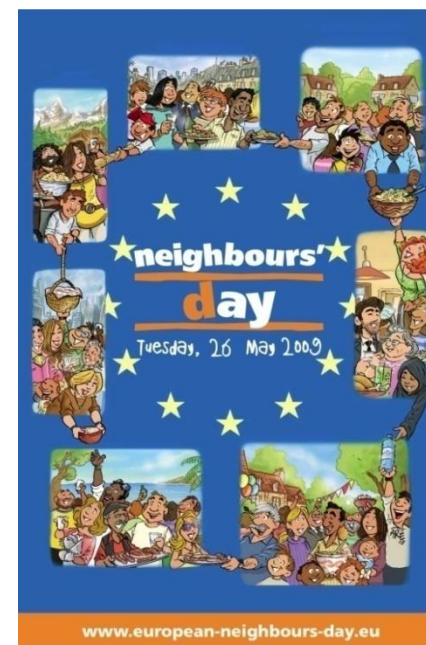


CONTENTS

- ◆ What we offer
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- ◆ Keys to mobilization
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WHAT WE OFFER

- ❖ Become a partner of an **event which is both local and European**, carrying strong values and which is rooted in the daily lives of citizens
- ❖ Communicate on **positive values**: citizenship, friendliness and neighbourliness
- ❖ Meet the expectations of European citizens
- ❖ Benefit from a large **media coverage** and **well-known brand**

CONTEXT

- ❖ Neighbours' Day was created to tackle apathy in cities and the decline of social cohesion at neighbourhood level
- ❖ Individualism appears to have supplanted the natural need to interact and share

