



Pop up Europe

12 recipes for municipalities to get a taste of Europe

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





Introduction

Municipalities are well trusted by citizens, but often overlooked as vital partners for European institutions to strengthen the support for European policy. Even though local politicians and civil servants recognize the importance of the influence of EU policy on the daily lives of their citizens, they might have difficulties engaging citizens or communicating about these topics.

This Erasmus+ project on the one hand wants to make a change by giving municipalities inspiration on how to start communicating about the EU, while on the other hand invite EU officials to look for closer contact with their local communities. By working together both can save costs & time, and reach a wider audience.

Get a taste of Europe with this recipe book for municipalities. Each recipe guides through the various stages of developing activities and events on the European Union. It provides you with information material, graphic designs and inspiration...in other words everything you need to start communication about Europe!



Meet the partners



Meet the partners



Province of Antwerp - Belgium - 1,6 million inhabitants

The Province of Antwerp is a densely populated region in the north of Belgium with 1.8 million inhabitants in an area of 2,867 km². It consists of 69 towns and cities. As a dynamic regional government, the Province of Antwerp wants to make sure that the area is attractive to live, to work and to visit. www.provincieantwerpen.be



Comune di Silvi - Italy - 16.000 inhabitants

Silvi is an Italian Municipality, located in the Abruzzo region along the Adriatic coast. It has a surface of 20,63 km² going from 2 mt. up to 230 mt. above sea level. Tourism is the main economic activity. Torre Del Cerrano is a marine protected area with 7 km of coastline, of which 2,5 km are sand dunes with unique flora and fauna, extending up to 3 nautical miles in the Adriatic Sea, for a total surface of 37 square kilometres. Marine protected areas are a globally recognised tool for managing and enhancing our marine ecosystems. In 2014, the area was awarded with the European Charter for Sustainable Tourism in Protected Areas. www.comune.silvi.te.it



Vila Nova de Cerveira - Portugal - 9.500 inhabitants

Vila Nova de Cerveira is located in the north-west peninsula of Portugal, in the district of Viana do Castelo. A bridge on the river Minho connects it to the municipality of Tomiño in Spain with whom they are in close partnership with on economic, cultural, environmental and educational level. In other words: a true European municipality. www.cm-vncerveira.pt



Gulbene Municipality - Latvia - 22.000 inhabitants

Gulbene Municipality is municipality located in the North-East of Latvia, and consists of 13 villages and Gulbene city administrative territory. The area of municipality is 1872 km². The main sectors of the economy are agriculture, logging and woodworking. We are proud of our narrow-gauge train. It is the only one in the Baltics offering a ride with a regularly running narrow-gauge train.



Pop up Europe

Bringing Europe closer to its citizens.

01 Show the
EU in your
municipality



02 Talk
about
the EU



03 Europe,
let's
play



04 Europeans
of the
future



01

Show the
EU in your
municipality





Europe in your Town

Show what the European Union has invested in your town with a promotional video. In this way you will be able to increase the awareness of citizens on the importance and impact of the EU on a local level. Simultaneously, it is a way to promote the beauty of your town on social media.

INGREDIENTS

- List of EU-funded projects in your town
- Hire an audiovisual professional or use your own resources (smartphone)
- Be creative!

METHOD

01 Make a list of projects that are co-financed by the EU. Buildings and infrastructure projects are the easiest and most tangible to put in a video. But do not forget about social or research projects. You will be surprised how many projects there are in your municipality!

02 Hire an audio-visual professional to make a spot or be creative and create a video with your smartphone. Alternatively, you can create a story using photos and short videos to post on your social networks.

