforce links between the networks.

Methodology/process

Before the organisation of the seminar, EDIC Castellón had received many requests from people who want to work abroad. The EDIC contacted the EURES representative to check whether they were confronted to something similar.

The EDIC got in touch with EURES to examine this issue and each network's methodologies, and to decide how best to address this challenge. Having analysed the situation, it was decided to organise seminars periodically. Both networks also considered the importance of involving other local entities which offer services to young people, in order to reach a larger audience.

Tips and tricks for the success of the action

1. Involve different entities, each providing their own know-how
2. Involve local organisations in order to reach a larger target audience (Diputación de Castellón)
3. Offer concrete solutions to the problems which have been identified
4. Present information in a very practical way, as a response to specific needs.
5. Arrange regular informal meetings between the partners to find out about updates and news from the different networks.

Problems encountered

Lack of human resources (EURES Castellón has only one person who has to deal with the public and the internal work, which leaves no time for many initiatives like this).

EDIC Contact details

EDIC Contact Person:

Celsa Monrós Barahona

Host Structure:

Europe Direct Castellón

Address:

Europe Direct Castellón, Casa de los Caracoles. c/ Mayor, 78, 12001 Castellon

Country:

Spain

Tel:

+34-964-358266

Email:

europedirect_cs@gva.es

Website:

<http://www.europedirect-castellon.eu/>



LUGAR: Anexo, Nuevas Dependencias Diputación Provincial de Castellón
Avda. Vall D'Uixó 25, 12004 - Castellón

HORA : 10:00 - 12:30 horas

AFORO LIMITADO - INSCRIPCIÓN OBLIGATORIA en:

www.castellonemprende.es



3.3.3. Living Library of the European Career

Brief description of the action, including outputs

EDIC Galati, in co-operation with EURES Galati, organised a campaign to promote the role of EC communication networks in the development of professional careers abroad. This campaign lasted from April to June 2012. Staff members of EDIC Galati and the EURES officers gave the students information about current and future opportunities for professional careers in the EU.

The campaign outputs comprised 10 activities organised in high schools reaching 300 students and 30 teachers, evaluation forms, press releases, PowerPoint presentations and promotional materials.

The campaign theme was proposed to EDIC Galati by some students and professors at the Economical College “Virgil Madgearu” Galati. EDIC Galati chose EURES because of their wide experience in helping people to find a job in EU Member States.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network

Inputs/Resources for the good management of this initiative

1. Five EDIC Galati staff members and three EURES Galati officers were involved in organising the campaign
2. Financial resources (1600 euros)
3. Promotional materials such as school bags, flyers, leaflets, brochures and EDIC Galati publications
4. Logistical resources such as a laptop, digital camera, video projector and portable projection screen
5. High schools (the activities took place at the beneficiaries' locations).

Impact of the action

The campaign activities were organised in 10 high schools in Galati. The target group was represented by 300 students and 30 teachers. The activities were structured as information sessions about professional careers in the EU.

It was helpful to be able to rely on the EURES partner and to take into account their experience in helping people to build a professional career abroad. The experience of each network helped to enrich the content of each event.

The relationship between EDIC and EURES has been strengthened and has contributed to the organisation of additional activities. The collaboration and relationship with the EURES network began in 2007, and has included the organisation of several public events, such as information campaigns for the unemployed.

Methodology/process

The staff members of EDIC Galati, in co-operation with the EURES officers, gave students information on how to prepare for a European career, how to apply for a job in the EU, how to use the EURES network, and the rights of employees working in the EU. All the activities took place at the beneficiaries' locations (high schools) and lasted for one hour per activity.

At the end of the campaign, a larger event was organised in which 100 students and teachers participated. It was organised by EDIC Galati in co-operation with EURES Galati, Enterprise Europe Network Galati and the Economical College "Virgil Madgearu" Galati. During this activity, representatives of the EC networks presented information on the challenges of European careers. Some parents and grandparents of the students presented their own professional career experiences.

Tips and tricks for the success of the action

1. Good co-operation with the EURES network
2. The topic of the campaign (professional careers in the EU)
3. The quality of the promotional materials
4. The clarity of the information, including concrete experiences.

Problems encountered

Lack of interest on the part of some teachers concerning the topic of the campaign.

EDIC Contact details

EDIC Contact Person:

Camelia Epure

Host Structure:

Galati County Council

Address:

Eroilor Street, nr. 13, Galati

Country:

Romania

Tel:

+40-236-410530

Email:

cie_galati@yahoo.com

Website:

<http://www.cjgalati.ro/index.php/europe-direct>



3.3.4. Europe is Calling

Brief description of the action, including outputs

EDIC Gävleborg has been coordinating “Europe is Calling” for several years. This is an activity designed to inform and inspire young people and students about their opportunities resulting from free movement within the EU: to study, practice, work and do voluntary service in Europe.

“Europe is Calling” has been carried out for several years during European week in May and the activity is organised in co-operation with EURES, the University of Gävle, Culture House Lätting and the international office in the Gävle municipality. In 2012, the event lasted for three hours, during which the EDIC, together with its partners, informed visitors about existing opportunities, answered questions and handed out information. The participants also had the opportunity to be inspired and to listen to experiences related by two young people who have worked abroad. During the evening, the EDIC served an international buffet and put on entertainment such as live music from local and international artists.

Information on the EU Network concerned by the cooperation with your EDIC

EURES

Inputs/Resources for the good management of this initiative

1. Human resources: one person from each organisation, making five altogether (Europe Direct Gävleborg, EURES, Culture House Lätting, University of Gävle, Gävle municipality), four musicians and one host
2. Financial resources: each organisation paid approximately 100 euros to carry out this activity
3. Technical resources and the venue: Culture House Lätting organised all the technical resources, the venue and live music
4. Advertising and marketing: Europe Direct Gävleborg took responsibility for all the advertising and marketing for the activity, such as press releases, social media, posters, flyers and website.

Impact of the action

The main purpose of “Europe is Calling” was to inform young people and students about the many possibilities available to explore Europe. The event attracted 42 participants this year, many of whom were students from high school who wanted to explore their possibilities after graduation. It also attracted local newspapers and TV, which resulted in an article being published and coverage in a local broadcast.

Methodology/process:

Europe is Calling has been carried out for several years in a row with the same partners, so it was relatively easy to plan.

The EDIC started to plan the event at the beginning of 2012. Europe Direct Gävleborg took on the role as coordinator and arranged a couple of meetings with the partners in late winter and early spring. As in previous years, the pre-work was divided between all the organisations. The representative of EURES spoke about job opportunities in Europe and also invited ‘inspirers’ (youth with experience of working abroad). Europe Direct Gävleborg addressed the freedom to move and live in Europe and the rights of EU citizens. The EDIC also had the main responsibility for promoting this event. Culture House Lätting was responsible for providing information about EVS since they function as a sending organisation for EVS in Gävle. They were also responsible for technical resources, music and hosting. The international secretariat at the University of Gävle spoke about exchange studies in Europe and the international office in Gävle municipality spoke about Eurodesk and the Youth in Action programme.

Tips and tricks for the success of the action

1. Start the planning in good time (Europe Direct Gävleborg started planning approximately five months prior to the activity in May 2012)
2. Everyone involved with the activity should know their tasks early in the planning, so that they have time to reflect on them and possibly develop even better ideas as the process moves on
3. Work with advertising and marketing and make sure there is enough time to widen and communicate the activity. For example, use social media, websites and contacts with the media.

Problems encountered

In retrospect, if the promotional materials had been available earlier, there would have been more time to promote the event more widely and thus attract more participants.

EDIC Contact details

EDIC Contact Person:

Europa Direkt Gävleborg

Host Structure:

Gävle Municipality

Address:

Slottstorget 1, Gefle Vapen, Box 801 Gävle Sweden

Country:

Sweden

Tel:

+46-26179407

Email:

maja.norberg@gavle.se

Website:

www.gavle.se/eu



3.3.5. Common initiatives for the community

Brief description of the action, including outputs

Since 2010, EDIC Pesaro and Urbino has had a fruitful and regular cooperation with the EURES network. Such cooperation has resulted in the setting up of a permanent integrated ED-EURES desk open to the general public, able to provide the audience with information concerning EU-related issues, EU professional mobility, and EU opportunities for youth or other specific target groups.

Moreover, besides the desk, the EDIC and EURES centres organise regular and common initiatives, addressing the different target groups. The EDIC and EURES also involve other EC networks in the organisation of initiatives such as, for example, the Enterprise Europe Network, the Eurodesk information point, and other EDICs within the regional and national territory.

Furthermore, EDIC Pesaro and Urbino founded and leads the CLIC Marche network (CLIC is the acronym for Local Coordination of the European Information Centres from the Marche Region) which organises a meeting of network members on a regular basis. During the meetings, the information centres share ideas and experiences and discuss plans and planning for new and common initiatives within the regional territory.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network
- Eurodesk

Inputs/Resources for the good management of this initiative

1. As regards the integrated ED-EURES desk: three people, a shared office and shared equipment.
2. As regards the CLIC Marche: two people from EDIC Pesaro, an office strategically located in Ancona (capital city of the Marche Region) to enable all the information centres to participate in the working meetings.
3. As regards the common initiatives addressing the different target groups: three people from EDIC Pesaro.

Impact of the action

The integrated ED-EURES desk has a large and vast range of users and beneficiaries who regularly come to the office asking for information. By putting together more professionals with different experiences, the desk is able to address all the requested information.

The shared initiatives can reach a wider audience, thanks to cooperation with the dissemination and communication activities. As for the content of the initiatives, support from different actors and professionals (from the EDs, Eurodesk, the EEN, and so on) guarantees the target themes have a high profile.

The CLIC Marche meetings also guarantee a common plan for the communication and dissemination activities and events in the regional territory, enabling coordination and more effective actions.

Methodology/process

The methodology applied to the integrated ED-EURES desk and to the CLIC Marche network is based on a shared, bottom-up approach among all the actors involved.

This common approach means shared preparation and meetings by all the professionals and actors involved, a common and shared action plan, common organisation and activities, and final reporting, in terms of technical and financial results.

As for the bottom-up approach, all the activities and initiatives planned by the integrated desk and by the CLIC Marche network are designed to meet the needs of the target groups.

Tips and tricks for the success of the action

1. Trust between the partners
2. Common and shared methodology
3. Common and shared action plan
4. Regular management meetings
5. Analysis of the target groups' needs and concrete solutions to these needs
6. Flexibility during the implementation of the initiatives and activities in order to meet the target groups' needs and expectations.

Problems encountered

Lack of financial resources able to cover all the expenses incurred for a more incisive action.

EDIC Contact details

EDIC Contact Person:

Serena Cappannini

Host Structure:

Province of Pesaro and Urbino

Address:

Via Mazzolari, 8/10 – Pesaro

Country:

Italy

Tel:

+39-0721 371055

Email:

s.cappannini@provincia.ps.it

Website:

www.europedirect.provincia.pu.it



3.3.6. Contest and Seminar “Our Europe – young future journalists in dialogue”

Brief description of the action, including outputs

In October 2011, EDIC Maramures organised a contest and seminar “Our Europe – young future journalists in dialogue”, in partnership with EDC North Baia Mare (hosted by Baia Mare North University) and in co-operation with EURES Maramures (hosted by the County Agency for Employment).

This event was dedicated to journalism students at the faculty at Baia Mare North University. The following themes were covered: EU citizens' rights, economic governance, jobs, EU internal market, and opportunities for young people.

The event was structured in three parts:

- Two preparatory meetings: with journalism students and EDC North Baia Mare, to present the contest, the themes, and information sources and to help them to prepare the information material used for the competition.
- The contest: six sets of information material (written and audio-video) produced by eight students were entered in the contest. These were evaluated by EDIC Maramures, EDC North Baia Mare and a local media representative. They were posted on the EDIC website and were open to public vote.
- The seminar: three hours - 26 participants:
<http://europedirect.cdimm.org/evenimente/seminarul-europa-noastră-tineri-viitori-jurnalisti-in-dialog>

EDIC Maramures, EDC North Baia Mare, Baia Mare North University, and EURES Maramures introduced their activities and services. The participants in the contest presented their materials. The awards were distributed to the contest participants.

<http://europedirect.cdimm.org/journalism/album/index.html>

Information on the EU Network concerned by the cooperation with your EDIC:

- EURES
 Other EU network(s): EDC North Baia Mare

Inputs/Resources for the good management of this initiative

1. Human resources:
 - Four members of the EDIC Maramureş team
 - EDC North Baia Mare team
 - EURES team
 - Representatives of Baia Mare North University
 - A representative of the local media
 - Students participating in the contest and at the seminar.
2. Financial resources: salaries of staff members, awards, catering, promotional materials

3. Technical resources and logistics:

- Computers with internet connection, video projector and screen
- EU information material and information sources for both the contest and seminar (on-line sources, brochure, etc.)
- EDIC Maramures' roll-up, leaflets, promotional items, presentation, agenda, participant lists and press release
- Promotional material
- Awards and catering
- Website and Facebook: posting the materials for the contest and information about the contest and seminar, managing the on-line voting process
- Presentations by the participants: students, EDC North Baia Mare, EURES.

