

ANNEX I

DESCRIPTION OF THE ACTION

Call for proposals COMM/SUBV/2020/E - ENGAGEMENT

1. APPLICANT:
Comune di Firenze
2. TITLE OF THE ACTION:
Festival d'Europa (Festival of Europe)
3. ACTION CATEGORY
Applicants should select one action category for their grant application
Action category 1 - Civil society engagement
4. DURATION OF THE ACTION
01/12/2020 – 30/06/2022
5. DESCRIPTION OF THE ACTION
<p>a) Describe the general and specific objectives that the action aims to achieve:</p> <p>Applicants should explain the general and specific objectives of the action and how these objectives are expected to contribute to the objectives of the call for proposals, notably with regards to the target audiences.</p> <p>The first edition of the Festival of Europe (FoE) was held in 2011, a 7-day program with events dedicated to Europe that reached around 80,000 people. The highlight was the State of the Union conference, with a resounding success both in terms of the prominence of speakers (the Italian President of the Republic, two Ministers, various Commissioners) and public. The purpose of the initiative conceived and managed by the European University Institute (EUI), was to:</p> <ul style="list-style-type: none">• communicate the European Union to the general public• highlight the European dimension of Florence <p>Over the years, other editions have been made and the FoE has now its own recognized brand and a well proven organizational team.</p> <p>The pandemic crisis has put EU countries on their knees and it will take years before returning to the levels of production, employment and well-being of the pre-COVID era. The European Union's reaction, however, has been exemplary: never before had decisions of this magnitude been taken, both legislative and financial. In this particular situation, it is essential to take advantage of the great echo given by the media to the EU initiatives,</p>

with particular attention to the impact they can have on the lives of citizens and businesses, due the high sensitivity developed also in relation to the strong emotional wave.

The effects of the Recovery Plan will unfold over the next two years. A country like Italy, which benefits greatly from the funds made available, must seize the opportunity to show and demonstrate the citizens how important and incisive EU policies are in addressing the challenges. In order to promote a renewed affection for the European Institutions, we must also bring the positive aspects that came out of this very difficult period.

The element of solidarity, as the founding value of the EU, which manifests itself in a concrete way in times of crisis, must be highlighted in order to address the Italian low level of satisfaction between EU Member States in fighting the Coronavirus pandemic reported in the document “Public opinion in the EU in time of Corona Virus crisis” (leveraging on the positive element that the majority agrees that the EU should have more competences to deal with such crises).

In addition, in order to make the EU perceived as close to the needs of people and communities, to show how the Principle of Subsidiarity is substantiated, both with regard to the regional and local dimension (through the dissemination of projects carried out with the ESIF) but also and above all the added value brought by the interventions at EU level.

Finally, but no less important, the democratic participation, in order to build the Europe we want, must be highlighted, giving visibility to the EP’s initiatives and communication channels (such as together.eu, EP social, Citizens’ App). Participation and a sense of belonging are the key ingredients for building a more cohesive community and a fairer and more prosperous society.

All this contents will be communicated during the new edition of the Festival of Europe (FoE), a series of public events to be articulated over a week in spring 2022 in various spaces of the city: from squares to schools, from institutional venues to local clubs and associations. The festival gathers the participation of many supporters (and others have been added for the 2022 edition) and has a wide spectrum of collaborations proposing a flexible formula of a core programme enriched by multiple side events.

The FoE will be carried out in conjunction with other major initiatives taking place in the city of Florence, such as the State of the Union (SoU) organized by the EU and other events dedicated to citizens carried out by the EuropeDirect Firenze. The aim of all these initiatives is to highlight the European dimension of the festival and to increase the communicative and participatory firepower.

Through the FoE we want to make Florence a laboratory for the EU communication for the general public, by highlighting an exclusive and unique feature of Florence: its European dimension. Promoting knowledge of European policies at a time (the year 2022) in which the country will be

implementing projects financed by Recovery Plan funds, will give visibility to the benefits of European membership and strengthen the citizens' awareness of the importance of EU policies.

