

Interreg



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Italy – Croatia

A decorative graphic element consisting of a green line that curves into a blue line, which then curves back into a green line, creating a stylized wave or swirl effect.

PROGRAMME INTERREG ITALY-CROATIA 2021 – 2027

**DEMY-Coop
DEcision-Making Youth for
cross-border Cooperation**

**Deliverable D 1.3.2 Awareness
Raising Campaign**

Interreg



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 **DEMY-Coop**





DEMY-COOP AWARENESS RAISING CAMPAIGN

Deliverable D.1.3.2

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1. Offline and online visual identity and messages

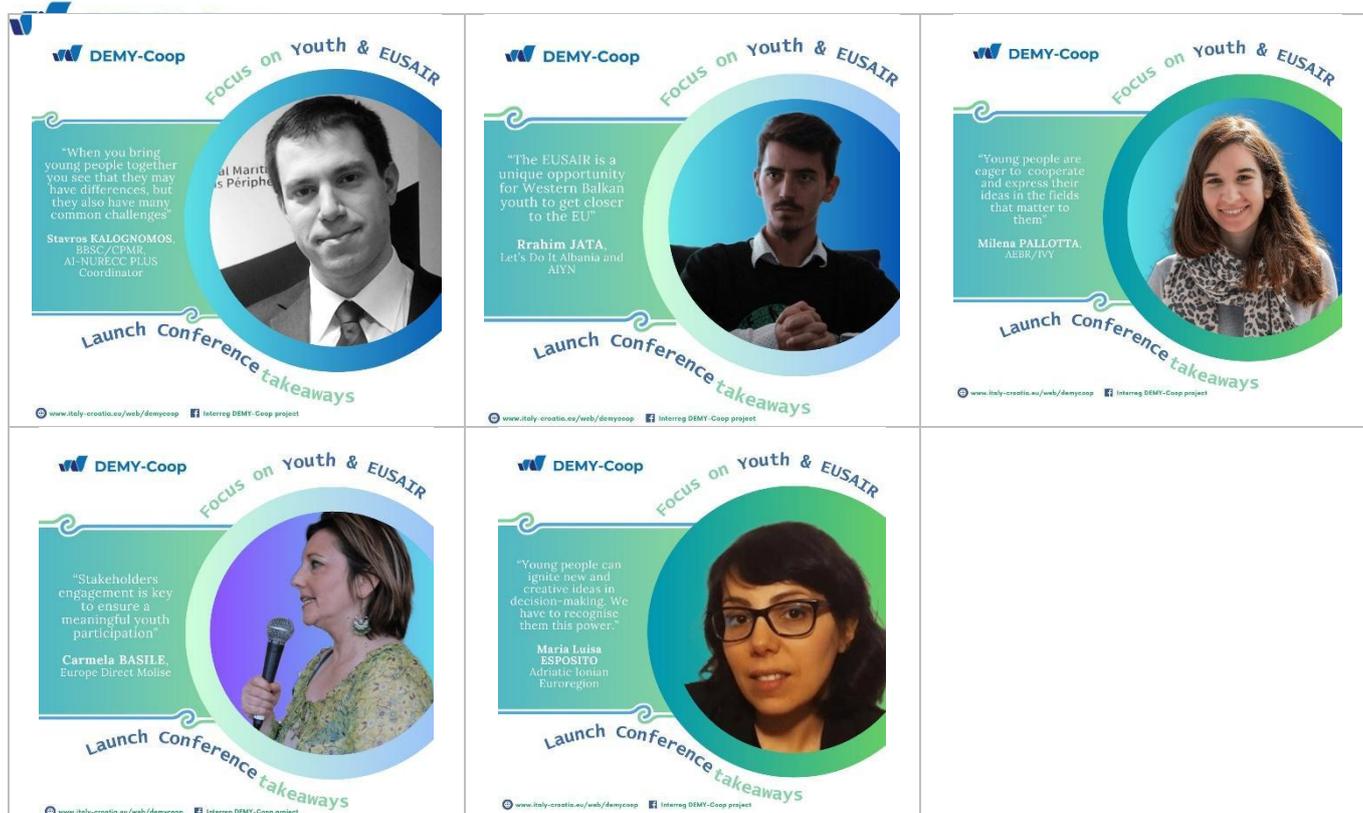
In occasion of the Launch Conference, DEMY-Coop formulated the project’s visual identity to be implemented through the Awareness Raising Campaign. The campaign concept and slogan, "Catch the wave of change", were created to accompany the project’s specific visual identity tools and graphic designs.

