



# Europe For Citizens

## Consultation Meeting on the Programme from 2014

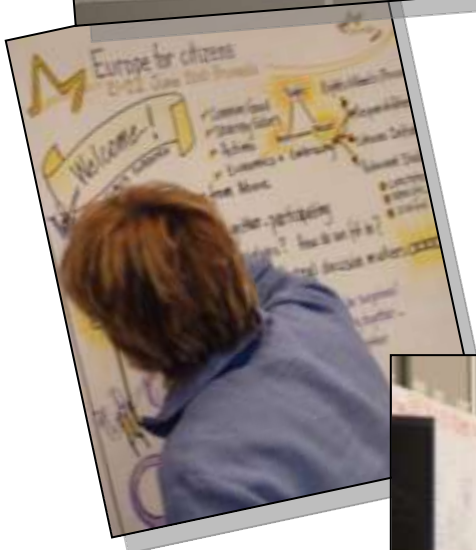
22 June 2010 - Bloom Hotel, Brussel

### **HARVEST LETTER**





# WELCOME TO THE CO-CREATION OF A STRATEGY! WELCOME TO A COLLECTIVE JOURNEY!



## OPENING AND FRAMING OF THE DAY

### Claus Sorensen set the scene for our day together



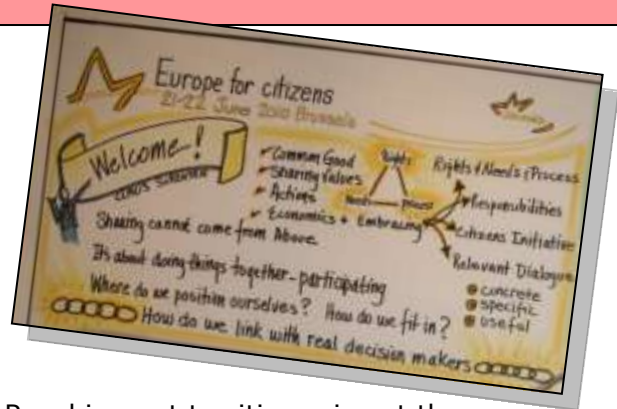
If you want to communicate on the

big challenges facing Europe, you need civil society as a relay. In fact it makes sense to see policy work, communication, civil society dialogue and education as part of the wish to create a better European reality. Collectively we can be stronger.

I wish to be provocative this morning. We must be substantive in our work. In the current EU budget climate, if we cannot show that what we do create an added value, then our next programme might not be financed the way we hope.

Increasingly, people are coming to believe that citizenship is about a sense of belonging, respect for others, defense of the common good and sharing values. But this sharing cannot be dictated from above. It grows up from below - it's about going through processes, sharing an issue, solving a problem together. It's not an academic, intellectual discussion, it's about sharing and doing things together - for us, that means being relevant. And being relevant is about being concrete, coming with ideas and solutions.

President Barroso believes that revitalising the link between the people and the EU will anchor the specific policy initiatives better and make the outcome more legitimate. But if what we discuss in our citizens' dialogue doesn't correspond to the real issues that the people are facing - jobs, bankruptcy, pollution, transport - that calls into question the relevance of our work. So the new Citizens Programme should focus on specifics.

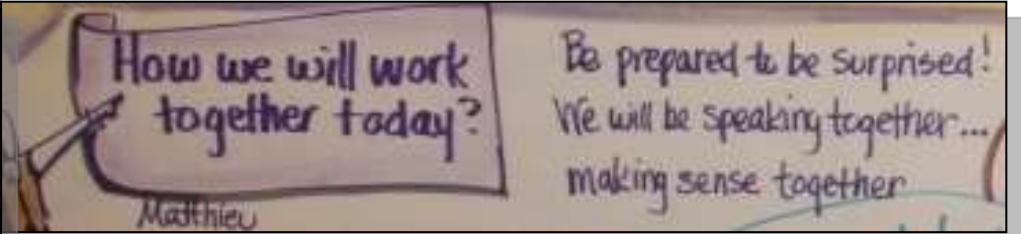


Reaching out to citizens is not the monopoly of the civil society. Many people are competing for their attention: governments, businesses, the media. We have to fit our action into this landscape of different activities and find our niche: Where in the political ecosystem does civil dialogue at European level have a value added? How do we make sure that our dialogues are relevant to what's going on AND that the results of our discussions make it through to the real decision-makers?

In essence, our work is threefold and we need to deliver on each aspect: (a) securing the necessary RIGHTS for citizens and providing information in order to make these rights accessible (b) identifying the timing of each issue that we want to discuss ahead of the policy agenda (the WHEN?) and addressing citizens' NEEDS: fundamental rights, Stockholm programme, remembrance, gentle mobility, smart growth, environmental protection, healthy food & nutrition, etc. (the WHAT?) and (c) giving citizens the opportunity to TAKE PART and INTERACT with the European political arena: places to meet, twinning, events, participative democracy, the Commission's consultation mechanisms, input to political discussions.







**Matthieu Kleinschmager brought in the purpose and process designed for the day**

Matthieu explained that the day had been planned as a strategic conversation about what the future of the Europe for Citizens programme should be, starting 2014. This would be one big conversation with different steps (1) connecting with each other and the purpose of the day, (2) envisioning what the future programme could be, in order to articulate its purpose, (3) identifying the focus areas, (4) recommending key actions that will help us fulfil this purpose and (5) capturing our learning's from the day. We would work in small group's, and share the results in the large group so that we could all see the big picture emerging from our more intimate conversations.

Matthieu invited people to speak with intention when making a contribution, to listen to each other with attention, and connect patterns to make sense together.

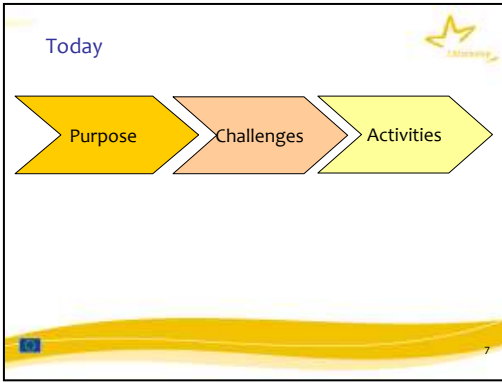
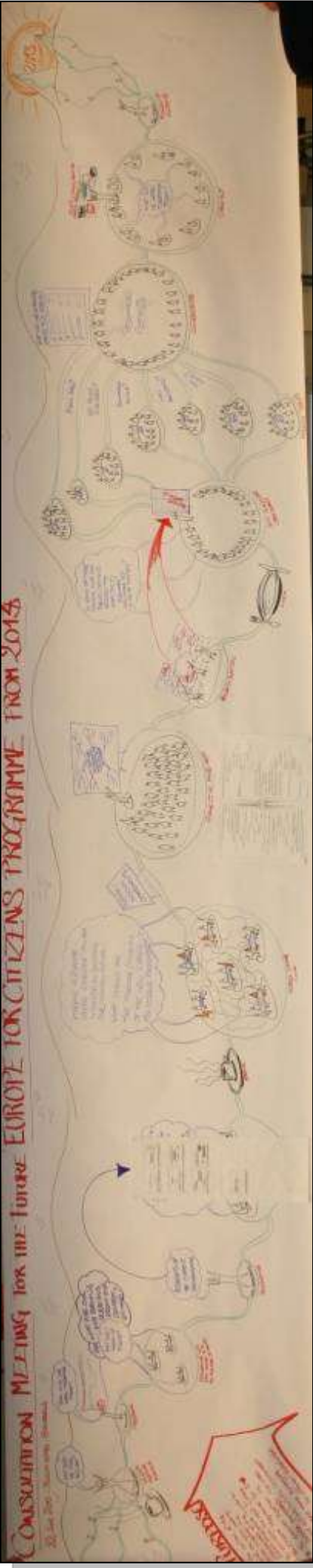
He told us we would be working with participatory processes of the kind used in civic participation across the world. He invited people to 'be prepared to be surprised' at what would emerge. Finally, he asked us to bring our full selves into the room – not just to be representatives, but also to be partners.