The FoE is joined in a choral way by many institutions and subjects of the territory (linked by a specific Protocol that is under renewal to include new members) that, in addition to enhancing their organizational skills and bringing resources and knowledge, ensure a great capacity of approach in relation to specific audiences:

- The City of Florence, the leader of the FoE project, being the institutional body closest to citizens, provides a wide range of services that make it the main reference for citizens' needs and requests, also thanks to the participation processes for the co-design of large city projects
- European University Institute - high-level involvement of politicians and representatives of the European Union and international academics
- Tuscany Region – programs and manages the EFIS regional fund and has a very large user base, ranging from companies to workers, from professionals to NEETs. It is the first Italian Region to have approved a specific law on participation (LRn. 69/2007 and LR n. 46/2013). Through its in-house provider Fondazione Sistema Toscana (FST) takes care of integrated digital communication: web, multimedia productions, social media.
- Metropolitan City of Florence – a territorial body that unites 42 municipalities and ensures a large area size. It managed participatory processes for large territorial strategies (e.g. PUMS) and communication campaigns to citizens through its in-house Florence Multimedia
- The National Institute of Educational Documentation and Educational Research (INDIRE) based in Florence - INDIRE is the National Agency managing the Erasmus+ Programme and therefore, in addition to involving schools, is a vehicle for communicating opportunities for young people and students
- University of Florence – hosting the European Documentation Centre (EDC) whose aim is to raise awareness of EU policies and issues in academics, making available to teachers and students the main sources of EU information
- Fondazione Cassa di Risparmio Firenze (FCR) - a non-profit bank Foundation that pursues social interest through a program of investments and projects in Florence and its Metropolitan Area, operates in various sectors (art, volunteering, science and technological research, education and training, environment) both through public calls for the Third Sector and direct projects
- The Florence Chamber of Commerce and Crafts (CCIAA) –

interacting with the constellation of SMEs in the metropolitan area, the beating heart of the production sector

The deployment of the energies of all these subjects, in addition to those that will be aggregated through a public call for the identification of side events, will allow to reach an extended and varied audience through a program of targeted events tailored for the different segments/targets (from kindergartens to elderly care, from young start uppers to non-profit associations, from researchers to tourists/visitors).

b) Description of the planned activities and deliverables:

Applicant should provide a detailed planning of offline and online activities (indicating the type of activity, physical location (if offline) or channel(s) (if online), the date or period, the description of each activity and the estimated number of people who will be reached both directly and indirectly). Applicants should explain how the planned activities and deliverables serve the objectives of the action and the synergy between them. Please underline any innovative approach.

The pandemic and the still ongoing emergency situation in Italy, the still uncertain data, the European and global pandemic situation still showing a negative growing trend, led us to the decision of postponing the 2021 Festival of Europe to 2022, and to organize a launch event in 2021 anticipating the 2022 edition.

Preview of the Festival of Europe 2022 to be held in 2021

In order to keep a constant focus on the festival and turn it into a true high level event, the 2022 Festival of Europe program will be launched during the next edition of the State of the Union (6-8 May 2021 <https://stateoftheunion.eu/see-you-in-2021/>), hosting a Preview Event in which the festival thematic, its main sections and the symbolic sites that are going to be used will be announced. The launch event, scheduled to take place live at Florence City Hall, Palazzo Vecchio, the citizens' house, being the legal headquarters of the Municipality, will be illustrated by the Promoting Committee (maximum capacity 400 people, reduced to 270 in case of restrictions). In case the event could not be hosted on site, it will still take place online, with a direct streaming broadcasted on the Municipality and EUI channels as well as the Europe Direct Firenze (estimated 150/200 users). Launching the Festival of Europe during the State of the Union, does not only reflects the historic choice that has united the two events since 2011, but also offers the opportunity to represent Europe in all its nuances, that of SOU, designed for an international audience, sometimes connected online, and in particular for politicians, officials, businessmen, journalists and academics, and that of all the people the festival events will be addressing, with a wider audience on a local basis and a generative approach that aims at not leaving anyone behind.

Festival of Europe 2022

It is going to be a great edition, taking into account the need to acknowledge how Next Generation EU has entered our daily lives, giving the opportunity to be able, in 2022, to talk about the current experience and, starting from there, relaunch the EU, the European Parliament and its democratic values and support the democratic commitment among citizens, real protagonists of cities and Europe.