For the Launch Conference, some cards were created to highlight the main takeaways from speakers.

Launch Conference save the date	Launch Conference Takeaways cards



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Starting from these initial steps, the Campaign and the brand identity of the project were elaborated with a view to reach out to local youth and involve them in better understanding the benefit of their engagement in strategic decision-making. The visual identity included campaign cards for the project’s social media (project website and Facebook page).

The visual identity of the project was created based on the programme's core values and objectives, reflecting its commitment to cooperation and cohesion between Italy and Croatia. The programme’s color palette and typography were valorised and used to enhance coherence and create a direct link between the project and the programme. The project logo and blue and green pattern were used in all materials together, while the programme map was used in some of them (conference backgrounds and ppts, the brochure). New visual elements related to the concept of youth were added. Overall, the cohesive visual identity aims to communicate the project’s goals effectively and resonate with its target audience.

The Campaign image, slogan and messages were used in every type of communication.

- Campaign slogan: Catch the wave of change



Italy – Croatia



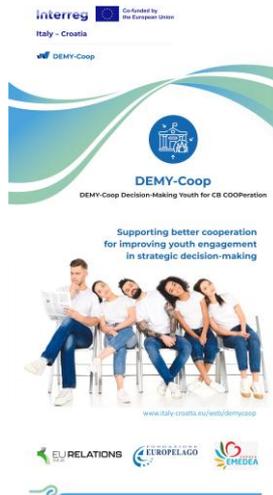
Project claim. Supporting better governance through youth engagement

The project’s basic promotional materials (Poster and Roll-up) were customized with the Customized promotion materials, produced and shared by LP:

Project Poster



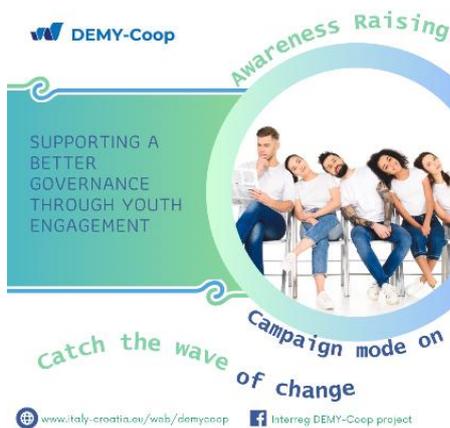
Project Roll-up



Project image



Campaign card with slogan, claim and image



From Newsletter #1

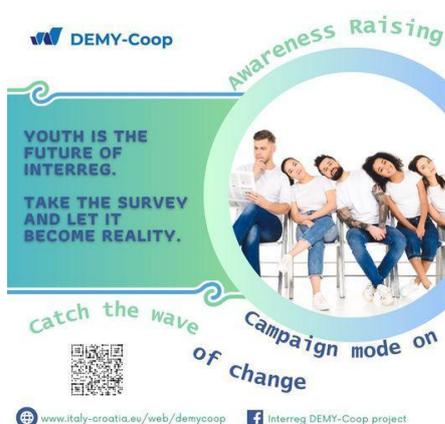


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The Campaign was adapted to the priorities of the moment. In occasion the Consultations on Interreg post-27, ad hoc cards were created and diffused through a Call to Action.

Card for Consultation on Interreg Post-27



Copy of the Call to action

🎯 Our vision is one: Youth is the Future of Interreg!

📢 Take the survey and help us make it part of a foresight exercise launched by [Europe in my region!](#)

How?

👉 Our [Interreg Italy-Croatia Programme](#) prepared two surveys to collect opinions of stakeholders and citizens. They are available at following dedicated webpage 🙌 <https://www.italy-croatia.eu/future-of-interreg-post-2027>

We are proud of this participation opportunity

🇪🇺 + 🇮🇹 + 🇭🇷 = ❤️👉

[#interregproject](#) [#youthisthefuture](#) [#youthengagement](#) [#beyond2027](#)

[Eurelations Eeig](#) [Centro Universitario di Formazione in Europrogettazione](#)
[Emedea](#) [Adriatic Ionian Euroregion](#) [#adriaticionianyouthnetwork](#)

Call to action on Facebook



Each partner decided how to use the project’s visual identity elements to promote their events.