Impact of the action

The impact of the action was very important in terms of EDIC Maramures' visibility at the local level. It can be assessed as follows:

- Greater visibility and presence in the university environment, raising awareness of local students and involving them in EDIC activities on EU subjects
- Starting co-operation with EDC North Baia Mare and EURES Maramures
- Consolidating the co-operation with local media.

Furthermore, two students who were among the winners of the contest have started a working cooperation with the local media. Andreea Achim, who won a prize in the contest with an essay about volunteering, used the same material to participate in the contest for young journalism students organised by the EC Representation in Romania, and was also among the winners. Now she works for a local newspaper, which also cooperates with the EDIC:

<http://europedirect.cdimm.org/noutati/studenta-andreea-achim-premiul-ii-sectiunea-materiale-online-a-concursului-europa-jurnalistilor-din-amfiteatre>

The EDIC website has benefited from significant visibility through this initiative. The EDIC Facebook account was also visited frequently (number of LIKES: 307, 90 Likes before the contest).

Methodology/process

EDIC Maramures began by contacting EDC North Baia Mare, hosted by the Library of the Baia Mare North University to discuss the organisation of the contest, the seminar and interesting themes for students.

A first meeting was arranged with journalism students to present the actions and activities on EU matters. During this meeting, the EDIC presented the contest, themes and information sources. Together with the students, the EDIC established the organisational aspects and the timetable for the contest: numbers of participants at the contest, the deadline for sending the material, data contacts and the voting procedure. The seminar date was defined and agreed as appropriate for the students' schedule.

A local journalist was contacted to participate in the jury and also to prepare an attractive presentation for the seminar.

The students were helped to prepare the materials for the contest. The materials were posted on the EDIC website.

The votes and comments were processed on the website and Facebook account.

The materials of the contest were evaluated. The jury comprised representatives of EDIC Maramures, EDC North Baia Mare, and a local journalist.

A series of activities were carried out for the good management of the event:

- contacting the EURES representative to participate in the seminar and deliver a presentation on EURES activities and support services
- arranging the seminar location, the technical resources and logistics
- managing the participants
- preparing a press release, agenda and participants lists
- posting information on the website and Facebook (before and after the events)
- preparing awards for the winners
- arranging information stand with EU material.

Tips and tricks for the success of the action

1. Good relations with local stakeholders and multipliers of EU matters
2. Themes adapted to the needs and interests of the target groups
3. Flexibility
4. Coordinating the event dates with participants'/students' programmes
5. Motivating the participants.

EDIC Contact details

EDIC Contact Person:

Margareta Capilnean – EDIC Maramures Coordinator

Host Structure:

CDIMM Maramures Foundation

Address:

Baia Mare, 9/16 Traian Bvd, 430211; Maramures County

Country:

Romania

Tel:

+40-262-224870

Email:

europedirect@cdimm.org

Website:

<http://europedirect.cdimm.org/>



3.3.7. Promotion of EURES job opportunities on RAI3 television in a special slot called “Cerco Lavoro” (in English “Looking for a job”)

Brief description of the action, including outputs

EDIC Basilicata has set up a particular kind of cooperation with the EURES Basilicata which is very helpful for unemployed people in the region.

EDIC Basilicata has featured on RAI since 2010, but since 2012 this slot has been used in cooperation with EURES Basilicata, with which EDIC Basilicata exchanges information, proposals and opportunities (that are also promoted on their respective websites and social networks).

The morning television transmission on air between 7:30am and 8am is seen by 40% of the regional population of Basilicata. Each week, the EDIC prepares four or five different job offers from which the RAI journalists choose one and present it during the broadcast.

About three minutes are allocated to the presentation of each job offer (generally around 7:45am), during which the following details are communicated:

- Who is offering the vacant situation
- The town and country of the proposal
- Description of the work to be done
- Salary foreseen
- Skills required by candidates
- Deadline for applications
- Contact for additional information.

Information on the EU Network concerned by the cooperation with your EDIC

EURES

Inputs/Resources for the good management of this initiative

1. Human resources: two members of the EDIC staff usually research all the new weekly EURES offers; then they select four or five of them and fill in a specific form to help the RAI journalist and/or technicians to produce the video screens for the transmission. Two journalists from RAI television take it in turns to read the offers.
2. Financial resources: the cost of the EDIC staff
3. Technical resources: everything is provided by RAI3 television
4. Logistics: since 2012, the transmission has been produced directly from the RAI recording studios
5. Promotion: EDIC Basilicata promotes the job opportunities from the EURES network after appropriate research and selection. It is based on an exchange of information with EURES Basilicata and the job opportunities are also promoted on respective websites and social networks.

Impact of the action

The television transmission has a great impact because it is seen by 40% of the regional population. This action has increased the EDIC's visibility in the region.

After each transmission, the EDIC receives at least 20 specific requests by phone and about 15-20 specific requests through other internet tools, especially e-mail and Facebook, which increases the number of contacts the EDIC has in the region.

Methodology/process

All the television transmissions are performed directly in the RAI recording studios, generally on the day before the live telecast. The journalists who read the EURES job offers use a series of video screens to help the viewers to focus on the most important points of the information. At the beginning of each job offer, the journalists state that the opportunity comes from the EURES network, while at the end they close the "Cerco Lavoro" video slot by indicating that for more information viewers can contact the EDIC.

Tips and tricks for the success of the action

1. Use regional media: success is based on the use of RAI3 television, which is the most watched television channel at regional level.
2. Develop connections/relations with directors and/or journalists at local/regional televisions.
3. Make a careful weekly search on EURES job offers in order to select four to five proposals for each video slot, from which the RAI journalist will choose those to be transmitted.
4. Promote the screened job offers on the EDIC's website, Facebook account and newsletter.

Problems encountered

None

EDIC Contact details

EDIC Contact Person:

Antonino Imbesi

Host Structure:

EURO-NET - Europe Direct Basilicata

Address:

vicolo Luigi Lavista, 3 – 85100 Potenza

Country:

Italy

Tel:

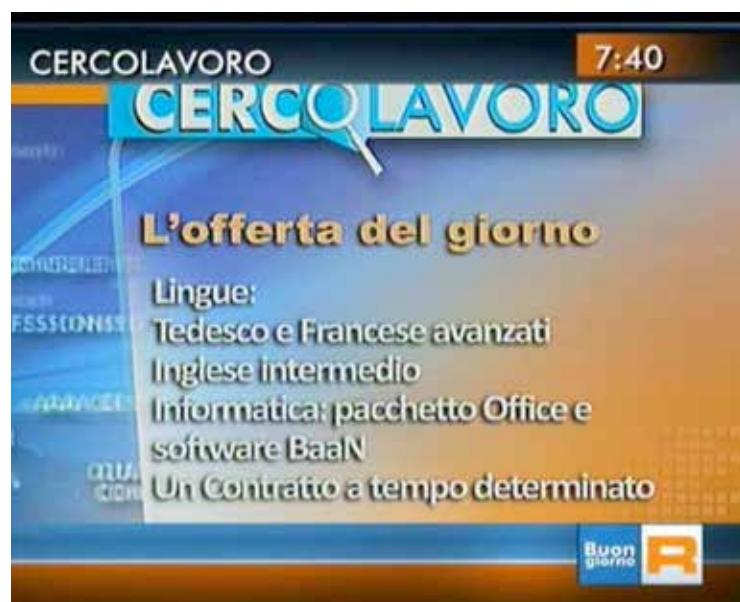
+39-097123300

Email:

euro-net@memex.it

Website:

<http://new.synergy-net.info/>



3.3.8. My first job, my first business. Opportunities provided by European communication networks.

Brief description of the action including outputs

EDIC Arges organised a training session for the benefit of its network of librarians from rural areas. This provided an opportunity for new ideas for projects and to explore further job opportunities in both the country and the European Union, available through EURES activities.

The event was attended by a EURES adviser from the County Agency for Employment, who presented EURES information and advisory services. Over a period of three hours, the librarians were able to familiarise themselves with EURES' main objectives and concrete ways to pass the information gathered during this workshop to their target groups.

Information on the EU Network concerned by the cooperation with your EDIC

EURES

Inputs/Resources for the good management of this initiative

1. An EURES adviser from the County Agency
2. Information materials for the participants at the seminar, including materials provided from the EU's Publication Office regarding EURES network activities
3. A computer with internet connection, to facilitate access to and description of the EURES portal.

Impact of the action

During the training, the participants had the opportunity to find out what possibilities Romanians may have if they are interested in working in one of the EU countries.

The training provided useful information about the diversity of existing jobs in the EU countries and their specific requirements, a few portals publishing job offers, and useful information on how to prepare a good CV following the European model.

This event had an impact at the county level, too, as all the librarians are now aware of EURES' activities and opportunities for local job-seekers.

Methodology/process

The representatives of EDIC Arges felt it would be useful to consider a collaborative partnership with EURES. In this respect, the EDIC scheduled this seminar during which the EURES adviser could inform librarians about the EURES network.

This idea behind this seminar and cooperation with EURES emerged from feedback on recent EDIC activities in rural

areas, where the requests from local citizens to know more about how to get a job in another EU country have increased significantly.

EDIC Arges organised this event at the central level so that this information could be disseminated in rural areas as well as in the towns in Arges County.

Tips and tricks for the success of the action

1. Address a need expressed by the EDIC's target groups.
2. Build a good relationship with the EURES adviser.
3. Develop a good relationship with the librarians to ensure this information is disseminated further.

Problems encountered

The EDIC did not encounter any problems.

EDIC Contact details

EDIC Contact Person:

Mihaela Voinicu

Host Structure:

Dinicu Golescu Arges County Library

Address:

Strada Victoriei, Nr.18, Pitesti

Country:

Romania

Tel:

+40-0248-223080

Email:

europearges@gmail.com

Website:

<http://www.edarges.ro/>



3.3.9. Basic training for 13-14-year-olds on European programmes for education, training, job finding and multicultural experiences

Brief description of the action including outputs

EDIC Provincia di Sassari and EURES Provincia di Sassari built a scheme for a basic training programme on European programmes for education, training, and multicultural experiences for youngsters aged 13-14 years old, to be carried out in local schools.

The training contributes to bridging the information gap on European citizenship and programmes for youth, aiming to increase the number of youngsters and local schools participating in European projects.

Sessions were designed to be carried out in schools, in collaboration with teachers and administrative staff. A video and PowerPoint presentation were shown to students, introduced by oral presentations, including testimonials of young people who have already participated in European events. Ad hoc printed material and brochures were prepared and distributed to participants and copies were also left in the schools for further dissemination.

As a result of this initiative, Europe Direct Sassari and EURES have reached a wider audience, made new contacts and have been involved in presenting some new Comenius and Grundtvig projects.

Information on the EU Network concerned by the cooperation with your EDIC

EURES

Inputs/Resources for the good management of this initiative

1. Human resources: two Europe Direct staff members, one EURES staff member, in collaboration with teachers and administrative staff from the schools, plus two to three testimonials from young people in each session.
2. Technical resources: projector, speakers, microphones, post-its, pens, a conference room, and a vehicle for transportation of printed materials.
3. Financial resources: sessions are a low-budget activity. The expenses to be covered by the EDIC relate to the printing of ad hoc materials. Brochures were also provided by the EU Bookshop. The video and PowerPoint presentations were designed by EDIC staff.
4. Communication: collaboration with schools for organisation of the events, including invitations to students, teachers and parents; presentation and promotion of the events on the EDIC's website, Facebook profile and local media.
5. Information tools: video presentation, PowerPoint presentation, printed information packs, EU brochures, EU posters and maps.

Impact of the action

The sessions reached around 100 students, plus about 30 parents, 10 teachers, and four administrative staff. Students learnt about issues and programmes related to youth education, training initiatives, multiculturalism, language learning, and employment services.

In the current climate of cuts in resources for education and youth programmes, such information helps students to feel more confident about the future, and to see the EU as a source of opportunities for youngsters, thereby strengthening their conscience as European citizens.

As a result of the session, EDIC Provincia di Sassari and EURES Provincia di Sassari increased the number of contacts and created stable partnerships with the schools involved. A total of 150 information packs were distributed or left at the schools for further dissemination and promotion of the programme.

Interest in this programme has been recognised by the Provincial Department of Education, which has decided to officially present the training scheme to all local schools.

Methodology/process

When analysing the region's information services, EDIC Provincia di Sassari and EURES noted a gap of informative initiatives focusing on 13-14-year-olds. Such a gap results in low participation of Sardinian youth in European programmes and initiatives and reduces their ability to enjoy their rights as European citizens.