Online and offline initiatives will be scheduled, being currently the evolution of the pandemic unpredictable, but it is a fact that, due to the lockdowns, an increasing habit toward the use of technologies has become part of our lives. For this reason the event will be accompanied by a platform web site that, in addition to inform about the program, will allow a direct interaction with the citizens and the possible screening of the participants' feelings thanks to the sentiment analysis through the main social channels (i.e. facebook, twitter) allowing us to evaluate in real time the sentiment related to the Festival and the interest in the topics on which to focus the actions later on.

An essential synergy is achieved thanks to the contemporaneity between SoU, organized by the EUI, and FoE, organized by the Promoting Committee including the main stakeholders of the territory and led by the City of Florence. For the 2022 edition, both events will be part of a common program to be held in springtime to also ensure the best fruition of open public spaces.

SoU is now a stable tool for studies and reflections on the European policies. Its ten editions (the 2020 one was held online) has seen Commissioners, Ministers, Presidents of the Republic, Heads of Government, MEPs, journalists, academic businessmen and students parading in the Salone dei 500 and getting involved in debates at various levels on the current time and on future of the Union; but Europe is also made by its citizens, those who live, work or study there, and who must become more and more protagonist of Europe. The aim of the Festival is precisely this: to bring Europe and its values into the lives of the citizens, as a large family in which everyone helps and supports each other, also discussing how to improve everybody's existence and the best choices to be taken. Therefore we should encourage an active participation in the European policies, as you do in your own family, and make our opinion heard: recently we voted for a new European Parliament, now it's the time to see how much Europe is present in our city. We have to meet, debate and act to help shaping the Europe we need, the Europe we want, giving suggestions, inputs and become part of a growing community such as together.eu or through the portal/website of the Festival of Europe.

The FoE 2022 programme will be divided into two sections:

- a large, week-long free public events section (Core Programme), organized by the Promoting Committee, with free access as a reflection place on Europe, its future and citizenship, with initiatives deepening on political, economic, social, thematic, with the presence of charismatic and significant guests
- a set of initiatives, (Side Events), organized by the territorial associations, such as cultural initiatives, artistic performances, moments of confrontation and entertainment, bar camps, etc. All the events will be linked to the European community values

The Festival will be linked to the European Day, a symbolic element of the entire event. Both sections will provide live initiatives, that can eventually become virtual if needed, to proceed in different forms of participation thanks to the available web site platform that are accessible (for free) for all those who want to register.

The core Programme's main offline activities will be:

- A press conference for the presentation of the programme to the media (journalists of the main local and national newspapers, radio and TV) – expected 20 media press agencies
- A great inaugural event to be held in Palazzo Vecchio (the City House) with the participation of the Liason Office of the EP and in the presence of high-level political personalities (it is planned to invite the President of the European Parliament, David Sassoli, or alternatively an Italian Member of the European Parliament) - expected 400 people (270 if under restriction for health measures)
- State of the Union, the highlevel event organised by the EUI – expected 1200 people (in presence) for the 3-day conference (700 if under restriction for health measures)
- 2 events focused on the history of the EU and its values to take place at the Historical Archives of the European Union aiming at giving visibility to the European build up process at Villa Salviati (exhibition expected 200 people; open day expected 2000 people – none if under restriction)
- The city of Europe (EU Agorà): an open stand in one of the main city squares (e.g. Piazza della Repubblica) hosting a permanent infopoint for the whole duration of the FoE, showcasing Europe and providing information in pills on meetings and debates, allowing discussion, knowledge and the active participation of those who want to be involved. At the same time, ensuring the accessibility of information to the visitors of the stand that will also provide a shared space for the dissemination of information on the Erasmus+ Programme, managed by INDIRE, as well as a corner showing the actions and interventions that have been carried out thanks to the European funds, and in particular the description of the Next Generation EU initiatives

through a story telling (#euinmycity) and a listening space for SMEs, ONGs and associations for collecting ideas for new projects/collaborations – expected 350 people/day (active interaction) plus 150 people/day (occasional/curious visitors)

