

**INCLUDE project**

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# **EVALUATION AND GOOD PRACTICES**

# INCLUDE

Initiatives Nouvelles pour la Citoyenneté  
Locale et Urbaine des Européen·nes –



JEUNES  
EUROPÉENS  
FRANCE



ENGLISH

The City of Paris, in partnership with the Young Europeans-France and the European Civic Forum, launched in early 2018 a project to promote European citizenship for the next two years, called INCLUDE. The project aims to mobilise for the 2019 European elections by raising awareness among Parisians about their rights as European citizens and encouraging European Parisians to become more involved in civic life.



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# I. PRESENTATION

The INCLUDE project (New Initiatives for Local and Urban Citizenship of Europeans) is based on the observation that European citizenship is very little known, despite the rights it grants: the right to free movement, to vote in municipal and European elections, to consular protection, but also the political rights linked to European institutions, such as the right to carry a European Citizens' Initiative.

Based on the observation of several European reports, which show that 48% of European citizens are not aware of their rights linked to European citizenship and that 69% would like to learn more, the objective of INCLUDE was to make these rights known to all Parisians who are European citizens, whether French or not. The project therefore also aimed to include more non-French citizens of the Union in local civic life.

The civic and political involvement of European nationals in their host countries remains a challenge on a European scale. The European Union and its Member States today face several problems related to the establishment of European citizenship and the rights deriving from it, as defined by Articles 22-25 TFEU. These include: (i) knowledge of the rights of European citizenship remains limited; (ii) electoral participation of European citizens, especially mobile European citizens, remains insufficient; (iii) the sense of belonging to the European Union is at a standstill; and (iv) policy makers still lack consensus analysis and effective means to address these problems. Many reports have highlighted the weak involvement of regional and local authorities in promoting European citizenship.

On national level 67%<sup>1</sup> of residents in France feel that they are not sufficiently informed about the rights linked to European citizenship. On the Parisian territory which was the framework of the INCLUDE project, these problems are even more acute, with, for example, a stagnant participation rate of 50% over the last 10 years for the European elections. The turnout in municipal elections has been falling steadily since 2001, with around 3% less at each election.

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1 Standard Eurobarometer 89 Spring 2018, *European Citizenship*, European Commission, DG Communication

Another important point of the project is the inclusion of nationals from other EU member states. Paris is the most European city in France, with almost 110,000 European citizens who are citizens of the Union (107,408)<sup>2</sup>. As a relevant indicator, the rate of registration on the local and European electoral rolls is just over 13% for these European citizens. This figure is, in comparison with other French cities, very low, the French average being 20.3%. There are therefore nearly 100,000 European citizens in Paris who do not assert their right to participate in elections, a figure that the INCLUDE project intended to lower before the 2019 European elections and the 2020 municipal elections.

The challenges of the project were therefore multiple:

- To promote a better appropriation of European rights (art. 22-25 TFEU, in particular the rights linked to free movement) by all European citizens (including nationals) in Paris, in order to create a feeling of belonging to the Union. An important sub-objective will be to increase participation in European and municipal elections, a fundamental right linked to European citizenship. Remote audiences have been targeted as a priority.
- Working with European citizens who are mobile in Paris to encourage their involvement in local life (civil society) and strengthen their sense of belonging to a local community.
- To identify the obstacles to the use of the rights linked to European citizenship, to experiment with new approaches, to evaluate and present them so that they can be replicated at EU level with local authorities and associations.

Based on various opinion surveys (city censuses, Eurobarometer...), but also on the experience in terms of participation and inclusion of the city of Paris, Young Europeans - France and the European Civic Forum, the INCLUDE project has developed several lines of work to implement the objectives listed above. This book details the actions carried out during the project, which started in January 2018 and will end on 31 December 2019. Written by the project leaders themselves, it makes it possible to

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2 Etrangers - immigrés en 2016, commune de Paris, INSEE, 2016, <https://www.insee.fr/fr/statistiques/4177162?sommaire=4177618&geo=COM-75056>

analyse the trends in terms of participation and to study the impact of the activities put in place, the positive developments and the obstacles to a better appropriation by Parisians of their rights linked to European citizenship.

Several methods were used to collate the data and develop this guide. Many sources in terms of statistics were available from the City of Paris. As for the evaluation of the events, this was carried out by means of questionnaires to participants, but also through testimonies from speakers.

In addition, the project partners decided on a grid listing the quantitative and qualitative factors to be taken into account, upstream of the project. The criteria used to speak of good practice are as follows:

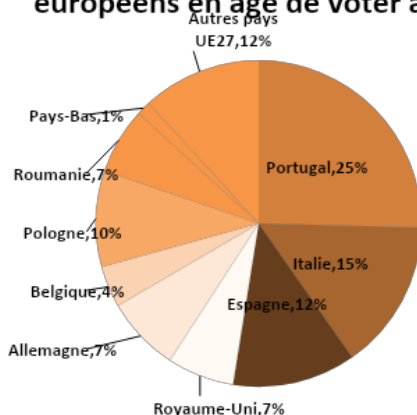
- **A clear impact on the target audiences (European nationals)**
- **An interest and publicity of the activities**
- **Increased accessibility of activities**
- **The innovative nature of the proposed activity**
- **The level of citizen participation in activities**

It should be noted, however, that some of the actions described below did not meet all the criteria because they are still under development, but still represent a point of analysis for the project.

## **A GROWING NUMBER OF EUROPEAN NATIONALS ON THE TERRITORY OF PARIS**

There are some 107,000 European nationals in Paris, 105,000 of whom are of voting age, representing 7.7% of the total population of voting age. This figure is much higher than the national figure (3.3%). Citizens of another Member State of the Union account for almost a quarter (24.7%) of foreigners living in Paris. The arrondissements with the highest number of non-national European citizens are the 16th (10 105), 15th (10 087) and 17th (8 841). This is partly explained by the high concentration of embassies and consulates in these arrondissements, with staff generally based near their places of work.

## Répartition des nationalités parmi les citoyens européens en âge de voter à Paris



Among the population of voting age, the Portuguese represent the largest contingent of European citizens in Paris, with 25%. They are followed by Italians (15%) and Spaniards (12%).

As in the rest of France, Paris has seen an increase in the number of European nationals registered to vote since the 1990s. At national level, the number of European nationals registered on electoral rolls (municipal and European) rose from 4.2% in 1993 to more than 20% in 2013.

