

**AN ALL-ROUND VIEW OF EUROPE
IN YOUR AREA**



PRESENTATION FILE / 2014 NETWORK



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My European city, a European network

THE CONCEPT

What makes a city European? How do we get citizens to discover Europe close to home? This is the challenge which My European City has chosen to take up by proposing to raise awareness of Europe through heritage!

History, heritage, contemporary culture and economics are all levers that can be used to make people aware that they are living in a European city on a daily basis.

HISTORY

The initiative began in Nantes, before being extended to Laval, Le Mans, Angers and La Roches-sur-Yon (Pays de la Loire), as well as to Caen.

Thanks to the support of the European Commission in 2010-2011 ("Europe for citizens" programme 2.3), the network developed in Europe in Padua (Italy), in Sibiu (Romania) and in Szczecin (Poland).

As the coordinator for My European City, Graine d'Europe supports project leaders in close collaboration with the scientific committee and both direct and affiliated partners.

In the desire to extend the sphere of activity to new areas, the network is open to other partners: associations, local authorities, foundations and companies...

STATISTICAL REPORT

- ▶ European tours developed in 9 partner cities and areas.
- ▶ More than 30 affiliated partners all over Europe.
- ▶ A scientific committee made up of specialists in heritage and European citizenship.
- ▶ More than 25,000 people's awareness raised across Europe.
- ▶ More than 3,500 visitors who have already tried out the European tours.

- ▶ More than 2,000 visits right from the first few days to the www.myeuropeancity.eu site which is available to all internet users in 5 languages.

THE NETWORK'S OBJECTIVES

- ▶ To work at the heart of a hub and spoke network based on interactive partnerships between civil society and local authority stakeholders in Europe.
- ▶ To take on work in terms of raising awareness of European citizenship with a target audience over the long term.
- ▶ To build a positive momentum in the area with decision-makers by highlighting its European dimension.

THE NETWORK'S ACTIVITIES

My European City, a European network of stakeholders driven by:

- ▶ Exchanging good practices through thematic workgroups: mediation with the public, innovative formats, interaction between citizens and European heritage...
- ▶ Sharing working methods, collaborative tools and an interactive platform.
- ▶ Creating tours developed on the basis of European elements identified by the partners and the scientific committee.
- ▶ Interaction between citizens and common European heritage.
- ▶ Trying out innovative formats and creating mediation support materials: guided tours, brochures for self-guided tours, educational booklets, treasure hunts, virtual tours...
- ▶ Organising special events tailored to the needs of a wide audience: training sessions for professionals, educational projects for schoolchildren, events for the general public...
- ▶ Effective internet communication on a European scale, but also at a local level: the www.myeuropeancity.eu site, social and professional networks and promotional activities relayed across each partner area by the resource structures.

Why join My European City network?

THE TARGET PARTNERS

- ▶ Citizens, associations, local authorities and foundations wishing to explore the European heritage of their area and to raise awareness of it.
- ▶ Any city or area in Europe wishing to give an impetus to common European heritage in its area.
- ▶ Cities which have applied for or have already been awarded the status of European Capital of Culture wishing to start work on promoting their own European dimension.
- ▶ Networks of European cities and twinning committees wishing to have closer ties with respect to their areas of cooperation.

THE NETWORK'S ADDED VALUE

- ▶ In contrast to a pyramid-shaped network, My European City is a professional network with a hub and spoke structure which offers every partner a privileged position.
- ▶ The expertise of Graine d'Europe and the partners of My European City who have been developing the concept of European tours for 8 years in Europe.
- ▶ The expertise of the scientific committee which supports research work and verifies the veracity of the contents of your area's European tour in collaboration with your local scientific partners.
- ▶ Individual support in setting up your projects and advice about making a diagnosis of your area.
- ▶ Creation of a web page dedicated to your European tour on the www.myeuropeancity.eu site supported by promotional and distributional activities for a wide audience.

TAILORED PRODUCTS

- ▶ Creation of a virtual tour integrated into the My European City site (10 x 360° panoramic views with pop-up windows for commentaries).
- ▶ Creation of a digital tour or any other product to make the European tours more dynamic.
- ▶ Organisation of an event with the intention of going out to meet audiences: promotion of a tour, welcoming a delegation, meeting of professionals...
- ▶ Translation of the whole site into a new European language so as to reach a wider public.

THE IMPACT ON THE AREA

- ▶ A cross-fertilisation between the network's partners and those affiliated at the local level creating snowball effects.
- ▶ Triggering awareness among citizens and developing a sense of belonging to a European community.
- ▶ A dynamic European image along with greater visibility, a way to make the area more attractive.

FINANCING

- ▶ To join the network, every new member pays an annual subscription.
- ▶ The contribution of each partner, with the support of local decision-makers, covers the costs involved in the creation of European tours on a local basis.
- ▶ As the network's coordinator, Graine d'Europe is the project leader within the framework of the European programmes and requests private financing from foundations and companies. These additional funds finance the meetings between the partners and the development of the network.

Become a member of My European City

Give us more information about your organisation, your project and your interest in the network:

Type of organisation

Name of the organisation

Person to contact

Contact details

What is it about the "My European City" initiative which interests you?

What activities do you want to develop within the network?

Which local partners would you like to involve in your area?

Have you already identified any European elements in your area?

Contacts

MY EUROPEAN CITY



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