The Civic Participation Team and Hosting Team for the day were introduced.

**Purpose of the meeting:**

In the framework of the wider decision-making process, to gather stakeholders of the current 'Europe For Citizens' Programme in order to:

- Envision the future Programme as of 2014
- Identify together its possible mission/purpose, key areas and actions to fulfil its mission/purpose
- To build more synergies between the stakeholders of the current Programme.



## WHAT MATTERS MOST ABOUT EUROPE FOR CITIZENS THAT BROUGHT ME HERE TODAY?

**Matthieu invited us to connect with each other and to the purpose of the day, bringing our bigger context present in the room**

Our graphic recorder Jeraldene Lovell Cole captured the key insights spoken by some participants after this conversation.

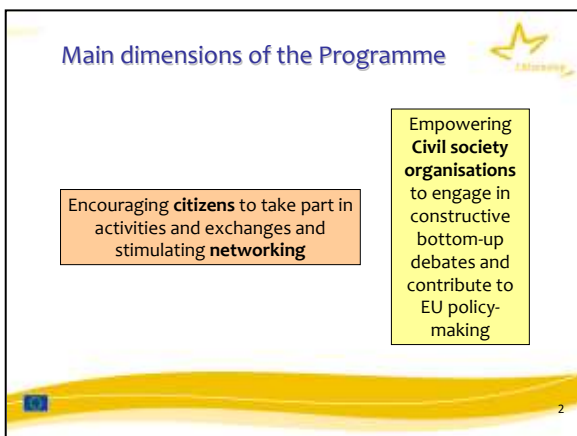


# HIGHLIGHTS OF THE CURRENT PROGRAMME

**Sophie Beernaerts presented us some key successes of the past and major challenges of the future**

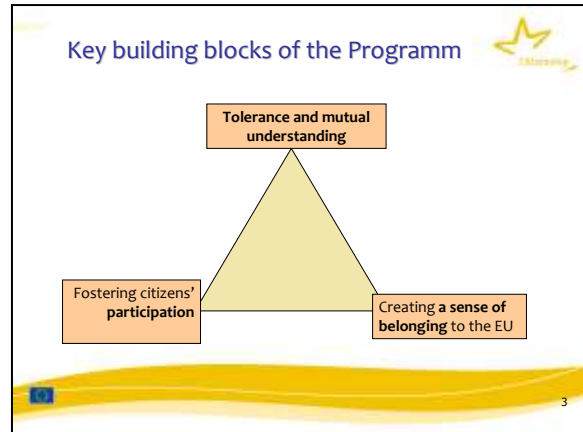


I would like to give you an overview of what we have achieved so far. When we launched the current programme, the previous programme lacked coherence – it was in essence a bunch of clustered activities, with far fewer resources.

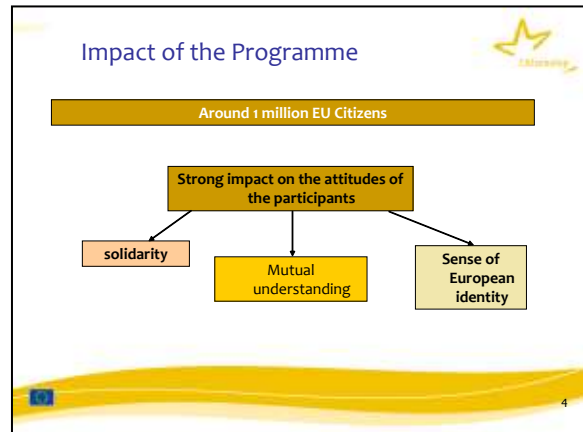


The new programme has tried to support both direct initiatives (town twinning, citizens panels) and indirect initiatives (supporting NGOs, etc.). It has a horizontal dimension – to encourage citizens to participate, and a vertical one - to empower

civil society organisations to dialogue with EU institutions and contribute to EU policy-making.

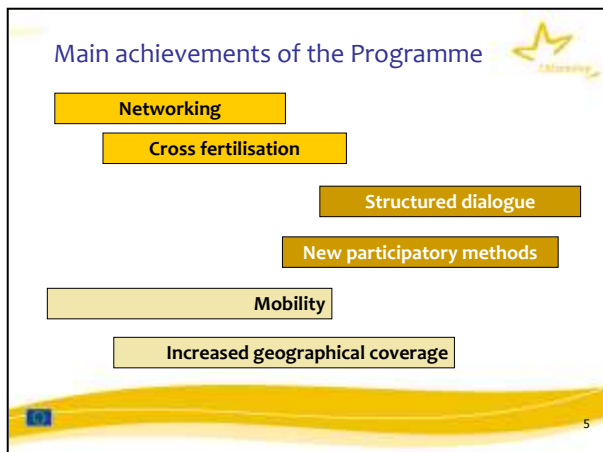


The programme has three building blocks – tolerance and mutual understanding, citizens' participation, and creating a sense of belonging.



What has been the programme's impact? 1 million citizens have been involved in activities, for different lengths of time. The surveys held to assess impact have revealed a strong correlation between citizens' participation and their attitude to other citizens – mutual understanding has improved, as has their understanding of European issues. Now the challenge is to extend this to the remaining 500 million!





Regarding implementation – this is quite flexible, and we keep trying to improve it further. There has been some networking around town twinning and civil society, now we need a network on remembrance, history and identity. Volunteering is recognised as a key dimension of civic participation, and this has been integrated across all actions. The operating grants are being awarded in a more balanced way, and cover a wider scope. Cross-fertilisation is starting across actions, with more NGOs trying to do this with national authorities. This aspect could still be improved, as could mobility in civil society organisations. We have had positive feedback about the innovative actions and new methods of participation have been tested, such as citizens panels and consultations. Participants have learned, shared and developed a sense of belonging. So far, this has happened at a small scale as a pilot. We now need to develop it further. How can the result of the panels feed into decision-making process? Let's hear all those voices.

Concerning the national contact points, these have helped develop the flow of information between the Commission and the Member States. Some Member States must still establish them, and relationships need developing with town twinning officers.

One aspect we are still missing is how to harvest and share the results of these projects. Sharing our achievements will be a huge challenge.

Turning to structured dialogue with civil society, we are very proud of this, and have had positive feedback on the interesting input when shaping the programme.

Many challenges remain – extending the outreach of the programme, finding a balance between many small projects and more structural projects with multipliers for impact. Ensuring a long-lasting impact in society, and that what we do together feeds into the broader political agenda. Regarding the budgetary context, it won't be easy to convince the budget authority. We must gather convincing arguments. I hope that we can identify the right purpose, the right challenges, and start defining the right activities, actions – we want to do this together.



## DISCOVERING THE PROGRAMME'S NEXT LEVEL VISION

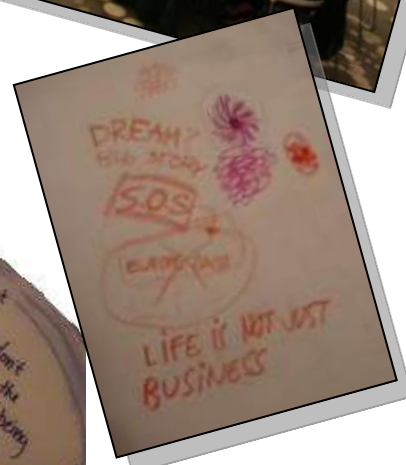
### Maria Scordialos invited us to a café conversation to get collectively inspired about what the future Programme could do for Europe and its citizens

Maria introduced the next conversation by saying that it is already evident that everyone in this room cares about this programme and wants to make it more meaningful, real and useful. The intention of the session was to create the programme's purpose from 2014. Usually we want to jump straight into action, but without a clear purpose to help guide our actions, we can end up with no results.