In Paris in 2013, on the eve of the municipal and European elections in France, 13.8% of this population had registered on the municipal lists, and 12.9% on the European ones. Nevertheless, this rate is generally lower than the national average (23% on municipal lists and 20.3% on European lists).

However, we note that the rate of Europeans registered on European lists did increase between May 2014 and May 2019 (+5.3%) in Paris, with 719 more registered between both elections. Although it is impossible to establish direct causality, it can be argued that the scope of the INCLUDE project towards European nationals has had an impact on the rate of registration on the electoral rolls of nationals.




Although the project as a whole reached more than 7000 people - a fairly large number - it endeavoured to multiply the events while having a relatively low number of participants, in order to be able to involve all those present in the debates. Not taking into account the exceptional nature of the We Love Green Festival, the activities proposed by the INCLUDE project had an average of 43 participants, with however a great heterogeneity according to the types of events. While the street actions raised the awareness of a large number of people, the workshops or conferences brought together an average of 20 people, which allowed for more pedagogical work on in-depth debates and a better anchoring in the daily life of citizens.

### **CITIZENS UNINFORMED ABOUT THEIR RIGHTS BUT EAGER TO KNOW MORE**

In addition to awareness-raising actions and public events, the partners of the INCLUDE project wanted to assess the knowledge of Parisians about European citizenship, but also to find out which subjects would be most likely to interest them. In liaison with the INCLUDE Scientific and Strategic Committee (COSTA), a questionnaire was developed. Interviews were conducted during public speeches, but a link was also available on the City of Paris website, in order to record a larger number of responses. A total of 272 valid responses were retained, with the remainder being incomplete or erroneous. The results revealed that the respondents were well below the European average when it came to knowledge of the rights linked to European citizenship. Indeed, 60% of the respondents said they were not aware of these rights (48% at European level), but 87% of them said at the same time that they wanted to learn more about these rights (compared to 69% at European level).

67% of these people therefore wished to attend citizen workshops, open to all and on topical subjects. Nevertheless, the topics that the survey participants wanted to see addressed did not necessarily correspond to those most often present in the European media sphere. For example,




8% of respondents wanted to learn about and discuss the issue of education and mobility in Europe, while 14% wanted to learn more about labour and social rights at European level. The most recurrent themes were the general functioning of the European Union institutions, followed by the levers of citizen participation (voting rights, participatory mechanisms, etc.) with 17%.

Although the sample is negligible compared to the Parisian population, the answers given are not that far from the averages provided by Eurobarometer for France. In order to better take into account the opinions collected throughout the project and to respond to the need for information, we have set up a calendar of citizen workshops throughout Paris. These workshops, with a small capacity (an average of 31 people per workshop) have nevertheless enabled more than 1,000 Parisians to develop their knowledge of the European Union.

### **INFORMATION THROUGH DIFFERENT CHANNELS**

Although having an online space on the City of Paris website, the INCLUDE project has benefited from the greatest exposure through social networks. Launched in March 2018, the Facebook (<https://www.facebook.com/ProjetINCLUDE>) and Twitter (<https://twitter.com/ProjetInclude>) accounts have brought together a total of 775 subscribers (as of 15 November 2019). Although this does not seem very high, the number of people who have seen content published since the two accounts is 240 people per day, or 7,200 people reached every month. The majority (39%) of Facebook account subscribers are between the ages of 25 and 34, with the second largest category being 18-24 year olds (33%). These figures, when compared to the participation statistics in the European elections, where the youngest (18-24 years) are the most affected by abstention, also show that the communication of the INCLUDE project has been directed towards this audience, which is rather using social networks.



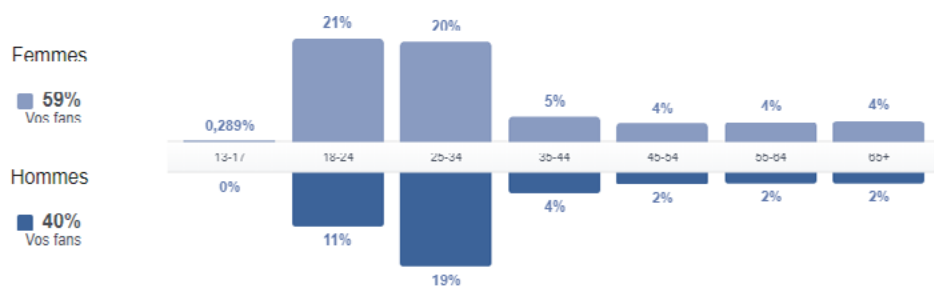



Illustration: share of the followers of the INCLUDE project Facebook page

A total of 198 messages have been posted from both accounts, or nearly 10 messages per month. Some of these messages were aimed at promoting the project's activities and those of the partners planned in Paris. Moreover, the average response to the events published on Facebook was 83 people (declaring themselves interested or participating), for an average of 55 real participants. It is also important to mention that all publications were organic, so there was no paid advertising or promotion used for the INCLUDE project on social networks. The conversion rate between registered/actual participants is about 44%..

The interest in INCLUDE project publications can be partly explained by the varied content, ranging from the promotion of project events to European activities taking place in Paris and relayed through the INCLUDE accounts. Several screenings/debates, or thematic days organised by the City could be relayed through the INCLUDE channels. The accounts have also received numerous mentions from other associations, elected officials, institutions and citizens in particular. The Twitter account alone was mentioned more than 75 times during the European conference organised in the salons of the City Hall from 22 to 25 October 2019, while a total of nearly 1,300 mentions of the INCLUDE project were found, more than the number of messages posted from the account itself. Despite this, it is impossible for us to estimate the scope of these publications, but based on the statistics of subscribers to the accounts that mentioned the project, their cumulative number exceeds 200,000 people.



As for the page on the website of the City of Paris ([www.paris.fr/projetinclude](http://www.paris.fr/projetinclude)), it is difficult to precisely identify all of the performances because the user behaviour analysis tool of the City of Paris does not allow a sufficiently detailed analysis. However, with the data provided, we deduced that an average of 930 unique visitors were visiting the site, based on a low estimate. For example, this figure was 573 unique visitors over the first 12 days of page display.

Physical communication was also very present during the project. This was notably the case during the call for applications, translated into the 7 European languages most widely spoken in Paris, for the first edition of the Parisian Council of Europeans. 5000 flyers were also distributed to district town halls, district associations, but also to embassies and consulates. However, it remains difficult to put a figure on the impact of this distribution, which nevertheless concerned nearly 80 physical points in Paris, spread over all the districts. In addition to this dissemination is the distribution of the theme sheets at 35 events organised throughout the INCLUDE project.

