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Europe
for Citizens





Re-Plan-Years 2014 - 2020

Active Ageing European Booklet

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Realised by CESIE
Centro Studi ed Iniziative Europeo
European Cooperation Department
Office: Via Roma n.94 – 90133 Palermo, Italy
Tel: +39 091 646 42 24
www.cesie.org

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 facebook.com/replayreplan
www.replay-project.eu

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Introduction

Ageing is one of the greatest social and economic challenges of the 21st century for European societies. It will affect all EU countries and many policy areas.

By 2025 more than 20% of Europeans will be 65 or over, with a particularly rapid increase in numbers of over-80s¹.

Europe can potentially be a global leader in providing innovative responses. As active and healthy ageing is a challenge shared by all European countries, it offers to Europe an opportunity to establish itself as a global leader capable of providing innovative responses to this challenge.

The European Union has recognised the importance of ageing issue, promoting different measures in the policy field².

The designation of 2012 as the European Year for Active Ageing and Solidarity between Generations³ represents one the major steps about the recognition of the importance to promote an age-friendly Europe. It represented the perfect occasion to foster reflection about the fact that, while a great amount of opportunities are available to senior citizens and organisations through EU-funded programmes and initiatives, many of them are unaware of the various possibilities or uncertain about where to find information about them.

The 2013 EU Year of Citizens⁴ represents now the perfect framework to further foster this process.

¹ http://ec.europa.eu/health/ageing/policy/index_en.htm.

² For a comprehensive overview of the policy measures and initiatives set up by the EU, «Active ageing and solidarity between generations, a statistical portrait of the European Union», 2012, pp. 9-12, available at http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-EP-11-001/EN/KS-EP-11-001-EN.PDF.

³ Decision No 940/2011/EU, available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32011D0940:EN:NOT>.

⁴ Decision No 1093/2012/EU, available at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D1093:EN:NOT>

The project

The idea of RePlaY project⁵ was born by combining the priorities fixed through 2012 and 2013 EU years that worked on different and interrelated issues:

- the promotion of active ageing and intergenerational dialogue by strengthening of the role of senior citizens in the EU;
- the sharing of expertise, experiences and best practices related to active ageing and intergenerational dialogue among experienced organisations working in the EU cooperation field;
- the reinforcement of the capacity building of organisations without experience in EU funded projects, working at local level on active ageing and intergenerational dialogue;
- the introduction of Europe for Citizens programme 2014-2020 as funded opportunity to develop new European projects to promote inclusion and participation of senior citizens in the society.

Is this booklet for me?

This booklet is the result of the collaboration of the 11 project's partners that, in May 2013, met in Palermo (Italy) during the RePlaY InfoShare. They exchanged good practices related to active ageing and intergenerational dialogue both run by their organisations and/or that they knew and considered worth to share. At the same time, partners debated about guidelines and tips to provide guidance and ideas for associations and institutions that work with elderly. Finally, they analysed the proposal for the new Europe for Citizens programme 2014 – 2020.

⁵ *Re-Plan-Years 2014-2020, Europe for Citizens Programme, Action 1, Measure 2.2, <http://www.replay-project.eu/>*

As a result, this booklet aims at:

- sharing the expertise and knowledge of RePlaY consortium in the field of active citizenship, active ageing and intergenerational dialogue by collecting some good practices in the field;
- introducing the Europe for Citizens programme 2014 – 2020 as one of the programmes to which apply to develop projects promoting the involvement of European citizens;
- giving some tips and advices to organisations which would like to develop EU cooperation projects.

So, if you:

- are interested in promoting active ageing, intergenerational dialogue and inclusion of elderly people in the society;
- would like to develop European projects promoting active citizenship but you don't know how to start;
- are looking for new ideas and suggestions to work with elderly people and/or strengthening intergenerational dialogue;
- would like to know about one of the most appropriate and easier programmes to promote active citizenship:

Let's start to read!
This booklet is just for you!



About the topic

What does active ageing mean?

«Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age»⁶.

Active ageing aims to promote the idea of the older citizen as a full members of society, fulfilled from both professional and personal points of view, playing an active role and as independent as possible.

The EU seeks to foster this potential in the following areas⁷:

Employment Older citizens are particularly vulnerable to recent events related to the economic crisis. This, coupled with the general rise in life expectancy leading to later pension ages, means that many fear unemployment in the years leading up to retirement.

Participation in society Retirement can be a difficult period for many older people, leading to feelings of uselessness and detachment from society. The EU wishes to ensure the recognition of older people's contributions, either in terms of career or volunteering, at the same time creating more supportive conditions for their activities.

Independent living Older citizens, with few small changes to their physical and emotional environment, can often remain independent for a relatively long time. Active ageing allows people to take charge of their own lives and grow older with dignity.

⁶ Definition of the World Health Organisation, available at http://www.who.int/ageing/active_ageing/en/

⁷ For further information: http://bookshop.europa.eu/is-bin/INTERSHOP.enfinity/WFS/EU-Bookshop-Site/en_GB/-/EUR/ViewPublication-Start?PublicationKey=KE3212224.

Solidarity between generations In contemporary European society there appear to be few occasions for young and old people to meet and exchange ideas, knowledge and resources, which could contribute to increase social cohesion. Intergenerational solidarity was made a priority by the Treaty of Lisbon⁸, to be promoted through various channels such as the media, academia and civil society.

The role of the different stakeholders committed at local level for the promotion of active citizenship of senior citizens is of crucial importance for the development of age-friendly societies and Europe.

Guidance and supporting are always welcome to help these local actors to turn ideas into concrete actions.

