

## EVENT DESCRIPTION SHEET

*(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)*

*⚠ Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	Europeans Throughout the World (ETTW)
PIC number:	887693755
Project name and acronym:	Inclusive Europe for mobile EU citizens — MobileCIT

EVENT DESCRIPTION	
Event number:	WP4: T4.3. : D4.2.
Event name:	Communications campaign to engage mobile citizens in deliberation processes
Type:	Online publications on news websites, social media, newsletters
In situ/online:	Online
Location:	European Union, focusing on expat communities.
Date(s):	07.11.2023.; 08.11.2023.; 10.11.2023.; 14.11.2023.; 16.11.2023.; 22.11.2023.; 27.11.2023.; 30.11.2023.; 05.12.2023.; 07.12.2023.; 09.12.2023.; 13.12.2023.; 15.12.2023.; 19.12.2023.; 21.12.2023.; 28.12.2023.; 29.02.2024.
Website(s) (if any):	Description in the project website: <a href="https://open2vote.eu/projects/mobilecit">https://open2vote.eu/projects/mobilecit</a> Publications in <a href="http://www.latviesi.com">www.latviesi.com</a> and <a href="https://www.facebook.com/latviesicom">www.facebook.com/latviesicom</a>
Participants	
Female:	172
Male:	129
Non-binary:	3
From country 1 [Austria]:	3

From country 2 [Belgium]:	13		
From country 3 [Bulgaria]:	2		
From country 4 [Croatia]:	1		
From country 5 [Denmark]:	2		
From country 6 [France]:	3		
From country 7 [Germany]:	5		
From country 8 [Greece]:	3		
From country 9 [Hungary]:	1		
From country 10 [Ireland]:	2		
From country 11 [Italy]:	2		
From country 12 [Latvia]:	202		
From country 13 [Lithuania]:	1		
From country 14 [Malta]:	1		
From country 15 [Netherlands]:	5		
From country 16 [Poland]:	1		
From country 17 [Portugal]:	3		
From country 18 [Romania]:	9		
From country 19 [Slovenia]:	2		
From country 20 [Sweden]:	43		
Total number of participants:	304	From total number of countries:	21
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<b>Target groups:</b>			

The main target group: mobile citizens of Europe who reside outside of their country of citizenship.

### **Description of the event (online publications) and its activities**

Implementation of a communication and dissemination plan (Annex 1 in the zipped folder «D4-1-Materials») according to the agreed communication strategy (Annex 2 in the zipped folder).

The communication plan and communication strategy was elaborated by a subcontracted communication agency Latviesi.com and drafts of these documents were agreed with the project partners partners. After the approval of plans Latviesi.com carried out the activities according to these documents.

The main type of communication was : publishing a question (in total – 14) with an invitation to vote. Publication on all available channels in the same day, including partner communication channels. Partners - *ETTW, esiLV, ECIT Foundation, Swedes Worldwide, European Latvian Association, Romanian Community in Belgium, American Slovenian Education Foundation.*

In this way Latviesi.com published all 14 questions in October-December 2023, as well as reminders to vote. Several questions were published repeatedly. All questions and votes for each are here: <https://open2vote.eu/mobile-cit/bills>.

Latviesi.com adapted publication texts in two languages - Latvian and English and matched them for each channel - website, social media (Facebook, Instagram, Twitter) and newsletter, and added adapted visuals. Some partners translated texts in their language, for example, Swedes Worldwide - in Swedish. Engaging, compelling language for the target audience was used to promote the call to action (CTA).

All the prepared materials were by e-mail to other communication partners with instructions for the publishing.

Based on the voting results in the first round of publications Latviesi.com published several questions repeatedly to acquire more votes. Repeatedly published questions were as follows:

1. Should academic qualifications be automatically recognized in all EU Member States? (375 votes in summary)
2. Should an EU-wide digital driving licence be introduced? (351 votes in summary)
3. Should partnerships and marriages of (rainbow) families be automatically recognized within the EU? (345 votes in summary)

### **Hyperlinks to some online publications (where applicable)**

The main platforms for publishing was Latviesi.com online platform as well as seven communication channels of partners:

- **Latviesi.com** website (example): <https://www.latviesi.com/jaunumi/mobilecit-projekts-iespeja-eiropas-mobilajiem-pilsoniem-piedalities-e-demokratijas-veidosana>
- **Latviesi.com** Facebook page (example): <https://www.facebook.com/latviesicom/posts/pfbid05C47XjLyJ8dJZALd6N3wWN32LiC1WTC1Hp9yB9uAVvrp4eRsAfceEZZAdcPrgza2l>
- **Latviesi.com** Facebook latvian groups (example): <https://www.facebook.com/groups/latviesibelgija/posts/3542574129289937/>
- **Latviesi.com** Facebook expats groups (example): <https://www.facebook.com/groups/expatsingermany/posts/2237808239723104/>
- **ETTW** website (example): <https://euromonde.eu/blog/mobilecit-project-an-opportunity-for-european-mobile-citizens-to-participate-in-shaping-e-democracy/>
- **ETTW** Facebook page (example): <https://www.facebook.com/europeansthroughouttheworld/posts/pfbid0kH3BDwmnEMCAjgN4QiF92vXu8r7gVJBgEaN41EGHmEjp3nZZUnrvN4qyuGvXwpHrl>
- **esiLV** website (example): <http://esilv.org/mobilecit-projekts-iespeja-eiropas-mobilajiem-pilsoniem-piedalities-e-demokratijas-veidosana/>