The EDIC Provincia di Sassari and EURES Provincia di Sassari designed a training scheme to be carried out in collaboration with schools. The information was designed to meet youngsters' needs as regards language, contents and communication style (video, music, animation, etc.).

EU programmes were summarised and examples given. The session included participative dynamics to stimulate questions and discussions with the youngsters. Young people were invited to share testimonials to promote peer-to-peer education dynamics.

The websites of EDIC Provincia di Sassari, EURES Provincia di Sassari, Europe Direct Network, EURES Network, the official EU website, especially the pages dedicated to youth and the EU programmes (Youth in Action, Comenius, Leonardo, Grundtvig, etc.) were all presented to the students.

Sessions were organised on schools' premises, and parents and teachers were invited to participate. Principals and teachers opened the sessions, followed by interactive dynamics, presentations of the testimonials, video projections and slide shows, and leaving time for open dialogue with students.

Tips and tricks for the success of the action

1. Information shaped to the needs and communication preferences of the target groups (youngsters).
2. Information focused on EU activities and services for youth; communication modules aimed to encourage youth proactivity.
3. Collaboration with principals and teachers; use of schools premises, where students feel more comfortable.
4. Participative dynamics including open dialogue with students.
5. Available resources to answer questions by e-mail and phone, and also for follow-up meetings with students.
6. Distribution of information packs and brochures to be taken home in order to reach the families too (multiplier effect).

Problems encountered

Due to lack of EU information at the local level, the greatest difficulties were overcoming "students' disillusionment". Sessions were structured to overcome both initial barriers and misgivings and to build trust around the actual opportunities offered by EU programmes and services for youth: in fact, youth empowerment was the main achievement of the training.

EDIC Contact details

EDIC Contact Person:

Alessandra Arru/Laura Meloni

Host Structure:

Provincia di Sassari, Settore Programmazione e Pianificazione

Address:

Loc. Serra Secca, Ex Centro Ecologico, Sassari

Country:

Italy

Tel:

+39-079-2069593/567

Email:

europedirect@provincia.sassari.it

Website:

http://www.provincia.sassari.it/it/antenna_eu.wp



3.3.10. Co-operation for the economic revival of the region

Brief description of the action including outputs

EDIC Smolyan co-operated with the EURES and Europass networks in order to give a concrete example of how the EC networks can contribute to the region's activities towards economic revival. This initiative comprised three separate activities carried out during 2012 in co-operation with the EURES and Europass networks.

The first event was a seminar aimed at the region's labour offices' employees. The aim of the seminar was to acquaint these employees with the information services of EDIC Smolyan and to find a way to combine the efforts of both organisations. More than 20 representatives from the labour offices participated in the seminar. As a result, two common events were planned in September: a seminar for people seeking employment, and an action called "Economic revival and development of the region".

The second event was a seminar for about 20 people seeking employment (27 September 2012). Representatives of the three EC networks – EDIC, EURES and Europass – participated by giving presentations and explaining how they could help local people with finding a job or living in another EU country. The labour offices' employees identified and invited participants who were looking for jobs in the EU.

The "Economic revival and development of the region" action took place the following day on the central square in Smolyan. The three EC networks set up pavilions at the venue offering printed materials and experts to give advice and consultations to visitors. A poster exhibition of promotional information related to the initiative was also organised.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Other EU network(s): Europass

Inputs/Resources for the good management of this initiative

1. Four representatives of the EDIC, one EURES adviser, representatives of the labour offices, five representatives of the Europass centres, and regional government representatives
2. Printed information material on this theme, including about 30 posters and presentations
3. Information for the press
4. Tables, chairs, notebooks, pavilions
5. Financial resources for accommodation, transport, catering, rent of halls, etc.

Impact of the action

As a result of the action, the labour office employees in the region are now acquainted with the services of EDIC Smolyan.

EDIC Smolyan is also better acquainted with the services of the EURES and Europass networks, which helps each network to provide better services and also facilitates redirection of clients between the networks.

The people working in the three networks have got to know each other, and have realised that they can rely on one another.

People seeking employment in the region know where they can find help with their problems. They also know what kind of documents they have to prepare to find a job in Bulgaria and in the other EU countries.

Methodology/process

This action was possible because everything was planned and done in partnership with colleagues from the EURES and Europass networks. By working in partnership, they managed to save time, money, technical and human resources, costs, etc.

The three partners were all involved in the action and had an interest in the correct implementation of the event.

The event was widely promoted and communicated through the media and the partners' websites.

Tips and tricks for the success of the action

1. The three EC partners share a common interest in the theme of the "Economic revival and development of the region".
2. The cooperation is easier when the EC partners know each other well from previous contacts (yearly coordination meeting held by the European Commission Representation).
3. Each network trusts the partners of the other networks and can rely on them.
4. Working in partnership facilitates the good and effective management of tasks and contributes to providing target groups with a more useful event.
5. Co-operation between the networks increases the promotion and visibility of the event, through the media used by each partner.

Problems encountered

The EURES member relied on its own partner to fulfill one of its tasks. However, this partner – a government body – proved it was not very interested in carrying out the task, which was one of the reasons why not everything turned out as well as was initially planned. This partner had promised to invite most of the unemployed participants, but failed to do so which meant that fewer unemployed people participated in the second seminar.

EDIC Contact details

EDIC Contact Person:

Stoyanka Lyuncheva

Host Structure:

New Horizons Association

Address:

3A Bulgaria blvd., Smolyan 4700

Country:

Bulgaria

Tel:

+359-301-81433

Email:

europedirect_smolyan@mail.bg

Website:

www.horizonti.eu/europe-direct



Chapter 4:

Co-operation activities with the Enterprise Europe Network

4.1. Main trends in the network

A large majority of respondents (55.7%) mentioned that their EDIC co-operates with members of the Enterprise Europe Network in their region.

4.2. The importance of co-operation with the Enterprise Europe Network

WHY

The [Enterprise Europe Network](#) (EEN) is a key instrument in the EU's strategy to boost growth and jobs. Launched in February 2008, it draws on over 20 years of experience from the former Euro Info Centre (EIC) and Innovation Relay Centre (IRC) Networks, which were established in 1987 and 1995 respectively.

The EEN comprises approximately 600 business-support organisations, such as chambers of commerce and industry, technology centres, research institutes and development agencies. It covers more than 50 countries and relies on around 4000 professionals who help small and medium-sized enterprises (SMEs) to make the most of the business co-operation opportunities available in European markets and beyond.

Whether an SME needs information on EU legislation, help finding a business partner, information on funding opportunities, advice on technology transfers, assistance to expand in new markets ... the EEN is the place to start.

The EDICs and EEN are similar in several ways:

- Both EC networks have a good and wide geographical coverage across EU Member States;
- Each network is made up of a variety of host structures;
- The members of each network are selected on the basis of calls for proposals;
- Each network is co-financed by the European Union;
- Each network organises a large number of information and communication activities, including events, conferences, workshops, etc.

These similarities facilitate co-operation between the EEN and EDICs in European regions. Their geographical "proximity" makes co-operation and signposting activities easier, as their members have often already met on previous occasions. Sometimes, one host structure may even be a member of both networks, which certainly facilitates co-operation.

WHAT

Even though EDICs and the EEN have specific missions, it can be said that their "profiles" are compatible for co-operation. Their target groups are complementary which leads to fruitful co-operation on both sides.

Once again, **good personal/working relations** are essential for a fruitful co-operation. Furthermore, the combined knowledge of the two networks creates added value as they are able to cover almost every need of EU citizens – either business or private. When a business co-operation event is launched, the participants could be considered in two different ways:

- On the one hand, they all are active working people – businessmen/women. They are interested in all the opportunities, advice and help the EEN can offer them. They know that if they want to enlarge, develop and enrich their business they will certainly need the EEN's help.
- On the other hand, all EU businessmen/women are citizens with rights and obligations when travelling with their families in the EU, either when moving to another Member State, when buying goods on-line or simply going on holiday. This type of information from the EDICs is also useful and valuable to them.

Co-operation between the EEN and EDICs gives access to:

- Knowledge of the dimension of EU affairs covered by each network;
- Target groups who are the “natural” clients of each network;
- Better services for citizens and businesses in the EU;
- Mutual signposting between both networks.

HOW

Many EDICs regularly co-operate with EEN members. This co-operation starts with relations between staff members of both networks.

When an EDIC decides to co-operate with the local/regional EEN, the former must find an EU topic of interest for both networks and focus on the “angle” which will be of interest to business people, such as the rights related to mobility of entrepreneurs, the rights of (business passengers) when their plane is delayed or cancelled, etc.

Such co-operation can take the form of:

- Common events and conferences on issues of interest to business people;
- Common participation in local fairs;
- Shared activities during info days (including Europe Day);
- Information sessions on the rights of entrepreneurs in other EU Member States, mobility of entrepreneurs, etc.
- Common products such as shared websites, etc.

All these activities come naturally and are readily available when the host structure is member of both networks.

The co-operation and shared organisation of activities offers both partners several advantages, such as:

- Facilitating signposting activities between both networks;
- Reinforcing mutual knowledge of EU issues, from different aspects;
- Increased visibility for each network among each other's target groups;
- A stronger/more consistent programme of events built on each partner's experience and expertise;
- Synergies and task sharing between partners, which enables each to save time, money, and technical and human resources.

4.3. Overview of good practices from the EDICs

The following good practices illustrate co-operation activities with members of the EEN:

4.3.1. EDIC Murska Sobota produced a video news to raise awareness of the Young Entrepreneurs programme during European SME Week, including the support services of the EEN and SOLVIT.

4.3.2. EDIC Naples organised an info-day on EU mobility programmes and opportunities, the Erasmus programme for young entrepreneurs, and the European Voluntary Service, in co-operation with the EEN and EURES.

4.3.3. EDIC Algarve invited the EEN, EURES and the local Erasmus Office to participate as speakers in the events around a national information campaign – “We are all Europe” – the objective of which was to raise awareness of EU issues among schoolchildren and young people from secondary level.

4.3.4. EDIC Alessandria coordinates a working group comprising several institutions and organisations dealing with European issues and young people in the Alessandria region, including in particular members of the EEN, EURES and Eurodesk.

4.3.5. EDIC Vratsa, the EEN Vratsa and EURES Montana organised a joint workshop-seminar for officers from the 11 local labour offices in the districts of Vidin, Vratsa and Montana in order to inform and train them on issues related to the professional mobility of citizens from these districts.

4.3.1. Video news about the Erasmus for Young Entrepreneurs programme, SOLVIT and Europe Enterprise Network

Brief description of the action, including outputs

EDIC Murska Sobota produced a video news about the Erasmus for Young Entrepreneurs programme, SOLVIT and Europe Enterprise Network.

The [video news](#) was presented during European SME Week and provided basic information about the young entrepreneurs programme and both EC networks.

The main goal of the action was to inform existing and potential entrepreneurs about the Erasmus programme and what support they can receive from SOLVIT and the Europe Enterprise Network. It is essential for entrepreneurs to better use all the opportunities and support provided by EU programmes and networks.

Information on the EU Network concerned by the cooperation with your EDIC

- Enterprise Europe Network
- SOLVIT
- Other EU network(s): Erasmus for Young Entrepreneurs programme

Inputs/Resources for the good management of this initiative

1. Preparation of video news scenario (EDIC manager)
2. Establishing contact with local TV station (determine the costs for video news production – 500 euros in this case)
3. Invitation to EU networks with a detailed presentation of the action (their input for video news scenario was requested)
4. Video news recording and production
5. Promotion of the video news via websites, e-mails, social media, newsletters, etc.

Impact of the action

The video news was a first step in improving entrepreneurs' awareness of the Erasmus for Young Entrepreneurs programme, SOLVIT and the Europe Enterprise Network. Many entrepreneurs did not know that the programme existed or that these EC networks could be useful to them.

The impact of the action was even greater because the video news was presented during European SME Week. Consequently, it was possible to reach a larger audience with the help of the EC Representation and other EDICs.

The video news was promoted with assistance from the Slovenian EC Representation and other Slovenian EDICs via websites, e-mails, social media, newsletters, etc. The video news was also promoted with the help of EEN and SOLVIT network members through their information channels. The EDIC received very positive feedback from entrepreneurs,

many of whom actually received information about the programme and networks for the first time by watching the video news. Therefore, the informational element seems to have been positive. The EDIC expects the impact to be stronger in the long term because many entrepreneurs will use the network's services at a later date.

This action has reinforced co-operation between EDICs and EC networks, and achieved effective promotion of EC networks' activities at a relatively low cost. However, it is important to note that video news cannot replace seminars, debates, conferences, etc., but it can be a very effective promotional (supporting) tool to reach a large audience in just a few minutes.