## II. EXAMPLES OF PARTNERS' EXISTING MECHANISMS FOR CITIZEN PARTICIPATION AND INCLUSION

## A. THE PARIS YOUTH COUNCIL (CITY OF PARIS)

Created in 2003, the Paris Youth Council (Conseil Parisien de la Jeunesse - CPJ) is a citizen participation body allowing Parisians to be involved in the definition and implementation of municipal policies. Its role is notably to:

- **Involving young Parisians in the development of municipal policies;**
- **To support the municipality in its decision-making process so as to better take into account the needs and expectations of young Parisians.;**
- **To help the community to innovate and imagine solutions to accompany young Parisians towards autonomy.**

Every year, Anne Hidalgo, the Mayor of Paris sends a letter of referral to the members of the CPJ, specifying the subjects on which the members of the City Council wish to obtain the opinion and proposals of the members of the CPJ.

Today, it is made up of 100 members (50 women and 50 men aged between 15 and 30), drawn by lot from the 903 applications received.

In addition to the wish presented to the Paris Council and previously approved by the entire CPJ, the CPJ is able to make recommendations on very specific themes to the City's elected representatives, as well as to the various political groups sitting on the City Council. In 2018, for example, CPJ proposed 24 measures to the Mayor of Paris.

Among the proposals on participatory democracy are, in particular, the recognition of voluntary commitment in Paris, through leisure places or the creation of a diploma of commitment, to be included in her professional CV. The Paris Youth Council has also suggested the implementation of local citizens' votes, tools allowing citizens to use the petition or to rely on digital tools in the case of consultations of local interest.

## **B. EUROPEAN CITIZENSHIP DAY AND THE PARIS EUROPE LABEL**


The City of Paris launched the European Citizenship Day on 13 December 2017, an event aimed at raising awareness of citizen participation of European nationals in the capital and promoting the City's links with the European Union. The "European Citizenship Day" is a response to a major challenge of the civic and political involvement of European citizens in their host countries. While the capital has almost 110,000 European citizens, their rate of registration on the electoral rolls is just over 13%, far from the average of 20% for the whole of France.

This event aims above all to highlight associations working in the field of European citizenship and intercultural exchanges. Activities are organised every year on 13 December (the anniversary of the European flag) in Paris, with, for example, language workshops, film screenings followed by debates. In addition, several debates and meetings are organised on the theme of Europe in Paris, while information documents are generally distributed in embassies, consulates, cultural centres, Parisian facilities (district town halls, libraries, activity centres or Maisons de la Vie Associative et Citoyenne) and Parisian markets by European associations.

For the first edition in 2017, 25 events were organised in 14 districts during the week of 11 to 17 December. 16 associations, Europe "Services Civiques" (voluntary service) and the Paris' citizen card, as well as documentation in European consulates were the main actors of this European Citizenship Day. On the programme were numerous awareness-raising actions on European citizenship in places such as markets, but also conferences, citizens' workshops, debates and concerts.

The highlight of this first edition was the inauguration of the new premises of the House of Europe on 13 December 2017 in the presence of Anne Hidalgo.

For the second edition in 2018, 57 events took place in 15 boroughs during the week of 10 to 16 December.



Numerous exhibitions, concerts, conferences and debates were organised for the occasion by 24 associations, 10 cultural centres, the citizen card and an embassy.

The central event of the European Citizenship Day 2018 was the very first drawing of lots of the members of the Parisian Council of Europeans (500 candidatures received for 61 seats) in the presence of Pauline Véron, Deputy Mayor in charge of local democracy, citizen participation, associative life and youth, as well as Hermano Sanches Ruivo, Councillor delegated to the Deputy in charge of international matters, in charge of matters relating to Europe.


## **C. GoVOTE ACTIONS (YOUNG EUROPEANS - FRANCE)**

Based on the observation that 73% of young people aged 18 to 35 abstained from voting in the 2014 European elections, the Young Europeans - France have carried out several projects to raise awareness of European citizenship and more specifically the 2019 European elections.

During the summer of 2018, the association led the Europe on Holidays project: for two weeks, volunteers surveyed the French coastline from Bordeaux to Hendaye and from Marseille to Nice, in order to meet holidaymakers. They organised educational and fun activities in campsites, on beaches and village squares on the impact of the European Union on our daily lives and the functioning of the European elections. 5800 people were made aware of the project and 22 communes were visited.

As the European elections drew nearer, the Young Europeans - France launched an awareness-raising campaign entitled My Vote My Europe on 17 March 2019, focusing particularly on 18-25 year olds.

The main objective of this campaign was to mobilise young people for the European elections on 26 May 2019. Indeed, according to an IFOP survey commissioned by Young






Europeans - France and ANACEJ, 70% of young people could be encouraged to participate in the European elections if they had a better understanding of how the EU institutions work. As part of their campaign, the Young Europeans carried out 87 campaign actions in France between 17 March and 26 May: the GoVote actions (educational formats to explain how the European elections and our institutions work) and the React and (Re)Vote actions to remind voters of the impact and importance of their vote and empower MEPs to take a responsible stance, by displaying signs with striking phrases spoken by MEPs (e.g. "Women should earn less than men, because they are weaker, smaller and less intelligent"). The Young Europeans - France also published 24 videos on various themes (What does the European Union do for you, the functioning of the political groups, the election of the President of the European Commission, etc.), which were viewed 110,000 times, and a Facebook mobilisation event with 13,600 participants.

## **D. THE MAKE EUROPE GREAT FOR ALL CAMPAIGN**

Although the European Civic Forum is generally involved in fieldactionsthroughitsnationalmembers,ithasnevertheless launched a dynamic towards the associative world and active citizens, in view of the European elections of 2019.

The Make Europe Great for All campaign aimed to affirm that citizens' rights must be effective for all. This campaign emerged from the needs and expectations of the 105 or so ECF member organisations and their individual members, representing more than 40,000 associations in Europe. The campaign manifesto was translated into more than 10 languages and led to a day of action on 10 December 2018, for the 70th anniversary of the Universal Declaration of Human Rights. The mobilisation took place in 29 countries, with 200 local committees organising activities or sending messages on the day. By developing and helping to promote a series of events across Europe, the European Civic Forum directly and indirectly reached more than 10,000 organisations and



almost 2 million people. In addition to this mobilization, the Make Europe Great for All (MEGA) campaign notably relayed large-scale citizen initiatives (European Citizens' Initiative, calls for signatures, open letters...), thus highlighting the different means of citizen expression at local and European level. The publications on the site ([www.megacampaign.eu](http://www.megacampaign.eu)), intended as a common space for sharing resources, were read by an average of 1,000 people.