PREPARATION

- Prep | 1 week
- Time | 2/3 minutes
- Difficulty: Medium

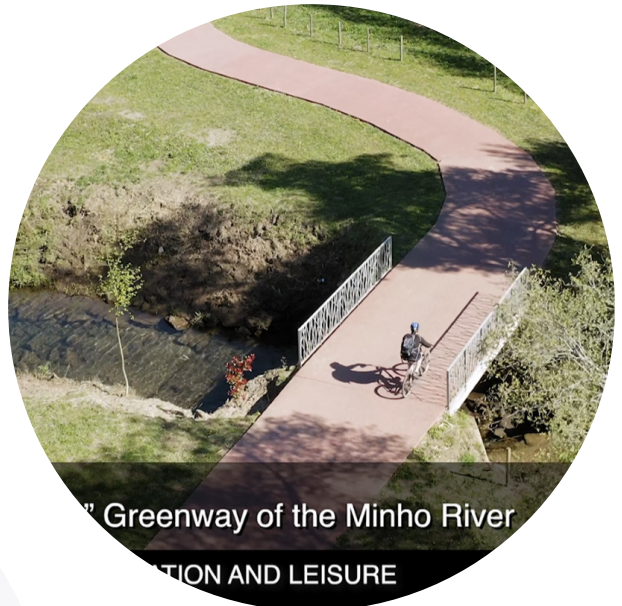
03 This video can be used either on social media, in promotional events in your town or in schools to show what the EU does for your citizens or to engage in conversations, debates or discussions on EU investments in your region.

Europe in your Town

- How we did it



**Do you want to see the
video? Scan the code
or go to
bit.ly/VideoVilaNova**





Bike tour "Finding the EU"

The main aim: get citizens acquainted with the best practices of the European Union (EU) in their local area with a leisure activity, such as a bike tour. It is an easy way to raise awareness on EU funding and EU programmes in your municipality.

INGREDIENTS

- Guide
- Bikes
- Reflective safety vest (2)
- Plan/map
- Bike helmets, bicycle gloves
- Water

PREPARATION

- Prep | 1 day
- Time | 3 -5 hours
- Difficulty: medium

METHOD

- 01** Select 6-10 EU funded projects for your trip. Use a variety of projects if you can. Create a mix of touristic, infrastructural and social projects. You can also include local companies that participate in an EU project.
- 02** Create a route and test it beforehand. Don't make it too long, ideally 10-15 km's.
- 03** Find a person (guide) who could tell a small story about main idea of the project. You can also ask the project leader of each project to do this for their project.
- 04** Organize a break or picnic in the middle of the trip. This time can also be used to give participants additional information on EU investments. Provide rental bikes if needed.

Bike tour "Finding the EU"





Europe around us - Photo competition

Organise an photo competition to engage your audience online. Share pictures of places related to EU projects via social media. Participants need to guess where the picture was taken. An ideal way to inform them about what the EU does in their neighbourhood.

INGREDIENTS

- List of EU projects
- A good camera of photographer
- A social media account
- A webpage with a participation form
- Prize for the winner(s)

PREPARATION

- Prep | 2 weeks
- Time | Customisable
- Difficulty | Medium

METHOD

01 Select one or more EU projects. Take a picture of someone standing at the project site. This place needs to be recognisable, but don't make it too obvious. Add flags or other EU related items to make it more fun...

02 Make a form for the contest and post this on your website. Promote the competition before the start. You can also use paid advertisements.

03 Share the picture on your social media account. Use a tie breaker question to determine the winner. You can also give clues throughout the day.

04 Post the right answer with explanation about the project on your social media account. Take a picture of each winner with their prize and use it to promote the competition.

Europe around us - Photo competition



Find out more on how to organise this competition and our results. Scan the code or go to bit.ly/EUaroundus



02 Talk about the EU





Wheel of fortune

Do you want to involve citizens in a funny way on European topics? Then, challenge them to take a spin at the European Wheel of fortune! It's an ideal way to engage in conversation with citizens from all layers of society.

INGREDIENTS

- An open space such as a market or a square close to schools or university
- Wheel of fortune
- Multiple choice questions for each number on the wheel of fortune
- Gadgets to use as prizes
- Information material about the EU

PREPARATION

- Prep | 1 week
- Time | 2 hours
- Difficulty | Easy

METHOD

- 01** Create a personalised European wheel of fortune or rent one.
- 02** Chose a place where a large public can be reached. In example the weekly market.
- 03** Adjust your question sheet according to the public you wish to reach.
- 04** Set your Wheel of Fortune and start s inviting people to participate. Provide small prizes for participants
- 05** Provide information material about the EU and promote your the local Europe Direct where people can go to find more information.

