

# Young multipliers to stimulate debate on the future of Europe

## General description:

We are seeking a group of some 200 creative and motivated young<sup>1</sup> multipliers with established credibility to support the debate on the future of Europe. In concrete terms, the proposed group will engage citizens in debating the future of Europe and promoting the added value of the EU.

## What do we expect from you?

We would like to ask your help in identifying multipliers in your region who can reach out to audiences in an effective way. The profile and the personal commitment of each multiplier should guarantee that full political neutrality is displayed in all activities with particular regard to those activities performed in the run up to the European elections.

It is important to note that this is not a call for expression of interest. We would simply need you to identify people you have at hand who match the below profile and are willing to take the below responsibilities.

## Profile<sup>2</sup>:

1. Good visibility on social media, preferably via a business page/fan page;
2. Ability to run own events (e.g. at schools, EDIC premises, etc.) and on-line campaigns on the future of Europe;
3. Enjoy bringing people together, including by speaking in public;
4. Willingness to speak at EDIC-organised events;
5. Ability to engage/interact with an audience and to cope with criticism;
6. Good working knowledge of English;
7. Willingness to attend relevant trainings given by EDICs, Representations, European Parliament and European Parliament Liaison Offices, as the case may be.

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<sup>1</sup> While **young** multipliers for the purposes of this exercise will be people in their young adulthood (18 to 40), some prominent members in middle adulthood (above 40) could also be taken into account.

<sup>2</sup> Some individuals may be active social media users while others may be good event organisers and speakers.

## Activities:

- Engage with their audiences on the future of Europe via events (e.g. at schools, EDIC premises, etc.) and on-line campaigns;
- Stay in touch with the local EDICs and provide them with support whenever feasible;
- Use and disseminate communication material from the European Commission and the European Parliament;
- Refer to EDICs and other EU information and assistance networks, where appropriate;
- Measure the impact and results of their activity upon request (see attachment 3).

## Commitment:

- 1.5-day meeting in Brussels<sup>3</sup>. The European Commission will explain the project mission and together with the European Parliament will equip the group with the knowledge and latest tools necessary to involve citizens in an informed debate. In addition, the group will share their own experience and vision on how to communicate Europe.

## Recognition for the proposed group:

- The opportunity to attend specialised skills- and knowledge training given by the European Commission and the European Parliament;
- Great experience for their CV and the provision of a reference or certificate upon request.

## The procedure:

- EDICs will send attachments 1 and 2 to the people identified as potential multipliers for them to complete and send back;
- EDICs will send the completed attachments to the Representation in their country by **4 December 2018**;
- The Representations will make a final assessment and will send the attachments to C.3 by **11 December 2018** while informing EDICs about the final choice;
- C.3 via its contractor will invite the proposed group to the 2019 training;
- The multipliers will submit an activity report in English to the Representation in their country before the end of 2019. Details will follow during the February training. The Representations will forward the reports to C.3.

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<sup>3</sup> Travel, accommodation and catering will be provided by the European Commission free of charge. The meeting will start on Monday 18 February 2019 at 9.00 CET and will finish on Tuesday 19 February 2019 at 13.00 CET.