

0651-10



Call for Application

 **european
youth capital**

2015

DEADLINE: 1st May 2012 (23:59)
www.europeanyouthcapital.org

The 'European Youth Capital' (EYC) is a title granted by the European Youth Forum to a European city for a period of one year, during which it is given the chance to showcase its youth-related cultural, social, political and economic life and development. The EYC initiative encourages the implementation of new ideas and innovative projects with regards to the active participation of young people in society, and seeks to present a role model for the further development of other European municipalities.

The EYC aims at strengthening the relationship between the local level and the European institutions, giving attention to youth participation at the local level as well as the European level. Together with institutional partners and other relevant stakeholders the EYC aims to empower youth on all levels, in order to encourage them to be more proactive actors in shaping and developing their societies.

The 'European Youth Capital' title gives European cities the opportunity to present a multi-faceted programme, which highlights the wealth, diversity and common characteristics of Europe's intergenerational approach, and the empowerment of young people throughout the continent.

The first European Youth Capital was Rotterdam (the Netherlands). The European Youth Forum (YFJ) has awarded the EYC 2010 title to Torino (Italy), EYC 2011 to Antwerp (Belgium), EYC 2012 to Braga (Portugal) and EYC 2013 Maribor (Slovenia)

The EYC 2015 call is being launched on 22nd November 2011, with **deadline on 1st May 2012 (23:59 Central European Time)** applications received after this date will not be considered.

The application includes a fee of 800 Euros, to be transferred and paid before the deadline at the European Youth Forum account as follows:

Name of Bank	ING bank Marnix Business Branch
Address of bank	1, rue du Trône 1000 BRUXELLES BELGIUM
SWIFT or BIC code	BBRUBEBB
Account number	310-1321259-11
IBAN	BE30 3101 3212 5911

All applications should be sent by e-mail to eyc2015applications@youthforum.org (PDF format; English language only; subject required: "Application EYC 2015_city name"; original [hard-copy] documents may be requested later in the selection process, where necessary).

The short-listed candidates - applicants fulfilling the criteria mentioned in the call and selected through an online consultation of the jury - will be published on the European Youth Forum's website on 4th July 2012. After this, candidates will receive recommendations on the improvement of the application.

The short-listed candidate cities have the possibility to improve and adapt their application, to be sent by the final application deadline on 1st October 2012 (23:59) to:

eyc2015applications@youthforum.org.

Assessment of the received applications and the final selection of the successful applicant will be made by a selection jury comprised of institutional and civil society youth policy experts, representatives from the private sector, the media, and from local and regional authorities.

Should you have any questions relating to the application and selection processes, please contact Magdalena Kurz, Policy Officer Participation, at the European Youth Forum Secretariat: magdalena.kurz@youthforum.org. Additionally we would like to invite you to visit the European Youth Capital website www.europeanyouthcapital.org. Please note that in order to ensure a transparent and fair process the YFJ does not (a) review application before the application deadline and (b) convene meetings with potential candidates.

1. How does a city become a European Youth Capital?

The title 'European Youth Capital' (EYC) may only be applicable when a European municipality distinguishes itself in a positive way and has an ambitious programme for empowering youth. The title is bestowed by a joint selection jury of European youth organisations and institutional partners¹. A Memorandum of Understanding will be signed between the European Youth Capital 2015 and the European Youth Forum, detailing the terms of use of the 'European Youth Capital' title, visibility, monitoring, reporting and other joint elements.

2. Why should a city apply to become the next European Youth Capital?

Without doubt, there are a number of benefits for municipalities that consider applying for selection as a European Youth Capital.

- Europe-wide: the EYC programme offers the chance to showcase cultural and professional youth issues. Public recognition is fostered by media and press coverage, which will also increase the reputation and popularity of the city in, for example, the tourist dimension.
- The regional impact will be visible in many respects: the EYC serves as a framework for new projects and ideas and stimulates stronger and more active cultural life throughout the municipality and its neighbouring areas.
- Acquiring additional public funding and new financial donors is made easier, in light of the motivating and encouraging project framework offered by the EYC.

3. Who can apply?

Local authorities can apply.

By local authorities, municipalities or groupings of municipalities, such as a metropolitan area, are understood. Local authorities from Member States of the Council of Europe are invited to provide their application.

If you are unsure about your eligibility to apply, please contact Magdalena Kurz (magdalena.kurz@youthforum.org)

4. How to apply?

Anyone can suggest a town or city to run for the EYC. However, it is the local authority in question who has to itself submit the following documents:

¹ More information on the selection jury can be obtained upon request from the YFJ Secretariat.

- a) Completed application form and required documents
- b) Written proof of the town or city's interest in running for the EYC (to be signed by the head of executive of the applicant);
- c) A signed and stamped statement of support by an independent local or regional youth structure. If no local youth council exists, a relevant coalition of local youth NGOs should support the application of the municipality, in written form.