- The Blue Night, with a hub hosted at Le Murate, venue of the Europe Direct Firenze, an example of multifunctional urban regeneration and mixed use area (revitalized thanks also to European funds) as part of its 2022 Action Plan (no fund is requested in the present project since already planned and co-financed in the Europe Direct Firenze annual activity) – expected 350 people (100 if under restriction)
- 4 meetings with both university lecturers and students, organized by the University of Florence at the Novoli University Hub (for lectures) and at Florentine secondary schools (for students). The meetings will be carried out by the same students of the University of Florence, who are going to explain the European institutions, their functioning and the EU policies – expected 30 people/meeting
- 2 conferences (one on the history of Europe possibly held by Pr. Alessandro Barbero – tbc and one on European policies) – expected 250 people/conference (180 if under restrictions)
- Infoday/workshop for SMEs organised at the Chamber of Commerce headquarters, to raise awareness of EU funding opportunities for companies, aid for SMEs and new lines of action for business development – expected 250 people (150 if under restrictions)

The Side Events detailed programme will be defined together with local stakeholders during 2021, through a Public Call for proposals to ensure maximum participation and transparency. Examples of events to be selected:

- Movies on Europe/of European film makers
- Theater/dance/art performance (i.e. Fabbrica Europa – tbc)
- Live music and jam session (i.e. Orchestra Giovanile Europea – tbc)
- Art and cultural exhibitions/street art performance
- Virtual/digital interactive session/event (i.e. Wiki Marathon)
- Meeting/debate on EU topics

This programme includes events dedicated to citizens, also reflecting and focusing on the EU priorities, that will take place on the occasion of the Day of Europe organized by Europe Direct Firenze (no fund is requested in the present project since already planned and co-financed in the Europe Direct Firenze annual activity)

The FoE will be an opportunity to learn and disseminate the values of the EU and the opportunities for exchanges and growth but also an opportunity to share the idea of a social and inclusive Europe, promoting peace, its fundamental values and the well-being of the European citizens through

cultural events addressing to the main challenges and commitments of the EU (such as the green deal, an ambitious EU goal with a long-term budget aiming at rebooting the economy and creating a green, digital and resilient Europe after Covid-19; climate change or plastic pollution on which a special plan has been approved by the City of Florence) not forgetting the origins of unity: justice and fairness.

Such a varied programme allows the attraction of citizens normally not interested in these subjects and will ensure everyone the opportunity to find his own piece of Europe: to achieve this goal it is of paramount importance to guarantee the accessibility to the information. For this reason, the sites will be selected in order to ensure the best and most immediate usability and provide an easy access. Access should be guaranteed also to those categories considered more fragile or those with more difficulties, the so-called minor communities, creating dedicated attractions. In this frame we are planning activities such as: a promotional campaign, studied in various forms to make sure that everyone is given the opportunity to be part of it; strengthening the website with a system of inter-relationship, in real time, allowing to listen to the often silent voices and give voice to those silences that often characterize local minorities and receive feedbacks about the organization of the event what could eventually lead to the revision of the approach in some sections.

c) Methodology to be followed

Applicants should explain the methodology they will follow in order to meet the general and specific objectives of the action described above. In particular, applicants should provide details on the distribution of the deliverables; the sustainability of the action once completed; the proposed evaluation methods and indicators; and the visibility of EU funding during the action.

In order to reach the majority of citizens and therefore the main local stakeholders representing the interests of the community, and thus be able to respond to the primary need to ensure that Europe is felt as a common house, the 2022 Festival of Europe provides, for its best organization, a large Promoting Committee, whose tasks will be detailed in the Protocol agreement signed by the promoters.

The Promoting Committee is formed by the City of Florence, Tuscany Region, Metropolitan City of Florence, University of Florence, European University Institute, INDIRE, Florence Chamber of Commerce and Fondazione Cassa di Risparmio Firenze.

The Committee performs the following tasks:

- defining the political and cultural aims and contents of the event;
- developing the framework for the Communication Plan

- defining the framework of the fund-raising strategy;
- defining the Festival programme both by proposing/organizing initiatives of the core programme and evaluating the quality value and the coherence of the side events;
- periodically monitoring the progresses of the organization (in particular checking the budget management balances, the adequacy of the communication strategy and tools, the engagements of territorial actors, ...);
- Evaluating the event outcome in terms of quality of the Programme, sustainability, engagement, satisfaction of participants

The Committee is therefore a political and administrative director's box, stimulating the preparation and implementation of the project but also monitoring its operation and results.

