COMMUNICATION KIT

EUROPEAN YOUTH WEEK 2021

WHAT IS THE EUROPEAN YOUTH WEEK?

The **European Youth Weeks** allow to discuss relevant topics for young people, showcase EU opportunities in the field of youth and celebrate success stories. It's a pinnacle of European gatherings for young people and the youth sector in Europe. Normally, the Week takes place every second year all across Europe alternating with the European Youth Event (organised by the European Parliament).

WHEN THE **EUROPEAN YOUTH WEEK** 2021 WILL TAKE PLACE?

The dates of the European Youth Week 2021 have been set for **24-30 May 2021**.

WHAT ARE THE MAIN OBJECTIVES OF THE EUROPEAN YOUTH WEEK 2021?

The 2021 European Youth Week's two **main objectives** are to:

- Foster youth participation by engaging, connecting and empowering young people
- Support the promotion of the new generation of Erasmus+ and European Solidarity Corps programmes.



WHAT IS THE TOPIC OF THE **EUROPEAN YOUTH WEEK** 2021?

The topic of the European Youth Week 2021 is "Our future in our hands". This theme will allow discussions focused on a variety of topics that are of utmost importance of young people such as:

- ▶ Active participation in society, including its digital dimension. How can young people be actively involved in shaping our European society, be it on local, regional, national, transnational or European level? How can digital tools help, including links to the Digital Education Action Plan? What is the EU Youth Strategy's role to engage, connect and empower young people? What are the new Youth Participation Activities in the Erasmus+ programme about? What is the Conference on the future of Europe about?
- ▶ Inclusion and diversity. How can we all contribute to creating an inclusive society? How do the Erasmus+ and the European Solidarity Corps programmes include young people with fewer opportunities? What is the role of youth work in supporting young people at risk, in particular in the context of Covid-19 pandemic? What are the links to relevant initiatives under the European Education Area?
- ➤ Climate change, environmental protection and sustainability. What young people can do to contribute to the EU Green Deal? How to benefit from the 2021 European Year of Rail? What is the New European Bauhaus initiative about? Which are the green elements of the new Erasmus+ and the European Solidarity Corps? What are the opportunities to take part in the projects promoting environmental protection, fighting climate change or promote sustainable living? How to share your views and help shape the Commission's new policy initiative on education for environmental sustainability and the Education for climate coalition?
- ▶ **Health and recovery**. How does Covid-19 pandemic affect the current living conditions, the prospects and, eventually, the mental health of young people? How can young people contribute to recovery from the pandemic? What role can Erasmus+ and European Solidarity Corps play in it?



Visual identity of the European Youth Week 2021

VISUAL IDENTITY OF THE **EUROPEAN YOUTH WEEK** 2021

The organisers are allowed to add their logo to the visual identity. The visual identity is available in 23 EU languages and can be downloaded from the <u>youthweek.eu</u> page in 3 social media formats: horizontal, square and vertical.

WHO ORGANISES THE EUROPEAN YOUTH WEEK 2021?

The main organisers of the European Youth Week are the National Agencies for Erasmus+ and European Solidarity Corps and the Eurodesk network. In 2021 the Week will predominantly take place at national level.

WHAT IS THE TARGET AUDIENCE OF THE EUROPEAN YOUTH WEEK 2021?

The target audience of the European Youth Week are young people (13-30 year olds), youth workers, parents, teachers, youth organisations, NGOs, municipalities, politicians, researchers and other stakeholders.

WHERE WILL THE EUROPEAN YOUTH WEEK 2021 BE FEATURED?

The web page of the European Youth Week is published on the European Youth Portal. It consists of the content part explaining the main aims of the Week and the events part with all the events and activities around Europe encoded by the National Agencies and/or the

Eurodesks. A promotional campaign on Commission's social media channels - European Youth Facebook, Twitter and Instagram - will be run. The National Agencies are invited to promote the Week and its events on their channels, contact press and inform relevant stakeholders.

WHAT WILL BE THE FORMAT OF EVENTS AND ACTIVITIES?

The decision about the format of events should be taken by the National Agencies. Provided the uncertainties related to the Covid-19 pandemic, online events will most likely be dominant in the European Youth Week 2021. Other kind of innovative activities are welcome such as campaigns, flash-mobs, sport events, activities outside, also subject to the pandemic restrictions. The National Agencies will be requested to report about the quantitative and qualitative implementation of activities.

QUESTIONS OR CLARIFICATIONS?

Write to:

EAC-EUROPEAN-YOUTH-WEEK@ec.europa.eu

BACKGROUND INFORMATION

DIGITAL EDUCATION ACTION PLAN

The Digital Education Action Plan (2021-2027) outlines the European Commission's vision for high-quality, inclusive and accessible digital education in Europe. It is a call to action for stronger cooperation at European level to:

- learn from the COVID-19 crisis, during which technology is being used at an unprecedented scale in education and training
- make education and training systems fit for the digital age

The new Action Plan has two strategic priorities:

- 1. Fostering the development of a high-performing digital education ecosystem
- 2. Enhancing digital skills and competences for the digital transformation

Find out more:

<u>Digital Education Action Plan (2021-2027) |</u> <u>Education and Training (europa.eu)</u>

deap-communication-sept2020_en.pdf (europa.eu)

EU YOUTH STRATEGY

The EU Youth Strategy strategy strives to:

- Enable young people to be architects of their own lives, build their resilience and equip them with life skills to cope in a changing world;
- Encourage young people to become active citizens, agents of solidarity and positive change for communities across Europe, inspired by EU values and a European identity;
- Help prevent youth social exclusion;
- Improve the impact of policy decisions on young people through dialogue and addressing their needs across sectors.

