



20th Anniversary of the European Single Market

GENERATION
1992.eu
YOU IN THE EUROPEAN SINGLE MARKET

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3 objectives

N°1 - Recalling the achievements of 20 years of Single Market and reaching out to people

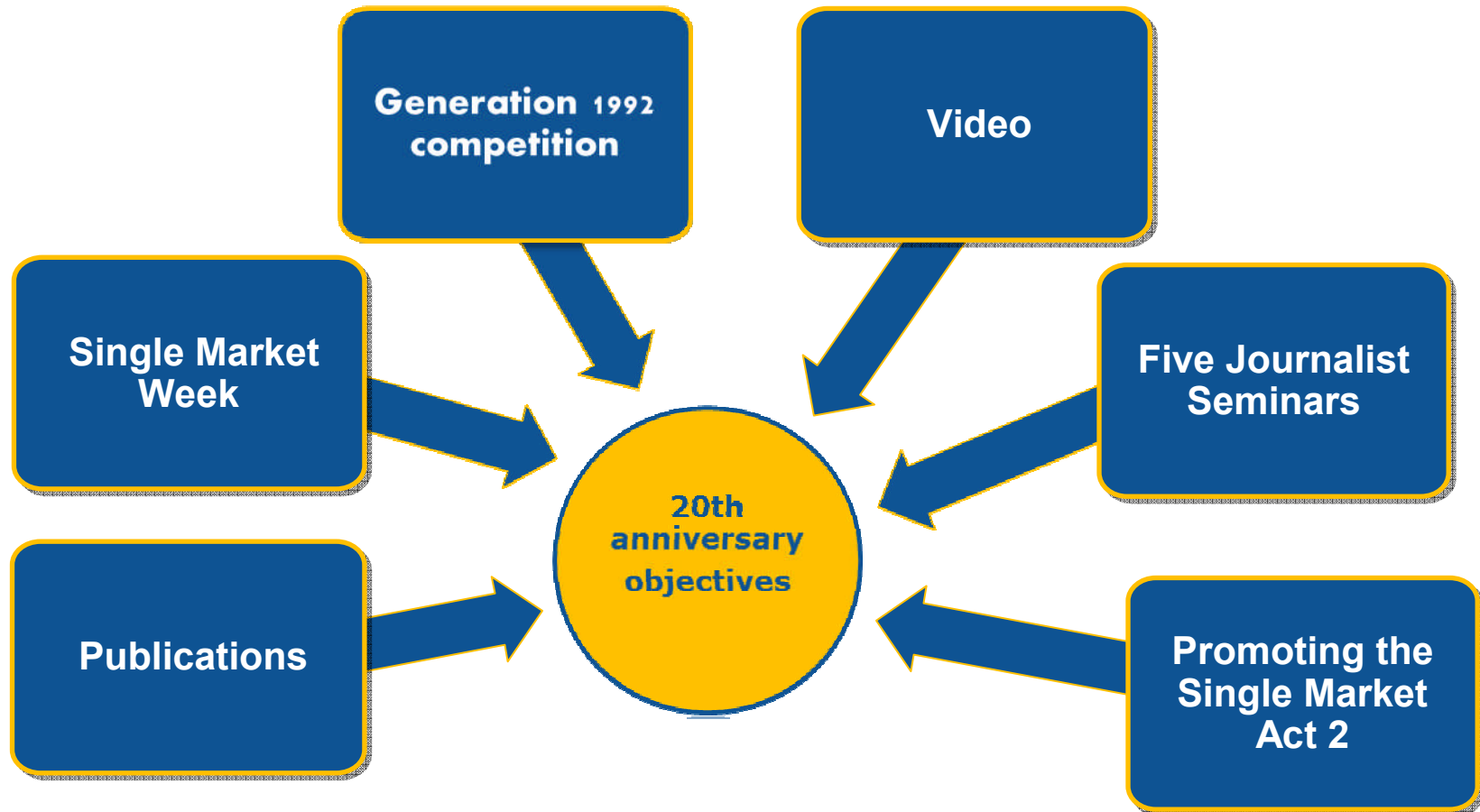
N°2 - Presenting and discussing new initiatives to stimulate growth in the Single Market

N°3 - Mobilizing the views and expectations of young adults about the Single Market