Methodology/process

The idea was presented by EDIC Murska Sobota's manager Dejan Bogdan to other networks and he invited them to co-operate. The SOLVIT network was represented by Ms Mojca Bešter and Mr Peter Kep, and the EEN network and Erasmus for Young Entrepreneurs programme was represented by Mr Sebastjan Rosa. The video news content was prepared by each network and coordinated with the EDIC. It is also important to note that significant help (in disseminating/promoting the video news) was provided by Katja Troha and Nataša Šip from the Slovenian EC Representation and by other Slovenian EDICs.

It is essential that the content of the activity is useful for all the participating networks and achieves positive effects for them all. The product is adapted to the needs of entrepreneurs (short, concise, etc.) and can be explored in just a few minutes. It is also a cost- and time-effective action which differs from "classical" approaches based on events. We believe that these are the main reasons why the video news project proved to be such a success.

The experience also shows that it is very difficult to encourage entrepreneurs to participate in different events regarding the presentation and promotion of EU programmes and networks. 'Classical' events (presentations) are not that attractive – entrepreneurs often do not have time to spend a couple of hours at different events. Therefore, the EDIC opted for a different approach by presenting the Erasmus for Young Entrepreneurs programme, SOLVIT and Europe Enterprise Network in just a couple of minutes. In just a few minutes, entrepreneurs can receive some basic but essential information. Many entrepreneurs received the video news at their e-mail address. If they wanted to find out more about the programme or the EC network, they were encouraged to contact the networks.

Tips and tricks for the success of the action

1. Trust is important between the representatives of the EC networks
2. Long-term relationships help this type of action – EDIC Murska Sobota has been co-operating with SOLVIT since 2009.

Problems encountered

The EDIC did not encounter any problems because the action was carefully planned. The only feature requiring attention was the action's financial structure. Since the financial resources were very limited, each action had to be examined carefully: for example, the video news was recorded during the weekend to cut costs.

EDIC Contact details

EDIC Contact Person:

Dejan Bogdan

Host Structure:

Zavod PIP – Europe Direct Information Centre Murska Sobota

Address:

Zvezna ulica 10, 9000 Murska Sobota

Country:

Slovenia

Tel:

+386-(0)2535-2762

Email:

europedirect.ms@zavodpip.si

Website:

www.zivim.eu



4.3.2. Info day “Muoversi in Europa. Giovani al lavoro!”

Brief description of the action, including outputs

EDIC Naples organised an Info day which focused on EU mobility programmes and opportunities. The target groups were young people, university graduates, entrepreneurs, and people searching for a job all over Europe.

In particular, the workshop aimed to offer a detailed description of the European Voluntary Service, the EURES portal and the Erasmus for Young Entrepreneurs programme. Practical information was given to participants on issues such as how to use the EURES portal and the EVS online database, how to write a motivation letter, how to prepare the CV in a European format, how to search for enterprises abroad, etc. The practical information also included examples of good practices, and an exchange of views with people already involved in the programmes, including testimonials.

The event format – a three-hour session targeting a group of not more than 30 people – was much appreciated because of the interactions with experts and among the participants. The practical information was also appreciated, as mentioned in the customer satisfaction questionnaires.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network

Inputs/Resources for the good management of this initiative

1. Experts from each EC network involved in the Info days
2. No costs/expenses
3. Use of EDIC Naples' premises and technical facilities
4. Promotion and advertising of the event through the EDIC website and social networks

Impact of the action

First, the number of participants (40) was higher than expected.

Secondly, as was apparent from the questionnaires, the event met the (increasing) information needs of young people who want more practical information on EU opportunities (not only information available on the web) and would like to discuss it with experts and peers who have experienced such opportunities.

The impact on the participants can be described as follows:

- More than half of them asked for similar events to be organised in the future;
- 10 of them became more active in the search for EU opportunities and also applied for jobs abroad;
- Five of them expressed their desire to set up informal groups to continue discussions on this issue

Methodology/process

The workshop was highly interactive.

The facilitator organised a short ice-breaking session so that participants could get to know each other better. This exercise was used to create empathy among participants sharing the same goals.

The experts' interventions were short. Participants could interrupt the experts to ask questions and share their experiences. Experts used information materials such as PowerPoint presentations and description of internet websites.

Testimonials (ex EVS volunteers or EURES users) were based on photos, videos, etc. and facilitated interactions with the participants.

Formal and informal methods were alternated during the session.

Techniques such as brainstorming, recaps and short interviews were also used.

Tips and tricks for the success of the action

1. Clear and wide advertising campaign – on the EDIC website, on social media, and leaflets available in university centres and meeting points for young people
2. Multifaceted information on offer – the idea to present several EU mobility programmes adapted to the young people's needs
3. EC Networks' work team – each EC network contributed to the Info day with its own expertise
4. Good location – EDIC Naples' premises are located near the universities and are well known to young people.

EDIC Contact details

EDIC Contact Person:

Rosa Giordano

Host Structure:

CEICC –EDIC Naples

Address:

Via Partenope 36 - Naples

Country:

Italy

Tel:

+39-0817956535/40/41

Email:

ceicc@comune.napoli.it

Website:

www.comune.napoli.it/ceicc



INFODAY: Muoversi in Europa. Giovani al lavoro!



12 Dicembre ore 14,00 - Via Partenope 36, Napoli



Presso la sede del

Programma

Ore 14.00 Benvenuto ed apertura lavori

Ore 14.15 Interventi

Silvia De Simone - Erasmus per giovani imprenditori
Guglielmina De Simone - La consulenza di Eures per trovare lavoro in Europa
Marco Cozzolino - Le opportunità per i giovani dalla rete Enterprise Europe Network
Francesco Di Crescenzo - Servizio di Volontariato Europeo SVE

Ore 15.15 Confronto - Dibattito con i partecipanti

Ore 16.00 Conclusioni

La partecipazione all'evento è gratuita, confermare la propria presenza
via email ceicc@comune.napoli.it o telefono 081/7956535

4.3.3. “We are all Europe”

Brief description of the action, including outputs

EDIC Algarve participated in a national information campaign “todos somos Europa” (We are all Europe) in order to raise awareness of EU issues to children and young people at secondary school level.

The information sessions were organised by EDIC Algarve in co-operation with other EC networks, either at the schools or in dedicated conference rooms. The sessions were built in an interactive way, and included group dynamics.

The sessions covered the following topics: “The EU of the citizens”, “The economic and financial challenge” and “The EU 2020 strategy”.

EDIC Algarve invited EEN, EURES and the local ERASMUS Office to participate as speakers in the debate sessions in order to present their services and programmes and answer questions related to their areas of expertise. These networks were also invited to a local fair where students could collect brochures and other information materials and ask questions.

Information on the EU Network concerned by the cooperation with your EDIC:

- EURES
- Enterprise Europe Network
- Other EU network(s): ERASMUS office at Algarve University

Inputs/Resources for the good management of this initiative

1. EDIC team (minimum three people) and one person from each EC network
2. EU publications
3. A classroom or conference room with access to a lobby
4. Video projector
5. A car to transport the team and info materials
6. One table for each EC network.

Impact of the action

Three sessions were organised at three different schools involving 150 young students and 10 teachers or technicians from the Algarve.

Dissemination was achieved through direct e-mail to schools and libraries, the EDIC’s webpage and Facebook account, the municipalities’ agendas, and at the campaign website and social networks:

<http://www.facebook.com/Todos.somos.Europa>

Methodology/process

EDIC Algarve asked for the collaboration of other EC networks.

In response, the EEN, EURES and local ERASMUS Office participated as speakers in the information-debate sessions and also presented their services and programmes.

All students were given different coloured cards with questions to pose to a certain network member. Before answering the question, those who knew the answer were asked to raise their same-colour-cards in the air as a way of assessing the audience's knowledge on each specific question.

In addition, the EDIC, EEN, EURES and local ERASMUS Office organised a fair where students could collect brochures, contacts and other information and ask questions.

Tips and tricks for the success of the action

1. Good planning, in time and on time
2. Imagination and creativity
3. Teamwork
4. Good co-operation between members of EC networks.

Problems encountered:

Problems were always solved, but the schools' lack of time and availability proved to be a challenge.

EDIC Contact details

Contact Person:

Catarina Cruz

Host Structure:

Comissão de Coordenação e Desenvolvimento Regional

Address:

Praça da Liberdade, nº 2

Country:

Faro, Portugal

Tel:

+351-289-895-272

Email:

europepedirect@ccdr-alg.pt

Website:

www.ccdr-alg.pt/europepedirect

4.3.4. ED Alessandria

“Permanent co-operation table inter-Network”

Brief description of the action, including outputs

Since its establishment in 2009, EDIC Alessandria has launched a permanent working group made up of all the institutions that deal with Europe and young people in the region of Alessandria. In particular, this covers the EURES service in the region of Piemonte, the Erasmus Office at the University of Piemonte Orientale “A. Avogadro”, and the City of Alexandria’s International Exchange Office, which operates the Eurodesk service.

The priorities of the “Permanent co-operation table inter-Network” are to improve citizens’ awareness on Europe, mobility and EVS (European Voluntary Service) programme promotion. During regular meetings, the heads representing the different partners define areas of collaboration and joint initiatives.

Collaboration among these services resulted in the “Move on Europe” event: an info day on European mobility programmes, aimed at stimulating student mobility. Moreover, EDIC Alessandria collaborated with EURES in the organisation of the local delegation that participated in the “IO LAVORO Fair” in Turin, during which many companies in the commerce, services and tourism sectors present their job opportunities. More than 11 000 people took part in the latest fair held in October 2012. In addition, the EDIC also developed continuous co-operation with the Enterprise Europe Network hosted in the Alessandria Chamber of Commerce and in the Turin Regional “Union Camere”. This culminated in a jointly organised seminar on EU funds and project applications financed by the European Parliament, European Commission and national governments.

Information on the EU Network concerned by co-operation with your EDIC:

- EURES
- Enterprise Europe Network
- Eurodesk

Inputs/Resources for the good management of this initiative

1. Motivated human resources
2. Technical resources and logistics from each partner
3. Financial contributions from each partner for its part of the activities
4. Support from host structures and local institutions
5. Production and dissemination of information material.

Impact of the action

Considering the difficult times local authorities, universities and enterprises are experiencing due to the economic crisis, the possibility of saving time and resources through the coordination of this local network is even more important today.

In fact, at local level the EDIC has noticed that too many events, especially during a time of economic difficulties, can actually irritate the public. However, the capacity and demonstration of saving resources by maintaining a public goal is appreciated thanks to the organisation of common events and activities.

The EDIC Alessandria promoted the “table inter-Network” from the very beginning of its activities, achieving a high level of support for the events scheduled, on the basis of the co-operation and contributions of the different members of the networks involved. The common activities have an impact on the target groups of the different networks and therefore the public reached by the communication campaigns is wider. In this context, the results obtained are more significant in terms of impact.

Methodology/process

Every two months, the “table inter-Network” organises a meeting during which all the local network members present the state of play of the various activities and plan new initiatives together.

The action works mainly thanks to the individual capacity, aspirations, flexibility, motivation and willingness of the members.

Tips and tricks for the success of the action

1. Try to schedule, plan and arrange events on themes which are important to your target groups such as:
 - Info day on LLP programmes
 - Training initiative for EU funding
 - Erasmus Day
 - IO LAVORO Fair
 - Presentation of EU to schools (including EURES).
2. Be present in places where you can reach large groups of people.

Problems encountered

Different authorities responsible for each network might create some difficulties in the timing of planned activities.

EDIC Contact details

EDIC Contact Person:

Nuria Mignone

Host Structure:

Provincia di Alessandria

Address:

Via Cavour 17, 15121 Alessandria

Country:

Italy

Tel:

+39-0131-304047

Email:

europe.direct@provincia.alessandria.it; europa@provincia.alessandria.it

Website:

www.europedirect-al.eu



4.3.5. EDIC, EEN and EURES working together

Brief description of the action including outputs

EDIC Vratsa, EEN Vratsa and EURES Montana organised a joint workshop-seminar in Belogradchik for officers of the 11 local employment offices in the districts of Vidin, Vratsa and Montana (on 27 October 2011). This event was targeted at the officers who provide services related to labour mobility for citizens.

During the workshop-seminar, there were detailed presentations of the mission and activities of the EDIC, EEN and EURES networks, as well as training on the preparation of Europass documents. All of the participants were acquainted with the activities of the three EC networks, their goals and to whom they are redirected, on the basis of the respective areas of expertise. Particular attention was devoted to the "Internal Market and work in the EU" campaign, the role of EURES advisers, and training for unemployed young people.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network

Inputs/Resources for the good management of this initiative

1. The workshop-seminar was initially planned in the work programme of the regional EURES network.
2. EDIC Vratsa and EEN Vratsa included this initiative in their work programmes and made available resources for the good organisation and management of this joint event.

Impact of the action

The workshop-seminar was attended by 13 participants from different employment offices in North-western Bulgaria, to familiarise them with mobility issues at EU level. This contributed to the dissemination of further information on this issue to their respective target groups in North-western Bulgaria.