Maria invited us to imagine a Europe where everyone can be involved in shaping our common future. She shared with us the

question that had been with her since the beginning the day: 'What if the Europe for Citizens programme is one of the key catalysts/enablers for discovering the next level economy, education, government, neighbourhood relations, caring for vulnerable and older people, giving voice and space for young people? What if the stories told ten years from now were about how this was one of the EU programmes that shifted us to being European- and you were all known for doing that!'

Maria introduced the process called World Café as a method for bringing together our different knowledge and perspectives to create the next programme's purpose. She invited people to speak in small groups and to **Imagine a Europe where everyone can be involved in shaping our common future...**





# DISCOVERING THE PROGRAMME'S NEXT LEVEL PURPOSE

## We distilled mission/purpose statements from our visions

After three rounds of conversation, each group translated what they imagined into purpose statements for the Europe for

Citizens 2014 and onwards. All the following statements were shared and our graphic recorder captured some of them.

- Identification of real needs – bottom up (common goals) – open to the needs not to impose them and
- Answer the people's needs through participation, civil dialogue and follow up (synergies)
- LISTEN & ANSWER

Creating opportunities to develop an Agora ( market place ) of European Citizens. Raising the sense of responsibility of both decision makers and individuals in shaping European Society

Enabling and empowering **citizens** to engage **honestly** in conversations with decision makers and other stakeholders and **work together** on an **open agenda** to develop actions that matter to them and make a difference, creating a **public meeting space** physically and virtually which will contribute to the emergence of **common values** in Europe

To generate a real exchange of experiences and dialogue between citizens across Europe and their governments at all levels particularly for those citizens who are not engaged with or don't see the relevance of Europe

The citizenship programme should promote understanding by its citizens of the EU by sharing the same language and promoting a sense of common values based on the charter of fundamental rights ( in general and specific contexts )

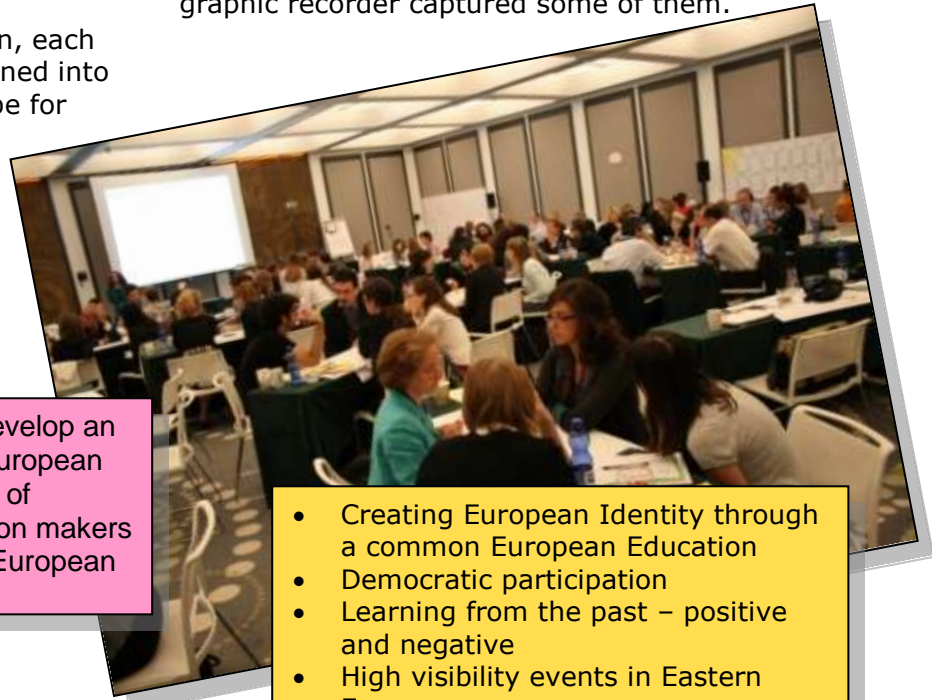
To create opportunities for citizens and local communities to connect and interact at all decision making levels in a bottom-up way about common interests and daily concerns

Enable citizens to contribute to the shaping of an all inclusive Europe from a bottom-up perspective

Engender everyone to belong in Europe and listen to each other and contribute to a common future for society – everyone includes all regions, countries, religions, backgrounds

To create understanding of the EU that is meaningful to its citizens. Encourage a critical appreciation of our shared values and history. Use communication as a tool to create meaningful and alternative meaning about the EU

Give everyone who wants the possibility to get involved – how via education and dialogue





Be part of it –  
Take part in it!!!!

Education as a **dynamic process** involved in people and especially young people about **European values** (solidarity co operation and democracy) is the most **important tool** to reduce the **gap** between the European institutions and the citizens

Put citizens and their potential at the centre of the European process

- o Reach citizens
- o Invite them to participate
- o Learn and hear their needs
- o Translate them into policy

Promote opportunities for all people to actively engage and co operate to improve the quality of life in the EU

Give the same opportunities (including education, employment, access to public services) to all citizens to participate in shaping our common European project

Connecting citizens and providing a platform for their voices to make a difference in Europe

Encourage the creating of new schemes where civil organization local actions take on board individuals needs and interest through their engagement in social dialogues so as to be able to address and promote real collective interests

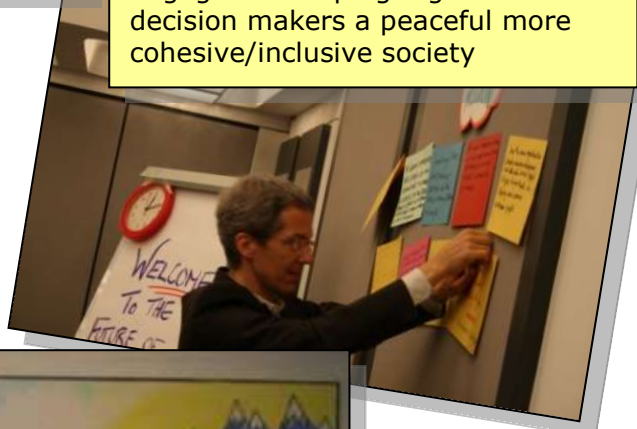
Civil organisations / local actors should take on board the individual needs and interests through their engagement in social dialogues in order to promote collective interests

A playground for Europeans

To create attractive space in which people would feel comfortable (like at home) enough to wish to get involved

Build on existing good practice to reach out to vulnerable groups (age, social situation, disability, etc.) with out excluding ones engaged in shaping together with decision makers a peaceful more cohesive/inclusive society

- Why
  - o Wide participation
  - o Living together vs. mutual understanding
  - o Local/global identities
  - o Legitimacy of EU level
- Who
  - o All citizens = sufficient budgets – ‘Erasmus for all’
- How
  - o Mobility
  - o Topics that concern people of everyday life, i.e. ‘bottom-up’





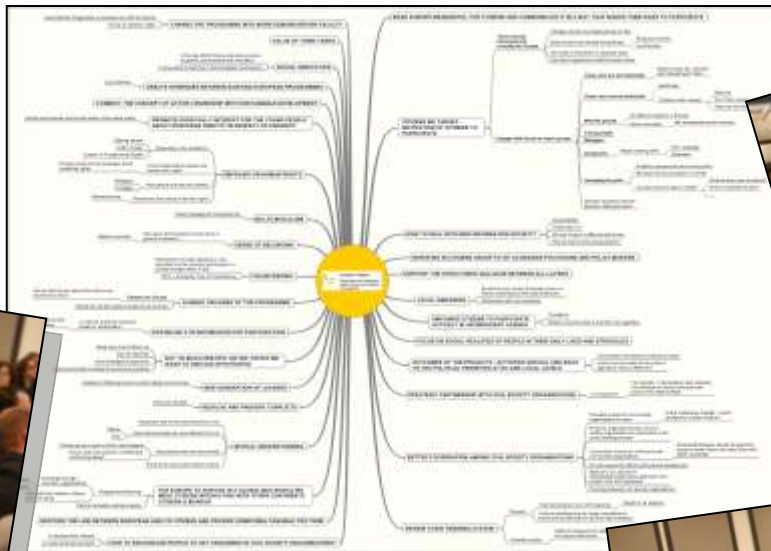
# WHAT SHOULD THE PROGRAMME FOCUS ON NOW IN ORDER TO FULFIL ITS PURPOSE(S)?