As in the past, the Promoting Committee will interact with the representatives of the EU institutions in Italy: the Commission Delegation in Rome and the Office of the European Parliament, which will be invited to participate in the preparatory work and maintain the relations with Brussels.

The operational methodology also includes the formation of working groups (WG) that, under the supervision of the Promoting Committee, work as antennas and follow the individual areas of activity of the Festival.

A specific WG will be dedicated to the stable monitoring of the onsite feedbacks and the sentiment analysis of the organized events and the perception of the delivered message.

Another WG will be dedicated to the Festival social activities, an additional effective way to communicate in an increasingly widespread perspective of "Social Media Marketing", which allows to reach an increasingly large audience of users and also involve those groups that are normally silent/absent in offline initiatives but instead are very active online, often because of physical or social difficulties in participating.

This integrated marketing and communication strategy allows the consolidation of a plan with media and influencers, also at local level, and makes available the common and already active tools offered by in the administration and by the other members of the Promoting Committee (the Municipality has many active social services that are particularly appreciated such as: 1.051.107 website users, 85.364 like on facebook, 46.000 follower on Instagram, 99.499 follower on twitter) thus ensuring, even in the case the edition should become mainly online because of restrictions, that the engagement campaign on the network would still be effective and that the European system and its values can still be disseminated.

As one of the first action, the Communication Plan will be defined, with the aim of identifying in detail the strategic campaigns and to give

visibility/recognition to the event, while highlighting the connection with the EP initiatives.

The framework of the Plan will be defined by the Promoting Committee, with the support of the communication experts of each member under the coordination of the City of Florence (which already has within the Mayor's Office a dedicated communication project team).

This integrated strategy leveraging on synergy of the existing structures allows to strengthen the awareness of EU in my city also by organizing both offline and online spaces for an open and democratic discussion, in which all citizens will be able to express their thoughts and suggestions on the construction of the Europe of the future. These tools, in a network logic, will also refer to the active European tools, such as the together.eu platform and all the communication channels of the organizers, thus reinforcing the visibility of EU grant – we're applying for. Another instrument to make people conscious of the EU funding will be guaranteed by checking the EU acknowledge support grant to the project by inserting a specific question in the satisfaction surveys distributed during the events/meeting/initiatives (also on line)

Moreover, it is going to be designed in order to reach all categories and stakeholders: a section, on the Festival portal, will be dedicated to accessibility, to guarantee the maximum and best participation. As the city of Florence is an open, European and international city, the program will also be available in different languages, so that temporary residents (such as students or workers) can attend the Festival or at least those parts where language is not a barrier (such as exhibitions, concerts, shows, ..) and give anybody the opportunity to feel part of the European House and share the values of justice, fairness and equal opportunity access that are at the heart of the European community.

The project wants to have a significant impact on the territory that the reason is because we want to invest in a massive information and communication strategy to achieve a huge and diversified audience. To do so, a sustainable management plan is necessary to guarantee the principle of the free access to all. The members of the Protocol agreement are committed to financially support the FoE, also through their possible associates, but it is also needed a Fund-Raising campaign, that will be launched during the SoU 2021 edition through the FoE 2022 preview event. The aim is to identify the main sponsors, according to the kind of message about Europe that will be delivered, on the base of their characteristics, related and aligned to the European priorities and values (in the indicative number of 2/3 sponsors) by the summer of 2021 and then proceed with a sponsorship (also technical or mixed) by the following autumn.

For the evaluation of the impact of the initiative, both in terms of participation and appreciation, specific ratings will be identified, which can be detected through unique access, registrations, satisfaction and liking surveys, registrations and feedbacks. Always in compliance with the GDPR privacy and data usage regulations, a possible visual survey (via drones, for example) could also be used for any video or for the communication of real time initiatives (e.g. the European Agora/stands/infopoints) or the anonymous aggregated counting of the presences thanks to the network of sensors spread around the city which is owned by the public administration (used for the analysis of flows).

The number of participants in the individual off-line events will be detected by each organizer at the entrance, to check the actual presence being the previous registration (online) that will be mandatory for the access to locations with limited capacity.

For online events, a registration system will be adopted and the participation via streaming will be guaranteed, while the interactive users' feed backs will be accounted.