The applicant municipality will have to submit an application by the given deadline – 1st May 2012 (23:59) - describing the goals and ambitions of the EYC time period; a roadmap to achieving these goals and ambitions; the foreseen budget; and the methods through which young people will be included.

The selection jury will review the applications and designate the European Youth Capital 2015 by November 2012. The official announcement will take place in November 2012, during the European Youth Forum General Assembly.

5. What criteria does the jury use to evaluate the applications?

The jury will assess the applications received along the criteria and information in the application form. The applicant needs to ensure that all the information requested in the application form is provided:

1. Applicant: please indicate the details of the municipality applying for the title EYC
2. Municipal Legal Representative: please indicate the details of the legal representative, providing written proof of the town's or city's interest in running for the EYC
3. Municipality service co-ordinator for the application: please indicate the details of the municipal service co-ordinator, responsible for the submission of the application.
4. Supporting Youth Structure(s): please indicate the details of the independent local or regional youth structure providing the supporting statement to the application. Please also indicate additional information on any other support structures.
5. Information on the applicant city: please indicate the requested statistical data in order to give the jury a possibility to compare municipalities of different scales. Additionally, under this section, the applicant is free to present the city, focusing on a youth perspective.
6. Motivation: the applicant should elaborate on its motivation to gain the EYC title. The applicant should demonstrate that it:
 - a. is willing to dedicate time, effort and the necessary resources throughout the course of the one-year period as the European Youth Capital;
 - b. is willing to devote itself to youth-related projects and policies that are sustainable and lasting beyond the EYC year in question.
7. European Youth Capital Programme: The applicant should present its programme for the EYC year, highlighting the European added-value in accordance with the other criteria.

a) Activities:

The applicant should indicate which kind of activities are foreseen in each areas mentioned in the application form. Therefore please add relevant information about the foreseen types of activities in these fields. The applicant should:

- propose to run at least one activity in each of the following areas:
 - the active participation of young people in society,
 - open space for youth culture,
 - space for informal learning and/or intergenerational dialogue,
 - new or innovative approaches to youth employment,
 - multiculturalism or integration,
 - international youth co-operation;
- create a programme specifically for the European Youth Capital year, highlighting the added European value in accordance with the other criteria mentioned here;
- nominate at least one specific contact person that will be employed during the preparation, running and evaluation of the EYC year; complement the programme with a specific focus on the culture of its region.

b) Networking and Participation:

Please indicate the foreseen networking and participation structures involving the relevant stakeholders mentioned in each field in the application form. The applicant should:

- offer possibilities to all young people of the municipality to participate in designing and implementing activities for the EYC year;
- involve or consult other relevant actors and the surrounding region in the planning of the activities in order to raise interest in and ownership of the programme year;
- encourage other actors of the municipality to contribute with their own projects and activities to the programme;
- have (or actively support the establishment of) an independent structure for youth clubs and local/regional branches of youth associations (a youth council);
- cooperate with its independent youth structure(s) in a fruitful and mutually beneficial spirit;
- provide information about the activities through easily accessible channels, e.g. websites;
- be willing to draw conclusions from the EYC year to impart to its successor(s), and will similarly take into account the experiences of its predecessor(s) as EYC.

8. European Youth Capital general co-operation: please indicate the foreseen management structures of the EYC year.
9. European Youth Capital team: please indicate the foreseen composition and mandate of the team implementing the programme of the EYC year.
10. Communication and Information: the applicant is asked to present an outline of the planned Communication and PR Strategy of the EYC year, referring to the relevant issues mentioned in the application form.
11. Preparation of the European Youth Capital: please present a roadmap towards the EYC year, indicating the foreseen preparatory actions and co-operations.

12. Evaluation: please indicate an outline of the foreseen evaluation and assessment of the outcomes of the EYC year.
13. Budget indications: please present the foreseen budget for the EYC year. The proposed budget has to be coherent with the program proposed by the applicant and should be linked to the planned activities. Ideally the applicant presents a budget indicating the expenses for each activity foreseen, as well as a consolidated budget showing the total amount devoted to the European Youth Capital year.
14. ANNEXES: the applicant needs to ensure that the following documents are attached in annex:
 - a) Written proof of the town's or city's interest in running for the EYC (to be signed by the head of executive of the applicant);
 - b) A signed and stamped statement of support by an independent local or regional youth structure. If no local youth council exists, a relevant coalition of local youth NGOs should support the application of the municipality, in written form;
 - c) A general presentation of the EYC 2015 applicant, to be published at the official EYC website, in case the applicant is shortlisted. The textual contributions, in form of short proofread articles (format: 1 page, word .doc document, English), pictures (format: 4/3 JPEG-72DPPI);
 - c) Any other valuable documents felt to be of added value to your application.