Use a friendly and informal attitude and your event is done!

Wheel of fortune

- How we did it



Scan the code to see some example questions or got to bit.ly/WheelOfFortuneEU





Pop-Up tent

The main purpose of these activities was to raise local awareness of the European Union, its development and integration and promote citizens' awareness of their European identity. The activities were also aimed at providing information about the European Union's role in our region's development.

INGREDIENTS

- Tent
- Games
- Quizzes
- Information materials
- Small gifts

PREPARATION

- Prep | 1 day
- Time | 3-5 hours
- Difficulty: medium

METHOD

- 01 Make a list of activities that will be done during the event. Choose a location for your tent. Maybe you can join a bigger event?
- 02 Choose different games and quizzes to discover the EU. For example, EU contour recognition game, "Postcards from Europe" or use existing games such as Cornhole, Power Tower etc. You will need more time if it's necessary to order the production of these games.
- 03 Compile information materials about the EU, but also on youth programs in the European Union, on green lifestyles etc. to hand out during the event.
- 04 Award participants with fun prizes.

Pop-Up tent - How we did it



Scan the code to
download the country
contour game or go to
bit.ly/CountryContour



Scan the code for more
pictures or go to
bit.ly/PopUpTentEU





Plastic Free Campaign

Do you want to raise awareness on the importance of the environment? Do you want to remind citizens what Europe does in our everyday lives? Then, organize a Plastic Free Day!

METHOD

INGREDIENTS

- Environmental non-profit associations
- Schools
- Local Media
- Civic and social associations
- Cleaning kit: waste bags, gloves, t-shirts and trash pickers

PREPARATION

- Prep | 1 week
- Time | 3 hours
- Difficulty | Easy

Organise a small debate on the environment and the EU role and rules in the global fight against plastic pollution and your event is done!

- 01** Contact an environmental association in your country. In Italy you have the Plastic free onlus (www.plasticfreeonlus.it)
- 02** Closely work together with relevant offices in the municipality such as the city police office and/or the waste management office.
- 03** Choose your location. It is better to choose a small area where all the rubbish can be picked up than an extend area where perfect cleaning cannot be guaranteed.
- 04** Find the equipment you need to provide volunteers with a cleaning kit.
- 05** Contact as many people as possible (associations, friends, politicians). Create a group chat to better coordinate activities and logistics.
- 06** Design and disseminate a press release and a flyer with details of the event. Invite local journalists to join the event to create more exposure.

Plastic free campaign

- How we did it



03

Europe,
let's
play





Books speak to you

This QR code game is an interactive way to get to know the culture of the European Union through books. It's a great time spent with the whole family, creating enthusiasm and a sense of community.

INGREDIENTS

- 10 books
- Questions of each book (download link)
- Smartphone with QR code scanner
- Worksheet
- Pens
- Small gifts

PREPARATION

- Prep | 180 m
- Time | 60 minutes/hours
- Difficulty | Medium

METHOD

- 01** Create a worksheet with 10 QR codes and space for answers. Each QR code indicates where the book can be found. Book will be hidden in different places.
- 02** Other QR code – on the front cover of the book shows the question. It is necessary to use key words in the question that indicate where the answer can be found. By using the content, The description, on the back cover or a precise page number.
- 03** The right answer must be written on the worksheet, that is given to the participants in the beginning of game.
- 04** Participants QR codes in the worksheet can scan in the mixed order.

Books speak to You



Scan the code to download an example answer sheet or go to bit.ly/Booksthatspeaktoyou





Organise a local event during the European week of sport

Do you want to inspire your citizens to #BeActive on a regular basis and create opportunities in people's everyday lives to exercise more and at the same time let them know more about European policies? Then the European Week of Sport initiative is your solution. It gives you the opportunity to organise an event in your city and #BeActive!