Due to the complexity of the event and its large scale, a Risk Management Plan is also planned for its best management and programming (see section F)

d) Implementation of the action via subcontractors and/or affiliated entities

Applicants should explain which part of the action will be subcontracted (list of main activities to be carried out) as well as which activities will be undertaken by affiliated entities (if applicable). If known, name of subcontractors as well as affiliated entities should be provided otherwise their costs would not be eligible for funding.

After the definition of the framework of the communication strategy close to the draft programme, the activities implementation will be deployed following 4 steps:

1. Subcontracting of the services company for event organization and fund-raising campaign management: the administrative iter for the selection of the company will follow the usual purchasing practices according to the national legislative rule. The subject should have proved experience in the management of the high level events and fund-rasing
2. Organization of the Preview Event: the event will take place in the City Hall during the SoU; it is expected to subcontract the audio-video service to permit also the streaming of the event together with an ad hoc communication campaign to launch the event in 2022 and start the fund-raising campaign (may 2021)
3. Communication campaign: see below
4. Technical service and customed stand set-up and dis-setup service: all the festival locations will be equipped to guarantee the security and the set up (screen,

microphones, ...) together with the streaming session when needed; the EU Agorà will be set up with a customised stand (including the location of all the corners/shared spaces with the logos and according to the EU grant communication rules to guarantee a proper visibility)

Communication campaign

The Plan, as specified in session C, will be implemented by 3 subcontractors:

- Fondazione Sistema Toscana (a non-profit subsidiary foundation of the Tuscany Region, member of the Promoting Committee, to promote the territory of Tuscany through integrated multidata tools), which is an expert in the realization of projects and initiatives in the field of web 2.0 and in digital communication, territorial marketing, online tourism promotion, planning of complex events, which will also be in charge of the website dedicated to the Festival and that will coordinate social activities. The Fondazione will be in charge of the web site and coordination communication campaign, including the social media marketing and management and the specific functionality of the platform web site (interactive) – direct assignment
- Florence Multimedia, in house company of the Metropolitan City of Florence (member of the Promoting Committee) dealing with video production, press and cross-media communication, and organization of events related to the public administration. The Florence Multimedia will be in charge of communication campaigns to citizens (video production, press and cross-media communication, real-time communication activity) – direct assignment
- specific vehicles of communication campaign (radio spot, poster, ..) will be selected accompanying the Festival (before, during and after as wrap up report event)

No cost is foreseen for the venues since public spaces will be made available for free (as part of the in-kind contribution)

The coordination of the whole Festival will be in charge of the Promoting Committee as said in the previous sections together with the monitoring system.

e) Expected reach of the action

Applicants should provide details on the expected reach of the action and a communication plan including a media strategy (owned, paid and earned media).

Applicants should specify the related indicators from Annex II to assess the action's expected results in terms of reach.

The communication plan of the Festival will be based on several media tools:

- dedicated website
- website of all members of the Promoting Committee (linked to the FoE website)
- Europe Direct Firenze website (linked to the FoE website)
- social media: facebook, instagram, twitter, ... will be launched for the FoE and disseminated through the dedicated WG. The messages / posts / stories / photos / videos will be relaunched by the social channels of the members of the Promoting Committee and of the Europe Direct Firenze in order to create a network of promoters to reach all potential users in a widespread effect.

The indicators reported in annex 2 have been calculated on the basis of 2019 FoE report (see data below) taking into account the possibility that some events may be canceled or

moved online due to health restriction measures.

We expect to realize 8 webpage on FoE, 3 main sections, 35 offline events during 7 days (at least 5 info/post/foto each plus relaunch of members/interested people)

The Communication Plan, as already said in the previous sections, includes the use of the main social media systems, guaranteeing interactivity during online events, combined with a communication campaign aimed at the use of different vehicles such as radio spots, posters, videos,.... to catch the interest of the largest audience.