To this purpose, youth policy cooperation undertakes activities grouped around three areas of action.

ENGAGE: Fostering youth participation in democratic life.

CONNECT: Bringing young people together across the EU and beyond to foster voluntary engagement, learning mobility, solidarity and intercultural understanding.



EMPOWER: Supporting youth empowerment through quality, innovation and recognition of youth work.

Find out more:

<u>EU Youth Strategy | European Youth Portal (europa.</u> eu)

ERASMUS+ YOUTH PARTICIPATION ACTIVITIES

Youth Participation Activities are youth-led local and transnational initiatives run by informal groups of young people and/or youth organisations to help young people engage and learn to participate in democratic life, raising awareness about European Union common values and fundamental rights, bringing together young people and decision makers at local, national and European level, as well as contributing to European Union common goals.



Activities support the use of alternative, innovative, smart and digital forms of youth participation to implement projects focusing on active citizenship of young people. Activities could contain, possibly in combination: workshops, debates, role-plays, simulations, use of digital tools, awareness raising campaigns, trainings, meetings and other forms of online or offline interaction between young people and decision-makers, consultations, information events etc.

- Mobilities and events may or may not be part of the projects
- Local, regional, national or transnational scope
- Applicants range from non-profit organisations, associations, NGOs; European Youth NGOs; public bodies at local, regional, national level; social enterprises; profit-making bodies active in Corporate Social Responsibility to informal groups of young people
- Minimum 1 participating organisation for national projects
- Minimum 2 participating organisations for transnational projects
- No maximum, but funding capped at 60 000 EUR
- ▶ Project duration 3 24 months

Find out more:

Youth participation activities | Erasmus+ (europa.eu)

CONFERENCE ON THE FUTURE OF EUROPE

The Conference on the Future of Europe is a citizen-led series of debates and discussions that will enable people from across Europe to share their ideas and help shape our common future.

The Conference is the first of its kind: as a major pan-European democratic exercise, it offers a new public forum



for an open, inclusive, and transparent debate with citizens around a number of key priorities and challenges.

It is part of President von der Leyen's pledge to give Europeans a greater say on what the EU does and how it works for them. All Europeans - whoever they are and wherever they are - can take part.

The Conference aims to reflect our diversity, and to bring Europe beyond its capital cities, reaching every corner of the EU, strengthening the link between Europeans and the institutions that serve them. It does so through a multitude of conference-events and debates organised across the EU, as well as through an interactive multilingual digital platform. Young people in particular are encouraged to take part and share their ideas. European, national, regional and local authorities, as well as civil society and other organisations can also organise events to involve as many people as possible.

The conference will be launched on May 9 and reach conclusions by spring of 2022.

Find out more:

<u>Conference on the Future of Europe | European</u> Commission (europa.eu)

Online platform of the Conference on the Future of Europe

INCLUSION AND DIVERSITY IN THE ERASMUS+ AND EUROPEAN SOLIDARITY CORPS PROGRAMMES

The Programmes seek to promote equal opportunities and access, inclusion, diversity and fairness across all its actions. Organisations and the participants with fewer opportunities themselves are at the heart of these objectives and with these in mind, the programmes puts mechanisms and resources at their disposal. When designing their projects and activities, organisations should have an inclusive approach, making them accessible to a diverse range of participants.

An Inclusion and Diversity Strategy covering all programme fields is devised to support an easier access to funding for a wider range of organisations, and to better reach out to more participants with fewer opportunities.

Find out more:

<u>Priorities of the Erasmus+ Programme | Erasmus+ (europa.eu)</u>



EUROPEAN EDUCATION AREA: PATHWAYS

'Pathways to School Success' ➤ The initiative will outline policy guidance on strategies and actions to reduce early leaving education and training, help all pupils reach a certain level of proficiency in basic skills and complete upper secondary education. It will have a special focus on groups that are more at risk of underachievement and early school leaving.

The initiative will address three challenges:

- giving all young people the chance to reach a certain level of proficiency in basic skills
- minimising the number of young people leaving education without at least an upper secondary degree
- ensuring pupils' well-being at school

Find out more:

European Education Area

Early school leaving | Education and Training (europa.eu)

EU GREEN DEAL

The European Green Deal provides an action plan to

- boost the efficient use of resources by moving to a clean, circular economy
- restore biodiversity and cut pollution

What can you do?