INGREDIENTS

- Sport and fitness clubs in your town
- Schools
- Local Media
- Sponsors
- Active Citizens
- National coordinating body of the European Week of Sports

METHOD

- 01** Set the dates of your event within the national Week of Sport within the time period defined by the European Commission (usually from 23 to 30 September each year) and organize at least a one day event within this given week.
- 02** Ensure a close link with National Coordinating Body – NCB (Usually a Ministry in your country or a delegated Body). Ask for patronage to NCB.
- 03** Choose the title, describe activities and involved sport disciplines of your event.
- 04** Contact local sport and fitness clubs, but also schools and share the mission and vision of your event. Ensure their commitment to the event, offering facilities such as transport and the use of public spaces for sport demonstrations.
- 05** Download the official communication toolkit from your NCB website or directly from the [EU web page](#).

PREPARATION

- Prep | Two/three weeks
- Time | One or more days during the European week of sports
- Difficulty: Medium

Organise a local event during the European week of sport

- How we did it



Want to know more about this activity?
Scan the code or go to bit.ly/EUWeekOfSport





Celebrate Europe Day

Every year on the 9th of May we celebrate Europe Day. Celebrate big! Roll out a giant European flag together with children while you play the European anthem to celebrate Europe Day. Add additional activities to make it a real European event.

INGREDIENTS

- A big European flag
- A group of children (class, sports club, youth movement, ...)
- Europe day T-shirts
- A reward for the children (ice cream, gadget, ...)
- Optional: A drone to film the activity to make an after movie
- A band/CD-player/carillon that plays the European anthem

PREPARATION

- Prep | A few days
- Time | 30 minutes
- Difficulty | Easy

METHOD

- 01** Buy or make a big European flag. Be creative! You can also create it with chalk or coloured paper panels.
- 02** Invite a class, sports club, youth movement, ... to carry or create the flag
- 03** Roll out the flag with the children on a big square. Walk in a circle, wave with the flag, ... It's a good idea to practice this. Play the European anthem while doing this (CD, band, carillon, ...). Extra: Film it with a drone to make an aftermovie.
- 04** Reward the children with an ice cream, gadget, ... Invite the local press to gain more exposure.

Celebrate Europe Day



Take a look at our video
or go to
bit.ly/EuropeDayMechelen



04 Europeans of the future





European Union on-foot Treasure Hunt

A treasure hunt is a fun way to give young people a quick introduction to the European Union. It can be used as an activity to be carried out in the school or during leisure activities for children and young people.

INGREDIENTS

- Questions about the EU
- Answer sheet
- Pens
- Small prizes for the winners
- 6-8 staff members (one person at each location of the treasure hunt and 1-2 persons at the start/finish)
- Optional: Information on the EU, i.e. brochures from your local Europe Direct.

PREPARATION

- Prep | 60 minutes
- Time | 60 minutes
- Difficulty | Easy

METHOD

01 Choose a location for the treasure hunt. For example: a school or the center of the town. Choose +/- 6 locations where the children have to solve the questions. These locations can also have a link to the EU, for example a building or square that received EU funding.

02 Divide the group into small groups of 4-6 children and give them the answer sheet.

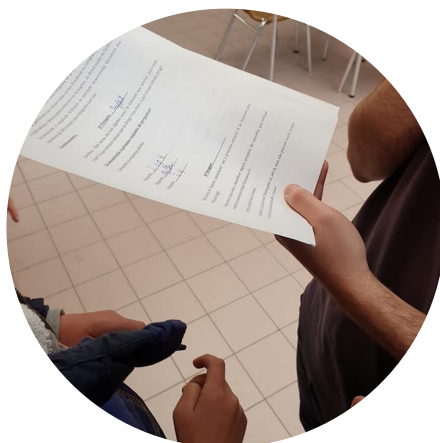
03 At each stop they have to answer several questions about the EU. They will receive a clue on where to find the next location.

04 When all locations have been found, correct all the answers and discuss the right answers. This will give them the opportunity to learn. The team that has the most correct answers and finished the quickest wins a prize.