The workshop-seminar has also reinforced the visibility of the three EC networks in North-western Bulgaria, and has contributed to the planning of further joint work in the EC networks' work programmes.

Methodology/process

- Definition and distribution of tasks between the partners.
- Preparation of presentations on the services of the Europe Direct and EEN networks.
- Presentation by EDIC Vratsa of the "Internal Market and work in the EU" campaign, during which a training for unemployed young people was given.
- Organisation by EDIC Vratsa and EEN Vratsa of a short interactive training session for EURES experts from Vratsa, Vidin and Montana about techniques for interacting with EC network clients.

Tips and tricks for the success of the action

1. Good knowledge of the activities and respective work of EDIC Vratsa, EEN Vratsa and EURES.
2. Good communication between EDIC Vratsa, EEN Vratsa and EURES.

Problems encountered

There were no problems identified during the event.

EDIC Contact details

EDIC Contact Person:

Mariya Panayotova

Host Structure:

Chamber of Commerce and Industry Vratsa

Address:

24 Hristo Botev Str., 3000 Vratsa

Country:

Bulgaria

Tel:

+359-92-660271; +359-92-660273

Email:

eudirect-vratsa@online.bg

Website:

http://www.cci-vratsa.org/europe_direct/index.php



Chapter 5:

Co-operation activities with Eurodesk

5.1. Main trends in the network

Nearly half the respondents (49.4%) mentioned their EDIC regularly co-operates with Eurodesk.

5.2. The importance of co-operation with Eurodesk

WHY

Eurodesk is a network which provides information about EU issues affecting young people.

The Eurodesk offices can cover a wide range of topics, such as mobility programmes for young people, equal opportunities, youth workers, studying abroad, lifelong learning, volunteering services, placement and traineeships programmes, language-learning activities, etc. Eurodesk centres are able to help young people very concretely on these issues, and sometimes support them in their mobility process.

Co-operation with Eurodesk offices can help the EDICs to access Eurodesk information material. Such material is only available to those organisations which are members of the Eurodesk network. Good contacts and working relations with Eurodesk can thus facilitate access to these materials rather than the EDICs having to produce similar documents themselves.

WHAT

The co-operation between the EDICs and Eurodesk can bring benefits to both parties: the EDICs can signpost young people's questions to Eurodesk while Eurodesk can benefit from information and awareness-raising activities carried out by the EDICs in schools and universities.

Although the EDICs do not intend to do Eurodesk's job, co-operation between the two can lead to a win-win situation:

- It will enable the EDICs to redirect young people to Eurodesk to help them access more/concrete information on issues of interest, such as mobility;
- Eurodesk can rely on the EDICs to ensure a wider promotion of its activities when the latter communicate with youth and young audiences.

In the context of co-operation with Eurodesk, the EDICs should keep the following in mind:

- When using Eurodesk material (e.g. brochures and leaflets), users must credit Eurodesk, respect the original copyright license of the specific material and keep copyright notices intact on all copies of the material;
- In addition, an appropriate citation of the source shall be accompanied by a link back to the original source for electronic material and online content. In particular, young people should be directed to the European Youth Portal.

HOW

A relationship built on trust must be created between EDIC and Eurodesk staff members. In this context, the EDICs need to reassure Eurodesk officers that such co-operation will bring value to their activities and should not be perceived as a threat to their own work and programme of activities with young people.

Different types of activities have been mentioned by the EDICs to illustrate this co-operation, such as:

- Shared events on mobility issues;
- Shared publications, based on content provided by Eurodesk and the EDICs;
- Participation in students' fairs on mobility opportunities abroad;
- Signposting activities.

5.3. Overview of good practices from the EDICs

The following good practices illustrate co-operation activities with Eurodesk points:

5.3.1. EDIC Komotini organised an activity called “NET SPY, surfing and learning about the EU”, in co-operation with the local Eurodesk relay, the National Agency of EU programmes YiA and Eurodesk in Greece. The aim was to increase awareness about the EU among 14-16-year-olds from different high schools.

5.3.2. EDIC of Lombardy Region organises each year a “Mobility and job in Europe” workshop during the annual European Job Days event. In 2012, this was organised in co-operation with EURES advisers from the Province of Milan, Eurodesk, the European Documentation Centres of Bocconi University and the University of Milan and other partners in the region, such as the Erasmus Student Network at the University of Milan, and Milan’s Voluntary Service Centre.

5.3.3. EDIC Campobasso organised the first “International Youth Mobility Day” in the region, in collaboration with several European networks, including EURES, Eurodesk and the local EDCs to inform school and university students and youth organisations about mobility issues.

5.3.4. EDIC Région Centre Orléans organised a one-day training programme addressed to local advisers and information multipliers working in the field of integrating young people in difficulty, in co-operation with the Eurodesk, EURES, Naric and Europass networks.

5.3.5. EDIC Poprad coordinated the organisation of a Student Information Day in the region, with the support of EURES and Eurodesk members to inform high school students about EU policies, EU values and project opportunities available to them.

5.3.1. “NET SPY, surfing and learning about the EU”

Brief description of the action including outputs

EDIC Komotini organised “NET SPY, surfing and learning about the EU” in cooperation with the local Eurodesk relay, the National Agency of EU programmes YiA and Eurodesk in Greece.

The target group for this activity comprised youngsters aged 14-16 years old from different high schools. The aim was to increase awareness about the EU and youth policies and to become familiar with the available search tools.

The action was divided into three main parts. First, there was an introductory presentation about EU websites, social media, etc. Secondly, youngsters filled in an online quiz, and thirdly there was a discussion about the findings, the results and evaluation of the process. The duration was about three to four hours and it took place during the school day.

The added value of this action is that youngsters become familiar with websites and social media that they could use to find useful information through an attractive activity such as the quiz. They also understand the importance of visiting websites with updated and valid information. It gives an opportunity to have feedback from youngsters on the EDIC's work and to consider improvements to make it more effective for youngsters.

In 2012, this was the fourth time this activity had taken place. The youngsters' support was amazing and they were already asking when the next NET SPY was going to take place!

Information on the EU Network concerned by the cooperation with your EDIC

Eurodesk

Inputs/Resources for the good management of this initiative

1. Good cooperation with school educators
2. Equipment for the online quiz (computers, internet connection)
3. Questions with clearly defined answers
4. Prizes (which are always an incentive)

Impact of the action

It is worth noting that although youngsters use the internet, they do not visit websites related to the EU. Hence, with this action, they were encouraged to search and to find interesting EU information that it is easy to access as well as being useful. In addition, after their participation in the event, they became multipliers by disseminating the information to other youngsters.

It should also be noted that after this event the EDIC increased the number of volunteers from this target group because they found ideas and programmes they could benefit from (e.g. Youth in Action). Last but not least, through this activity, the EDIC improved the cooperation with the Eurodesk network and it became clear to the local society, including the media, that the work is more efficient when working together and sharing resources.

Methodology/process

The preparation, implementation of the action and its evaluation takes one month.

The first step is to make contact with the ICT teachers at high schools and to inform them about this activity, asking them to disseminate it to those students who might be interested in participating.

Then the EDIC collects the applications from all the local high schools and publishes the list of participants (100-150 youngsters and 10 teachers). The EDIC books a room with many PCs and internet access (needs to be checked before the event!!!).

The EDIC designs the quiz with 10 questions that will be put to youngsters and ensures it works well online.

The youngsters and their teachers are informed about issues such as the EU in general, EU opportunities for youth and the rules of the quiz. Then the quiz takes place and in parallel a committee checks the results. So, a few minutes after the end of the session, the results are known, who answered all the questions correctly and how speedy he/she was. Finally, there is a plenary where there is a discussion about this experience with the participation of youngsters, and an award ceremony is organised for three winners (IT gadgets – according to available budget). All the participants receive a useful guide with websites and other interesting information. The teachers are asked to evaluate this activity with youngsters in the class and to send their feedback to the EDIC.

Tips and tricks for the success of the action

1. Design an attractive programme for youngsters, which can be enhanced on a yearly basis.
2. Develop good cooperation between the EDIC, Eurodesk and the education authorities.
3. Define clearly the roles of each partner.
4. Offer prizes for participants.
5. Open the events to the number of youngsters you can deal with conveniently.

Problems encountered

There were two main issues the EDIC was confronted with during the first implementation of this initiative. On one occasion, there was a problem with the internet connection and consequently, youngsters had to wait. Another problem was related to not clearly defined answers so it was difficult to complete the evaluation on time.

EDIC Contact details

EDIC Contact Person:

Spyros NAKOS

Host Structure:

Regional Development Fund East Macedonia & Thrace

Address:

15 N. Tsanakli, Komotini

Country:

Greece

Tel:

+30-2531082051

Email:

komotini@europedirect.gr

Website:

<http://europedirectkomotini.eu/>



5.3.2. Workshop on “Mobility and Jobs in Europe”

Brief description of the action including outputs

Lombardy Region EDIC organised the third annual edition of the workshop “Mobility and Jobs in Europe”, during European Job Days 2012, at Pirelli Palace in Milan.

The event took place on 8 October 2012, with the aim of encouraging mobility for jobs, study and voluntary experience, as well as giving job-seekers concrete information on opportunities available for them in the EU. It was an opportunity to communicate these issues to young people.

The event was organised in cooperation with the EURES advisers of the Province of Milan, also involving the European Commission Representation Office and the European Parliament Office in Milan, the European Documentation Centres of Bocconi University and the University of Milan, Municipality of Milan Eurodesk, the Erasmus Student Network at the University of Milan, and Milan's Voluntary Service Centre.

The cooperation between the different networks enabled the use and promotion of the specific know-how of each network, and different fields of interest to be addressed: job search, volunteer work, Erasmus projects, European careers, etc.

The event involved more than 350 participants including students, teachers, active people and job-seekers in general.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Eurodesk
- Other network(s): European Documentation Centres

Inputs/Resources for the good management of this initiative

1. Long-term relationship with partners – the relationship with the Province of Milan's EURES service began on the occasion of European Job Day 2009
2. Good relations with the representatives of the different networks
3. Large pool of human resources from each partner (four from EDIC headquarters in Milan plus one from each of the nine EDIC's territorial offices involved in the video-conference, four EURES advisers from the Province of Milan and two from the Lombardy Region office, two people from the Erasmus Student Network, etc.)
4. Technical resources offered by the Lombardy Region, free of charge
5. Absence of expenses/costs for the event
6. Presence of EDIC offices (antennas) all over the Lombardy Region for wider promotion of the initiative.

Impact of the action

The event was transmitted by video-conference in nine of the 12 EDIC antennas in the Lombardy Region: Bergamo, Brescia, Como, Lodi, Varese, Sondrio, Pavia, Cremona and Mantova.

About 150 university students and young applicants took part in the main event in Milan and more than 200 students/teachers/citizens and employment workers followed it by video-conference. During the meeting, about 50 young students received practical information on job-seeking in Germany, the United Kingdom, Sweden, the Netherlands, Norway and France, including in interviews on the spot with EURES advisers.

Without a doubt, this initiative has improved the network's cooperation. The organisation of this workshop enabled the EDIC to develop a stronger relationship with other European networks at the local level. It was also possible to reach a larger public, enhance knowledge, create concrete and effective communication products, and to promote the different partners' services in a coordinated way to local citizens.

Methodology/process

- Good planning
- Regular contacts with the partners, including working meetings
- Inputs on the basis of the expertise and know-how of each network
- Booking time in the conference room
- Special attention to technical details for the good management of the video-conference
- Coordination of content from different providers and contributors from the EURES service, Erasmus programme, EVS projects, EPSO, job and internship opportunities offered by the European institutions and the Eurodesk service, and on international careers.

Tips and tricks for the success of the action

1. Choose a topic in line with the main concerns/expectations concerning employment opportunities.
2. Make brief, simple, clear and concrete interventions.
3. Use testimonials to capture the attention of the youngsters through video clip, Skype connection with EVS volunteers in other countries, photos, etc.
4. Emphasise the know-how and expertise of each network and show the complementarity between the different networks
5. Promote the concrete opportunity provided for participants to take part in a job interview with EURES experts during the afternoon session.

Problems encountered

A lot of information was provided during the workshop. The opportunities offered by the EU in terms of jobs, study and volunteering are so many and so diverse that it is difficult to explain each of them during a one-day meeting.

EDIC Contact details

EDIC Contact Person:

Francesca Oggioni

Host Structure:

Regione Lombardia

Address:

via Fabio Filzi 22, 20124 - Milan

Country:

Italy

Tel:

+39-0267656959/6960

Email:

europedirect@regione.lombardia.it

Francesca_oggioni@regione.lombardia.it

tea_castiglione@regione.lombardia.it

Website:

www.europedirect.regione.lombardia.it



5.3.3. International Youth Mobility Day

Brief description of the action including outputs

On 24 February 2012, the EDIC of the Province of Campobasso organised the first "International Youth Mobility Day" in collaboration with some local European networks such as EURES, Eurodesk and also the local EDC.