- **esiLV Facebook page** (example): <https://www.facebook.com/esiLVkopiiena/posts/pfbid02JAqbjVqK7kuU8GCE6B2t3jHLrL4H9rP2erk8sPNE52Zi9RzMvGCqwwPuEGuH6J4kl>
- **ECIT foundation website** (example): <https://ecit-foundation.eu/mobilecit-project-an-opportunity-for-european-mobile-citizens-to-participate-in-shaping-e-democracy/>
- **ECIT foundation Facebook page** (example): <https://www.facebook.com/ECITFoundation/posts/pfbid0z3oR4FuQKqeMRTaJ5K6yZEotwKLroVU2rSHy2GycsiGnfAiTTXVP5CpctouGGCbEI>
- **Swedes Worldwide website** (example): <https://www.sviv.se/blog/2023/11/eu-medborgare-var-med-och-paverka-samt-forenkla-for-utlandsboende-europeer/>
- **Swedes Worldwide Facebook page** (example): <https://www.facebook.com/svenskarivarlden/posts/pfbid02NCL7c36ZopmmheRP9YWWP9nrrVfzLpR3q9LgAtWkdUPrKNPNU8BUKLSHdtbJxJjal>
- **European Latvian Association website** (example): <https://ela.lv/lv/aicina-eiropas-pilsonus-piedalities-e-demokratijas-veidosana>
- **European Latvian Association Facebook page** (example): <https://www.facebook.com/EiropasLatviesuapvieniba/posts/pfbid0gbXqqjGPGaMVwzb6VQxFKBsHWjuEQ7zGjPsm68nBqgzuzmJ8wP2d9WaaDUBZXAUjl>
- **Romanian Community in Belgium Facebook page** (example): <https://www.facebook.com/rombel.belgia/posts/pfbid0macS8C3pFTWbTohYCKoUwxH1NjA99vyU54QoZkreopuqWeXf4mFYHesg2L7uPTPFI>
- **American Slovenian Education Foundation Facebook page** (example): <https://www.facebook.com/asefund/posts/pfbid02rDV97wJnsvndVkf6NzrRvM1GjzXHCKTHkzntdhwRZoCf76Xu9Nc1WUtoqM4J13ol>

### Graphical elements and visuals of the online publications

The aim was to use uniform style and design. All used visuals and also texts are available in the folder «Visuals-Texts» inside the zipped folder.

An exception was the expat groups in Facebook, where Latviesi.com adjusted the style to encourage more engagement. All used visuals are available in the folder «Facebook-Group-Visuals» inside the zipped folder.

Screenshot from the publications (two examples):

The image shows two examples of online publications. The top one is a screenshot of a Latvian website article from 'Latviesi.com' titled 'POLITIKA / SABIEDRĪBAS LĪDZDALĪBA' with the main text 'Vai ES mērogā jāievieš digitālā vadītāja apliecība? Kādi vēl praktiskie jautājumi būtu jārisina ES ietvaros? Vai tas atvieglotu Jūsu dzīvi?'. The article is dated 07. dec. 2023 10:22. Below the title is a 'MOBILECIT' logo and a '9. question' header. The main visual is a line drawing of a hand holding a smartphone and a set of keys. The article text discusses the challenges of mobile citizenship and the need for digital driver's licenses. The bottom part of the screenshot shows social media sharing icons and a list of related articles with thumbnails, including 'JAUNĀKIE RAKSTI' and 'Latvijas Radio 1'.

**Latviesi.com**  
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🗳️ Kā Jums šķiet? Vai mobilajiem ES pilsoņiem būtu jāļauj Eiropas Parlamenta vēlēšanās balsot tiešsaistē? Balsojiet šeit: <https://open2vote.eu/mobile-cit/bills/1> (MobileCIT jautājums Nr. 1.)

🗳️ ES pilsoņiem ir tiesības balsot Eiropas Parlamenta (EP) vēlēšanās savā dzīvesvietas dalībvalstī (pat, ja tā nav viņu pilsonības dalībvalsts). Tomēr joprojām pastāv daudzi šķēršļi šo tiesību īstenošanai. Tie ietver pieejamas informācijas trūkumu, apgrūtināšus reģistrācijas procesus un reģistrācijas atcelšanu izcelsmes dalībvalstī.

📖 Vairāk informācijas: <https://www.latviesi.com/.../vai-mobilajiem-es-pilsoniem...>

Council of the European Union, Open2Vote, ManaBalss.lv, Open Knowledge Sweden, Svenskar i Världen, Europeans Throughout the World, ECIT Foundation, ESI.LV, Eiropas Latviešu apvienība, ASEF: American Slovenian Education Foundation, RomBel - Români în Belgia, RomBel info, Evenimente in Belgia

Raksts publicēts sadarbībā ar MobileCIT



More screenshots are available in the folder «Screenshots-Publication-Examples» in the zipped folder.

**Website and/or FB page of the online publications**

The main website was <https://www.latviesi.com> and the main Facebook page: <https://www.facebook.com/latviesicom/>

**Achieved results**

Latviesi.com at the main channels reached at least 105 465 people (website 1 506, Facebook page 77 399, newsletter 26 560). Additionally to this number come the involved Facebook groups. There, the total members is 580 000 and we assume that 10% of the members were reached. Thus, the number of people reached in Facebook groups is at least 58 000. Thus, we assume that in total we reached 163 465 expats.

Channel	Reach
Latviesi.com website	1506
Latviesi.com facebook page	77399
Latviesi.com newsletter	26560
Latviesi.com facebook groups	58 000
<b>Summary:</b>	<b>163 465</b>

The project aimed to collect at least 300 votes from European expats living in Europe. Until July 2024 we obtained the votes of 304 people from 20 countries. 172 of voters were female (57%), 129 male (42%), 3 non-binary (1%). The most active participants by their citizenship were:

- Latvian expats abroad - 66% of all participants;
- Swedish expats abroad - 14%.

NUMBER OF PARTICIPANTS: 304

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).