## We created a collective mind map to surface and capture all possible areas for the new Programme

Linda Mitchell helped us all to create a mind map capturing all the ideas that would allow us to realise the purpose we had begun to discover together from the previous conversation, guided by the following the principles:

- All ideas are valid – no evaluation or criticism
- The person who speaks the idea says where it goes on the mind map
- Opposing ideas are OK
- Where possible give examples

Matthieu electronically captured the ideas, that were projected on the large screen for all to see.



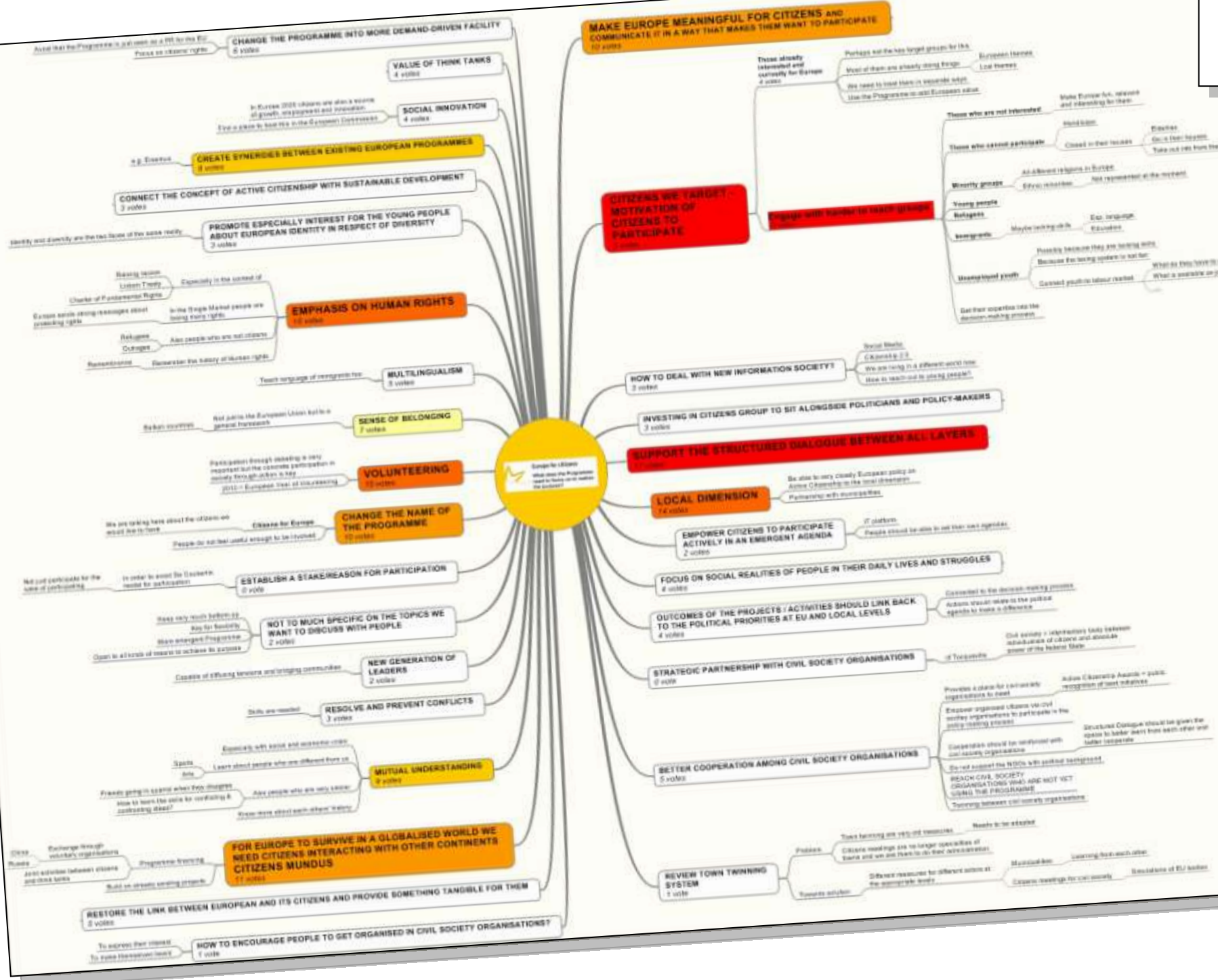
## WHAT WOULD HAVE HIGHEST LEVERAGE POTENTIAL FOR EUROPE AND ITS CITIZENS?

### **We voted on the mind map to get a collective sense of priorities and potential**

Each participant got 3 votes to place as s/he wanted on the mind map. The results of the voting are shown on next page - they set the agenda for the afternoon session.







## MOVING OUR LEVERAGE AREAS FORWARD

**Linda Joy Mitchell opened space for us to engage with our leverage areas in order to surface the key actions that would help us to move them forward**

Linda invited us to realise that the person sitting right next to us might be the one with whom we will come up with THE idea that will transform the next stage of the programme. That's how it works – synergy and synchronicity.

Linda introduced the methodology called Open Space Technology. To get the maximum focus by building on what we had come up with in the morning, we were offered 11 workshops on the top topics identified through the mind map and prioritised through the voting. She called for a volunteer to host each session – as a steward for the conversation, no need to be an expert.

- Fostering a sense of belonging
- Human rights – reducing racism, opening to refugees
- Local dimension
- New name for the programme
- Creating synergies between existing EU programmes
- Making Europe meaningful – communication that invites participation
- Engaging with hard-to-reach groups
- Mutual understanding between people that are the same, different, conflict resolution
- Citizen mundus – the global connection
- Volunteering
- Supporting structured dialogue between all layers.

Each working group was tasked with surfacing recommended key actions to move forward in this area of the future Programme from 2014, and reporting back to the plenary using an electronic template loaded on laptops. Reports from all the sessions are enclosed in the following pages.