⁸ Article 3.3 mentions solidarity between generations as one of the key goals of the European Union towards promoting the well-being of European citizens: «It (the Union) shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child».

Good practices

In this section, you will find some good practices that could be used as inputs to develop projects to promote active ageing and intergenerational dialogue.

«A good practice is an exemplary project which has positively influenced system and practices throughout its activities and results, and which is worth transferring and exploiting in different contexts and environments by new users or entities»⁹.

There are many reasons why to use good practices is an excellent idea, especially within a European context. These help to achieve goals more quickly and more effectively, give staff a framework on which to base their activities and facilitate the sharing of methodologies and positive results between partners at a European and international level. Potential improvements through using good practices can be anything between small progressive steps to dramatic breakthroughs.

The Replay project sees the promotion of best practices as one of the ways to raise the quality of work with older citizens and empower organisations across Europe, therefore contributing to awareness about these issues and fostering European cooperation in the field.

The following practices have been selected by the RePlaY partnership because of considered as particularly interesting in order to enhance cooperation in the field of active ageing and intergenerational dialogue.

⁹ EAC Glossary of terms.

Before starting to read, some things are worth keeping in mind when considering good practices for use:

- Does the practice make sense in the given context? Is it adaptable to local realities?
- Does it suit the specific goals of your project, rather than just fit in with general issues?
- Does your organisation have the requisite resources?
- Does the practice fit the philosophy and general structure of your organisation?
- Is it cost-effective?

Don't underestimate any of these aspects!

A good practice doesn't automatically work!

<i>Title</i>	Door to Store
<i>Location/ Geographic coverage</i>	Borough of Dacorum within Hertfordshire (UK)
<i>Partners</i>	Hertfordshire County Council
<i>Summary</i>	<p>Due to insufficient public transport and isolation of elderly residents in the rural areas of Dacorum there is a need to support individuals in accessing public and private services and buildings. Door to Store is a shopping service for older people and people with a physical disability or sensory impairment who have difficulties in using public transport to go shopping. Using an accessible minibus the service will pick people up from their home and take them to their local supermarket. Volunteer helpers will support individuals with their shopping and bags. The service enables individuals to remain independent in their own homes as well as an opportunity for a trip out, meet new friends and enjoy a drink and snack in the supermarket café. Information on healthy eating and suggested recipe for cooking for one are also provided. The cost is £4 per person for the return journey.</p>
<i>Target groups</i>	Elderly residents and those with a physical disability or sensory impairment.

Methodological approach

Initial research into the transport needs of individuals was undertaken using face to face, telephone and questionnaires. Where a potential need had been identified within a rural village a more detailed research was implemented contacting community groups and individuals asking them to feed into the design of the service. From this feedback the service was designed to meet the user's needs and requirements in terms of day of week, time of day and supermarket to be used. A pilot service was then implemented and evaluated after 6 months to review the format.

Impact and innovation

The community transport service is valued as a life line by users. Without it many individuals will continue to feel isolated and unable to access public places or services. As a result of the service individuals are able to remain independent in their own homes for longer, their health and mental wellbeing is improved due to an increase in social interaction with others. In addition there is a positive impact upon the volunteers who deliver the services as in reality they tend to be seniors as they have more available time to give. By volunteering these individuals are staying physically active and healthy and taking an active part in their communities.

Lessons learned

The design of the service needs to meet the needs of the users. Therefore time and energy needs to be invested in the initial research phase. The more stakeholders involved in the feedback and design the better.

It is essential that sufficient volunteers are recruited to drive the minibus and help users with their shopping and carrying bags on the trip.

The service needs to be published and promoted on an on-going basis through a variety of channels including public buildings, village publications and word of mouth.

*Contact
person/
related web site*

Deborah Fogden

www.communityactiondacorum.org.uk

Title	ASLECT – Active Seniors Learn, Educate, Communicate and Transmit
Location/ Geographic coverage	6 European countries: Romania, Bulgaria, Italy, Turkey, Germany, Austria.
Partners	Centre of Professional Training in Culture (Romania); Integra Association (Bulgaria); Amicitie Srl (Italy); Eğitimve Gençlik Çalışmaları Enstitüsü Derneği (Turkey); ISIS – InstitutfürSozialeInfrastrukturGbR (Germany); INMAD – Internationales Institut für Managing Diversity (Austria).
Summary	<p>In times of globalisation and demographic change, it is necessary to focus on seniors' special abilities. On the basis of knowledge already pooled in other European projects, ASLECT aimed at creating conditions which should favour active seniors' comprehensive integration into cultural and social life as well as into the educational system. Cultural and educational organisations in particular must be trained in dealing with committed seniors. In ASLECT's view, seniors are both resources and beneficiaries of learning, while cultural organisations must strengthen their capacities to treat them as such, to support and to promote their integration as active citizens in the local communities. ASLECT identified</p>

15 examples of Good practices in Seniors' Involvement in Education and Cultural life, and produced training materials aimed to help cultural professionals to work with seniors to develop educational programmes with and for them.

Target groups

Senior people and organisations dedicated to them (public and private structures); professionals from cultural and educational organisations; researchers and decision-makers from the fields of education, culture and social services.

Methodological approach

The project focused on valorisation and exploitation of previous results of European cooperation. The Consortium searched for approaches that involve seniors as trainees in the traditional way, valorising seniors' experience, skills and competences in an active way, by giving them the role of the trainer/expert.

The materials and learning experiences, pooled within the good practices collection stage, were used for the training of cultural and educational professionals and seniors over 50 years and were considered when making recommendations to decision-makers in the fields of culture, education and social services.

