



Europe in my region

“EU in my School”

Co-creating memorable EU experiences for pupils

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Today's agenda



- Scope & rationale of 'EU in my School'



- Insights from recent & upcoming activities



- FAQs





Europe in my region

Scope & rationale





About 'EU in my School'

A new dimension under the 'Europe in my Region' umbrella campaign

- Objective: Engage pupils with Europe 'on the ground'
- Target audience: Pupils (3-19 yrs) & their families, educational staff
- Time frame: Spring 2022 – Summer 2023
- Format: Embedded in regional campaigns (EU8) or ad hoc partnerships (EU27)





About 'EU in my School'

- Method: Co-creation with Managing Authorities and local EU-funded projects
- Format: Centred around real life experience
 - Active role of pupils
 - Tailored to local contexts & school curricula
 - 3-stage formula: Experience, Consolidate, Feed-back/Share





The 'EU in my school' experience

LIVE A (MEMORABLE) EXPERIENCE

- **Field trips** and inspiring **encounters** (one day/half a day).

CONSOLIDATE THE EXPERIENCE

- Production of **creative content** (writing/drawing/painting/photos/videos).

FEED BACK AND SHARE THE EXPERIENCE

- **Competitions**, school parties/events, digital gatherings.
- **Interconnection** with other schools in the region/in other regions.





Supporting tools and services

Coordination with partners

- region(s), project(s), Europe Direct, education services etc.

Organisation & logistics e.g.

- project visits
- influencer collaborations
- events
- competitions

Content production & branding e.g.

- quizzes & games
- local travel guides

Training via digital workshops for pupils

Dissemination

- social media promotion
- insertion in local media
- web page





Insights from recent & upcoming activities





Eager to join the initiative?

- New partners are welcome for the school year 2022/23.
- Contact us via [email](#) to discuss your ideas with the 'EU in my School' team.





Thank you for listening!

Now to your...

questions,

comments,

ideas...





FAQs

Who can partner up with the 'EU in my School' initiative?

- Our principal interlocutors are:
 - national or regional authorities dealing with the European regional development policy, notably via the [INFORM EU network](#);
 - local projects benefitting from the European regional development policy;
 - [Europe Direct](#) centres in the regions;

Your school, kindergarten or institution of extra-curricular youth education would like to join the initiative? [Write us](#) and we will help you get in contact with the right interlocutors in your region.

When will the activities start?

- 'EU in my School' runs from the beginning of 2022 until summer 2023. Within this period, we will decide on a suitable timing for joint activities together with our local partners (Managing Authorities, project beneficiaries, education services). **As of now, we are open to new partnerships starting in the school year 2022/23.**





FAQs

What is the budget? What can you finance?

- The financial support for joint activities under the 'EU in my School' frame will be defined on a case-by-case basis. Depending on the partnership, it may comprise any of the three stages of the initiative:
 - Live a memorable experience
 - Consolidate the experience
 - Feed-back and share the experience

[Contact us](#) to discuss your ideas and the support you need.

Do you finance study visits to Brussels?

- No. 'EU in my School' enables experiences with *Europe in the region*. We can therefore support excursions to EU-funded places and projects in the pupils' surroundings, but not to the EU institutions in Brussels, Strasbourg or Luxembourg.





FAQs

How many schools/pupils can participate per region?

- There is no fixed target figure per region. The number of schools and pupils that we aim to reach will depend on the local context and the envisioned activities.

Can Managing Authorities or project beneficiaries add 'EU in my school' to an existing school cooperation?

- Yes, if 'EU in my School' provides a clear added value to existing activities.

How is 'EU in my School' different from 'At the School of Open Cohesion (ASOC)'? Can the two be combined?

- Initiated in Italy and subsequently transferred to other EU countries, [ASOC](#) engages students in monitoring the effectiveness of EU cohesion policy investments via the use of public open data. The EU pilot project has ended, but several Member States continue on their own initiative, with some technical support from the Commission. 'EU in my School' has a wider scope and target group than ASOC. It may therefore be used to complement or add value to activities under the frame of ASOC. Managing Authorities engaged in the ASOC project are welcome to [contact us](#) to exchange insights and explore potential synergies.