# FOSTERING A SENSE OF BELONGING

## Key points discussed?

Personal opinions on "sense of belonging"  
No emotional link towards Europe  
Face to face important but reaches its limits  
Need for European media  
European achievements  
Europe in daily life  
Education beyond national level  
Make citizens proud of the achievements  
Social exclusion leads to "not belonging to"  
Multiple identities are mostly ignored by national government



## Recommended actions?

European Civic Education ( History, Culture, Institutions, European values...) in each country  
Highlighting the achievements of European Union: peace, democracy, prosperity, mobility  
Creating an emotional feeling of the sense of being European  
Creating a European media

## Who participated?

Maja Tišljar  
Pavel Tychtl  
Marcela Strakova  
Véronique Ollivier  
Nick McAteer



## Who hosted?

Thomas Heckeberg

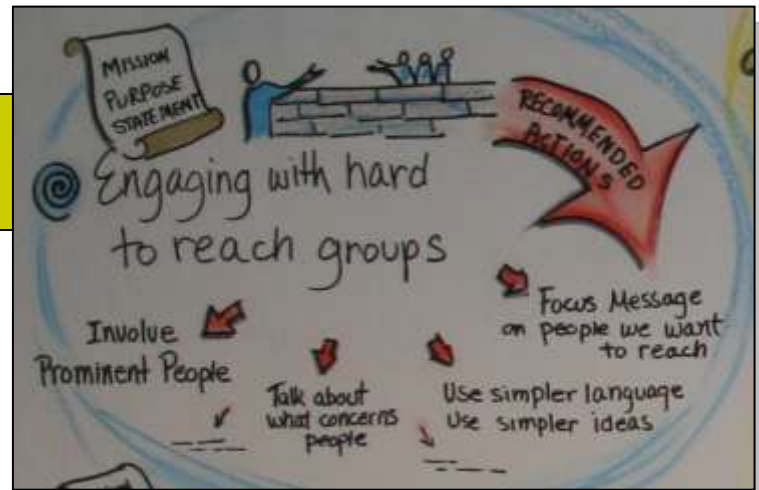




# HARD-TO-REACH GROUPS

## Key points discussed?

- a) Who are the hard-to-reach groups?  
Minorities, immigrants, but in many areas the majority of the population is not aware of European matters  
Some people are self-excluding  
People need to feel the subject is of direct interest to them
- b) Are things communicated in the right way?  
How are the media functioning?  
Some media are not helpful in disseminating ideas/measures  
European policy is in all our lives in an often surreptitious way
- c) What deserves to be communicated:  
Not everything  
Too many buzz-words  
Not all officials really care about the grass-roots level



## Recommended actions?

- Make use of people who are able to disseminate complex concepts in a simple way, explain what is at stake
- Use simpler language to communicate simpler ideas of immediate concern to people
- Use national level disseminators
- Involve prominent people
- Use innovative ways of involving people (including parties)
- Remember that people are more receptive if they feel things are relevant to their life
- Stop always involving the usual suspects in the discussion of policies
- Get people involved who can be local multipliers
- Reach out to people
- Develop methodologies and tools to bring people into contact with the institutions

## Who participated?

Joachim Ott, Maurice Claassens,  
Pauline Gessant,  
Joana Vieira da Silva, Sylwia Stiepen,  
Mirte Van den Berge, Stéphanie Lepczynski  
Gaëtane Ricard-Nihoul

## Who hosted?

Guido Orlandini  
(ICLS – The Intercultural Communication  
and Leadership School)



# CITIZENS MUNDUS

## Citizens related projects with other continents



### Key points discussed?

- Development purposes
- Contact with China, Middle East, other parts of the world
- Knowledge sharing
- You feel very European when you are outside Europe
- Interest outside EU in third countries, how we have succeeded in creating such a cooperation as the EU
- Exporting the idea of the EU
- Extremely big interest in the EU in the USA
- A small, bottom-up strand under the programme from 2014
- CITIZENS MUNDUS could also help build European identity
- Important to bear in mind synergies with other EU programmes, for example the neighbourhood programmes
- Necessity with contact to people and NGOs in Belarus
- CITIZENS MUNDUS also to be seen in the light of 2020 strategy
- Value for money with some small innovative projects that could serve as an example for more projects without financing from the EU

### Recommended actions?

- Information about the EU to citizens in other continents
- Citizens exchanges and thematic seminars with municipalities, NGOs and think-tanks in third countries
- Capacity-building, training, train-the-trainers with a view to enhancing citizens-related cooperation in third countries
- Cross-border cooperation with citizens in the EUs neighbouring countries

### Who participated?

- Robert Schumann Foundation
- European Commission
- Latvian Association of Municipalities
- Latvian Association of Municipalities
- Greek PEC
- Danish PEC
- CEPS, Brussels



### Who hosted?

Peter Fjerring, Local Government Denmark



## SUPPORT STRUCTURED DIALOGUE



### Key points discussed?

- Need for flexibility across the programme
- Capacity building is a two-way street - policy-makers also need to be able to operate participative dialogue
- Structured dialogue relating to Article 11
- How can we improve ongoing dialogue in other areas - social dialogue, humanitarian aid environment
- Focus of structured dialogue - areas of interest to social/citizen agencies
- Discussion of Youth Forum model
- Can Europe for Citizens facilitate civil society participation in agenda setting?
- Structured dialogue alongside other DGs for cross-cutting issues
- There are existing dialogue structures - would Art 11 dialogue mimic these?
- Structured dialogue could assist Commission with public consultations
- Structured dialogue includes feeding back on the impact of proposed legislation
- Use of network of contact points as link for work at national level and also learn from previous projects
- Potential links to political actors example of AGORA - at same time as AGORA there were Commission Citizen Days/Forum

### Recommended actions?

EU for citizens programme should:

1. Build on and enlarge the current European citizenship unit's dialogue with civil society organisations and other institutions (Parliament, council etc.); secure proper funding for this dialogue to take place
2. Look for models to enhance civil dialogue including local dimension  
Youth Forum  
Civic Days  
Council of Europe  
Contact points
3. Successful structured dialogue should be involved in all phases of policy shaping, including agenda setting, implementation and monitoring

All the above may require investment



**Who participated?**

- Cécile Le Clercq
- Tamara Flanagan
- Tina Michieli
- Weronika Priesmeyer-Tkocz
- Kenan Hadzmusic
- Brina S Lipovec

**Who hosted?**

Alexandrina Najmowicz







## SYNERGIES BETWEEN "EUROPE FOR CITIZENS" AND OTHER EU PROGRAMMES

### Key points discussed?

Europe for Citizens programme can be the starting point to influence the European debate. It can be a preparatory step to streamline NGO issues, ideas, concerns within DG (internal lobby).

2 different approaches:

- to use this programme so that civil society can influence legislation
- a tool for twinned local and regional authorities to use other programmes

Anyway, this programme should have results by itself in order not to be underestimated.

### Recommended actions?

The programme can be used as a platform to streamline civil society issues in relation to local, national and European programmes. We can use it to influence other DGs (ex: Erasmus for entrepreneurs).

Local and regional authorities and NGOs can use the programme as a 1<sup>st</sup> step to meet and cooperate with each other (ex: citizen exchanges, town-twinning, etc.) with a perspective to create a long term cooperation and sustainable impact through other programmes. For example, twinned towns which have already built projects in the frame of "Europe for citizens" should be encouraged to develop Leonardo projects to fight against unemployment, Youth in Action projects to foster youth participation, etc.

### Who participated?

PEC Cyprus: Eirini Dimitriou  
 PEC Croatia: Tihomir Popovic  
 PEC Poland: Anna Samel  
 Eustory: Ignacio Herrera  
 Euclid Network: Filippo Addarii



### Who hosted?

CEMR: Manuella Portier



# VOLUNTEERING

## Key points discussed?

DEFINITION OF VOLUNTEERING

DIFFICULTIES: DEADLINE,  
COFUNDINGS AND  
CONCRETE INVOLVEMENT  
IN THE DIFFERENT MEASURES

SHARED EXPERIENCES

HOW TO INVOLVE PEOPLE?