- Limit your waste and recycle
- Bring your own bag when shopping
- ► Support community agriculture
- ► Consume local and seasonal products
- ► Go for ethical products
- ► Buy eco-friendly products
- Use public transport instead of driving alone in your car
- ► Take showers instead of long baths
- ▶ Do not leave your electronic devices on charge when the battery is already full
- Ask yourself if you really need the thing you are about to buy

Find out more:

<u>Sustainable development | European Youth Portal (europa.eu)</u>





2021 EUROPEAN YEAR OF RAIL

To exchange to this: 2021 is the European Year of Rail, shining a light on one of the most sustainable, innovative and safest transport modes we have!

A variety of activities will put rail in the spotlight throughout 2021 across the continent, to encourage the use of rail by both people and freight and to contribute to the EU Green Deal goal of becoming climate-neutral by 2050. The initiative highlights the benefits of rail, the remaining challenges to realise its full potential as well as rail's role for our society as a whole – The overall objective is to encourage and stimulate the use of rail by both citizens and businesses; to support the delivery of its European Green Deal objectives in the transport field. Trains should be more affordable, frequent, energy-efficient and better connected. Night trains and cross-border services should be revitalised. Sustainable train travel will be promoted throughout the year with special events, debates and themed activities from research and innovation, to sustainable tourism, its importance for regional development, business and industry, employment, rail's role in culture and heritage and for our recovery from the Coronavirus pandemic. Events range from the international arts festival **EUROPALIA** to the **Connecting Europe Express**, a special EU train that will criss-cross the continent in the autumn, with events and activities along the way.

Rail is:

- ➤ Rail is sustainable: It is environmentally friendly and energy-efficient. It is the only mode of transport to have almost continuously reduced its CO2 emissions since 1990. Rail is responsible for less than 0.5 % of greenhouse gas emissions from EU transport and will help the EU achieve climate neutrality by 2050.
- ► Rail connects people, regions and businesses. It is part of our European heritage and culture.
- ▶ **Rail is safe.** Whether you are on holidays or travelling for business, you can rely on rail to get you safely to your destination. It is one of the safest ways to travel.

Find out more:

Homepage (europa.eu)

European Year of Rail Initiatives (europa.eu)

NEW EUROPEAN BAUHAUS INITIATIVE

The New European Bauhaus is a creative initiative, breaking down boundaries between science and technology, art, culture and social inclusion, to allow design to find solutions for everyday problems.

The New European Bauhaus is an environmental, economic and cultural project, aiming to combine design, sustainability, accessibility, affordability and investment in order **to help deliver the European Green Deal**. The core values of the New European Bauhaus are thus **sustainability, aesthetics and inclusiveness**. The goal of the design phase is to use a co-creation process to shape the concept by exploring ideas, identifying the most urgent needs and challenges, and to connect interested parties.

On the dedicated website, artists, designers, engineers, scientists, entrepreneurs, architects, students, and all interested people can share examples of inspiring achievements for the New European Bauhaus, their ideas about how it should be shaped and how it should evolve, as well as their concerns and challenges.

In the coming months, the Commission will award prizes to existing examples that represent the integration of the key values of the initiative, and that may inspire the discussions about, and the transformation of, the places where we live.

In the next phase of the initiative – the 'delivery' phase, **five pilot projects** will be set up to co-design new sustainable and inclusive solutions with style. The objective of the third phase – 'dissemination', is to spread the ideas and concepts defining the New European Bauhaus via new projects, networking and sharing of knowledge, in Europe and beyond.

Find out more:

New European Bauhaus: beautiful, sustainable, together. (europa.eu)



GREEN ELEMENTS OF THE NEW ERASMUS+ AND THE EUROPEAN SOLIDARITY CORPS

- · The new European Solidarity Corps and Erasmus+ aim to serve as a point of reference and inspiration for organisations and individuals regarding sustainable mobility
- The 2021-2027 European Solidarity Corps and Erasmus+ promote environmentally sustainable and responsible behaviour among participants, and participating organisations raising the awareness about the importance of acting to reduce or compensate for the environmental footprint of mobility activities.
- The programmes offer financial incentives to use green modes of transport when going on mobility.

Find out more:

Priorities of Erasmus+ programme

European Solidarity Corps green projects

THE EDUCATION FOR **CLIMATE COALITION**

This initiative aims to support a fair, green and digital societal transition in Europe by mobilizing the education and training community. The actions of the coalition support and compliment other European Green Deal projects, including the European Climate Pact.

The Coalition will mobilise the education and training community to work towards achieving a climate neutral and sustainable European Union (EU).

It will seek to do so by centralising, upscaling, supporting and promoting bottom-up, co-created actions involving pupils, students, teachers, education institutions and stakeholders.

The work of the Coalition will be steered by an EU Secretariat in co-creation with national coalitions, schools, universities and other education stakeholders.

A dedicated online platform will be created to centralise the Coalition's efforts in the form of pledges for concrete actions made by individuals and collective actors at the local, regional and national levels.

Education for Climate Coalition pledges will be guided by five priorities:

- green skills development
- teacher training
- · promoting behaviour change
- · linking education and science
- collective awareness raising

Find out more:

Education for Climate Coalition (europa.eu)







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