Implementation of the events’ poster graphic layout for local events



Implementation of the events’ poster graphic layout for the Italian Cross-Border Youth Forum



Italy – Croatia

A COMMON PATH FOR A BETTER YOUTH ENGAGEMENT IN STRATEGIC DECISION-MAKING. **#F2**

ITINERARY YOUTH FORUM
2ND STEP OF THE ITINERARY FORUM
YOUTH ENGAGEMENT THROUGH SPORT, CULTURE, AND CIVIC PARTICIPATION
WWW.ITALY-CROATIA.EUWEBIDEMYCOOP

WORKSHOP DETAILS
13TH SEPTEMBER 2024

3:00 | 6:00 PM
SARMEOLA DI RUBANO (PD)

DISCUSSANTS
GIAMPAOLO PECCOLO
MATTEO BARSSON
BEATRICE TESTINI

TOPICS

- EUROPE FOR YOUTHS
- MAIN EU TOOLS FOR PROMOTING SPORT AND SOCIAL ENGEMENT
- EXAMPLES OF A RENEWED SPORT PLANT - RUBANO
- GOOD PRACTICES

EU RELATIONS | FERROVIAL | SPEDIA

A COMMON PATH FOR A BETTER YOUTH ENGAGEMENT IN STRATEGIC DECISION-MAKING. **#F1**

ITINERARY YOUTH FORUM
1ST STEP OF THE ITINERARY FORUM
GENDER APPROACH TO YOUTH PARTICIPATION TO COHESION POLICY AND LOCAL DEVELOPMENT
WWW.ITALY-CROATIA.EUWEBIDEMYCOOP

WORKSHOP DETAILS
30TH AUGUST 2024

3:30 | 7:00 PM
MONTEGROTTO TERME (PD)

DISCUSSANTS
BARBARA TURATELLO
RAFFAELLA LIOCE
SILVIA ANASTASIA

TOPICS

- EUROPE FOR WOMEN
- WOMEN ENGAGEMENT IN EU DECISION-MAKING
- MONTEGROTTO MUNICIPALITY FOR WOMEN IN SPORTS AND CULTURE
- GOOD PRACTICES

EU RELATIONS | FERROVIAL | SPEDIA

A COMMON PATH FOR A BETTER YOUTH ENGAGEMENT IN STRATEGIC DECISION-MAKING. **#F5**

ITINERARY YOUTH FORUM
5TH STEP OF THE ITINERARY FORUM
THE VALUE OF VOLUNTEERING
OPPORTUNITY FOR YOUNG PEOPLE IN EUROPE
WWW.ITALY-CROATIA.EUWEBIDEMYCOOP

WORKSHOP DETAILS
2ND DECEMBER 2024

3:00 | 6:00 PM
UNIVERSITA' DEGLI STUDI DI PADOVA

DISCUSSANTS
RAFFAELLA LIOCE
GIOVANI VOLONTARI

TOPICS

- YOUTH PORTAL
- ERASMUS MOBILITY
- INTERREG VOLUNTEERING

EU RELATIONS | FERROVIAL | SPEDIA

In occasion of the first Cross-Border Youth Forum in Sibenik (HR), held on 15 May 2024 in the framework of the 9th EUSAIR Annual Forum, the cards for the powered with new graphic elements and colour. The context of the 9th EUSAIR Annual Forum provided a lot of visibility to the project and raised the attention of many stakeholders in the whole Adriatic Ionian area.

Save the date	Conference background
<p>9th FORUM SIBENIK, 15-16 MAY 2024 EU PRESIDENCY</p> <p>SIBENK (HR) 15 MAY 2024 14:00 - 14:20</p> <p>6th Adriatic Ionian Youth Organisations Forum as part of the EUSAIR Annual Forum 2024</p> <p>JOIN US FOR A VIBRANT AND STIMULATING EVENT! YOU WILL HAVE THE CHANCE TO MEET THE ADRIATIC IONIAN YOUTH NETWORK WHILE LEARNING ABOUT "EU OPPORTUNITIES FOR CREATING AN ECOSYSTEM OF INFORMED YOUNG STAKEHOLDERS TO SHAPE THE FUTURE OF THE ADRIATIC IONIAN REGION"!</p> <p>ADRIATIC IONIAN Youth Organisations FORUM GEAR UP!</p>	<p>9th FORUM SIBENIK, 15-16 MAY 2024 EU PRESIDENCY</p> <p>SIBENK (HR) 15 MAY 2024 14:00 - 14:20</p> <p>Welcome addresses</p> <p>Nikola DOBROSLAVIC AIE President</p> <p>Petar MISURA Town of Sibenik</p> <p>Lidija P. HADROVIC EUSAIR Presidency</p> <p>Antonio VERRICO Italian Government</p> <p>Simona MAMELI Italian MFA/IC</p> <p>ADRIATIC IONIAN Youth Organisations FORUM GEAR UP!</p>