*Impact and
innovation*

The project publications provide practical ideas on how to develop activities involving seniors, to ensure the transfer of skills and knowledge, to create adequate learning environments for seniors and to create opportunities for seniors to share their knowledge and experience with younger generations.

Lessons learned

Seniors are both excellent learners and teachers. We have to create opportunities for a better participation of seniors in education and culture.

Deliverable

Publication “Towards a better participation of seniors in education and culture”

*Related
web site*

www.aslect.eu

Title	SECOT - "Senior Volunteer Business Assessment"
Location/ Geographic coverage	Barcelona (Spain)
Partners	Labour Department of Autonomous Government of Catalonia.
Summary	<p>SECOT is a non-profit association declared of public utility in 1995, whose membership is composed by retired, pre-retired or active qualified professionals who unselfishly offer their expertise and knowledge of business management to young professionals.</p> <p>SECOT offers to former professionals and managers the possibility to continue being active, developing Senior Volunteer Business Consultancy tasks brought to completion according to a strict ethical code and confidentiality.</p> <p>At the same time, it addresses the needs of new entrepreneurs who want to take advantage from experienced staff but don't have economical resources for an assessment or consultancy provided by established and specialized Companies.</p> <p>In Catalonia there are more than 250 Seniors involved. Depending on the case and</p>



Target groups

Impact and innovation

Lessons learned

*Contact person/
related web site*

consultation received, they form working teams taking into account the particular needs of those coming to SECOT, in a way that we can provide highly qualified assessments.

New entrepreneurs who want to take advantage from experienced staff but don't have the economical resources to have the guidance from specialized companies.

In Catalonia, SECOT is backed up by more than 20 years existence with a yearly average of more than 420 assessment and consultancy requests.

Seniors' expertise is a source of wealth and helping them to feel still "useful" for the society that contributes to fight the sense of loneliness.

Through an advice to suit the needs of users the proposed objectives are achieved.

Ramon Brugada Baviera, Adjunt Direcció Comercial

www.secot.cat

Title	"Senior, piedalies!" / "Senior participate!"
Location/ Geographic coverage	Latvia
Partners	Pensioners' Association of Jelgava and Latvian Pensioners' Federation. Project is financed by European Social Fund.
Summary	<p>The aim of the project was to achieve active and qualitative pensioners' associations participation in decision making processes strengthening national and regional pensioners' organisations cooperation and capacity regards EU established principles of citizens participation. The main activities were seminars about pensioners' life quality in Latvia, social and health protection and social aid, training course "IT and Communication Skills for Qualitative Participation in Decision Making Process", exchanges including experiences in Parliament and Cabinet of Ministers of Latvia and journey to Poland and panels. The result of the project is the handbook "Know your rights". Project activities and results were presented in 4 regional seminars all over Latvia.</p>
Target groups	Seniors in Latvia

Methodological approach

Seminars, training course, exchange with experiences in Latvia and Poland, panels, handbook about seniors rights and dissemination seminars in different regions of Latvia.

Impact and innovation

The project included a wide range of activities for seniors and developed a first comprehensive handbook about seniors' rights. During the project, Initiatives for Seniors Social Economical Advocacy 2013 - 2017 were developed and applied to Parliament and Chancery of the President and also developed Cooperation Council for cooperation with Ministry of Welfare and Ministry of Health.

Lessons learned

Seniors can be active and take initiatives and protect their rights at state level.

Deliverables

Handbook " Know your rights"

Related web site

www.pensionari.lv

Title	ECIL – The Development of a European Certificate in Intergenerational Learning
Location/ Geographic coverage	Europe
Partners	Beth Johnson Foundation (UK), Slovenian Third Age University (Slovenia), Universidad de Granada (Spain), Encell – National centre for lifelong learning (The Netherlands) and Association Generations (Bulgaria).
Summary	<p>Piloting a collection of intergenerational life-long learning training approaches developed with a number of partners across Europe.</p> <p>The core set of training modules consists:</p> <ul style="list-style-type: none"> • Introduction to Intergenerational Practice • Bringing the Generations Together • Beginnings and Endings: evaluating intergenerational practice <p>Through this process the materials have been tested for wider European relevance. The work book was structured around learning activities and includes tasks or written exercises linked to learner’s professional practice to demonstrate the acquisition of improved competence and</p>

understanding in the delivery of intergenerational learning and programmes. The work book includes also on-line exercises that users can use to test their understanding of principles including case-studies and reference resources as learning tools, but also links to webinars and visual media resources to provide variety of learning material.

The pilot web platform hosts the workbook on line and also provides a chat room for both group discussion and sharing of ideas and private discussion between the learner and their tutor. Tutors were identified in the four pilot countries to provide on-line support and to review learner's assessment tasks. The on-line course was piloted with a minimum of 10 users in each of the 4 partner countries. Different delivery mechanisms were trialed and the materials redrafted into a distance learning package.

Target groups

- Education providers
- Younger people
- Older People
- Voluntary and community
- Family

Methodological approach

- Interactive learning and action research
- draft training programme and delivery

methodology in 4 countries through interactive pilots with potential end users;

- recruiting potential tutors to support the development of the training as a distance learning package;
- validating the training material through both internal and external evaluation and to produce a modified set of training materials for on-line testing.

There is a growing recognition of the need for intergenerational approaches to vocational learning that explore the skill sets, attitudes and competences of different cohorts of learners. However, there has been no systemic attempt to date to develop a structured, accredited approach to lifelong learning programmes, particularly for the professional delivering of these programmes.

This training course offers accessible and effective training as part of its approach to continual professional development leading to organisations, communities and infrastructures that are enabling people to be economically successful and positively ageing whatever their life-course context is.