VALORISATION OF VOLUNTEER WORK AND SKILLS GAINED THROUGH VOLUNTEERING

PROMOTING THE INVOLVEMENT IN LOCAL LEVEL



## Recommended actions?

- HAVE A DEFINITION OF VOLUNTEER AT A EUROPEAN LEVEL
- MAKE VOLUNTEERING ATTRACTIVE AND SEXY (BOTH SIDES: FOR A POTENTIAL VOLUNTEER AND FOR HOSTING STRUCTURES)
- CREATE CONNECTIONS AMONG ALL VOLUNTEERING PROGRAMMES AND MAKE SURE THAT VOLUNTEER AT ANY AGE CAN BE INVOLVED (EVEN BY CREATING NEW VOLUNTEERING PROGRAMMES)

## Who participated?

ALEXANDRA PETCU  
BORBALA TOTH  
MONIKA LÛHN  
MELANIE BARTHEZEME



## Who hosted?

STEFANIA MACCHIONI





# A NEW NAME FOR THE PROGRAMME: EUROPE FOR CITIZENS / CITIZENS FOR EUROPE (TWO WAY PROCESS AND PARTNERSHIP)

## Key points discussed?

- ordinary people set up projects
- link to philosophy of Lisbon Treaty
- discussion about name of the programme (symbolic name of personality)
- Citizens for Europe

## Recommended actions?

- Creation of new measure:
- Citizens initiatives (possibility for simple citizens to reply to call)
- Creation of citizens project database (project expression of interest, link to existing measure Citizens projects)

## Who participated?

Ewa Widlak (Association Jean Monnet)  
Philippe Tarrisson (AFCCRE)  
Catherine Rees (DCMS)  
Marina Vidas (ECP Croatia)  
Piotre Kaczynski (CEPS)



## Host

Michael Stange (Centre européen Robert Schuman)



# MUTUAL UNDERSTANDING



## Key points discussed?

Critical thinking

Ability to understand other points of view – inter-religious, migrants, confront different histories

Giving up own prejudices; connect to citizens' every-day life; start with things we have in common eg sports, culture, etc.

## Recommended actions?

Encourage education, training – how to use media, peace education, critical thinking, overcome stereotypes, develop methods

Develop activities for groups of people to solve everyday life issues, find solutions together and develop activities together, eg sports, cultural etc

Common languages, also other points of view, levels of language, communication – encourage learning other languages at all levels

## Who participated?

Christine Lassalle Fr  
Saulius Simanauskas LT  
Ruth Friedman BE  
Hanna Jedras PL  
Agata Pillipiuk PL



## Who hosted?

Audrey Frith BE





## LOCAL DIMENSION



### Key points discussed?

- Facilitating exchange of staff, keeping in mind that there are different models in every country.
- The importance of local strategic partnerships.
- The role of local associations of citizens. Their relation with the EU. Promoting and facilitating their role.
- Twinning based on common interests, more thematic. Not insisting on long-term commitments. More project-based.
- Rethink the relevance of the Programme themes
- Importance of dissemination of best practice.
- Europe for citizens is not only a matter for local authorities.

### Recommended actions?

- a) Reinforce support measures to facilitate exchanges of local staff and open it up to other beneficiaries. Assure flexibility in actions.
- b) Include an action that facilitates multi-agency partnership and cooperation of local and regional authorities with other stakeholders (e.g. NGOs).
- c) Allow project-based twinning: promoting to citizens and capitalising on results of other European projects (or preparatory actions for other European projects) realised at the local/regional level. Not insisting on long-term twinning commitments.

### Who participated?

- Fanis Pantelogiannis – Union of Cyprus Municipalities
- Valérie Borne, Assembly of European regions
- Tinkara Bizjak Zupanc, MOVIT, Slovenian EFC Point
- Asa GAMRELL NYBERG, SALAR
- Fatos Hodaj –Albanian Association of the Municipalities
- Giovanni Moro – FONDACA; Active Citizenship Foundation
- Zuzana Cupilova = Association of Towns and Communities of Slovakia
- Christine Wingert; Europe for Citizens Point Germany
- Ioana Serghiuta; LGA – Local Government Association; UK
- Kim van Berlo; VNG – Local Government Association; NL

### Who hosted?

Fanis Pantelogiannis  
- Union of Cyprus Municipalities





## HUMAN RIGHTS

### Key points discussed?

- Tension between individual and collective human rights
  - For whom do we make those recommendations?  
Our own interests or interests of all citizens?  
→ tension of own interests and general interests

### Recommended actions?

- Widening up the scope of action 4 - away from only stalinism/holocaust: so far euro-centric approach in action 4  
Recommendation: Action for active remembrance and awareness of human rights
- Action to combat segregation
- Recommendation: human rights as a transversal objective throughout the programme: commitment of beneficiaries to human rights

### Who participated?

Jonathan even-zohar – euroclio – history teachers association  
Alina CHISLIAC – CIDEM – National Information Point FRANCE  
Eva Sobotka – EU Agency for Fundamental Rights  
Natalie Kearney – European Commission  
Barge Pierre, European association for human right, AEDH

### Who hosted?

Meena LANG  
EfC Contact Point Austria





# MAKING EUROPE MEANINGFUL TO ITS CITIZENS

## Key points discussed?

Communication, experience sharing, participation

## Recommended actions?

Have a bottom-up approach, starting from everyday issues and problems and seeing how EU can help, not defining an abstract programme you have to fit in.

- Talk about things that matter to people, that affect their everyday life and at the same time about how citizens can make an impact on Europe.

- Flexibility and diversification to give concrete answers to concrete needs. Promote the role of research on the needs of people, both in theory and on the field, in identifying these needs.

- Make EU more human, less institutional, make it understandable to everyone.

- Promotion of best practices and success stories to encourage participation.

Common platform to show and discuss similarities in experiences, problems, needs and share solutions

## Who participated?

## Who hosted?

Peter Sondergaard,  
Association of Local Democracy Agencies



## WHAT DID WE LEARN FROM OUR WORK TOGETHER TODAY?

**Jeraldene Lovell Cole offered us some key insights from our day which she had captured on a graphic map throughout the day**



You have seen already the result of her work, finalised the next day, throughout this harvest letter.

**Martin Buechele invited us to a last reflection on our key learnings from the day**

We were invited to speak together in pairs about our key insights and learning from our work together during this consultation meeting. Some people shared their experiences and others were written on cards. Here are some key insights. All details can be found on next page.

"This day showed me how much communication matters and how much came out of it"

People wrote about their interest in the process - how they had felt sceptical at the beginning of the day but saw the process blossom. Someone wrote that they had spoken to over one third of people there, many spoke of really meaningful conversations and the confidence they would feel to work in this way themselves. One person commented that this participative way of working did not allow personal agendas to take over but allowed a collective view to emerge. Some felt that this way of working should be extended to all EU policies and certainly to the next stage of the design of this programme

Many expressed really feeling heard by the Commission today *"it was great that the Commission staff participated actively themselves and appeared genuinely interested in our ideas and had great ideas themselves"*

Some people commented that there was not a good representation of citizens at the consultation and that the NGO lobby was missing at a senior level – however others really appreciated the diversity of the group.

People saw new perspectives on the future Programme, commenting that it would need to be very flexible in order to respond to local needs and contexts, that it would need to focus on citizens but also that the new programme had huge potential and would need more funding