The target audience comprised high school students, university students and youth organisations.

The EDIC coordinated the different aspects of the meeting (press conferences, media contributions, equipment, buffet, external expertise, promotional material, video reporting), including contacts with the speakers. The other networks focused on their core activities. The Campobasso EURES adviser invited two EURES advisers from abroad (Finland and the UK). Moreover, Eurodesk Campobasso invited the president of Eurodesk Italy Mr Ramon Magi. All the speakers presented the most interesting opportunities in Europe and in the USA concerning internships, volunteer work and programme studies. There were also two special guests, Mr Aldo Patriciello, MEP, and Donald L. Moore, USA Consul.

The co-operation between the EC networks and the speakers' profiles played a significant role in the success of this event, which attracted more than 350 participants. Those attending increased their knowledge and information about European mobility, youth policies and strategies to access labour markets abroad.

The main output is a video clip of the event.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network
- Euroguidance
- Eurodesk

Inputs/Resources for the good management of this initiative

1. Europe Direct staff, Eurodesk staff and Province of Campobasso staff
2. A budget of 7000 euros to cover expenses such as equipment, buffet, fees for external experts, promotional material, video reporting, hostess service, travel expenses and accommodation expenses of experts
3. Technical resources and logistics were provided by the Province of Campobasso.

Impact of the action

The first 'International Youth Mobility Day' had a very strong impact on the Molise region.

For the first time, different local European networks and international institutions worked together to address young people and to inform them about the opportunities for European mobility.

The most important impact was an increase in the number of EDIC contacts (new contacts with more than 350 young people). Moreover, the EDIC has increased the number of info days in high schools on the theme of mobility in Europe, has strengthened collaboration among the other local European networks, including the Provincial Youth Forum, has signed new protocols with other institutions, has reinforced its visibility, as well as the number of internships with the EDIC. Finally, the success of the event generated the establishment of local information points both in the schools and in some municipalities in the Molise region.

The successful organisation of the event has encouraged partners to work together again for the second edition of this initiative.

Methodology/process

The methodology was based on good co-operation with the different local European networks and the sharing of information/tasks for all phases of the process.

The general and specific aims were defined during several meetings, including activity timelines. With regard to the procedure, the EDIC coordinated all the different aspects of the meeting (press conferences, media contributions, equipment, buffet, external expertise, promotional material, video reporting), including contact with the speakers. The other networks prepared their activities/stands and illustrated their activities.

Communication among the partners was managed by EDIC Campobasso, while the external communication procedures were managed by the partners.

Tips and tricks for the success of the action

- Create strong involvement among the different local European networks and make sure that every organisation shares the common aims
- Involve strategic partners (such as the Regional School Office)
- Ensure internal effective communication processes between partners for all stages of the event
- Prepare an external communication plan and massive advertising actions to reach a large number of participants.

EDIC Contact details

EDIC Contact Person:

Carmela Basile

Host Structure:

Province of Campobasso

Address:

Via Roma, n. 47

Country:

Italy

Tel:

+39-0874-401263

Email:

carmela.basile@provincia.campobasso.it

Website:

<http://europedirect.provincia.campobasso.it/>



5.3.4. Move to get integrated

Brief description of the action including outputs

EDIC Région Centre organised a one-day training programme addressing local advisers who work in the field of the integration of young people in difficulty.

The local advisers familiarise themselves with different dimensions related to mobility, such as European programmes and initiatives, skills and constraints to mobility, and testimonials.

Organised in co-operation with EURES, Eurodesk, Naric and Europass networks, and based on the expertise of each network, this training has included the following components:

Mobility in practice:

- Individual capability, professional ability, cultural and linguistic skills
- Constraints on mobility – existing and potential limitations
- Testimonials

European programmes:

- The Leonardo Da Vinci programme “a person looking for a job”
- The European Youth in Action programme: presentation and testimonials of young participants and host structures involved in this programme.

Opportunities for mobility not connected to EU programmes:

- Au pair, summer job, exchange of young qualified workers

The ways for a job-seeker to promote his/her mobility experiences, as a professional tool:

- Europass Mobility
- Youthpass

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Naric
- Eurodesk
- Other EU network(s): Europass contacts

Inputs/Resources for the good management of this initiative

1. Six members from the partners for the preparation and management of the training programme
2. Availability of human and technical resources in each regional department
3. Action co-financed by the regional general assembly (Région Centre)
4. Search for infrastructure (premises) in every department.

Impact of the action

The local advisers working on the “integration of young people” are aware of different initiatives which can help young people to become integrated in society. They can use this information and knowledge to propose concrete solutions to young people and to redirect them to the corresponding network.

EC network activities can reach wider groups through this type of co-operation with local advisers. Furthermore, the beneficiaries are continuing to work on the topic of mobility for young people in difficulty.

Methodology/process

It is necessary to design a programme that takes into account the experience and expertise of each partner, and therefore makes the content more attractive for the audience as it covers different dimensions.

The training programme was composed of five parts:

- Part 1: the interest and added value of European mobility for European citizens and young people, including the Lisbon Strategy and the recognised rights of European citizens (background and brainstorming between participants on how to exercise these rights abroad);
- Part 2: testimonials from young people (au pair, summer job abroad, other experiences);
- Part 3: integration abroad through organised support, including testimonials from beneficiaries (the Leonardo da Vinci “job-seeker” programme, the Youth in Action programme “EVS in the short term”);
- Part 4: the benefits of mobility (European mobility, Youthpass);
- Part 5: evaluation of the participants’ interest in the training programme.

Tips and tricks for the success of the action

1. Training was organised in each regional department
2. The partners know each other better now and will continue to work together
3. The content of the training module can be used for other EDIC activities

Problems encountered

One day of training was not enough to focus on all these issues.

EDIC Contact details

EDIC Contact Person:

Delphine Adam

Host Structure:

CRIJ région Centre

Address:

3/5 Bd de Verdun, 45000 Orléans

Country:

France

Tel:

+33-23878-9178

Email:

eurpe-direct@ijcentre.fr

Website:

www.informationjeunesse-centre.fr



5.3.5. Student Information Day

Brief description of the action including outputs

EDIC Poprad regularly coordinates the organisation of the Student Information Day which is an event organised for 18-year-old high school students who live in the EDIC Poprad area of operation. This event aims to inform them about the EU policies concerning young people and local project opportunities. The EDIC invited all the secondary schools in the targeted region to participate in the Day.

Student Information Day is based on cooperation among three EC networks at the regional level in Slovakia. As lead partner, EDIC Poprad regularly invites to the event its two cooperation partner networks, namely EURES and Eurodesk along with the local Youth in Action representative.

The event is usually organised twice a year, first in early June in the town of Stara Lubovna and the second one in early October in the town of Poprad. More than 100 young people from local secondary schools usually attend the event with their teachers. At least five schools from a total of eight took part in the Student Information Day held at Stara Lubovna. The students very much appreciated the joint presentation of the local representatives from the three EC networks, which drew their attention to the European Year Agenda, EU labour market opportunities and new challenges in the Youth on the Move programme.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Eurodesk

Inputs/Resources for the good management of this initiative

1. At each event, one representative from each EC network provided information from his/her network on the Student Information Day agenda.
2. Most of the main costs were covered by EDIC Poprad as the lead partner (transportation costs, cinema hall rental, audio-visual aids, production of the main PPT presentations, delivery of EU brochures, pens, etc.).
3. Individual travel costs were covered by the partners of each EC network, including preparation of their own PPT presentations, and the transport and distribution of leaflets concerning the youth initiatives, services and programmes.
4. Two foreign students hosted by the Youth Centre at Stara Lubovna (Eastern Slovakia) as volunteers under the EU Volunteer Programme were invited to share their experience and to give presentations on their home countries in order to motivate young people in Slovakia to visit other EU Member States.

Impact of the action

The 2012 Student Information Day had a remarkable impact on the young 18-year-olds as regards better understanding the older generation's values and communication approach. The EDIC representative explained the demographical trends both in Europe and Slovakia, the goals of the European year for Active Ageing and Solidarity between Generations, and provided some practical recommendations on how to develop a positive attitude among the young generation towards the older generation and vice versa.

This event is mutually beneficial for the three EC networks at the regional level in Slovakia. It reinforces the cooperation between EC networks and contributes to the visibility of these networks among students and young people.

Methodology/process

- EDIC Poprad included the priorities of the European Year for Active Ageing and Solidarity between Generations in its 2012 Action Plan. Therefore, some of its activities were geared towards young people to highlight the aspects of mutually beneficial cooperation, living and understanding between the young and older generation.
- The EDIC contacted EC network representatives in the Tatra region to discuss and explore their interest in organising the 2012 Student Information Day in two localities, namely Stara Lubovna and Poprad, to cover information needs in those two districts.
- The partners representing the EURES and Eurodesk networks welcomed this initiative and agreed on the event's agenda and their own inputs and contributions.
- Then the EDIC sent informal invitations by e-mail to all the secondary schools in the target area and received positive responses from most of them.
- The EDIC managed all the necessary details, including the logistics, for the successful organisation of the event.
- Three days after the Student Information Day, EDIC Poprad sent thank you letters to the schools taking part in this initiative.
- Finally, the evaluation of the event was carried out to check its compliance with the initial objectives and expectations.

Tips and tricks for the success of the action

1. Prepare your annual action plan carefully and discuss with your EC partner networks which activities could be organised and shared in the region.
2. Develop your Student Information Day agenda in such a way to strongly address practical needs and expectations of the young generation.
3. Benefit from team building and synergy effects.
4. Provide real-life examples of the same generation – young volunteers as examples for young event participants.
5. Carry out some short quizzes on the information provided during the presentations, and reward the winners with T-shirts, caps, umbrellas, pens and notebooks, etc.
6. Keep things relaxed, with humour and light entertainment.

Problems encountered

No problems were encountered. On the contrary, the event was made even easier because many high school directors are already aware of the regional need to provide their 18-year-old students with useful information and practical advice on how to tune in to EU labour market requirements, understand EU policies and thus become an active EU citizen.

EDIC Contact details

EDIC Contact Person:

Dr Peter Litavec

Host Structure:

Regional Advisory and Information Centre of Poprad

Address:

897/2 Stefanikova Street, 058 01 Poprad

Country:

Slovakia

Tel:

+421-52-7721320; +421-905900843

Email:

[europedirect@europedirectpp.eu](mailto:europe@europedirectpp.eu)

Website:

www.europedirectpp.eu



Chapter 6:

Co-operation activities with other EC networks

6.1. Main trends in the network

Respondents to the survey also mentioned co-operation with other EC networks, but to a lesser degree:

- 21.8% of the respondents co-operate with the European Consumer Centres Network
- 19.6% with SOLVIT
- 9.8% with Euroguidance
- 4.7% with Euraxess.

6.2. The importance of co-operation with these networks

Despite the fact that this co-operation concerns a smaller group of EDICs, it brings benefits for each network and for the different target groups.

These benefits are quite similar to those coming from co-operation activities with EURES, Enterprise Europe Network and Eurodesk. They result in:

- Synergies and task sharing between partners, enabling each one to save time, money, and technical and human resources;
- Reinforcement of the mutual knowledge on EU issues, based on the specific expertise of each network;
- Shared events;
- Common information products;
- Increased visibility for each network at regional level, in particular ECC-Net and SOLVIT which are not present in all the different regions;
- Opportunities for the EDICs to organise events at regional level based on the expertise of other EC networks (ECC-Net, SOLVIT, etc.);
- Facilitating signposting activities between the different networks.

6.3. Overview of good practices from the EDICs

This section includes a few examples of co-operation between the EDICs, European Consumer Centres Network, SOLVIT, Euroguidance and Euraxess.

6.3.1. EDIC Alytus organised an event in co-operation with the European Consumer Centre in Lithuania, to inform and promote the broad scope of consumer rights to local audiences.

6.3.2. Europe Direct Centres in the Rhône-Alpes region have produced a guide to describe the mission and main activities of the European networks in the region (European Documentation Centres, Europe Entreprise network, Euroguidance, Eurodesk, Euraxess, EURES), as well as funding opportunities and programmes available in the Rhône-Alpes region.

6.3.3. EDIC Basilicata's host structure is a member of about 40 different European networks, including EC networks such as Eurodesk and Euroguidance. This enables EDIC Basilicata to access and disseminate information to a wide variety of audiences (citizens, NGOs, public administrations, associations, etc.) concerning the large number of opportunities available at European level.

6.3.4. EDIC Panevėžys and the European Consumer Centre Lithuania co-operated on the organisation of a joint decentralised seminar in Panevėžys on issues related to consumer rights in Lithuania and the EU Member States.

