

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: https://open2vote.eu/projects/mobilecit Publications in www.latviesi.com and www.facebook.com/latviesicom
Participants	
Female:	168
Male:	131
Non-binary:	3
From country 1 [Austria]:	6

From country 2 [Belgium]:	49
From country 3 [Croatia]:	3
From country 4 [Czech Republic]:	3
From country 5 [Denmark]:	8
From country 6 [Estonia]:	5
From country 7 [Finland]:	2
From country 8 [France]:	21
From country 9 [Germany]:	66
From country 10 [Greece]:	2
From country 11 [Ireland]:	10
From country 12 [Italy]:	8
From country 13 [Latvia]:	15
From country 14 [Lithuania]:	1
From country 15 [Luxembourg]:	4
From country 16 [Malta]:	1
From country 17 [Netherlands]:	10
From country 18 ["Other"]:	54
From country 19 [Poland]:	3
From country 20 [Portugal]:	8
From country 21 [Spain]:	10
From country 22 [Sweden]:	12
From country 23 [Ukraine]:	1

Total number of participants:	302	From total number of countries:	23
Description			
<i>Provide a short description of the event and its activities.</i>			
Target groups:			
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 were 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 - <i>ETTW, esiLV, ECIT Foundation, Swedes Worldwide, European Latvian Association, Romanian Community in Belgium, American Slovenian Education Foundation.</i>			
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:			
<ol style="list-style-type: none"> 1. Should academic qualifications be automatically recognized in all EU Member States? (363 votes in summary) 2. Should an EU-wide digital driving licence be introduced? (341 votes in summary) 3. Should partnerships and marriages of (rainbow) families be automatically recognized within the EU? (332 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:			
<ul style="list-style-type: none"> • 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/pfbid05C47XjLyJ8dJZALd6N3wWN32LiC1WTC1Hp9yB9uAVvvp4eRsAfceEZZAdcPrgza2l • 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/pfbid0kH3BDwmnEMCAjgN4QiF92vXu8r7gVJBgEaN41EGHmEjp3nZZUnrvN4qyuGvXwpHrLHLrL4H9rP2erk8sPNE52Zi9RzMvGCqwwPuEGuH6J4kl>
- **esiLV** website (example): <http://esilv.org/mobilecit-projekts-iespeja-eiropas-mobilajiem-pilsoniem-piedalities-e-demokratijas-veidosana/>
- **esiLV** Facebook page (example):
<https://www.facebook.com/esiLVkopiena/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/pfbid0gbXqqjGPGaMVwzb6VQxFKBsHWjuEQ7zGjPsm68nBgguzmJ8wP2d9WaaDUBZXAujl>
- **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/pfbid02rDV97wJnsvndVkf6NzrRvM1GjzXHCKTHkznthdwrZocf76Xu9Nc1WUtoqM4J13ol>

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):

latviesi.com

POLITIKA / SABIEDRĪBAS LĪDZDALĪBA
Vai ES mērogā jāievieš digitālā vadītāja apliecība? Kādi vēl praktiski jautājumi būtu jārisina ES ietvaros? Vai tas atvieglo Jūsu dzīvi?
07. dec. 2023 10:22

MOBILECIT **9. question**

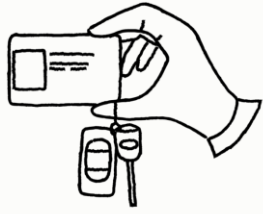


Foto: MobileCIT

AUTORS
MobileCIT

Ir daudzi iemesli, kāpēc mobiltajiem Eiropas pilsoņiem jāmaina autovadītāja apliecības, taču tajā pašā laikā mobiltajiem ES pilsoņiem joprojām ir jānoskaidro ar neatbilstībām starp valstu pieejām citā ES valstī izsniegtu vadītāja apliecību atjaunošanai vai aizstāšanai. Tas ietekmē viņu braukšanas brīvības t. zi.

Lai vienkrātoti autovadītāja apliecību atzīšanu starp ES dalībvalstīm, Eiropas Komisija ierosinājusi ieviest digitālo vadītāja apliecību. Priekšlikumu tagad izskatīs Eiropas Parlaments un Eiropas Savienības Padome. 13)

Digitālo vadītāja apliecību būs vieglāk nomānīt, atjaunot vai apmainīt, jo visas procedūras būs ieviestas. Pilsoņiem no valstīm, kas nav ES dalībvalstis, ar saistītiem ar sadarbības tīklu izstrādi.

REKLĀMA

JAUNĀKIE RAKSTI

TUJA
Izdari kaut ko jaunu un saglabā asu prātu
4 komentāri
07. jūl. 2024 10:00

Latviju cenšs Bērziņš
Vācijā notiks bērnu un jauniešu nometne "Mazais latvietis pasaulē"
196-ija
07. jūl. 2024 09:03

Latvijas Radio 1
"Globālais latvietis. 21. gadamts". Noslēgušies Džeimu un džeju svētki Kanādā. Tekšanās ar dalībniekiem un sveiktu

Latviesi.com
Published by Roberts Gorodko

November 8, 2023

🗳️ 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-pilsoņiem...>

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
Summary:	163 465

The project aimed to collect at least 300 votes from European expats living in Europe. Until July 2024 we obtained the votes of 302 people from 23 countries. 168 of voters were female (56%), 131 male (43%), 3 non-binary (1%). The most active participants by their citizenship were:

- Latvian expats abroad - 67% of all participants;
- Swedish expats abroad - 14%;
- Expat communities living in Brussels (Belgium) - 16%.

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