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9th FORUM
SIBENK, 15-16 MAY 2024
EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION

Round Table 1
15 MAY 2024
14:20 - 14:40
EU Opportunities for the Adriatic Ionian youth

Mira LEPUR (Moderator), Gilles KITTEL (DG REGIO), Maria L. ESPOSITO (AIE), Natalino (Marche Region), Brendon Student

ADRIATIC IONIAN Youth Organisations FORUM, GEAR UP!

Thank you card

9th FORUM
SIBENK, 15-16 MAY 2024
EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION

Round Table 2
15 MAY 2024
14:40 - 15:25
Youth Engagement in the EUSAIR: Networking Talks

Benjamin T. KNEZEVIC (Anthropologist Moderator), Milan STOJANOVIC (CIRCULAR ECONOMY), Milena RAILOTTA (CULTURAL AND CREATIVE INDUSTRIES), Daniele CARATO (SOCIAL INNOVATION), Rrahim JATA (COMMUNICATION), Suela TAHIRAJ (SUSTAINABLE TOURISM), Ana FERNANDES (MLADI U EU)

ADRIATIC IONIAN Youth Organisations FORUM, GEAR UP!

Mention on Regio Flash

https://ec.europa.eu/regional_policy/whats-new/newsroom/06-03-2024-9th-eu-strategy-for-the-adriatic-and-ionic-region-annual-forum-a-milestone-in-regional-cooperation-and-youth-engagement_en

images below

9th FORUM
EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION

HVALA! GRAZIE! THANK YOU!

ADRIATIC IONIAN Youth Organisations FORUM, GEAR UP!

European Commission

Home Policy 2021-2027 Funding What's new In your country Projects Information sources

Regional Policy > What's new > Newsroom >

9th EU Strategy for the Adriatic and Ionian Region Annual Forum: A Milestone in Regional Cooperation and Youth Engagement

03 June 2024

9th FORUM
EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION
15 - 16 May 2024
Sibenik, Croatia

Shaping the Future of EUSAIR

The 9th Annual Forum of the EU Strategy for the Adriatic and Ionian Region concluded with significant developments, including the adoption of the Sibenik Declaration. The event, organized under the Croatian Presidency of the Strategy, saw active participation from 650 attendees demonstrating the collaborative spirit and forward-thinking agenda of the participating countries underscoring the necessary role of EU Strategy.

Focus on Youth Engagement

Youth was a central theme, reflecting Croatia's commitment to placing young people high on the priority list. The forum featured the 6th Adriatic-Ionian Youth Organisations Forum and the EU Strategy for the Adriatic and Ionian Region Youth Council event, where young people discussed their role in shaping the region's future. The establishment of the Youth Council was a significant step towards increasing youth participation in policy-making.