Report FoE – 2019

Report sito web Festival d'Europa www.festivaldeuropa.eu

Attività anno 2019

9988 pagine web visitate

4490 sessioni (attività di interazione con collegamenti ipertestuali)

Attività aprile-maggio

Pubblicazioni

10 articoli pubblicati (si ricorda che per l'edizione 2019 è stato utilizzato il sito <https://stateoftheunion.eui.eu/events-fde/> per i contenuti del programma)

Visite

42 visite al giorno sul sito

Engagement rate

1 minuto e 36 secondi: durata media sessione:

Fonte di raccolta dati

Google analytics

Report Facebook

Numeri generali

9820 "Mi piace"

10.227 followers

Attività aprile-maggio 2019

Pubblicazioni

70 numero di post pubblicati

Visite

1.742 visualizzazioni della pagina del profilo ufficiale

94.957 persone raggiunte (si ricorda che per l'edizione 2019 è stato utilizzato un budget di 500 euro per ADV)

13.086 interazioni

Fonte di raccolta dati

Insights di Facebook

Report Twitter

Numeri generali

523 follower

Attività aprile-maggio 2019

Pubblicazioni

95 numero di Tweet

Visite e interazioni

36.148 Visualizzazioni Tweet

1.780 Visite al profilo:

124 Menzioni:
 51 Nuovi follower:
 Durante i due mesi di attività le visite al profilo Twitter del Festival d'Europa sono cresciute del 1.209,3%, le menzioni del 2.360% e i follower del 54%
 Fonte di raccolta dati
 Insights di Twitter

f) Arrangements for monitoring/supervision of the operation and any risks involved in its implementation:

Applicants should explain how the action will be supervised. They should refer to risks involved in its implementation, how they might affect the objectives and outcomes of the action and how they could be mitigated.

For the Risk Management Plan see the table below

Description of risk	Potential likelihood (low/medium/high)	Potential Impact (low/medium/high)	Proposed Risk -mitigation measures
A member of the Promoting Committee leaves the project, or loss of key personnel.	Low	Low	The rest of Promoting Committee will assume the partner objectives and responsibilities. In case that it is not possible, the Promoting Committee will slightly modify the Programme of events to rearrange it on the new availabilities. Ensure several key persons with similar skills in the partner organisations.
The activities of a member of the Promoting Committee are not aligned and do not meet project objectives.	Low	Low	Over the years, various editions of the FoE have been realized and there is a well proven organizational team. Promoting Committee meetings will be held to ensure coordination and a coherent implementation. If a disagreement appears the Promoting Committee will gather for conflict resolution, a first warning will be issued to the member and Promoting Committee will define possible measures to be taken
Citizens engagement is not properly achieved	Low	High	<ul style="list-style-type: none"> > The first edition of the Festival of Europe (FoE) was held in 2011 and it has now its own recognized brand. > Different City Departments with experience in the improvement of the citizens' participation will be involved a devoted Team will be set up to spread communication through social media, thus reaching a wide range of citizens. > H4Cover widely the potential options for stakeholder involvement and monitor carefully motivation levels to avoid discouragement and/or negative behaviours through the sentiment analysis.
Participation strategy do not trigger attractive tools for the users	Medium	High	The suitability of the generated interactive tools will be previously checked and revised as the project goes on.

Disagreements with contractors	Low	Medium	> Coherent agreements - Clear procedures regarding activities' implementation > Coherence between specifications for technologies and the solutions that are Implemented. > Change of service provider as last option.
Financial feasibility is not reached due to unpredictable events, partners difficulties in co-financing, fund raising campaign below expectations	Medium	Medium	The Promoting Committee will verify the willingness of the partners to engage more (eg. personnel and in kind contribution). The Programme of events may be slightly modified to rearrange it on the basis of the resources available
Health emergency	Medium	Medium	The Covid experience has taught us to work remotely and to better use IT tools. Many physical events have been made online and we now have a consolidated experience to shift the initiatives on line thanks to new technologies
Call for Side Events: proposals below expectations	Low	Low	The side events program in previous years was populated by high quality initiatives. The third sector in Tuscany is very dynamic, with the active presence of many socio-cultural-free time associations, with which there is now a long tradition of co-organization

6. USE OF OTHER EP RESOURCES

Applicants should select the relevant option.

To implement the action do you envisage to:

a) request the use of the EP's audiovisual facilities?

No

b) invite Members of the EP?

Yes

c) apply for reimbursement of costs under the EP programme for the invitation to journalists?

No

d) request the support of the EP Liaison Office in the Member State(s)?

Yes

e) request the use of EP's premises for the venue of activities?

No