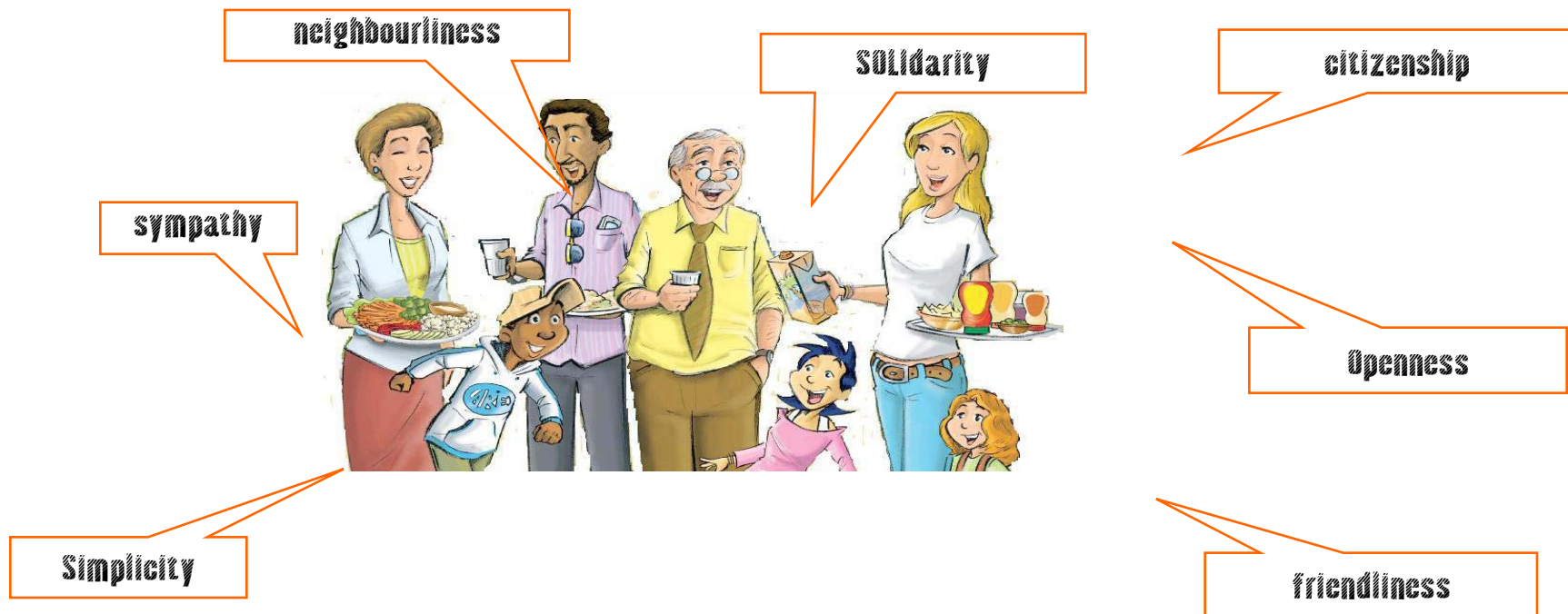
CONCEPT

- ❖ An invitation to share a moment with your neighbours, to get to know each other better, to relax in good company with some food and drink
- ❖ An easy way to create new networks, strengthen the existing ones and contribute to greater mutual understanding and solidarity between people
- ❖ An event supported by city councils, housing organizations and local associations but organized by inhabitants themselves



OBJECTIVES

- ❖ Encourage people living in the same neighbourhood to get to know each other
- ❖ Foster community cohesion and solidarity
- ❖ Develop European citizenship



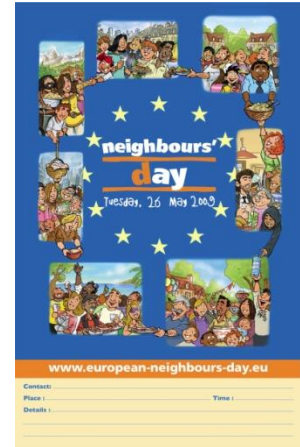
DATES AND NUMBERS

- 1999** Neighbours' Day is created in Paris
- 2003** Neighbours' Day is launched in Belgium and Switzerland
- 2004** "European Neighbours' Day" is launched
- 2005** Neighbours' Day gathers together 1 million people
The European Federation of Local Solidarity is created
- 2007** Neighbours' Day becomes the number one citizen event in Europe
7 million participants in 28 countries
- 2009** 9 million participants in 29 countries

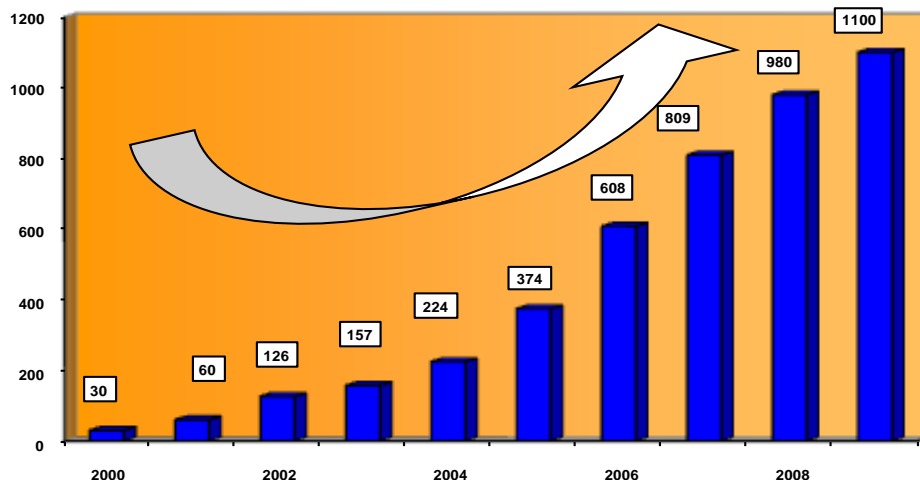


MECHANISM

- ❖ **WHAT?** A Neighbours' party
- ❖ **WHEN?** Last Tuesday of May
- ❖ **WHAT TIME?** In the afternoon or in the evening
- ❖ **WHO?** Residents of all ages in all the towns of Europe
- ❖ **WHERE?** In the street, in the garden, in the building or courtyard