In total, the MEGA campaign has identified more than 50 events initiated by associations at local level to address the fundamental rights of citizens in Europe.

# III. INFORMING AND RAISING AWARENESS ABOUT EUROPEAN CITIZENSHIP

## **A. ACTIONS THROUGHOUT THE COUNTRY, REACHING OUT TO DISTANT AUDIENCES**

Between 1 March 2018 and 1 September 2019, the partners of the INCLUDE project directly organised or participated in 109 events, for more than 7,000 sensitised people. Among these activities were citizens' workshops (24), presentations at other events (26), outings with the Trait d'Union (36) and EU Decoders (12).

On the whole, the activities that affected the most people were the interventions and actions of the bus during Paris Plages. However, smaller scale events such as the citizen workshops (average 23 people per workshop) or the decoders (average 65 participants). The latter nevertheless proved to be slightly less interactive: 19% of the respondents were neutral or dissatisfied with the interaction on the Decoders' sets, while this figure fell to 14% for the citizens' workshops. However, the participants were overwhelmingly satisfied with the quality of the activities offered. Thus, more than 90% of the interviewees judged the events of the INCLUDE project rather (38%) or even very satisfactory (55%). 94%, or an even higher number, were satisfied with the quality of the speakers (62% very satisfied and 34% fairly satisfied). However, some participants pointed out that the speakers were too conciliatory, especially on events such as "EU Decoders", and thus lacked contradiction and objectivity with regard to the policy conducted by the European Union.

In order to be able to involve a variety of audiences, the partners have set up several types of events in different formats. The activities can thus be grouped into 3 categories, as follows:

- **Decoder evenings**

These thematic evenings, initially launched at the end of 2016 by the representation of the European Commission in France in partnership with the Paris Federation of the Ligue de l'Enseignement, aim to provide answers to questions, preconceived ideas or myths about Europe, by explaining in a simple, accessible, verifiable way and with a touch of humour what the European Union is, and what it actually does, without taking an ideological stance on the issues.

Despite the wide variety of topics covered, the questionnaires show that the participants in the Decoder evenings were most often people who were already aware of their rights as European citizens, with 62% of respondents knowing their rights well, or even very well. Nevertheless, the Decoder evenings generated more interest in European issues than the other events, with 93%, compared to 88% for all the activities as a whole. Although this activity generated greater curiosity about European current affairs, the public affected remains essentially already concerned and aware of their rights, with 82% of them intending to vote in the European elections.

- **Citizens workshops**

Previously described and on current topics. 27 workshops were held with an average of 24 participants per workshop. The aim was to create a participatory framework to address topics such as copyright in Europe, lobbies in the European Parliament. These workshops, led in particular by the Young Europeans-France, were generally based on two speakers and tended to encourage the participants to speak, where the speakers answered questions above all.

Innovative and experimental, the INCLUDE project adopted a wide variety of formats and participatory methods for these workshops: film-debates, simulations of the European Parliament, fact-checking workshops, lecture-debates, interactive games and quizzes, in particular the European Quiz.

## EURO QUIZ

The European quiz was designed to be a fun way to tackle European issues and were presented in the form of questions/answers.

The game consists of two teams playing against each other. A facilitator designates two players who each form their own team. Inspired by a popular TV game show in France, the quiz is primarily intended to be fun, but it also has a strong educational dimension, with questions on both European history and current affairs.

Although it was only introduced late in the project (from June 2019), the European quiz had the highest response rate in terms of interactivity. Thus 80% of the participants who answered the satisfaction questionnaires after the event declared themselves very satisfied with the level of interactivity. This result is quite logical, since the participants are directly involved during the event.

In addition, the European quiz also generated strong interest in European issues, with 75% of the participants declaring themselves very interested in European issues after the event. Out of the 4 European quizzes organised, the INCLUDE project counted almost 20 people on average.

This format of activities has several advantages. First of all, it is quite short, the quizzes being reserved for two teams of just a few players, so that everyone can take the floor. The average duration of a game is 30 minutes, which also makes it possible to organize several games with rotating audiences. The European quiz is also interesting in the variety of events on offer. 6 tests are planned:

### INFO OR INTOX ?

Each team answers a question one after the other. The questions contain four proposals and two solutions.

The players have to find out which proposals are true and which are false. There are 4 questions (2 per team). Each correct answer earns 1 point.

### EU CULTURE

General knowledge test on the EU. One after the other, teams must answer as many questions as possible to score maximum points.

To answer, the player can ask for proposals: either 2 proposals for 2 points or 3 proposals for 3 points. If the player answers without having asked for proposals he makes his team win 5 points.

### EUROPEAN LISTS

For each question asked, players must exhaustively list the correct answers to earn points.

Teams take turns playing. The first two questions are worth 2 points, the third is worth 3 points and the last is worth 5 points.

### A LA CARTE

From a list of 3 theme proposals, each team must choose one and answer a series of questions on that theme. 1 point for each correct answer.

### BATTLE OF WORDS

A theme is given, each team has 30 seconds to defend its point of view. The team that has been the most convincing wins the point.

### TIME TRIAL

The aim is to answer as many questions as possible in 50 seconds. No proposals are made. 1 point per correct answer.

At the end of this test, the team with the most points has won.

### TIEBREAKER

In case of a tie, the teams are separated by questions of general knowledge such as true/false. The first team to make a mistake loses.

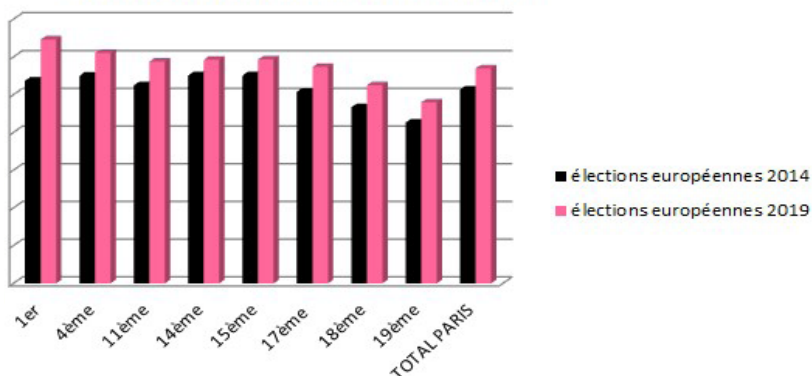
- **The European Bus**

is an itinerant tool (c.f. blue box next page). The bus made it possible to visit public spaces which are quite busy and very heterogeneous in terms of socio-professional categories. It is also the type of activity that generated the highest participation rate and the one that was used the most, with 36 deployments.