Lessons learned

- How to integrate the intergenerational learning into the process of lifelong learning;
- How important is the qualification of elderly for their new tasks;
- How to foster the social participation of older people;
- How to help them to be prepared for their new tasks as aging work force.

Deliverables

- Workbook on intergenerational approaches to life-long learning;
- A sustainable web area and linked with pan-European Resource Library.

*Contact person/
related web site*

Simona Hristova - Managing Director
Association Generations
www.ecileu.eu

Title	ALCE - Appetite for Learning comes with Eating
Location/ Geographic coverage	5 european countries: Italy, UK, Austria, France, Lithuania.
Partners	CESIE (Italy), Merseyside Expanding Horizons (UK), Verein Multikulturell (Austria), Élan Interculturel (France) , Seniors Initiative Centre (Lithuania).
Summary	<p>ALCE's main challenges are:</p> <ul style="list-style-type: none"> • to encourage the transmission of intangible heritage related to food from old to new generations; • to encourage the cultural exchange of the local and migrant women who suffer of multiple discrimination and empower their cooking capacities; • to recognize their skills and competences through a learning period based on non-formal education methods. <p>The participants were involved in a workshop period where they exchanged their cultural knowledge and they improved their competences and skills.</p> <p>The main output of the project is a cook-book with all their traditional recipes, natural cures and fusion recipes</p>

(created mixing ingredients from different cultures). Moreover, they organised a cultural event related to food in each partner city.

Target groups

The first target group was composed by young migrant women from 18 to 40 years old and local women over 60. Both groups live disadvantaged economical and social conditions.

The second target group was represented by the trainers who trained the groups of women. The trainers empowered their professional abilities in dealing with people suffering of discrimination.

Methodological approach

The methodological approach was based on non formal education. The activities were improved for adult learners and focused mainly on intergenerational and intercultural communication.

The involvement of local hosting centres for migrants was fundamental because thanks to them, the project coordinators could get in touch with migrant women to be involved in the workshops.

Impact and innovation

Most participants of the group empowered their communication skills and cultural knowledge.

The innovative aspect consisted of gathering

women not only from different generations but also from different cultures. This combination enriched the exchange of different contexts that usually wouldn't meet and cooperate together.

Another innovative aspect focused on the trainers with the aim of improving their capacity in working with people of different generations and cultures.

Lessons learned

Considering the lack of knowledge about intangible heritage among new generations, this project gave the chance to young and older women to better understand their own traditions and to develop the capacity of transmitting them.

Deliverable

ALCE cookbook

http://www.appetiteforlearning.eu/download/alce_book/alce_book_en.pdf

Active learning Training Course Guideline

http://www.appetiteforlearning.eu/download/altc_guidelines_english.pdf

Contact person/ related web site

Maja Brkusanin - Project manager

maja.brkusanin@cesie.org

www.appetiteforlearning.eu

Additional remarks

Most of European governments see ageing population as the biggest issue to deal in the upcoming years. Particularly, as one of the factors that may threaten the financial stability of the State economy considering the increasing public expenditure needed to provide social care assistance and health services to the increasing number of elderly people.

The good practices showed in the previous pages aim to encourage seeing the issue of ageing population from a different point of view. A challenge, of course, but the key to positively deal with it is the involvement and the exploitation of what elderly people can still donate to the society.

Three final tips:

You don't have to reinvent the wheel! Have a look to what has been already carried out, first. The first step to success is to capitalise lessons learned from previous projects.

Look around you! Probably, there is an unknown "treasure" that only asks to be "exploited".

Work with elderly and not for elderly!



The new Europe for Citizens Programme

2014 – 2020¹⁰

I. Background

The new Europe for Citizens Programme 2014-2020 is the result of a long negotiation process and exchange between different stakeholders.

The mid-term evaluation¹¹ about the Europe for Citizens programme 2007-2013, carried out by the European Commission in 2010, offered the first opportunity to reflect about the strengths and weaknesses of the previous Programme. On one hand, it has to be pointed out an undoubtedly added value in terms of scale and scope of activities achieved by organisations supported by the Programme; on the other one, it highlighted deficiencies as far as the budget, the implementation and the dissemination of results are concerned.

In the meantime, a series of consultation meetings were organised to involve representatives of civil society organisations and other different stakeholders in the development of the new Programme¹².

¹⁰ The information included in this section is valid at the moment of writing (30.11.2013).

¹¹ The full evaluation report is available at http://ec.europa.eu/citizenship/pdf/ecorys-final_report_europe_for_citizens_en.pdf. In May 2013, the EU Commission, DG Communication, published the final report about the impact of Programme: «Measuring the impact of the Europe for Citizens programme» available at http://ec.europa.eu/citizenship/pdf/final_report_efc_may_2013_eurevalppmi.pdf.

¹² On 20 June 2010 a first stakeholder meeting took place in Brussels with the group members of the regular NGO consultation, the National contact point for European Citizenship (PECs), the Council for European Municipalities and Regions (CEMR) and the Town-Twinning Coordinators, and members of the Programme Committee.

The «Proposal for a Council Regulation establishing for the period 2014 – 2020 the programme “Europe for Citizens”» was formally adopted in December 2011¹³. The Commission’s proposal represented a continuation of the 2007 – 2013 Programme through a modified form.

In fact, the new Programme «shall consist of the following two strands:

- a. *“Remembrance and European citizenship”*
- b. *“Democratic engagement and civic participation”.*

The two strands shall be complemented by horizontal actions for analysis, dissemination and exploitation of project results (“Valorisation” actions) » (Art. 3, co. 1).