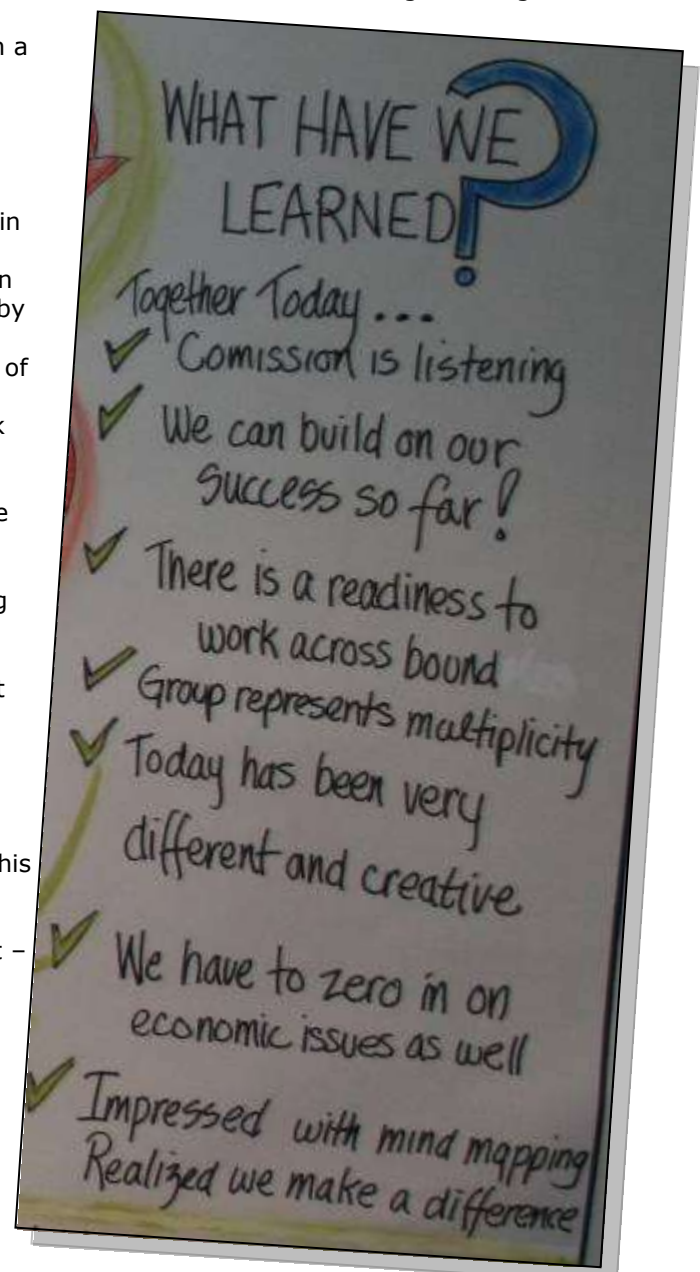




## **What did we learn from our work together today?**

- Readiness to change and work across boundaries
- This participatory process should be reproduced for the design of all European programmes
- DG Communication should capitalise and export this model in the direction of other DGs
- All this needs to be related to the political process
- Exercise should be repeated at the next stage when the single actions/tools are discussed
- Connecting to the reality of citizens is key – make this a learning exercise
- Collaborative work is good – love the method of this
- The most important clients were missing
- Talking with euro elite about reaching real citizens, dealing with them is still a bridge too far
- Method I like very much collaboration, this way is very good
- There is a lot left to be improved about Europe for citizens
- More concrete involvement of civil society in EU politics and policy making
- I found out about other organizations involved in Citizens for Europe
- There are ways to bring Europe closer to citizens
- Deal with the issues that affect everyone – make Europe more tangible
- Learnt a variety of methods and systems for participation
- Great, Commission staff participated actively themselves and appeared genuinely interested in our ideas, and had great ideas themselves
- Amazed by the enthusiasm of the hosts
- Foster links between local/regional associations and municipalities to work in European projects
- Link between twinning and civil society organizations – widen up the town-twinning scheme
- Good idea to change the name of the programme - Europe for citizens
- Positive participatory methods of working
- Big difference between organisations based in Brussels and the others
- It was a positive experience to learn about so many different expectations concerning the programme and to see the real commitment of the Commission to listen to them
- Hopefully the programme will get more weight and more funds
- Development of the 2014 programme seems to be flexible and open to new approaches
- EC seems to be very interested in the contribution of people
- The EC seems to be serious about engaging with stakeholders and listening to their views (great facilitation today)
- The need for flexibility is key to allow the programme to respond to different needs and local set ups – for example in the Eastern parts they focus on developing the capacity of staff within local authorities - not so much civil society. The older Member states focus on CVS NGOs
- Really harnessing the synergies between EU programmes is key so that we maximize resources, avoid duplication, harness added value and please speak to your colleagues in other DGs to resolve issues of double funding that might get in the way i.e., a person that learned English through an ESF funded programme should also be able to take part in an active citizenship funded volunteering programme
- Encouraged active participation and shared responsibility Great
- Great facilitation and consultation – engage with stakeholders and listening
- Synergies shared agenda, doesn't have to be competing one
- Methods – open space world café, bring concrete results
- Methodology of organizing – new opportunities of using non formal methods in education
- Creating spaces for interacting with other EU programmes or topics
- How to find a common definition at EU level on topics related to the EC programme
- This was a well structured dialogue
- Different stakeholders have different needs to be met
- Meeting people face to face and talking with people with different views and different things that they are working on
- Increasing questions opening up more focus like human rights
- Huge potential – too small a budget
- Commission is listening – we can make a difference
- Mind mapping is so impressive
- New and different organisation of the event was brilliant
- Very broad perspective on new programme – just a few of the many ideas can be part of it
- Innovative and engaging methods- diversity of stakeholders – knowledge of PECs organisation and missions
- I've the feeling we all know what we have to do but we don't know how to do it
- Such consultation should be more prepared it should have been clear in the agenda what the purpose of the meeting was so that it allowed everyone to be prepared and have content to share

- The Commission is very open to new proposals for the design of future EU citizenship programmes
- The relationship between the institutions and their citizens is very important and should be improved
- It was very interesting method of the meeting which didn't force participation but engaged them in it
- We could hear many different voices from different stakeholders – NGOs local officers. - It will be difficult to pull them within the budget – but hope a similar next meeting and a adequate programme for all
- Interactive method of consultation – diversity of stakeholder views made discussions very inspiring, good way to make programme more relevant
- Different stakeholders are really engaged people are truly dedicated and care about the programme
- The EC is honestly interested into input from al the stakeholders
- HIGH potential to create the new programme
- How shallow and repetitive idea are
- This way of working didn't allow the personal agendas to take over a collective view was encouraged
- Met a lot of people because of just the time spent here, very positive would have liked more time
- We are the ones who witness the citizens
- New programme needs to focus on the citizens
- Sceptical at the start amazed at how the process and content blossomed – well thought through questions
- Spoke with a third of people quite amazing for such a conference – next time I will grow in doing this. We became more and more of a group
- Europe is its people, this should be translated into action through this programme – citizens can experience Europe by being able to share their interests and discuss their problems with co citizens in other EU countries
- Enabling citizens to exchange views and opinions on common issues and put them into projects financed by the Europe for citizens programme
- Create the challenge through which more concerns of citizens reach decision makers
- Process very interesting and useful- made me think about goals and purpose-open to all different participants
- Opinions expressed by other NGO's – where are the citizens here?
- Still potential in promoting the European ideal
- Mind mapping is a good tool – did not see it coming back in the final conclusion
- Is this IT – only one meeting or will there be other meetings-further meetings should involve agreement
- The purpose of the programme, the challenges and opportunities of it
- What other countries are doing it the EU – how they are dealing with addressing their patterns
- What the EU means for interests groups
- Not a good representation of citizens in Europe in this session
- This day showed me how much matters communication and what great results come out of it – its not the only conclusion but it's the major one – thank you for today



## NEXT STEPS AND CLOSING OUR DAY TOGETHER

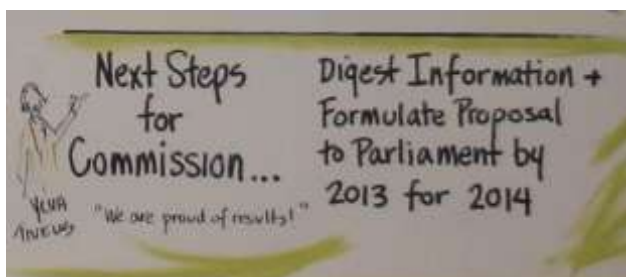
### **Ylva Tiveus concluded our day together with her perspective as a European Commission's senior manager**

Today has been a fantastic day! We promised to start with an open mind and I'm happy to hear that you feel that the Commission has been listening - I have been concentrating all day on what has been said, and I have felt the enormous energy and dynamism in the room.

