ANNEX II
Local EYE Communication Guidelines

- Local EYE narrative
- EYE glossary
- EYE visual guidelines
- Application Form: contribution to the EYE2021 programme
Local EYE narrative

A local European Youth Event (EYE) is a local edition of the European Youth Event organised by the European Parliament in Strasbourg every two years. Co-designed and co-created with youth organisations and local youth, local EYEs bring Europe closer to its young citizens, empowering them to become active citizens and to engage with the European Parliament and its decision makers.

Participants between 16-30 years old can take part in interactive in-person and online activities, to share and shape their ideas on the future of Europe. These ideas feed into the idea collection process culminating at the biennial European Youth Event in Strasbourg to inspire policy- and decision makers, offering an opportunity for a continuous feedback loop between the European and local levels.
EYE glossary

<table>
<thead>
<tr>
<th>GENERAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EYE and local EYE</strong></td>
</tr>
<tr>
<td>It’s an event (not a conference, symposium, etc.)</td>
</tr>
</tbody>
</table>

| **EYE2021** |
| One word and without “the” |

| **European Youth Event or EYE(year)** |
| When referring to a specific edition e.g. the European Youth Event 2014 (EYE2014) |

| **EYE Online** |
| EYE activities that happen fully online, in between EYE editions |

| **EP** |
| European Parliament |

| **Hybrid event** |
| A hybrid event happens both in-person and online |

| **MEP** |
| Member of the European Parliament |

| **Narrative** |
| Short description of the event - a general local EYE's narrative is available (see annex II) as an example to create the narrative of the local event |

| **Online event platform** |
| Website where the whole event is hosted, including the programme, streaming of activities, speakers profiles, activity organisers, community of participants, etc. |

| **Participants** |
| Event participants could be registered individually or as groups, as for the EYE |

| **Partners** |
| Organisations that very involved in a specific part of the event e.g. organising several activities with a particular added value or media partners |
Tagline
Motto which sets the tone and theme for the event

REGISTRATION

Agenda
Participants’ list of activities booked

Booking of activities
Activities can be bookable in advance or walk in activities that don’t require prior booking

Registration website
Where participants register

Participants profile
Participants’ private space in the registration website/platform, where they will be able to book activities, print their agenda, download documents

PROGRAMME

Activity
The generic term to refer to anything organised at the EYE

Activity format
Activity’s set-up which can appear in the event’s programme in order to help participants understand how an activity will look like and get ready for it (some examples below).

- **Panel, discussion**: speakers tackle complex subjects and shed light on many viewpoints and angles rather than just on two opposing positions regarding a topic
- **Debate**: speakers address a controversial issue from opposing points of view and challenge participants with clear pros and cons
- **In the shoes of an MEP**: this format invites participants to ask questions and get to know a Member of the European Parliament (MEP) and their daily work during a 30 minutes conversation
- **Key-note**: high-level speakers present and explain a concept of key importance for the future of Europe
- **Talk**: in an informal ambience, speakers share personal stories, views, experiences and ideas
- **Workshop**: interactive, hands-on activity in small groups

Artistic / interactive activity
Organised by youth groups/organisations (programme contributors); all activities should privilege interaction

Activity organiser
Programme contributor

Facilitators
Managing the workshops and smaller activities (so different from moderators)

Ideas catcher
An ideas catcher reacts to EYE participants’ and EYE speakers’ ideas and says what is done at the EP/EU level in the topic discussed

Ideas collection
The central EYE is designed to share and shape ideas of young people for the future of Europe to inspire and stimulate policy- and decision makers. The ideas collected before and during the event are compiled in a report, which is distributed to all MEPs and other relevant decision makers after the event

Speakers / moderators

Tags
Classification of the EYE activities per topic (see below)

Tracks
Activities of the same topic can be organised in tracks (see below)

Youth ideas platform
youthideas.eu - website where the ideas from the EYE and other youth events of the European Parliament are collected

LOGISTICS

Accreditation Centre
Physical place where accreditation takes place

EYE Info point
Physical place where participants can get practical information and help on the spot

EYE Volunteers
Young people, normally students, helping during the event

Security checks
Space where security checks take place to ensure the venue of the event is secured

EY2021 THEMATIC TAGS

- ART
- CULTURE
- DEMOCRACY
- DIGITAL
- ECONOMY
- EDUCATION
- ENVIRONMENT
- HEALTH
- INNOVATION
- MIGRATION
- PARTICIPATION
- RIGHTS
- SECURITY
Some of the EYE2021 activities were grouped in tracks:

**CONFERENCE TRACK**
Featured activities related to the Conference on the Future of Europe

**GREEN TRACK**
Featured environment-related activities and gathered ideas in anticipation of COP26 in November 2021
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DO

#GET TO SPEAK UP

DONT

#GET TO SPEAK UP

HORIZONTAL SIGNATURE SHOULD BE ALIGNED TO THE LEFT OF THE LAYOUT
Local hues; discover the colors trending around the world
LAYOUT

TITLE

- Title framed in colored rectangle
  - Centered text
  - Margins = font size/3

- MYRIAD PRO BOLD CONDENSED ITALIC
- BLACK OR WHITE FONT COLOR
- UPPERCASE
- OPTICAL KERNING
EXAMPLES
EXAMPLES
SIGNAGE
EXAMPLES

POST
EXAMPLES

POST

Want to take part in EYE 2020?