The implementation of the Programme is subjected to the adoption of annual work programmes by the Commission, while the role of the Education, Audiovisual and Culture Executive Agency (EACEA) as the main management body is confirmed (Art. 8). Finally the proposed global budget was EUR 229 million¹⁴.

On 27 October 2010 the Commission launched a public online consultation on the future of the programme, opened until 5 January 2011.

On 21 June 2011, a second consultation meeting was held in Brussels with 100 participants. See http://ec.europa.eu/citizenship/pdf/doc1301_en.pdf.

¹³*COM(2011) 884 finale. The official document is available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52011PC0884:EN:NOT>*

¹⁴*Several critiques have been made to the total amount of the budget as well as its distribution between the different strands, which seems unbalanced. To know more about the proposed budget distribution, refer to the report of the European Parliament, Directorate General for Internal Policies «Europe for Citizens (2014-2020)», pp.20-21, http://www.europarl.europa.eu/RegData/etudes/note/join/2012/495822/IPOL-CULT_NT%282012%29495822_EN.pdf.*

The EU Council basically agreed the Commission proposal¹⁵. Finally, the role of EU Parliament was limited to the choice of accepting or rejecting, but not amending the Council's position (consent procedure)¹⁶.

II. The structure of the new Programme

On October 31st of 2013, the Commission has adopted the Work programme, including the financing decision, for the implementation of the future Europe for Citizens programme 2014-2020 in 2014¹⁷.

The Programme pursues general and specific objectives.

General objectives aim at:

- *contributing to citizens' understanding of the Union, its history and diversity*
- *fostering European citizenship and to improve conditions for civic and democratic participation at Union level.*

Specific objectives aim at:

- *raising awareness of remembrance, common history and values and the Union's aim that is to promote peace, its values and the well-being of its people by stimulating debate, reflection and development of networks*
- *encouraging democratic and civic participation of citizens at Union level, by developing citizens' understanding of the Union policy making-process and promoting opportunities for societal and intercultural engagement and volunteering at Union level.*

¹⁵ See Council (9095/1/12) dated 4 May 2012, available at <http://register.consilium.europa.eu/pdf/en/12/st09/st09095-re01.en12.pdf>.

¹⁶ Article 352 of the Treaty of the Functioning of the European Union was declared the sole legal basis for the proposed Regulation of the new Europe for Citizens Programme.

¹⁷ COMMISSION IMPLEMENTING DECISION of 31.10.2013 concerning the adoption of the 2014 work programme and the financing for the

The Programme foresees both action and operative grants¹⁸. For the purpose of that publication, only action grants will be analysed.

To be eligible for an action grant, applicants and partners organisation have to:

- *be either public bodies or non-profit organisations with legal personality;*
- *established in a participating country;*
- *have a mission, as outlined in the organisation's statutes, in consistency with the objectives of the Europe for Citizens Programme, strand and measure under which the project application has been submitted.*

.....
implementation of the Europe for Citizens programme C(2013) 7160 final. However, «the work programme is subject to the final adoption of the Regulation establishing the Europe for Citizens Programme (2014-2020) by the legislative authority without significant modification, a positive opinion or lack of objection by the committee established in the Regulation establishing the Europe for Citizens Programme (2014-2020), and the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or as provided for in the system of provisional twelfths» (art. 2). The document is available at http://ec.europa.eu/dgs/communication/pdf/c-2013-7160-work-programme-for-2014-europe-for-citizens_en.pdf.

¹⁸ *Action grant finance project; instead operative provide financial support to cover part of the running costs that enable a body to have an independent existence.*

The programme is implemented through 2 strands:

Strand 1 – European remembrance

Objectives

It supports activities that invite to reflection on European cultural diversity and on common values in the broadest sense by financing projects reflecting on causes of totalitarian regimes in Europe's modern history (especially but not exclusively Nazism that led to the Holocaust, Fascism, Stalinism and totalitarian communist regimes) and to commemorate the victims of their crimes.

It also encompasses activities concerning other defining moments and reference points in recent European history.

It will give preference to actions which encourage tolerance, mutual understanding, intercultural dialogue and reconciliation as a mean of moving beyond the past and building the future, in particular with a view to reaching the younger generation.

Annual priorities 2014

- The 100th anniversary of the beginning of World War I
- The 25th anniversary of the Fall of the Berlin Wall
- The 10 years of enlargement of the European Union to Central and Eastern Europe.

<i>Eligible organisations</i>	Public local/regional authorities or non-profit organisations, including civil society organisations, survivors' associations, and cultural, youth, educational and research organisations, associations of twinned towns.
<i>Number of involved organisations</i>	A project must involve organisations from at least one Member State, but preference is given to transnational projects.
<i>Maximum grant amount</i>	€ 100.000
<i>Maximum percentage of co-funding</i>	70%
<i>Maximum duration</i>	18 months per project
<i>Additional information related to 2014</i>	Indicative budget: € 4,255,000 Expected number of action grants: 56

Strand 2 – Democratic engagement and civic participation

Objectives

It supports activities that cover civic participation in the broadest sense with a particular focus on activities directly linked to Union policies, with a view to participate in the Union policy-making process in areas related to the objectives of the Programme.

It also covers projects and initiatives that develop opportunities for mutual understanding, intercultural learning, solidarity, societal engagement and volunteering at Union level.

Annual priorities 2014

The elections to the European Parliament and citizens' participation in the democratic life of the EU.

This strand foresees 3 different kind of actions

1. TOWN TWINNING

It supports projects bringing together a wide range of citizens from twinned towns with the aim to promote civic participation in the Union policy making process and develop opportunities for societal engagement and volunteering at Union level.