6.3.5. EDIC Crete organised a workshop, which included contributions and inputs from experts from Euroguidance and Cedefop, to inform high school students about mobility issues, on the occasion of the European week of local democracy.

6.3.1. Your rights as a consumer in the EU Member States

Brief description of the action including outputs

EDIC Alytus organised a seminar on the topic “Your rights as a consumer in the EU Member States” in order to inform the general public on the activities of the European Consumer Centre Network and the EC Representation office in Lithuania.

The participants were thoroughly informed of their rights as consumers and on possible ways of dealing with a dispute/complaint within the EU. This event proved very useful for the audience because all the participants were given an opportunity to acquire knowledge on their rights as consumers in the EU Member States (including Norway and Iceland) and also to receive very informative printed promotional material on this theme.

Information on the EU Network concerned by the cooperation with your EDIC:

- European Consumer Centres Network (The European Consumer Centre in Lithuania)

Inputs/Resources for the good management of this initiative

1. Competent lecturers (legal advisers) from ECC-Lithuania during this seminar
2. Interesting teaching and training material (slides, lecture, etc.)
3. Comfortable venue
4. Sufficient resources of printed promotional material
5. No travel expenses – lecturers’ travel expenses were paid by ECC-Lithuania.

Impact of the action

The seminar was very useful for participants because they were introduced to the services provided by the European Consumer Centre which helps consumers – residents of Lithuania – to solve their problems if they buy faulty goods or services in EU Member States. Similarly, it helps residents of EU Member States if they buy faulty goods or services in Lithuania.

This seminar has helped participants, as European consumers, to know how and where they must seek redress, particularly in cross-border cases. The participants also had access to advice and answers to their questions on the topic.

Methodology/process

The event consisted of three main parts:

Part 1: Theory (ECC-NET, all the services of ECC-Lithuania, etc.)

Part 2: Concrete examples on the topic including presentation of printed promotional material on the theme

Part 3: Questions and answers, advice and recommendations on the topic.

Tips and tricks for the success of the action

1. Good speaker profiles
2. A few interesting short stories (examples) on the topic
3. A few funny presentation slides on the theme
4. Informal communication between the lecturers and audience.

Problems encountered

No problems.

EDIC Contact details

EDIC Contact Person:

Sigita Krivickiene

Host Structure:

Public Organization “European information centre”

Address:

Jotvingiu Str. 10, LT - 62116 Alytus

Country:

Lithuania

Tel:

+370-315-74621

Email:

alytus@europedirect.lt

Website:

www.europedirect.lt

6.3.2. Guide to European resources in the Rhône-Alpes region

Brief description of the action, including outputs

Created by the four Europe Direct Information Centres in the Rhône-Alpes region, with the support of the European Commission and the regional council, the aim of the guide is to help its readers to identify the main European networks operating in the region (European Documentation Centres, Europe Entreprise Network, Euroguidance, Eurodesk, Euraxess, EURES), as well as the funding opportunities and programmes on EU issues.

The guide is useful for both citizens and organisations. It contains the necessary information on EU opportunities in the Rhône-Alpes region. It gives an overview of contact points for Structural Funds and EU programmes (education, culture, citizenship, youth) as well as information about the members of the European Parliament elected in the constituency, local authorities and their Representation offices in Brussels.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
- Enterprise Europe Network
- European Consumer Centres Network
- Solvit
- Naric
- Euroguidance
- Eurodesk
- Euraxess
- Fin-net

Inputs/Resources for the good management of this initiative

1. Human resources for the preparation and production of the guide
2. Around 300 hours of work required to create the guide.
3. Exchanges of information between the partners

Impact of the action

The different networks have gained (greater) visibility through the production and dissemination of this guide.

Furthermore, a press conference to present the guide in the presence of Anne Houtman (Head of the EC Representation in France) and Bernard Soulage (regional counselor) also contributed to greater visibility for the EC networks.

Methodology/process

- Define the objectives of the publication
- Make contacts with the partners to gather the information
- Process, summarise, revise and coordinate the content production
- Classify all the actors
- Print the guide
- Distribute the guide to citizens and to partners for further dissemination.

Tips and tricks for the success of the action

1. Time to prepare and coordinate the content
2. Good knowledge of local actors
3. Good co-operation with partners
4. Networking.

EDIC Contact details

EDIC Contact Person:

Pia Richard

Host Structure:

Europe Direct Grenoble

Address:

Maison de l'International, 1 rue Hector Berlioz, 38 000 Grenoble

Country:

France

Tel:

+33-47600-7680

Email:

europe direktgrenoble@ville-grenoble.fr

Website:

<http://www.europe direktgrenoble.eu/>

ECHANGER
PARTAGER
DIFFUSER
CONSEILLER
ACCOMPAGNER
AIDER
BOUGER
ANIMER
SOUTENIR
ORIENTER
INFORMER
DOCUMENTER



GUIDE DES RESSOURCES EUROPÉENNES EN RHÔNE-ALPES

2012

6.3.3. Promotion of all European opportunities

Brief description of the action, including outputs

The host organisation of EDIC Basilicata is member of about 40 different European networks including other EC networks such as Eurodesk and Euroguidance. This allows EDIC Basilicata to acquire a very large number of information sources on possible opportunities at European level to be disseminated among different audiences such as citizens, NGOs, public administrations, associations, etc.

The profile of the host structure facilitates the dissemination of information about:

- EU general information and grants
- European programmes
- European competitions
- Job opportunities
- Training and workshop opportunities
- Youth exchanges, seminars, conferences, short study visits, etc.
- Leonardo placements
- Etc.

In this respect, every day the EDIC posts about 20-30 new European opportunities on the web portal and on its social networks.

Information on the EU Network concerned by the cooperation with your EDIC

- EURES
 SOLVIT
 Euroguidance
 Eurodesk
 Other EU network(s): various European networks of which the EDIC host structure is a member

Inputs/Resources for the good management of this initiative

1. Human resources: two staff members generally work on information analysis and dissemination
2. Financial resources: the cost of the staff members and an annual fee to be paid for a few networks to maintain European membership (for example Eurodesk)
3. Technical resources: websites, social network accounts, newsletters, mailing lists, mail-groups, intranets, connections with media, YouTube accounts, etc.
4. Logistic: all is done in the EDIC office.

Impact of the action

The impact of the action is large as the EDIC can spread and disseminate information on European opportunities from 40 different networks, representing about 6000 different organisms in Europe.

Methodology/process

The EDIC uses its various memberships to collect the most useful information on European opportunities.

The EDIC makes a prior selection of the information and the staff promotes it through different tools, depending on the target group to be reached and also on the characteristics of the opportunity to be disseminated. To do this, the EDIC is making extensive use of different ICT tools such as websites, social network accounts, newsletters, mailing lists, mail-groups, intranets, connections with media, YouTube accounts, etc.

Tips and tricks for the success of the action

1. The success is based on the EDIC host structure's large number of memberships which facilitate access to a large number of opportunities.
2. EDIC staff members must have a specialised level of knowledge to be able to answer the large number of requests for additional information.
3. It is necessary to spend three to four hours a day on selecting all the information and making it available on the different ICT tools.
4. It is useful to create a web database categorised by topic on the EDIC website (see the illustration given as an example of this).

Problems encountered

No problem encountered except the fees to be paid to become members of some European networks in Italy.

EDIC Contact details

EDIC Contact Person:

Imbesi Antonino

Host Structure:

EURO-NET - Europe Direct Basilicata

Address:

vicolo Luigi Lavista, 3 – 85100 Potenza

Country:

Italy

Tel:

+39-0971-23300

Email:

euro-net@memex.it

Website:

<http://new.synergy-net.info/>

www.synergy-net.info/default.cfm?obj=120

www.synergy-net.info/default.cfm?obj=1810

start 62-SECOND-good-pr... good-practices-on-co... 10-PEWS 2012 Synergy-net - News ... 11 10.58

YAHOO! GRUPPI Ciao! net_egn [Esci, Il mio Account]

Le serie più attese in anteprima
The Walking Dead in esclusiva su FOX | HD

net_egn - euro-net@memex.it | Fondatore del gruppo | Modifica iscrizione | Crea un gruppo | I miei gruppi

Euro-net_The_Youth_European_Network · Euro-net - The Youth European Network

Inizio

Messaggi: In attesa

Spam? [Svuota] Invia File Foto Link Database Sondaggi Iscritti In attesa Anagrafa

Inizio

Attività negli ultimi 7 giorni: (Nessuna attività)

Descrizione (Modifica)
It's a network of Youth organisations.

EURO-NET

Pulizia: Scopri tutta la gamma

start 62-SECOND-good-pr... Euro-net_The_Youth... Internet 100% 11.1

6.3.4. EDIC knows the local community

Brief description of the action including outputs

EDIC Panevėžys and the European Consumer Centre Lithuania organised a joint seminar in Panevėžys on "Consumer Rights in Lithuania and the European Union Countries" (in March 2011) to inform citizens, school pupils and teachers about consumer rights. The seminar lasted 1 hour 30 min.

During the event, products and services of unacceptable quality purchased in other EU countries, internet sales and other relevant topics were presented by the European Consumer Centre Lithuania and discussed with the audience. After the event, a press conference was organised by EDIC Panevėžys for the local TV, radio and a daily newspaper.

Following wide coverage of this event, consumers now know more about their rights and that they can contact the European Consumer Centre Lithuania for help and advice on products purchased in other EU countries.

Information on the EU Network concerned by the cooperation with your EDIC

- European Consumer Centre Network

Inputs/Resources for the good management of this initiative

1. EDIC Panevėžys informed local audiences about this event and promoted it to the local media.
2. The ECC Lithuania managed the content and provided video projection equipment.
3. The hall to host the event was provided by the vocational education centre.
4. The press conference was organised in the vocational education centre, which is well known by media.

Impact of the action

Most of the audience heard about the services provided by the ECC-Net for the first time.

The number of queries addressed to the ECC Lithuania by the city of Panevėžys increased after the event.

The interest and presence of the media (three local TV stations, two local radio stations, and one local newspaper) contributed to the visibility of the event and promotion of the two EC networks.

Methodology/process

EDIC Panevėžys knows the local community and can reach this target group, thanks to its local presence.

On the contrary, the ECC Lithuania cannot reach the local community with the same efficiency but can bring its knowledge on consumer protection issues.

EDIC Panevėžys and the ECC Lithuania's shared event has shown that two EC information networks can work together to organise a successful event.

EDIC Panevėžys managed to attract the attention of the local media.

Tips and tricks for the success of the action

1. Think of themes/issues which the EDIC cannot cover by itself in the region.
2. Organise a common activity with other EC networks: less funding is required, and better results are achieved more easily.
3. Find a suitable place for the event (the vocational education centre provided the premises for both the event and the press conference)
4. Use a topic that interests the mass media (the media agreed to promote the event free of charge).

Problems encountered

None

EDIC Contact details

EDIC Contact Person:

Alina Misiūnienė

Host Structure:

Public organisation - Europe Information Centre

Address:

Vasario 16-osios st. 3; LT 35184 Panevėžys

Country:

Lithuania

Tel:

+370-45464096; +370-67778066

Email:

panevezys@europedirect.lt

Website:

www.europedirect.lt

inevėžin filialo atstovė Irma ibriene patvirtino, kad ir panežiečiai mėgsta patys keliones ganizuoti. Dažnas kraštietis į dionų agentūrą kreipiasi tik iš dalies paslaugų. Moters įsitikinimui, Lietuvos turistai kelionių organizavimą prisiima kaip išsukti, ač rizikuoti linkęs jaunimas.

Nemanaus, kad gyventojai lėlios patys organizuoja, nes svylo agentūrų darbu. Jiems siog patinkai tai daryti. Ypač inimas nori būti nepriklausomas, i kurie stengiasi sutaupyti. Nors neu, sutaupytį sudėtinga – bua labai kruopščiai visas išlaidas skaičiuoti, kur reiks elti, ką kiti. Abejoju, ar viską numatyti anoma. Be to, pačiam savarankiui keliauti gana rizikinga. Nors nėra qirdejusi, kad koks turistas tų patekės į užsieniečių sukciją akles. Beje, savarankiškai i kelio išvykę gyventojai vengia grįžtis – labiau nori parodyti, kad kas buvo puiku ir je neapsirink. – teigė I. Žebriienė.

„Sekundės“ kalbintas povestine kelionę į Tailandą sau ir uoktinei suorganizavęs Adomas ikino, kad pirmiausia tokiam gniui ryšlos noredamas sutaupyti. Panevėžiečio teigimu, das buvo pasiekta – dvimione į egzotiškąją šalį kainavo didžiau pigiau, nei siūlė kelionių išturos.

„Nenorėjome net vestuvinės išlaidų – vienas santaupas skryme į estuvinei kelionei. Norejosi už i tikrą sumą pamatyti kuo daug, o kelionių agentūrų pasiūlymenės, nukentėjė keliaudam, pirkdam prekes internetu.