Claus was provocative this morning, but I feel his criticism about the politeness of civil society organisations was misplaced - you have demonstrated what participation is all about - this is exactly IT! This is what we can achieve when we are connecting and interacting about what is close to our hearts. When it's relevant, when there is something in it for you, us, me, we do engage. And it makes others more active because they see it's worthwhile.

We have demonstrated among ourselves today how useful this approach is - how much we can achieve together in a short time. We have achieved more today than many committees that work for years to come up with concrete suggestions. Our results are really telling and we should be proud of them.

I was also impressed, and had much pleasure in hearing the different visions you formulated.



We also demonstrated what we mean by a sense of belonging, because we have felt just that here today.

I have learned a lot. We have really tried to do this as a bottom-up approach. We want to learn what we teach. When I say bottom-up approach - we have to talk about next steps. We have collected a lot of ideas, in written form and recorded. We will now digest that with the team. Then we will launch an on-line public consultation, to broaden the views and expectations. We will also continue to analyse the mid-term evaluation of the current programme.

With these two elements we will formulate the new proposal. After the inter-service consultation inside the Commission, the proposal for the new Programme will be transmitted to the European Parliament and to Council. We hope that it then will be adopted to start in 2014.

This was the first step in preparing the new programme and you have come a long way already. I would like to thank you all warmly for your enthusiasm, patience, commitment, and the quality of your input. You will see that many of your ideas will be reflected in the drawing up of the next programme.

And you don't have to wait until the end of the programme. You are always welcome to contact this team with additional input.



## PARTICIPATORY APPROACH USED DURING THE DAY

**For those interested to learn more about how we have designed and run this consultation meeting and how we have collected its results**

### THE APPROACH:

The overall approach used to design, host and harvest this strategic conversation is called the **Art of Participatory Leadership** in the context of the European Commission and the **Art of Hosting meaningful conversations outside** ([www.artofhosting.org](http://www.artofhosting.org)) It activates the collective intelligence of a group in order to find new solutions to shared challenges. It is particularly helpful to engage groups in large-scale conversations around strategic areas. This approach is gradually being brought into more and more organisations and communities across the world through the hosting and facilitation of meetings and through dedicated training actions.

### LANDSCAPE:



A landscape is a visual representation of the flow of an event. It allows everyone to project themselves into the event from the start and to follow its progression through its development. It can also be used to capture key insights that surface during the conversations.

### WORLD CAFÉ:

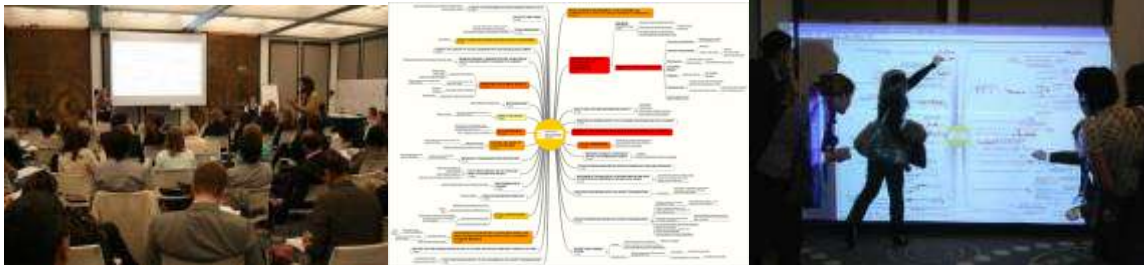
The World Café is a method for creating a living network of collaborative dialogue around questions that matter in real life situations. It is a provocative metaphor...as we create our lives, our organizations, and our communities, we are, in effect, moving among 'table conversations' at the World Café.

[www.theworldcafe.com](http://www.theworldcafe.com)



## COLLECTIVE MIND MAP:

Mind Mapping is a graphic representation of thought or information. It can be used in a group (electronically or done by hand) to collect, structure and visualise in real time the outcomes of the group's discussion in a very flexible way. The group can then also express its priorities by simply voting on the items collected.



## OPEN SPACE:

The goal of an Open Space meeting is to create time and space for people to engage creatively around issues of concern to them. The agenda is set by those people present who have the passion and commitment to see it through. After their work in groups, the hosts of the session report back to the plenary. It is a simple and practical way to catalyze effective working conversations and to invite organisations to thrive in times of swirling change.

[www.openspaceworld.org](http://www.openspaceworld.org)



## CIRCLE:

The circle – also called council - is an ancient form of meeting that has gathered human beings into respectful conversations for thousands of years. In some areas of the world this tradition remains intact, while in others it has been all but forgotten. PeerSpirit circling is a modern methodology that calls on this tradition and helps people gather in conversations that fulfil their potential for dialogue, replenishment and wisdom-based change.

[www.peerspirit.com](http://www.peerspirit.com)

<http://www.artofhosting.org/thepractice/methods/circlepractise/>



## CHECK-IN & CHECK-OUT:

Usually practiced in circle (except with large groups), the check-in is an introductory question which allows people to get to know each other, to settle-down and to focus everyone's attention on what matters. The check-out is based on a question designed to capitalise on the individual and collective learnings. This practice can be used systematically at the beginning and end of meetings in all contexts.

## HARVESTING:

Harvesting the fruits of meaningful conversations is more than just taking notes. What if we were planning not a meeting but a harvest? For meaningful conversations to produce all their benefits each conversation must feed into the next one. When approaching any meeting in this spirit, we must become clear about why we are initiating the process. We must sense the need, prepare the field, plan the harvest to identify what would be useful and add value and in which form it would serve best, then harvest and - to finish - plan for the next harvest.

[www.artofhosting.org/thepractice/artofharvesting/](http://www.artofhosting.org/thepractice/artofharvesting/)  
[www.interchange.dk/practices/artofharvesting](http://www.interchange.dk/practices/artofharvesting)



## STRATEGIC ILLUSTRATION:

This practice allows to capture the key insights from very busy conversations and to make them visible in a way that engages the whole brain and helps to better retain the essential discoveries and learnings from a meeting.





## OUR HOSTING TEAM FOR THE DAY

**We each brought different perspectives, talents and contributions for the day to be a successful experience for all**

### European Commission – Communication DG:

- **Claus SORENSEN**, Director-General for Communication
- **Ylva TIVEUS**, Director for Communication, Media and Services

### European Commission – Citizens' Policy Unit:

- **Sophie BEERNAERTS**, Head of Unit: [Sophie.Beernaerts@ec.europa.eu](mailto:Sophie.Beernaerts@ec.europa.eu)
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- **Guido ZINN**, Event & Meeting Organizer: [guido.zinn@ec.europa.eu](mailto:guido.zinn@ec.europa.eu)

### Facilitators:

- **Maria SCORDIALOS**, Hara Practice Ltd: [maria.scordialos@virgin.net](mailto:maria.scordialos@virgin.net)
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### Strategic Illustration:

- **Jeraldene LOVELL COLE**: [geraldene.lovell@zen.co.uk](mailto:geraldene.lovell@zen.co.uk)
- **Clive COLE**: [clive.cole@zen.co.uk](mailto:clive.cole@zen.co.uk)

### Pictures:

- **Helen TITCHEN BEETH**
- **Martin BUECHELE**
- **Mathieu KLEINSCHMAGER**







CHANGE & EMPOWER PEOPLE  
CHANGERS BETWEEN INSTITUTIONS AND CITIZENS  
EM-REPRE SENSITIVEL  
DEBATE CIVIL SOCIETY  
MEP'S CITIZENS



new method of participation  
↳ web 2.0  
↳ face-to-face



citizen

CONNECTING PEOPLE

Build LINKS  
Create SPACES  
Revive Local & National Legitimacy  
pick up, act up  
EUROPE



everyone  
→ young & old  
→ disabled  
→ immigrants



Thank you everyone!