## THE EUROPEAN BUS

The European Bus, eventually called Trait d'Union, was designed to offer a mobile support to go into the public space, especially where the lowest turnout rates were recorded in the previous elections. Thus, where the bus made a stopover, the rate of participation was on average 6.1% higher between the European elections of 2014 and 2019, compared to 5.6% in all the districts of the capital. The biggest growth was recorded in the 1st arrondissement, with almost 11% more voters. It is also the arrondissement that saw the highest average number of visitors to the Trait d'Union action, with nearly 100 people on average per visit, compared with 40 passers-by on average for all the Trait d'Union outings as a whole.

**Taux de participation aux élections européennes sur les arrondissements visités par le Bus Européen**



The Trait d'Union was therefore mainly used in this project as a means of transport to move equipment and to carry out interventions in various locations. In total, there were 36 stages for the Trait d'Union in 15 Parisian districts. Nearly 4,000 people were reached thanks to the European Bus, i.e. nearly 45 people with whom the INCLUDE project leaders were able to exchange and discuss European citizenship. These passers-by had quite different profiles, however, given the large number of visitors and the large number of questions, it was impossible to conduct interviews properly. However, thanks to the exchanges with the passers-by, we were able to establish a rather distinct profile.

Thus, a majority of those present at the deployment of the Treaty



of Union came to seek more information on the rights linked to European citizenship, feeling that they did not know where to look. On the other hand, they were more or less aware of the approach of the European elections. Many of them declared themselves French citizens.

As for the format, the Trait d'Union usually stopped for 2 to 3 hours in the same place, mostly in the late afternoon, when leaving schools and offices, in order to attract a maximum target audience. By contrast, the popularity of the Union Treaty was much stronger in the spring of 2019, in the run-up to the campaign for the European elections. Between October 2018 and February 2019, just over 150 people, 156 to be exact, were present at events around the EU Treaty. From March 2019 and until May, there were 640 more (780 in total). Although the sample may be less representative (six events between October 2018 and February 2019, compared with 17 between March and June 2019), the average number of visitors to the European Bus increased from 31 in the autumn-winter 2018/2019, to almost 46 for the activities that took place between March and June.

Moreover, according to the.rice.s presenters on the Trait d'Union, there was more interaction than during events in closed places. Indeed, it seems logical that an outdoor event should attract more participants than a more confined space and that it should have a more spontaneous aspect.



## **B. THEMATIC FACT SHEETS TO ILLUSTRATE IN CONCRETE TERMS THE VARIOUS RIGHTS DERIVING FROM EUROPEAN CITIZENSHIP**

9 thematic sheets have been created on different issues:

- The European Union, how does it work?
- European citizenship, what is it ?
- Freedom of movement and its limits
- How can I, as a citizen, participate in European elections?
- European citizenship and the family
- Erasmus +, the mobility programme for all!
- Citizens' rights, consumers' rights
- European citizenship and economic rights
- Right to vote and to stand as a candidate

These sheets have been translated into English and are all available online on the INCLUDE project website. They have also been printed in A5 format, in French and English. These fact sheets first explain these rights in a simple and general way, in a factual manner. Then, in a second step, a special insert for the Parisian context has been created in order to make these rights concrete in everyday life. Finally, institutions and associations likely to provide more detailed information on these rights are indicated.

They were distributed at each intervention, workshop, Decoders, in order to inform and illustrate what the facilitators had to say. Thus, they were distributed in the 17 boroughs where all the activities of the INCLUDE project took place.

European citizens present in Paris were mostly approached through these fact sheets, which fits the target audience of Work Package 2 managed by the Young Europeans - France.

## **C. RELAYING WITH CONSULATES AND EMBASSIES FOR A BETTER DISSEMINATION TO EUROPEAN CITIZENS**

The INCLUDE project also reached out to the embassies and consulates and cultural centres of the different Member States over these two years. Given that these three types of structures were the most likely to reach their nationals living or working in Paris, the City of Paris initiated a rapprochement by including them in the programming of Europe Day in 2015 and with the launch of European Citizenship Day in December 2017. On this occasion, the Embassies and Consulates were invited to distribute and disseminate through their social networks, informative and educational materials and tools to their nationals, while promoting the opening of their doors to a wider public, for cultural events for example.

Exchanges between the city of Paris and the embassies and consulates based in Paris have increased considerably. Indeed, these structures regularly solicit the City during actions that these structures wish to set up or promote in terms of communication (for example the Chopin festival or the Père Lachaise's Italian artists' book project) and conversely, the City regularly informs and solicits these institutions to reinforce the actions that it implements (for example for the Day of European Citizenship, Europe Day, or the Paris Council of Europeans' call for candidates).

In addition, the Paris Council of Europeans met twice in embassies:

- On 23 March 2019 at the Romanian Embassy (5 rue de l'exposition - 7th arrondissement), for the second plenary session of the CPE.
- On 28 September 2019 at the Embassy of Finland (1 Place de Finlande - 7th arrondissement), for the fourth plenary meeting.



The embassies have been active in particular in disseminating the calls for candidates for the Parisian Council of Europeans. It is estimated, based on the number of users according to the accounts of the embassies in France of the various Member States, that nearly 50 000 people have been reached by publications relating to the CPE. However, the level of response varied widely between embassies, particularly those with small populations in France and Paris.

Finally, a suggestion made by the CPE was to get closer to community cultural and religious places to promote the activities of the INCLUDE project. These places often bring together a large number of European citizens living in Paris and allow for a wider dissemination, particularly to niche audiences (depending on nationality for example). The Forum of Foreign Cultural Institutes in Paris (FICEP), for example, brings together more than 56 foreign cultural institutions, including 25 from a European Union Member State. Through its social networks, the FICEP reaches more than 7,000 people, mostly non-nationals.

In addition to the FICEP, the INCLUDE project has been strongly disseminated in the Cité Internationale Universitaire de Paris (CIUP), where approximately 12,000 students and researchers in international mobility reside, i.e. more than 5% of the total number of international students in Paris (200,000 in 2015)<sup>3</sup>. Although this audience is more mobile and tends to stay in Paris for a shorter period of time, its

3 Homepage of the International University Campus in Paris, <http://www.ciup.fr/en/home/>

relatively low average age (25.5 years) corresponded to the target audience intended by the INCLUDE project.