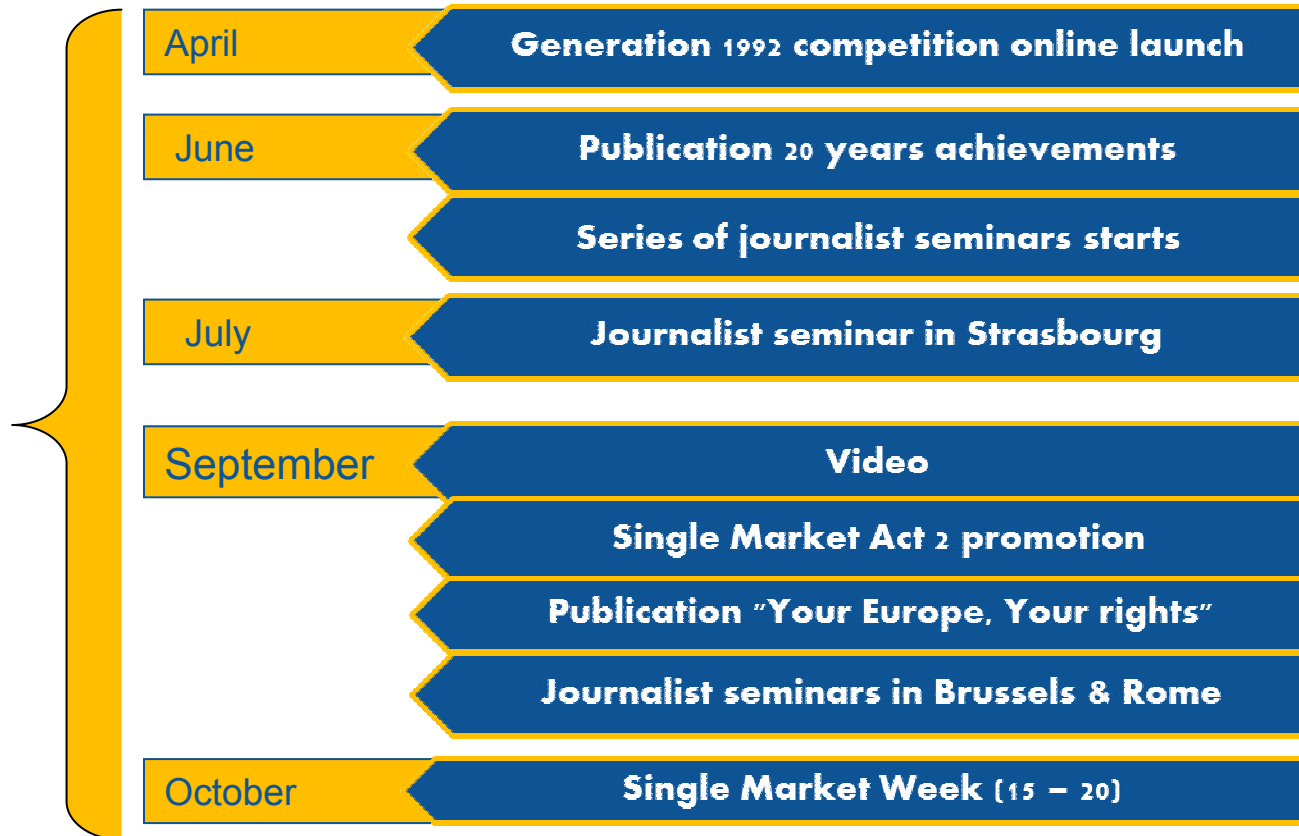


**20th anniversary
campaign**

20 years single market, an integrated approach



Timeline





Video Launch

**GENERATION
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<http://bit.ly/Generation1992>

Generation 1992

- ***Europe-wide competition for 20-year-olds, born in 1992***
- ***Integral part of the Single Market Week.***
- ***Target group: students, employed, unemployed and entrepreneurial young Europeans.***

Generation 1992 aims to ...

- *collect views of young Europeans on the single market via videos, photo reportages, essays, cartoons and smartphone apps*
- *create awareness among young adults brought up in the single market on opportunities...*
- *...but also bring out challenges and shortcomings of the European single market today...*
- *create a platform for further discussion on the single market beyond the campaign*

The competition

Themes

- ***Education and citizenship;***
- ***Jobs and entrepreneurship;***
- ***Culture and leisure;***
- ***Consumers and the environment***

Creative formats

- ***write an article;***
- ***produce a video;***
- ***take a photo;***
- ***draw a cartoon;***
- ***design a smartphone app***

Contributions can be submitted in any official EU language

Promotion

- *Social media*
- *Partners reaching young adults*
- *Mentors*
- *Events (Youth on the Move, ...)*
- *Website*

The winners

- ***Selection based on substance, relevance and creativity***
- ***20 selected finalists will be invited to attend the award ceremony in Brussels during the single market week 15-19th October.***
- ***Prizes include internships, inter-rail passes for two, electronic devices, vouchers for online shopping.***

Internships

- ***Paid internships will be offered to the five winners of each creative format.***
- ***Internships will take place in a European institution or in a European private enterprise/organisation.***
- ***The intended length of the internships is four weeks.***

What can you do?

- ***Visit the webpage and recommend it to others www.generation1992.eu***
- ***Spread the word in your constituency.***
- ***Consider offering a 4 week internship to a winner.***
- ***Join and "like" the Generation1992 Facebook group and use the other social media: YouTube, LinkedIn, Xing etc.***
- ***Twitter about Generation 1992 and provide the link to the webpage.***
- ***Advertise Generation 1992 in your publications.***

Contact us

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