Eligible organisations

Towns/municipalities or their twinning committees or other non-profit organisations representing local authorities.

*Number of
involved
organisations*

Municipalities from at least 2 eligible countries of which at least one is an EU Member State.

*Maximum
grant amount*

€ 25.000 per project

*Maximum
percentage of
co-funding*

50%

*Maximum
duration*

21 days per project

2. NETWORK OF TOWNS

It supports the enhancement and reinforcement of the existing networks of twinned towns to make their cooperation more sustainable and to exchange good practice.

*Eligible
organisations*

Towns/municipalities or their twinning committees or networks, other levels of local/regional authorities, federations/associations of local authorities and non-profit organisations representing local authorities; the other organisations involved in the project can also be non-profit Civil Society Organisations.

*Number of
involved
organisations*

Municipalities from at least 4 eligible countries of which at least one is an EU Member State.

*Maximum
grant amount*

€ 150.000

Maximum percentage of co-funding

70%

Maximum duration

24 months per project

3. CIVIL SOCIETY PROJECTS

It supports projects promoted by transnational partnerships and networks directly involving citizens. Those projects gather citizens from different horizons, in activities directly linked to Union policies, with a view to give them an opportunity to concretely participate in the Union policy-making process in areas related to the objectives of the Programme.

Eligible organisations

Non-profit organisations, including civil society organisations, educational, cultural or research institutions; the other organisations involved in the project can also be public local/regional authorities.

Number of involved organisations

Organisations from at least 3 eligible countries of which at least one is an EU Member State.

Maximum grant amount

€ 150.000

Maximum percentage of co-funding

70%

*Maximum
duration*

18 months per project

*Additional
information
related to 2014*

Indicative budget: € 15.445.000

Expected number of action grants: 373 town twinning projects, around 89 networks of towns, around 34 for civil society projects.

III. Award criteria for all action grants

Consistency with the objectives of the Programme and Programme Strand



30%

- **Appropriateness** of the objective of the submitted project with regard to the objectives of the Europe for Citizens Programme, strand and measure.
- The proposed activities and expected outcomes should **contribute** to the achievement of the objectives of the Europe for Citizens Programme, strand and measure.
- The **thematic focus** must be in line with the objectives of the Europe for Citizens Programme, strand and measure and preferably taking into consideration the annual priorities.

Quality of the activity plan/work programme of the project



35%

- The activities must be **appropriate** to reach the project's needs and objectives.
- **Coherence:** correspondence between the different objectives of the proposed activities and adaption of the proposed inputs and resources to the objectives.
- **Effectiveness:** effects should be obtained at reasonable cost.
- Projects have to present a clearly elaborated **European dimension**.

→ Priority is given to projects including **different types of organisations** (local authorities, civil society organisations, research institutes, etc.) or developing different types of activities (research, non-formal education, public debates, exhibitions, etc.) or involving citizens coming from different target groups.

→ Priority is given to projects using new working methods or proposing **innovative** activities.

Dissemination



15%

→ Each project supported by the Europe for Citizens Programme must make the necessary efforts for ensuring the **exploitation** and dissemination of its results.

→ The proposed work programme must create a **multiplier effect** among a wider audience than that directly participating in the activities.

→ A realistic and practical dissemination plan should be put in place in order to allow an **effective transfer** and **exchange of the results** foreseen by the project.

Impact and Citizens involvement



20%

→ The number of organisations, participants and countries involved should be large enough to **ensure a real European outreach** of the proposed project.

→ Impact: Preference will be given to grants for projects with a **high impact irrespective of their size**, in particular those which are directly linked to Union policies with a view to participate in the shaping of the Union policy agenda.

→ Sustainability: Proposed projects should aim at reaching **middle or long-term effects**.

→ The proposed activities should give participants the possibility to **engage actively** in the project with the issue raised.

→ A **balance** should be sought between citizens who are already active within organisations/institutions and citizens who are not involved yet.

→ Priority will be given to projects involving citizens from **underrepresented** groups or with fewer opportunities.

Finally, a **geographical balance** will be taken into account in the selection process.

Tips and advices for future EU applicants¹⁹

Writing a good project seems often something easy to do. However, it's not sufficient to have an excellent idea but the key issue is to match and adapt your initial idea to the objectives, priorities and activities allowed under the programme you would like to apply for. Therefore, we would like to remind you some useful tips for developing a good project.

- 1. Identify clearly the situation** you would like to insist on, through your project and check that your idea answers the real needs of the target group(s) you would like to work with.
- 2. Identify the EU programme** whose aims and priorities are in line with those you would like to achieve with your project²⁰.
- 3. Read carefully the guidelines of both the selected EU programme and of the call for proposal you would like to apply for.** Probably, you will have to adapt your initial idea to the "requests" of the call of proposal. This is a crucial step: the coherence between the project content and the objectives of the call for proposal is always the first element evaluated by the evaluators.
- 4. Check the eligibility criteria.** These criteria are a set of

¹⁹ This section aims just to give some brief advices and it does not claim to be thorough. For an in-depth description of the project management approach to not experienced audience, we suggest you to refer to «The do-it-yourself Europe. A practical guide to project building and management», http://www.project-sole.eu/media/sole_guide_en_web.pdf, part of the SOLE project (Europe for Citizen – Action 1 – Measure 2.2), pp. 25-60.

²⁰ The EU Commission makes direct financial contributions in the form of grants for supporting the projects, which contribute to the implementation of an EU programme or policy. Interested parties can apply by responding

characteristics that applicant and partners (if applicable), the project nature and the application must accomplish²¹.

5. Verify the award criteria. You will have a clear overview of how the different components of the project are assessed by the evaluators.