3 events were held on the spot, including an awareness day for the European elections with more than 50 people present.



**IV. ENABLING  
CITIZENS TO  
PARTICIPATE  
AND DEBATE ON  
EUROPEAN ISSUES**

## A. INVOLVEMENT OF THE CITY'S ASSOCIATIVE FABRIC

In addition to the partnership, which is quite innovative because it is based on a local institution and associative actors, the project leaders wanted to involve as much as possible the associative world based in Paris.

The city had more than 65,000 associations in 2017, according to the barometer of associative life in 2017<sup>4</sup>. Nearly 19,000 had regular links with the City of Paris departments and 48% of them were part of networks of associations or associative groups. This sector is not negligible in Paris, with 113,000 associative employees and 105,000 employer associations.

On the side of the Deputy Councilor for International Relations and European Affairs, Mr Hermano Sanches Ruivo, 316 associations regularly exchange with his office and are kept informed of the City's activities in the field of European citizenship. At the beginning of the project, one of the partners' objectives was to inform local and neighbourhood associations more about the rights linked to European citizenship. Although these do not seem to be among the priorities of these associations, the themes and competences of the Union on many subjects (environment, culture) have made it possible to make some of these associations adhere to the INCLUDE project, in particular by setting up partnerships on targeted events.

First of all, a number of participants claimed to be from local community associations at events organized by INCLUDE. Nearly a third of the registered participants at the events registered in the name of an association.

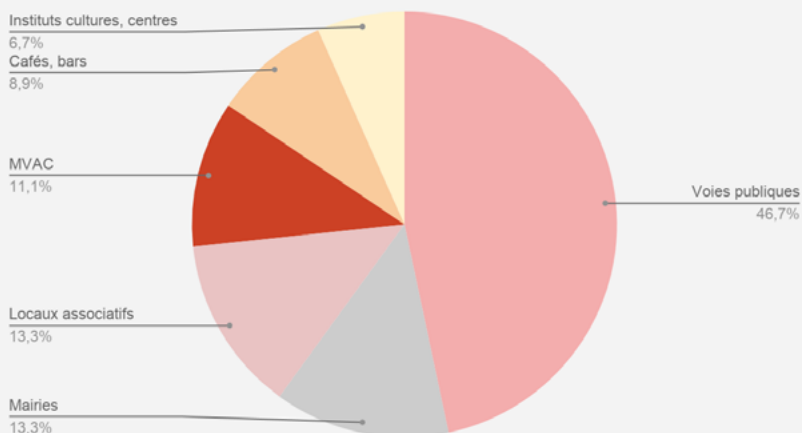
In addition, the members of the Paris Council of Europeans were questioned about their associative commitment, apart from their participation in the INCLUDE project. It turns out that nearly 9 out of 10 (87%) declared themselves members

4 Barometer of Paris associative life in 2017, <https://www.paris.fr/pages/ne-manquez-pas-le-barometre-pour-tout-connaître-de-la-vie-associative-parisienne-3607>

or active in at least one association. The associations are not limited to community or cultural groups, with which the Deputy Councilor for European Affairs is in regular contact. Among the associative sectors to which CPE members belong, we also find associations for the defence of environmental and human rights (33%), professional interest groups (27%), education, parents' associations, and so on...

The City of Paris offers a variety of facilities for associations. Thus, it has 19 Maisons de la Vie Associative et Citoyenne (MVAC). These houses are resource centres for Parisian associations, and more generally for any association under the 1901 law, associations in the process of being created or citizens' groups (neighbourhood councils, citizens' councils, etc.). Apart from being places that can host associative events (café-debates, screenings, round tables, workshops...), the MVACs also offer support to registered associations, ranging from communication, advice and information, help in finding partners and funds, to head office domiciliation.

### Types de lieux utilisés pour les activités





The INCLUDE project organised 9 events in the Houses of Associative and Citizen Life, i.e. 11% of the activities that took place and used their networks to communicate on other events.

Added to the 12 associative spaces (animation centres managed by associations, meeting rooms...), almost a quarter of the activities were organised in places dedicated to the associative world. In addition, the INCLUDE project has intervened during 15 Associative Forums that have been held in the different districts of the capital since January 2018.

## THE CHARTER OF ASSOCIATIONS FOR THE PROMOTION OF ACTIVE AND PARTICIPATORY EUROPEAN CITIZENSHIP

After the first 12 months spent strengthening partnerships and promoting the INCLUDE project to local associations and European nationals in Paris, the partners convened a meeting to establish a Charter of Associations for European Citizenship.

This charter has a symbolic value and wishes to help raise awareness among associative actors of the issues related to European Citizenship. It is partly inspired by the recommendations of the European Year of Citizens Alliance (EYCA)<sup>5</sup> and the Charter of Mayors and Elected Officials of France for European Citizenship.

In May 2018, on the occasion of Europe Day in Paris, the City of Paris, in cooperation with the Association of French Mayors (AMF) and the French Association of the Council of European Municipalities and Regions (AFCCRE) launched the Charter of Mayors and Elected Officials of France for European Citizenship. More than 100 cities had already signed the Charter.

As for the Charter developed in the framework of the INCLUDE project, it has been drafted in such a way as to be open enough to allow a maximum number of associations to join and sign it. It will be officially launched at the end of the project, as a lasting trace of INCLUDE at the local level and a starting point for increased cooperation between local authorities and associations. Above all, it aims to serve as a common basis for the associations to get together and initiate joint awareness and action campaigns. Although it is not binding, it has the advantage of promoting European citizenship in various ways and of bringing this subject within associations that have not necessarily worked on it in recent years.

The Charter is a joint work between local authorities (Cabinets of elected officials at the City of Paris, Association des Maires de France) and associations (Jeunes Européens-France, European Civic Forum, Ligue de l'Enseignement, CIDEM, Europanova, CNAJEP and associations of nationals). More than a dozen associations have joined in the drafting and elaboration of this document, which also

5 *It's about Us, it's about Europe! For a Democratic Citizenship*, European Year of Citizens' Alliance, 2013

offers a commitment by the City of Paris to promote European citizenship through associations.

The Charter is to be officially presented on the occasion of the Day of European Citizenship on 13 December. This moment marks another aspect of the City's commitment to the European citizens present on its territory.