„Mes veikiame nuo 2005-ųjų. Į gautus skundus iš karto reaguojame, iškritiname, ar žmogus teisus. Siekiame taikiai išspręsti problema. Kreipiamės į pardavėjus ir prasome pateikti reikiama informaciją. – sako teisininkas. Jo teigimu, centras ypač daug skundų sulaukia dėl Estijos, Latvijos, Lenkijos, Didžiosios Britanijos, Vokietijos produkcijos.

S. Linkevičius pabrėžia, kad nusivyles preke ar paslauga klientas turi teisę reikalauti pardavėjo pakeisti gaminį, prašyti ji pataisyti ar gražinti pinigus. Jei tai tampa sudėtinga užduotimi, išsikiša vartotojų teisų gynėjai.

Pataria paslaugoti

Kieštint prekybai internetu, gyventojai neretai pamiršta perspėjimus, kad prieš atskleidžiant savo banko duomenis ar mokant pinigus būtina ištikinti, ar internetinės parduotuvės patikimos, ar gavusios pinigus pristatys pageidaujamas prekes, o prireikus jas pakeis.

„Svarbu saugotis patiemis: iš karto netelkti mokėjimo kortelės duomenų, patartina pasieškoti informacijos apie internetinę par-



PATARIA. Pasak S. Linkevičiaus, tiek pirkėjai internetu, tiek keliautojai turi žinoti savo teises. Jei, pavyzdžiu, numatytas skrydis vėluoja dvi valandas ar daugiau, keliautojas turi teise reikalauti kompensacijos.

A.Reposo nuotr.

Prekeiviai stengiasi pergudrauti vartotojus

Valda REPOVIENĖ

Sprendžia gincus

Nors vartotojų teises gina įstatymai, kuriamos asociacijos, centralai, kai kurie prekeiviai ne visada linkei atsakyti už savo kliaudias. Siekdami išvadoti daiktą, prekybininkai gudrauja, tikėdamies, kad biudžetui atveju atsipirkis maža kompensacija.

Ji Europos vartotojų teisių centro darbuotojus dažnai kreipiasi žmonės, nusipirkę nekokybiskas prekes ar gavę netinkamą paslaugą, o pabande atgaudi pinigus ar pasikeisti daiktą, sulaukia pardavėjų akibrokštų.

Ypač dažnai pastaruoju metu i specialistus, pasak centro teisininko Sauliaus Linkevičiaus, kreipiasi asmenys, nukentėję keliaudami, pirkdam prekes internetu.

„Mes veikiame nuo 2005-ųjų. Į gautus skundus iš karto reaguojame, iškritiname, ar žmogus teisus. Siekiame taikiai išspręsti problema. Kreipiamės į pardavėjus ir prasome pateikti reikiama informaciją. – sako teisininkas. Jo teigimu, centras ypač daug skundų sulaukia dėl Estijos, Latvijos, Lenkijos, Didžiosios Britanijos, Vokietijos produkcijos.

S. Linkevičius pabrėžia, kad nusivyles preke ar paslauga klientas turi teisę reikalauti pardavėjo pakeisti gaminį, prašyti ji pataisyti ar gražinti pinigus. Jei tai tampa sudėtinga užduotimi, išsikiša vartotojų teisų gynėjai.

Pataria paslaugoti

Kieštint prekybai internetu, gyventojai neretai pamiršta perspėjimus, kad prieš atskleidžiant savo banko duomenis ar mokant pinigus būtina ištikinti, ar internetinės parduotuvės patikimos, ar gavusios pinigus pristatys pageidaujamas prekes, o prireikus jas pakeis.

„Svarbu saugotis patiemis: iš karto netelkti mokėjimo kortelės duomenų, patartina pasieškoti informacijos apie internetinę par-

duotuvę. Pavyzdžiu, i mūsų centrą kreipesi vyras, kuris iš Vokietijos norėjo nusipirkti automobilį. Sumokejės daugiau nei tūkstantį euru pradinį īnašą, jis nesulanke prekes, todėl vėl kreipesi į pardavėją, – pasakoja S. Linkevičius. – Pirkėjui buvo paaiškinta, kad automobilis muitinėje ir jis bus galima atstumti tik sumokejus likusią dalį. Pasitikėdamas nepatikriniu pardavėjų vyriškis skaudžiai nukentėjo.“

Jei įmanoma, reikia išsaugoti visus kvitus, kad bylinėjimosi atveju būtų kuo daugiau įrodymų.

S. LINKEVIČIUS

Kalbedamas apie prekybą internetu, teisininkas pabrėžia, kad pirkėjas bet kuriuo atveju, jei jam prekė nepatinka ar atvežama sugadinta, ne tokia, kokia buvo pasirinkta, per keturiolika dienų trūkumo teisę ją gražinti. Jei pardavėjas nuslopė ką nors, kaina ar koki nors defektą, gražinimo laikas pailgeja iki trijų mėnesių.

Nukenčia kellaudamai

Teisininkas pažymi, kad vis dažniau į vartotojų teisių gynėjus kreipiasi žmonės, nukentėję nuo oro kompanijų bendrovų ar užsiėmė užsiskę kokią nors paslaugą. Viena dažniausiai gincų priežastis – automobilių nuoma.

„Prieš nuomojantis automobilių reikia ištikinti, ar jam yra kasko draudimas. Kita vertus, prieš paimant automobilį ir jį atiduodant būtina jį nuotraukoti, kad kilus gincams būtų daugiau įrodymų. Kartais patys pardavėjai linkei sukčiuoti, todėl gali nuskaiciuoti pinigus už neva išbrežę antrožą, tad kiekvienas keliautojas turėtų iš anksto daug kai numatyti“, – pataria S. Linkevičius.

Teisininkės Gabrielės Gaubienės teigimui, nemažai gincų kyla tarp keleivių ir oro kompanijų

bendrovii, kurios, siekdamos užtikrinti pakankamą keleivių skaičių išleidžia, neretai parduoda daugiau bilietų, nei yra vietų.

„Jei susirenka visi keliautojai, kyla problema – jie į lektuvą netelpa. Bendroves atstovai tada siūlo, ar nėra norinčiųjų atsakytį keleivės ir gauti kompensaciją. Niekom neatsisakius, bendroves savavališkai kam nors pasako, kad jis nebeskris. Jiems už tai duodama kompensaciją, tačiau susirodus iš skrydžio suplanavusiam žmogui jis nentrodo pakankamai. Čia ir vėl kyla problemų“, – sako G. Gaubienė.

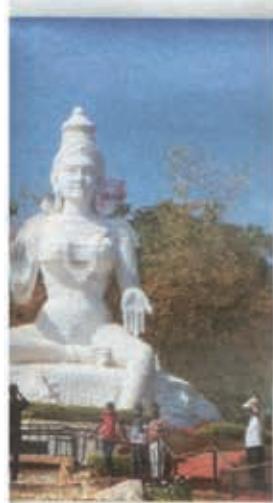
Būtina žinoti teises

Teisininkai perspejia, kad tiek pirkėjai internetu, tiek keliautojai turi žinoti savo teises. Jei, pavyzdžiu, numatytais skrydis vėluoja dvi valandas ar daugiau, keliautojas turi teise reikalauti kompensacijos.

„Jei žmogui tenka laukti kelias valandas, jis per tą laiką gali papiešauti. Tačiau jam būtina išsaugoti čekius, kad vėliau galėtų pateikti bendrovei. Jei lektuvas ne dėl gamtos stichijų vėluoja daugiau nei penkias valandas, kelevis gali reikalauti, kad jam būtų kompensuota visa bilieto kaina“, – aiškina S. Linkevičius.

Teisininkai pažymi, kad labai dažnai kelionių metu dingsta arba sugadintami laikinai, bagažas. Siekiama, kad nuostolis būtų atlyginamas, keliautojai turėtų žinoti: parašyti pretenziją reikia per septynias dienas, o kreiptis dėl pradanginto bagažo – per dvidešimt vieną dieną.

„Jei įmanoma, reikia išsaugoti visus kvitus, kad bylinėjimosi atveju būtų kuo daugiau įrodymų. Teko nagrinėti atvejį, kai žmonės dingę laikinai, o keliuoję pirkėjai daiktai ir jų čekiai buvo likę bagaže. Tuomet nemalonumą patyrusiems asmenims bendrovė pasiūlė nusipirkti tokius pačius daiktus ir pateikti čekius“, – kalboje Europos vartotojų centro darbuotojas.



specialistai tikina, kad savarankiukoja ir ne itin daug sutaupo. suuoja patyrę konsultantai.

6.3.5. Opportunities for educational and occupational mobility in the EU during European Democracy Week

Brief description of the action, including outputs

On the occasion of the European Local democracy Week, EDIC Crete held a workshop to inform high school students about mobility issues.

The speakers provided useful information to students on the possibilities for study and employment in the EU, the information sources available on these topics, a presentation of Ploteus II, and how to use Europass.

Information on the EU Network concerned by the cooperation with your EDIC

- CEDEFOP
- Euroguidance

Inputs/Resources for the good management of this initiative

1. Specialised experts for the presentations
2. Leaflets, posters, CDs.

Impact of the action

Because of the current economic situation, the students showed considerable interest in mobility issues and asked for additional information.

Based on this success and the need for this type of event, in future the EDIC will schedule more and larger events on mobility issues.

Methodology/process

High school children were invited to the municipality's main hall. After a warm welcome, the mayor presented the programme to the students and their teachers.

The workshop began with a presentation of the EDIC's activities. Then a spokesman from the Heraklion Center for Counselling and Guidance provided useful information about learning opportunities, educational systems and youth exchanges in the EU, using examples from other countries plus plenty of leaflets.

Last but not least, the OEEK (organisation of professional training and education) representative informed the students about EUROPASS.

At the end, there was time for the students to ask questions and make suggestions.

Tips and tricks for the success of the action

1. Sufficient time for preparation of the event
2. Good coordination
3. Useful information for the participants
4. Because of the current economic crisis, local organisations are willing to give as much help as possible on issues of interest to youth and young people.

Problems encountered

Needed more time for the preparation.

EDIC Contact details

EDIC Contact Person:

Vasiliki Madoulka

Host Structure:

Region of Crete

Address:

Eleftherias Square, Heraklion

Country:

Greece

Tel:

+30-2810-336330

Email:

europedirect@pkr.gov.gr

Website:

europedirect.gr



Conclusions

A series of useful tips and tricks, recommendations and suggestions have been identified to help EDICs to develop and reinforce co-operation with EC networks:

- Spend time to get to know staff at EC networks in your region;
- Keep in regular contact with staff at EC networks in your region;
- Organise working meetings with EC network staff to discuss co-operation opportunities;
- Invite EC network staff to your events (conferences);
- Involve EC network staff in your events (as speakers, contributors, co-organisers, etc.);
- Be reliable about responding to requests from EC networks;
- React promptly to requests from EC networks;
- Offer high-quality services to EC networks.

The following activities offer potential co-operation opportunities with EC networks:

- Joint conferences and events;
- Participation in local events with a shared stand;
- Preparation of common information products, in particular newsletters;
- Management of common websites;
- Distribution of material produced by one EC network to the audiences of other EC networks.

Additional information

This catalogue has been developed in collaboration with the selected members of the PEWG on “Co-operation activities with other EC networks”:

Daniela Balakchieva	EDIC Yambol	eudirect.yambol@abv.bg
Angelita Campriani	EDIC Siena	europedirectsiena@unisi.it
Claudia Dombrowsky	EDIC Saint-Germain-en-Laye	europedirect78@maisoneurope78.eu
Kirsten Grunddal	EDIC Sjælland	kigr@regionsjaelland.dk
Antonino Imbesi	EDIC Basilicata	euro-net@memex.it
Heather McLaughlin	EDIC Northern Ireland EIN	heather@eurolink-eu.net
Spyros Nakos	EDIC Komotini	komotini@europedirect.gr
Alina Misiuniene	EDIC Panevėžys	alina@europedirect.lt
Laëtitia Perrin	EDIC Nantes	l.perrin@maisoneurope-nantes.eu
Ana Ribeiro	EDIC Aveiro	amr@epaveiro.edu.pt
Katerina Roumelioti	EDIC Thessaloniki	kroume@afs.edu.gr
Lia Ioana Valendorfean	EDIC Northern Transylvania	lia.valendorfean@nord-vest.ro

We would like to thank all working group members. They have played a significant role in sharing their experience and knowledge of the issues covered in this catalogue, including the selection of good practices.

Special thanks to Irena and Serena (EDIC information service), Margherita (EDIC promotion activities), Denis and Mark (organisation of EDIC events), and Fabricia and Stoyanka (quality and time management) for their contributions after the annual meeting to developing the content for the corresponding sections in this catalogue.

For further information on the content of the catalogue, please contact the [webmaster](#) on the Europe Direct intranet.