6. Take time to develop a good partnership. Good partners are the “best friends” to well develop and run a project!

7. Do not forget to fulfil all the procedural steps in the submission process. Enclose all the documents required, signatures and stamps (as the case may be). You will find all those kind of information under a specific section of the guidelines.

8. Respect the deadline! Different programmes, including the Europe for Citizens, have an e-form application. It means that the submission takes place on-line. In that case, there is often set also a time deadline (e.g. 12.00 noon CET). Starting the upload of the application in advance: it will take time. So, it's better to avoid last-minute submission! In addition, if you plan to submit a project proposal under one of the programmes Creative Europe, Erasmus+, Europe for Citizens, EU Aid Volunteers, you are required to register your organisation in the **Participant Portal**²². It represents your entry point for the electronic administration of the above-mentioned EU-funded programmes.

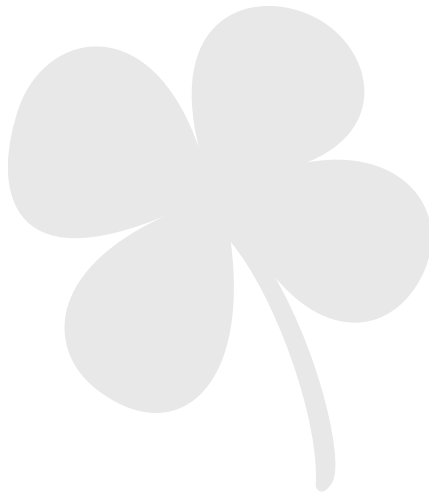
to calls for proposals. In the EU Commission website http://ec.europa.eu/index_en.htm, section «grants», you can find the list of sectors involved in the EU action. You can select the one you are interested in and you will be redirect to the webpage related to the corresponding funding programme(s).

²¹ Examples of eligibility criteria are the legal status of the partner or the minimum number of partners being involved in the project. See the information sheet about Europe for Citizens programme in the previous section.

²² <http://ec.europa.eu/education/participants/portal/desktop/en/home.html>

Your project is now ready
for the submission!
It's time to cross fingers!

Good luck!



Conclusions

Promoting an “Active Ageing Europe” is one of the main challenges of the upcoming years.

The Europe for Citizens Programme represents a real good tool to promote further encounters between citizens and organisations in order to compare about these topics and to work for the strengthening of the European citizenship feeling.

We hope that this booklet has offered ideas and guidance to address the phenomenon of ageing population by promoting the inclusion of elderly people into the society and intergenerational dialogue through EU cooperation projects.

We look forward to seeing new transnational projects committed to the promotion of an age-friendly Europe.

Finally, bearing in mind one of the most important things learnt during the RePlaY project - the importance to share knowledge – we invite you to share this publication as much as possible!

Thanks!

Webliography

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<http://europa.eu>

European Commission website:

<http://ec.europa.eu>

European Commission website> Directorate-General Health and Consumers

http://ec.europa.eu/health/ageing/policy/index_en.htm

European Commission website> Citizenship

<http://ec.europa.eu/citizenship>

Education, Audiovisual and Cultural Executive Agency website:

http://eacea.ec.europa.eu/index_en.php

Directorate-General Education and Culture website:

http://ec.europa.eu/dgs/education_culture/index_en.htm

European Parliament website:

<http://www.europarl.europa.eu>

European Union law website:

<http://eur-lex.europa.eu/en/index.htm>

Public register of Council documents

<http://register.consilium.europa.eu>

European Union bookshop

<https://bookshop.europa.eu/en/home>

European Year for Active Ageing and Solidarity between Generations 2012

<http://europa.eu/ey2012>

Age Platform Europe

<http://www.age-platform.eu>

European Year of Citizens 2013

<http://europa.eu/citizens-2013>

Europe for Citizens Programme

<http://eacea.ec.europa.eu/citizenship>

Social network for local empowerment (SOLE) project - Europe for Citizens – 1.2.2

<http://www.project-sole.eu>

Partnership

CESIE (coordinating organisation)



cesie
the world is only one creature

CESIE – European Centre of Studies and Initiatives – is a non-profit and independent European non-governmental organisation. It was established in 2001 inspired by the life and work of the leading Italian sociologist Danilo Dolci (1924-1997). The organisation works towards the promotion of cultural, educational, scientific and economic development at both local and international levels through the employment of innovative and participative tools and methodologies including the Reciprocal Maieutic Approach developed by Danilo Dolci and Creative Thinking tools.

www.cesie.org

cesie@cesie.org

Intelektualet e Rinj Shprese – IRSH



“IRSH” association was funded by a group of students and professors in April 1994 and licensed by the Albanian Ministry of Culture Youth and Sports in June 1994. “IRSH” works in the development of civil society in Albania and is a NGO with 200 members who are mostly volunteers. IRSH works in the development of civil society and promotion of Peace and stability in Balkan. IRSH established in 2000 a centre for the Development of Civil Society in Albania.

www.facebook.com/pages/Intelektualet-e-rinj-Shprese-IRSH/126399437442931

irsh_director@yahoo.com

European Association of Geographers – EUROGEO



EUROGEO is the European scientific and educational society which was founded in 1979 with the participation of the European Commission. The association networks geographers from all economic and academic sectors and organisations. EUROGEO has individual and organisational members from 26 European countries. EUROGEO has had the participatory NGO status in the Council of Europe since 1983. The Association mainly aims to promote education and training in Geography from a European perspective.

www.eurogeography.eu
eurogeomail@yahoo.co.uk

LCEducational



LCEducational is a non-profit organisation located in Limassol, Cyprus. The centre focuses on developing and encouraging a mutual understanding among young people of different countries, promoting young people as active citizens and European citizens as well as contributing to the development of youth actions.