## B. THE CREATION OF A PARIS COUNCIL OF EUROPEANS

The INCLUDE project is at the origin of an unprecedented initiative in Europe: the creation of a consultative body made up of European citizens, the Conseil Parisien des Européens-Nes (CPE). From 501 applications received, 61 people were drawn at random on European Citizenship Day on 13 December 2018. These 61 members, chosen almost equally (33 women for 28 men), represent all 28 Member States of the Union. A quota system, based on the current population censused in Paris, has thus made it possible to distribute the 61 available seats. The result is as follows:

Nationalités	Nb de sièges (par pays)
Français	9
Portugais	8
Italien	5
Espagnol	4
Allemand, Britannique, Polonais	3
Belge, Grec, Néerlandais, Roumain Suédois	2
Autrichien, Bulgare, Chypriote, Croate, Danois, Estonien, Finlandais, Hongrois, Irlandais, Letton, Lituanien, Luxembourgeois, Maltais, Slovaque Slovène, Tchèque	1

Several issues at the level of the City met the needs for the establishment of such a consultative committee:

- **To create a sense of belonging to local life for French and European citizens living in Paris, and thus give them a means of being included and heard by the city's elected representatives;**
- **To provide the City of Paris with a privileged**




**interlocutor for questions related to Europe, but also on a wide range of subjects such as the integration of newcomers, tourism, access to culture. All of this will be based on the good practices existing in other European cities..**

This body, whose first call for applications was launched in October 2018, is open to all Parisians and all European nationals working, living or studying there. According to statistics from social networks (Facebook and Twitter), the total reach of the communication around the call for applications is over 90,000 people. A large part comes from pages that have relayed the information, such as the official page of the City of Paris, or the page Sortir à Paris. Numerous associations of nationals have also disseminated the call, while the project partners have informed more than 20 closed groups of nationals via Facebook..

The CPE was asked by the Mayor of Paris to make recommendations on several issues, such as the reception of foreigners, the teaching of foreign languages at school, the promotion of European citizenship or local policies to combat climate change. The members of the CPE shed light on the City's action thanks to their skills and their points of view as Europeans living in Paris, and work in close collaboration with elected representatives and the administration. They also produce an annual report, highlighting the actions carried out during the year, either collectively or in working groups.

Despite its recent operation, the EPC has already initiated several concrete actions, such as a plastics collection, a film-debate on European citizenship, an information campaign on the European elections, and a café-debate on policies to combat climate change across Europe.

Its members will also be asked to present a wish to the Paris Council at the beginning of December, on the theme of their choice during a session where they will review their work. To help them in this, the members of the CPE have been able to rely on regular contacts and meetings with the cabinets of the elected representatives of the City. A total of 13 meetings were held with either elected



representatives or their chiefs of staff, on a variety of topics (organisation of the 2024 Olympic Games, international solidarity, community life, etc.). Not taken into account are the meetings during the plenary sessions of the CPE with Mr Hermano Sanches Ruivo, deputy to the elected representative for European affairs, who spoke regularly and exchanged views on the progress of the CPE.

As mentioned above, the members of the Parisian Council of Europeans have also had the opportunity to set up thematic working groups, some of which have been set up by elected representatives of the City, others being direct initiatives of the members of the CPE. The 6 working groups for the year 2019 were as follows:


- **European citizenship;**
- **2024 Olympic and Paralympic Games;**
- **Plan for climate and urban agriculture;**
- **Education, early childhood;**
- **Consensus conference, contribution to the great national debate;**
- **Night of European solidarity, integration of refugees.**

In addition, members self-selected two topics, namely;

- **Gender equality;**
- **Logistics and European associations.**

Each of these groups was monitored by the partners, to answer their questions, help them prepare working meetings, centralise information when necessary, facilitate the provision of meeting rooms, etc. On average 9 physical meetings took place per working group, with groups of quite different sizes. In particular, it was decided not to limit the participation of EPC members to a single working group.

The possibility of submitting a wish in the Paris Council was seized by the members of the Parisian Council of Europeans. Initially, 15 proposals for wish themes were put forward, 11 of which fell within the City's field of competence. Following a procedure that culminated in a vote by the




members of the Parisian Council of Europeans in plenary session, the emblematic theme of welcoming Europeans to Paris was chosen by setting up a single physical reception point, strengthening the means of communication aimed at European citizens living in Paris, and also accompanied by training measures proposed to Parisian administrative agents to better meet the expectations of European citizens. This wish will be proposed at the December 2019 Paris Council meeting and submitted to the vote of the elected representatives of the City of Paris..

### **THE QUESTIONNAIRE WITH THE MEMBERS OF THE PARIS COUNCIL OF EUROPEANS**

In order to evaluate their participation and the areas of reinforcement of the CPE, the partners carried out a questionnaire to the members. This targeted several types of members:

- **Regular members who have contributed to one or more working groups;**
- **Members were more rarely present, attending mainly the plenary sessions;**
- **Members with little or no attendance at working group or plenary meetings.**

A sample of 18 people was therefore interviewed, almost a third of the members. Among the issues identified during the year, we noted a decline in participation in plenary sessions (58 members present in January, compared to only 38 in the September plenary). When asked about the reasons that could lead to this gradual loss of interest, a majority of respondents (56%) replied that the lack of visibility on the commitment needed was an obstacle as the year progressed; another party (35%) mentioned the fact that interest had been lost following the postponement of the work of their working group. Several people also mentioned personal relationships (13%) with other members, particularly during working groups, to justify a possible loss of interest in the CPE. However, almost all (94%) of respondents recommended or would recommend that their relatives and networks



apply for the CPE. The positive points and benefits of their participation are numerous, starting with the discovery of other cultures (86%), but also a better approach to working together (67%). A very large proportion of them, 90%, also wished to become more involved in local and European life, through other participatory mechanisms, in order to make their voice heard in the debates. This result also reflects that of the European Commission's 2017 Citizenship Report, which showed that almost 9 out of 10 Europeans seek to participate more in democratic life at European level.

Another interesting point raised by the questionnaire is the way in which the members of the CPE are involved in local life on a daily basis. A large majority (71%) are members or supporters of an association and are involved in local democratic life, while only a handful are members of political parties (17%). In addition, the Carte Citoyenne de Paris - a scheme offering plans for artistic and cultural outings and visits to the Paris Council - was most often cited as a source of information about the CPE (57%), while social networks (Facebook and Twitter - 32%) came in second place. Finally, the City of Paris website (11%) was also a source of information for those who applied for the CPE.

