



# Building Unity through Diversity

## Project proposal

Brussels, 21 June 2007

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### DRAFT MINUTES

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#### LIST OF PARTICIPANTS:

##### **ECHOS Communication:**

François MILIS Belgium

Hélène VASSILIADIS Belgium

**Members:** Susana CARVALHO Portugal (Metro Lisboa)  
Pierre VANHOVE Belgium (De Lijn)  
Sofie SAELAERT Belgium (De Lijn)

**UITP:** Heather ALLEN Belgium (UITP)  
Sophie DREYER Belgium (UITP)  
Sandra VINGERHOETS Belgium (UITP)

#### MINUTES:

##### **1) Round Table Introductions**

All participants briefly presented themselves describing their function in their company and their interest in participating in this project.

##### **2) Presentation of the project**

*The presentation can be found in annexe.*

Mr Milis, Secretary General of Echos Communication, a Belgian NGO for Communication Development, presented the origins of the project "Building Unity through Diversity" and its possible development within the PT sector. 2008 will be the year of intercultural dialogue (specific target: young people). The idea is to use PT as a strategic tool to reach young people and use the pictures

exhibition to reveal people's potentials. Moreover, in the framework of a competition, young people would have the possibility to express themselves (through texts, videos, photos, poems, paintings, etc sent on the project webpage) on key questions/statements such as "What can we learn from each other?" and "Diversity is a key factor for development".

A jury would designate 2 winners per city participating. This group of winners would then embark on a trip through Europe visiting the participating cities and joining workshops to exchange on the theme of diversity.

The project would go on through the whole of 2008.

### **3) Reactions and discussion with members**

The members reacted to this project proposal. Mrs Carvalho explained that for Metro Lisboa, organising an exhibition would be quite easy as they already have the facilities in different stations. A local partner would manage the workshop organised in each city.

It would be easier and cheaper if all cities could agree on a specific set of pictures (a meeting could be organised to decide on such details once the project has been accepted).

For the moment there are about 15 UITP Members who have expressed their wish to join the project. The following cities will be contacted to check their interest in joining as well: Liverpool, Lille, The Hague, Madrid, London and Munich.

ECHOS Communication will draft the project proposal for the EU Commission.

### **4) Next steps**

François Millis will send out an e-mail to UITP Secretariat, who will then forward it to potential partners to give them more information about the project (especially on the organisation of workshops), to measure their willingness to take part in the project and to check some technical details (number of pictures, type of support, location of the exhibition – rolling stock or/and stations, organisation of a workshop or not, etc.) for the exhibition already. A letter of motivation will be enclosed and future partners will need to sign it and send it back to UITP. This would be needed before the 31 July as the project proposal has to be submitted by that date.

Potential partners should bear in mind that the Commission requests the investment of about 20% co-funding by the partners, i.e. about 5000€ per partner in the case of this project.

## **5) Conclusion**

François Milis concluded by saying that this project had all chances to be chosen by the Commission as it meets the following criteria: European dimension, citizens and especially young citizens as target group, high visibility, and interesting methodological dimension.