European Union on-foot Treasure Hunt - How we did it



**Want to know more
about this activity?
Scan the code or go to
bit.ly/EUTreasureHunt**





EUrope Expert - Role play council of the EU

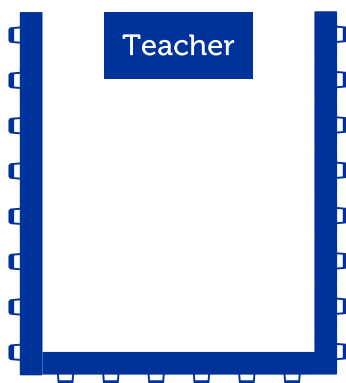
Let children of 11-12 years old experience what it is like to be a European minister through a role play. A fun and interactive way to learn more about EU decision making.

INGREDIENTS

- A group of maximum 27 children
- Little flags from each EU member state
- Tables or desks
- The opinions of the different member states printed on A4 paper

PREPARATION

- Prep | 1 hour
- Time | 30 minutes
- Difficulty | Easy



METHOD

- 01** Put the tables or desks in a U-form. Each minister needs a flag of their country. Assign an EU memberstate to each pupil. Print the opinion of each member state and hand it out.
- 02** Start the role play. The teacher acts like (s)he works for the European Commission and presents a legislative proposal. Make it formal, the children love it!
- 03** Every pupil gets a paper with the opinion of a EU country. The teacher appoints the pupils one by one to read out loud the position of their country
- 04** Keep a record of how many ministers agree to the proposal and how many disagree. Explain the result of the vote at the end. Extra: let them voice their own opinion afterwards. What do they think?

EUrope Xpert - How we did it



Scan the code or go to
bit.ly/EUMinisters
to download the role play





Discovering Europe

To expand students' knowledge about the European Union and to give them the chance to learn how to voice their opinion, organise a lesson with an informal discussion. The minimum age is 13 years. Below we show you how you can do this!

INGREDIENTS

- Laptop and beamer
- PowerPoint presentation
- Small gifts
- Information brochures from the [EU learning corner](#)
- Videos such as: <https://bit.ly/HistoryExplained>
- Online quiz tools such as: Kahoot & Quizzes

PREPARATION

- Prep | 60 minutes
- Time | 60 minutes
- Difficulty | Easy

METHOD

01 Contact the teacher to check the knowledge of the students about the EU. Adjust the content to your audience.

02 Start the session with ice breaker questions: which member states can you name? And where did you go? Be creative: you can give them sticker to put on a map. Present a short video that illustrates the key concepts of European Union.

03 Explore students' knowledge about EU and the impact on their daily lives, for example showing local EU projects. Start the discussion: 'What are some of the good things about being European?'; 'What is the drawback about being European?' and encourage discussion among students.

04 In the last part of the session, organise a quiz and distribute small gifts to the winning teams. You can also use this opportunity to promote other EU-related activities or have a conversation about the EU.

Discovering Europe - How we did it



Useful links & organizations

Europe Direct Information Center

Europe Direct Information Centers (EDIC`s) are vital partners to start communicating on the EU. They can provide you with free information materials on the EU, answer all your questions and provide you with expertise on European topics. There are over 400 EDIC`s in all EU member states. [Find one close to you!](#)

Representations of the European Commission in member states

Each Member State has a Representation of the European Commission. You can contact them for expertise on EU legislation, help you find speakers or sometimes promotional material on the EU. [Contact the Representation in your member state.](#)

Liaison Offices of the European Parliament

The European Parliament has Liaison Offices (EPLOs) in the EU capitals, as well as antennae in a regionally relevant city in the most populous Member States, and further afield. They are responsible for the local implementation of institutional communication activities. [Look for cooperation and contact your national EPLO.](#)

EU Learning Corner

Here you'll find games, competitions and activity books to help children and youngsters discover the EU in a fun way, in the classroom or at home. You can also find out more about studying or volunteering abroad. This is a source of teaching material for all age groups. As well as finding inspiration for lesson plans, teachers can also discover networking opportunities with other schools and teachers across the EU. [Check it out.](#)

EU Publications Office

This is the EU library. You can find any publication published by an EU institution, mostly in all EU languages. Use to gain indepth information of specific topics or order posters and maps to use at your events. [Check it out.](#)





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