Another interesting point is the conversion rate between members who abstained in the previous European elections (2014) and those who voted in the last elections in 2019. More than one in two members (53%) indicated that they did not vote in the 2014 European elections and that they voted in 2019. This demonstrates the impact of the project both in terms of inclusion in local civic life (90% of them have never been part of a participatory body before), and in terms of awareness of European issues. In support of this, it should be noted that 86% intend to follow European news more closely, following their term of office at the CPE.


# V. CONCLUSION



With an increasing citizen participation in the 2019 European elections in Paris, and waiting for figures on the rate of registration on the electoral lists by European citizens, the INCLUDE project has been able to disseminate varied and detailed information via numerous tools and especially through a large number of relays. All the democratic actors were involved, with the consular representations of the Member States, the district town halls, the elected representatives of the town, the associations but also and above all the citizens. The objectives set at the start of the project have been achieved thanks to innovative actions on the ground, a mapping of the territory to better reach the neighbourhoods most affected by the low turnout in the elections, etc.

Part of these actions will be pursued by the partners of the INCLUDE project, whether at local or European level. During the European colloquium organised in October 2019, which was attended by nearly 200 people over three days, action sheets were drafted, summarising the willingness of those present to work more for the promotion of active and participatory citizenship of citizens in local and European life.

Nevertheless, the project also highlighted challenges that the partners will have to address. Although the excitement and scope of INCLUDE went beyond the objectives, not all the means and tools to do so were equally successful. Dealing with European citizenship in a comprehensive way may thus attract a wider audience, but the impact in terms of participation remains rather low compared to activities on smaller groups and more targeted audiences. As the European Commission prepares to launch Conferences on the Future of Europe, the recommendations below, both from the project partners and from external sources, can serve as a basis for building European citizenship based on citizens' participation in their daily lives on issues close to their concerns.



Only such long-term work seems to be able to reverse the abstentionist trend, which admittedly decreased slightly during the last European elections, but which still remains high at the European level.

For this, the commitment of local, regional, national and European authorities and intermediary bodies at all levels is essential.

## VI. RECOMMENDATIONS

## **INFORMING AND RAISING THE AWARENESS OF EUROPEAN CITIZENS**

### **APPROACHING EUROPEAN CITIZENSHIP IN AN INNOVATIVE WAY**

All stakeholders in European citizenship must take into account the diversity of citizens in order to include them in their activities. Particular attention must be given to the most vulnerable or excluded groups.

The European institutions and the Member States must promote funding programmes that strengthen citizens' participation and the activities of associations. The future Rights, Equality, Values & Citizenship programme should be a priority in this respect.

The diversity and parity of stakeholders must be respected in order to ensure a broad representation of citizens.

The European institutions, Member States and local authorities must take into account the different means of communication used by citizens to inform and debate, and adapt their means of dissemination accordingly.

### **ENHANCING THE ROLE OF THE EUROPEAN RELAYS IN THE TERRITORIES**

The European institutions and the Member States must make better use of the information points present on their territories, paying particular attention to giving visibility to Europe Direct Information Centres and the institutions' representations in the Member States.

Local authorities should promote intercultural events in their territories and encourage meetings and exchanges.

## **STRENGTHENING MEDIA COVERAGE OF EUROPEAN ISSUES**

The national press, in particular public television and radio broadcasters, must ensure fair coverage of European issues, devoting time and space to covering European topics.

The national press, in particular public television and radio, must make information on European issues accessible in at least one language other than the national language.

The European institutions and member states must strengthen European and national support programmes for small and independent media.

## **ENABLING CITIZENS TO PARTICIPATE AND DEBATE ON EUROPEAN ISSUES**

### **ENABLING ALL CITIZENS RESIDING IN EUROPE TO VOTE**

The European institutions, Member States and other relevant actors must take all appropriate measures to ensure equality, non-discrimination and accessibility for all in the areas of participation in political and public life, in particular with regard to the right to vote.

The European institutions and member states must repeal any restrictions put in place by member states on the right to vote in local and European elections.

Member States should extend the deadlines for voter registration as far as possible. They can do this by strengthening automated registration mechanisms.

Member states and local authorities can offer more physical locations for voter registration procedures.

## **REINFORCING THE RIGHT TO FREEDOM OF MOVEMENT**

The European institutions and the Member States must take all appropriate measures to ensure that all EU residents, in particular vulnerable, marginalised or excluded residents, can enjoy their right to move freely within the European Union on an equal footing with others and their right to participate in mobility and cooperation programmes and actions.

## **FOSTERING LOCAL GOVERNANCE**

The European institutions and local authorities are invited to implement the **Strategy on Innovation and Good Governance at local level**<sup>6</sup> of the Council of Europe. The 12 principles of the Strategy reflect the fundamental values of European democracy and represent the set of conditions for good democratic governance.

Local authorities must facilitate the setting up of citizens' consultative bodies in their territories and include these bodies in their areas of work.

## **RELYING ON THE RECOMMENDATIONS OF LOCAL AND EUROPEAN CONSULTATIVE BODIES**

The European Parliament, the European Commission and the European Council must implement the recommendations emanating from the European Consultative Committees, in particular the European Economic and Social Committee and the European Committee of the Regions, with regard to the active participation of citizens

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6 Participation citoyenne dans les sociétés démocratiques - pour une gouvernance de qualité, Conseil de l'Europe,  
<https://www.coe.int/fr/web/portal/local-and-regional-democracy>

## **TAKING INTO ACCOUNT CIVIL DIALOGUE AND INTERACTION WITH ASSOCIATIONS**

Based on the model of the INCLUDE project, local authorities, European institutions and Member States shall develop partnerships with intermediary bodies and take into account their civic role.

The European institutions and local authorities must increase the number of public spaces accessible to all to debate citizens' issues. The MVACs in Paris, for example, can serve as a model for other cities. These spaces for citizen life must remain open and support associations that wish to carry out actions of general interest.

Associations and intermediary bodies must propose open debates and free speech in their activities to promote European citizenship.

The European institutions shall reform the European Citizens' Initiative<sup>7</sup> in order to be able to take greater account of citizens' expression in European issues.

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7 European Citizens' Initiative, European Parliament  
<https://www.europarl.europa.eu/factsheets/fr/sheet/149/european-citizens-initiative>









Initiatives Nouvelles pour la Citoyenneté  
Locale et Urbaine des Européen·nes –

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# INCLUDE Project

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