WANT TO TAKE PART IN EYE 2020?
90% of Group Capacity Has Been Reached
EXAMPLES
CO-BRANDING
Application Form
contribution to the EYE2021 programme

Fields marked with * are mandatory.

Due to the COVID-19 pandemic, EYE2021 will have a more limited programme than previous editions. Because of continuing uncertainty regarding the evolution of the pandemic, we will only be able to inform you in June 2021 whether EYE2021 will be an online or a hybrid event. If EYE2021 takes place fully online we might not be able to include your activities in the programme, as we will have to further reduce the number of activities. Do not make any travel or accommodation arrangements before you have received the green light to do so. The European Parliament is not liable for costs incurred before the green light. As far as possible, make sure that your travel arrangements - made after our green light is given - are flexible and can be cancelled at no or little cost.

WHAT IS THE EYE?

• The European Youth Event (EYE) brings together at the European Parliament in Strasbourg thousands of young people from all over the European Union and beyond, to shape and share their ideas on the future of Europe. It is a unique opportunity for 16 to 30 years old to interact in-person and online, inspire each other and exchange their views with experts, activists, influencers and decision-makers, right in the heart of European democracy.
• EYE2021 will run virtual activities from 4 October, leading up to the main event on 8 and 9 October 2021, which will feature both virtual and in-person activities in Strasbourg, as well as new hybrid formats.
• EYE2021 is the culmination of the European Parliament’s youth consultation process for the Conference on the Future of Europe. To complement the programme of the event, the EYE Team is looking for active and engaged groups wishing to organise a physical activity during EYE2021 on 8-9 October in Strasbourg.

WHAT CAN EYE2021 OFFER YOU?

• Visibility: Once your proposal is selected, it will be published in the official programme of EYE2021 and be free to attend for all EYE participants coming from all over Europe and beyond.
• Possibility of financial contribution: The best of the selected proposals may receive a financial contribution from the European Parliament to cover some expenses in case you attend the physical event. Please note that to qualify for funding you are required to
describe your communication plan to promote your activity and EYE2021. You must also fulfil the following criteria: the organisers must be residents of the European Union, a candidate country, or the UK. They must be between 16 and 30 years old by the date of the event (8-9 October 2021) with the exception of the group leader, who can be older than 30, but must be at least 18 years old.

- Logistical facilities: The Parliament will also provide physical rooms and spaces equipped for your activity.

**WHAT ARE THE SELECTION CRITERIA?**

- Originality of your proposal
- Interactivity and possibilities of active participation for the audience
- Comprehensive communication plan to promote your activity and EYE2021
- Previous experience in the organisation of youth activities will be considered a plus
- Involvement of a Member of European Parliament will be considered a plus
- Clear link to the topics of the Conference on the Future of Europe will be considered a plus. Find more information on the Conference here: https://futureu.europa.eu
- Organisation of the activity in English, French or German

**Fill in this online application to apply!**

☐ Hereby I confirm that I have read and accept the Data Protection Policy of the European Parliament.

1. **Details regarding the activity organiser**

- Name of your organisation / group

- Short description of your organisation / group

  * 600 character(s) maximum
  * (background, field of work/interest, profile of group members)

- Type of your organisation / group

  * (school class, students, youth group, youth organisation, etc.)
• Preferred language
  (for correspondence)
  ☐ English
  ☐ French
  ☐ German

• Country of origin of the group / organisation
  ☐ Austria
  ☐ Belgium
  ☐ Bulgaria
  ☐ Croatia
  ☐ Cyprus
  ☐ Czechia
  ☐ Denmark
  ☐ Estonia
  ☐ Finland
  ☐ France
  ☐ Germany
  ☐ Greece
  ☐ Hungary
  ☐ Ireland
  ☐ Italy
  ☐ Latvia
  ☐ Lithuania
  ☐ Luxembourg
  ☐ Malta
  ☐ Netherlands
  ☐ Poland
  ☐ Portugal
  ☐ Romania
  ☐ Slovak Republic
  ☐ Slovenia
  ☐ Spain
  ☐ Sweden
  ☐ United Kingdom
  ☐ EU mixed origin
  ☐ non-EU