Additionally the centre provides educational programs to the employed, unemployed, young graduates from high school or technical schools, and it provides specialized education and training to the workforce of small and medium enterprises.

www.lceducational.com
fiorentina@lceducational.com

Association of Local Democracy Agencies – ALDA



The Association of Local Democracy Agencies is a non-governmental organisation dedicated to the promotion of good governance and citizens' participation at local level. It works in Europe (27 member states) to promote citizens' participation in the public and European Policies. In the framework of promoting good governance and citizens' participation at local level, ALDA focuses on various themes, such as European integration, civic initiatives, youth involvement, human rights, immigration, equal opportunities, sustainable economic development and volunteering. ALDA is an organisation gathering more than 150 members (including Local Authorities, NGO, youth associations) coming from more than 30 countries.

www.alda-europe.eu

antonella.valmorbida@aldaintranet.org

Youth Alliance Tetovo – YAT



The Youth Alliance Tetovo is a non-profit, non-governmental and non-partisan organisation, located in the town of Tetovo, centre of north-west Macedonia. The NGO was established in 1998, having as its main goals the development of a democratic and civic society, strengthening the trust and confidence between people belonging to different ethnic groups, promoting active citizenship and European values for the public interest of the communities from Macedonia. In addition, it is dedicated to form a cohesive, vibrant, dynamic, and interactive environment for the local community in the areas of culture, entertainment, ecology, sport and educational activities.

www.mladinskaalijansa.org

nzaharieski@yahoo.com / kocsislaszlo1@yahoo.com

Pozitiva Doma / Positive Mind

Pozitīvā Doma

Positive Mind is non-profit organisation established in March, 2007. The aim of organisation is to promote mutual understanding and tolerance of individuals and society groups of different age, cultural, religion, national, race, social and economical background and health conditions. Positive Mind realises and participates in different local and international projects. Our activities are opened to new experiences and possibilities. "Positive Mind" is for positive changes and equal opportunities for all citizens. Positive Mind is one of Tukums NGO Association member organisation. We cooperate with other member organisations which have different profiles.

www.pozitivadoma.lv

pozitivadoma@pozitivadoma.lv

Zwiazek Stowarzyszen MULTIKULTURA



The aim of the Union Multikultura is to promote social inclusion through the initiation and implementation of educational, cultural and artistic activities featuring multicultural Krakow, Poland and Europe. Multikultura promotes equal opportunities of education and employment and fights marginalization of social groups (youth, old and senior citizens) by making presentations of their culture in the media.

www.multikultura.manifo.com

multikultura@wp.pl

Asociația absolvenților și profesorilor Liceului "Emil Racoviță – ACNER



ACNER is a membership non-governmental organisation which aims to promote ideas, values and actions for enhancing the CNER (Colegiul Național Emil Racoviță) students, teachers and graduates high reputation in our country and abroad. It facilitates networking and mutual assistance between graduates, active and retired teachers and students. The organisation promotes friendship, tolerance, respect, active ageing and intergenerational dialogue. Our key activities include intergenerational workshops that let 2 – 3 generations to come together to create action plans to address specific school-community issues.

www.ler.ubbcluj.ro

ariana.vacaretu@vimore.com

GABINET D'ESTUDIS SOCIALS – GES



GES Gabinet d'Estudis Socials

The Gabinet d'Estudis Socials (GES) is a co-operative with full legal power to operate at national and European levels. GES was founded in 1983 and has no dependency on any other public or private institutions. GES focuses its activity on the fields of policy and social services with a significant incidence on Migration, Poverty, Exclusion and the Labour Market. GES also devotes a special attention to Social Economy. GES develops its work in the fields of research, evaluation, training, promotion of certain programmes and projects, information and publications.

www.gabinet.com

joaquim@gabinet.com

Dacorum Council for Voluntary Service



Dacorum CVS is a non-profit organisation that provides advice and support to other NGO's covering a range of areas to ensure a thriving NGO sector. We deliver practical services such as minibus hiring , a furniture reuse warehouse, linkages with local businesses and we have a diverse opportunities of programmes of training , in the field of leisure and work . We work with people of all ages and in particular we focus on those facing barriers or lack of confidence. We support them to improve their quality of life and employability and to be engaged in initiatives relating to active citizenship.

www.communityactiondacorum.org.uk

mark@communityactiondacorum.org.uk



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Re



CESIE - Centro Studi ed Iniziative Europee, Italy

www.cesie.org



IRSH - Intelektualet e Rinj Shprese, Albania

www.facebook.com/pages/Intelektualet-e-rinj-Shprese-IRSH/126399437442931



EUROGEO - European Association of Geographers, Belgium

www.eurogeography.eu



LCE - LCEducational, Cyprus

www.lceducational.com



ALDA - Association of Local Democracy Agencies, France

www.alda-europe.eu



YAT - Youth Alliance Tetovo, Former Yugoslav Republic of Macedonia

www.mladinskaalijansa.org

Pozitīvā Doma

Pozitiva Doma/ Positive Mind, Latvia

www.pozitivadoma.lv



Zwiazek Stowarzyszen MULTIKULTURA, Poland

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ACNER - Asociatia absolventilor si profesorilor Liceului "Emil Racovit", Romania

www.ler.ubbcluj.ro



GES - GABINET D'ESTUDIS SOCIALS, Spain

www.gabinet.com



Dacorum Council for Voluntary Service, UK

www.communityactiondacorum.org.uk

Partners

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www.replay-project.eu