AN INCREASING SUCCESS



1 100 local partners

9 million participants

29 countries

EUROPEAN UNION

Austria - Belgium - Bulgaria - Cyprus - France -
Czech Republic - Germany - Italy - Ireland -
Greece - Latvia - Luxemburg - Poland - Portugal
- Romania- Slovakia - Spain - Sweden - UK

INTERNATIONAL

Bosnia - Canada
Croatia - Japan-
Norway -
Switzerland-
Taiwan- Turkey -
Ukraine

INSTITUTIONAL PARTNERS IN 2009

❖ Patronage of the European Union

- ◆ European Parliament
- ◆ European Commission
 - DG for Employment, Social Affairs and Equal Opportunities



❖ Support from European organizations

- ◆ Comité des Régions
- ◆ CECODHAS
- ◆ Eurocities



KEYS TO SUCCESS

- ❖ **An answer to citizens' profound expectations**
 - ◆ The need to meet others and create networks
 - ◆ The need to live in a more friendly and cohesive society
- ❖ **A very simple concept which empowers local people**
- ❖ **An event which arouses media interest**
- ❖ **A large and constantly growing network of partners**
 - ◆ 1100 local partners: cities and housing organizations
 - ◆ 10 national partners:
In Europe: France, Belgium, Luxembourg, Switzerland, United Kingdom, Spain, Italy, Czech Republic

Internationally: Quebec, Japan



KEYS TO MOBILIZATION

❖ Support provided by the EFLS

- ◆ A communication kit (poster, leaflet, invitation card, flyers)
- ◆ Press tools (press file and press releases)
- ◆ Websites: www.localsolidarity.com - www.european-neighbours-day.eu
- ◆ Seminars/conferences
- ◆ Guide books

❖ The main actors

- ◆ CITIES AND HOUSING ORGANIZATIONS mobilize local networks
- ◆ ASSOCIATIONS mobilize their members
- ◆ PRIVATE PARTNERS mobilize their customers and employees
- ◆ RESIDENTS, main actors of the event

❖ An event communicated through national and international media

STRONG MEDIA COVERAGE

Telegraph & Argus

Une Fête européenne...



Harrow
TIMES



theguardian



WIADOMOŚCI 24.pl

Unità
BOLOGNA



4500 Press articles and quotes
170 TV news items
450 Radio stories

La Voix
DU LUXEMBOURG



** EFLS's estimation of 2009*

RTL.lu



When good neighbours become good friends...

EL PAIS

IT'S TIME TO PARTY

Sellanen ol NAAPURI



Turun Sanomat

Nie znasz swoich sąsiadów? Zaproś
ich dziś na obiad

france **2.fr**

leParisien.fr

LA NAZIONE

L'INFORMAZIONE
di Modena

et vous.ARO

Tages Anzeiger

Zürich sagte
«Hallo Nachbar»



RÁDIO E TELEVISÃO DE PORTUGAL

GAZZETTA DI MODENA

We propose two types of partnerships:

❖ MAIN PARTNERSHIP

- ◆ Presence in all the Association's support materials which are targeted to general public as well as on the web sites
- ◆ Presence in the press materials and in the institutional communication
- ◆ Participation in all events organized by EFLS: press conferences, seminars
- ◆ Presence in important events in which we take part: fairs and exhibitions

❖ MULTINATIONAL PARTNERSHIP

- ◆ Possibility to build partnership with specific countries
- ◆ Your logo will appear in all the communication materials which are created locally

EXAMPLES OF PARTNERSHIP

❖ Design a communication campaign

- ◆ A way to activate your network
- ◆ Make Neighbours' Day part of your marketing campaign
- ◆ Inform and motivate your employees



EXAMPLES OF PARTNERSHIP

❖ Promotional events

- ◆ Window campaigns
- ◆ Sampling
- ◆ In-store promotion: limited editions, vouchers, incentives
- ◆ Production of goodies: cups, stickers, caps etc.





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