2. Personal information

• First name
* Last name

* Your position / role in the organisation

* Email

* Country of residence
  - Afghanistan
  - Albania
  - Algeria
  - Andorra
  - Angola
  - Antigua and Barbuda
  - Argentina
  - Armenia
  - Australia
  - Austria
  - Azerbaijan
  - Bahamas
  - Bahrain
  - Bangladesh
  - Barbados
  - Belarus
  - Belgium
  - Belize
  - Benin
  - Bhutan
  - Bolivia
  - Bosnia and Herzegovina
  - Botswana
  - Brazil
  - Brunei Darussalam
  - Bulgaria
  - Burkina Faso
  - Burundi
  - Cabo Verde
  - Cambodia
  - Cameroon
Canada
Central African Republic
Chad
Chile
China
Colombia
Comoros
Congo
Costa Rica
Croatia
Cuba
Cyprus
Czechia
Côte D'Ivoire
Democratic Republic of the Congo
Denmark
Djibouti
Dominica
Dominican Republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Fiji
Finland
France
Gabon
Gambia
Georgia
Germany
Ghana
Greece
Grenada
Guatemala
Guinea
Guinea Bissau
Guyana
Haiti
Honduras
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kiribati
Kuwait
Kyrgyzstan
Laos
Latvia
Lebanon
Lesotho
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Marshall Islands
Mauritania
Mauritius
Mexico
Micronesia
Monaco
Mongolia
Montenegro
Morocco
Mozambique
Myanmar
Namibia
Nauru
Nepal
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
North Korea
Norway
Oman
Pakistan
Palau
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Republic of Moldova
Romania
Russian Federation
Rwanda
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the Grenadines
Samoa
San Marino
Sao Tome and Principe
Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Singapore
Slovakia
Slovenia
Solomon Islands
Somalia
South Africa
South Korea
South Sudan
Spain
Sri Lanka
Sudan
* Suriname
* Swaziland
* Sweden
* Switzerland
* Syrian Arab Republic
* Tajikistan
* Tanzania
* Thailand
* North Macedonia
* Timor-Leste
* Togo
* Tonga
* Trinidad and Tobago
* Tunisia
* Turkey
* Turkmenistan
* Tuvalu
* Uganda
* Ukraine
* United Arab Emirates
* United Kingdom
* United States of America
* Uruguay
* Uzbekistan
* Vanuatu
* Venezuela
* Viet Nam
* Yemen
* Zambia
* Zimbabwe

* What is your age?

* Mobile phone
  Please use the international format with the country code (e.g. +32.XXXXXX or 0032.XXXXX)

3. Information about your activity

  * Activity type
    ☒ Workshop
Artistic performance

* Objective of your activity:
  - ☐ Collection of ideas
  - ☐ Networking
  - ☐ Capacity building
  - ☐ Exchange of views
  - ☐ Artistic performance

* Title (short and catchy if possible):
  
  Example: Women’s rights post COVID-19: Gender equality under threat?

* Topic (3 keywords max)
  
  environment, health

* Description for the programme (max 150 words, including some questions)
  
  Example: Discrimination on the basis of gender is prohibited in the foundational treaties of the EU and in the European Convention on Human Rights. So why do women continue to earn less money, have less leisure time, be at higher risk of poverty and victims of violence at much higher rates than men? How can we respond to a pandemic that amplified existing gender inequalities? How can the backlash against gender equality in some European countries be counteracted? What role does feminism play in EU policies? And how can we create structures that foster female empowerment and dismantle barriers to women’s leadership?

* What do you imagine your session to look like?
  
  Example: Our session will be structured as follows: After 15 minutes of setting out the topic with all participants in the main room using visuals and poll questions, participants will be asked to split into two groups. These two groups will each be guided by a facilitator. In these groups, participants are asked to come up with ideas regarding X, Y, Z. Afterwards, we will discuss all proposals with all participants in the main room.

* Maximum number of participants
  
  Only values between 0 and 200 are allowed
• Planned length of the activity (45min-60min standard)
  *Only values of at most 60 are allowed*

• Envisaged number of moderators/facilitators/performers

• Interactive elements
  Example:
  During our session, we will make use of the following interactive elements:
  - Live questions from the audience. Our audience will be invited to ask questions in two rounds during our activity.
  - We will ask our participants to brainstorm using [brainstorm tool of your choosing]. This will take up 30mins of our session.
  - Voting functions: participants will be able to vote on the outcome of our session, using [voting tool of your choosing]

• Languages of the activity
  - English
  - French
  - German
  - Artistic performance

Equipment needed

Please be aware that the European Parliament is only able to provide basic material.

4. Communication plan

• How do you plan to promote your participation and your activity before, during, and after EYE2021?
  Example:
  - Before the event, we plan to send out an email to our network informing people of EYE2021 and encourage them to sign up. We will promote our activity on our social media accounts.
  - During the event, we will continue to post about the event on social media.
  - After the event, we will publish an article on our event and share our findings and the EYE report.
5. Previous experience

* Do you have previous experience in the organisation of youth activities?
  🌟 yes
  🌟 no

* If so, please describe this activity and elaborate on the context in which you organised your activity.
  1000 character(s) maximum
  
  If no previous experience, please put N/A.

Please include at least one relevant link or upload a file to your previous activity

Link(s)
  In case there are more than one link please separate them with a comma sign.

Please upload your file
  The maximum file size is 1 MB

Please send a signed copy of this application to vissem-omg@europarl.europa.eu

You will be asked to bring the original with you to the event.