Adoption of the Šibenik Declaration





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DEMY-Coop

DEMY-COOP FINAL CONFERENCE

18 December 2024 from 10:00 to 13:30 (CET)

Campobasso (IT) and online

SAVE THE DATE

Lead partner: EU RELATIONS

Project partners: EUROPÉLAGO, EMEDEA

Supported by: AIZON

Interreg Co-funded by the European Union

Italy – Croatia

DEMY-Coop

FINAL CONFERENCE
18 December 2024
Campobasso

Opening Session

from 10:15 to 10:45

moderated by Maria Luisa ESPOSITO, EURelations

Mathilde KONSTATOPOULOU, EUSAIR Presidency

Eva KOS, EUSAIR Facility Point

Tea IVANISEVIC, Interreg IT-HR

Lead partner: EU RELATIONS

Project partners: EUROPÉLAGO, EMEDEA

Supported by: AIZON

Interreg Co-funded by the European Union

Italy – Croatia

DEMY-Coop

FINAL CONFERENCE
18 December 2024
Campobasso

The results of the DEMY-Coop project

from 10:45 to 11:15

moderated by Nicola DE SANTIS, EURelations

Maria Luisa ESPOSITO, EURelations

Daniele SFERRA, Europelago

Mira LEPUR, Emedea

Lead Partner: EU RELATIONS

Project partners: EUROPÉLAGO, EMEDEA

Supported by: AIZON

Interreg Co-funded by the European Union

Italy – Croatia

DEMY-Coop

FINAL CONFERENCE
18 December 2024
Campobasso

Youth engagement session - part one

from 11:45 to 12:15

moderated by Milena PALLOTTA, AIYN giovanichimere

Clara MENASSEYRE, DG REGIO

Eva OMAHEN, EUSAIR Facility Point

Klajdi KAZIU, AIYN United Nation Association Albania

Lead partner: EU RELATIONS

Project partners: EUROPÉLAGO, EMEDEA

Supported by: AIZON



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Italy – Croatia
DEMY-Coop

FINAL CONFERENCE
18 December 2024
Campobasso

Youth engagement session - part two
from 12:15 to 13:15

moderated by
Milena PALLOTTA
AIYN giovanichimere

Participants:
 - Federica MESORACA (giovanichimere)
 - Brian ANTONILLI (Forum Giovani Città di Isernia)
 - Simone PETRARCA (forum giovani)
 - Rosita GIARDINO, Valentina PATETE, Nicola DE LUCA (Fuori Teca)

Lead partner: EU RELATIONS
Project partners: EUROPELAGO, EMEDEA
Supported by: AIZI

Interreg Co-funded by the European Union
Italy – Croatia
DEMY-Coop

DEMY-COOP FINAL CONFERENCE
18 December 2024 from 10:00 to 13:30
Campobasso (IT) and online

Thank you! Grazie! Hvala!

Lead partner: EU RELATIONS
Project partners: EUROPELAGO, EMEDEA
Supported by: AIZI

2. Project Newsletters

Three Newsletters were created as well, each one covering project’s activities and achievements for each period of implementation of the project. The first Newsletter was published in February 2024, the second one was published in July 2024, and the third and last one was published in January 2025. The Campaign design was adapted for each DEMY-Coop event.

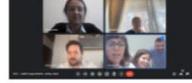
Newsletter #1

Link: <https://us3.campaign-archive.com/?u=9914eeab2d1e0d2a97bb60338&id=9c49aa4246>

The screenshot shows the layout of the first newsletter. It includes the project logo, a section titled "OUR PROJECT IN A NUTSHELL" with a brief description of the project's goals and objectives, and a section titled "OUR MOTTO" which states "Supporting better cooperation for improving youth engagement in strategic decision making". Other sections include "OUR PARTNERS" (listing EU RELATIONS, EUROPELAGO, and EMEDEA), "OUR WEBSITE", and "KICK-STARTING THE PROJECT" (dated 22 November 2023).



Italy – Croatia

<p>project's management and its core activities.</p> <p>The KoM was followed by a Launch Conference that involved stakeholders that are considered relevant to the project as well as to foster participation of local actors.</p>  <p>Project partners are now ready to kick start the activities that will take place across 2024 and will lead to overcoming the cultural, legal and administrative obstacles to youth engagement in strategic decision making processes.</p> <p>To know more about the KoM click on the button below!</p> <p>More on KoM</p> <p>Making sure to have an impact at local level...</p> <p>Click on the image to watch an interview from RAI Molise</p>	 <p>...and a macroregional perspective</p> <p>The Launch Conference "DEMY-Coop in the EUSAIR youth engagement in strategic decision-making" took place back-to-back with the project's KoM.</p> <p>The Conference saw the participation of the most relevant EUSAIR stakeholders and supporters of youth engagement: Directorate General for Regional and Urban Policy (DG REGIO) of the European Commission, the Croatian Ministry of Foreign and EU Affairs, in charge of the EUSAIR Presidency; the Conference of Peripheral and Maritime Regions (CPMR); the Association of European Border Regions (AEBR); the Adriatic-Ionian Euroregion (AIE) and the Adriatic-Ionian Youth Network (AIYN); Europe Direct Molise.</p> <p>Learn what they told us by clicking on the button below!</p>	<p>project's management and its core activities.</p> <p>The KoM was followed by a Launch Conference that involved stakeholders that are considered relevant to the project as well as to foster participation of local actors.</p>  <p>Project partners are now ready to kick start the activities that will take place across 2024 and will lead to overcoming the cultural, legal and administrative obstacles to youth engagement in strategic decision making processes.</p> <p>To know more about the KoM click on the button below!</p> <p>More on KoM</p> <p>Making sure to have an impact at local level...</p> <p>Click on the image to watch an interview from RAI Molise</p>	 <p>...and a macroregional perspective</p> <p>The Launch Conference "DEMY-Coop in the EUSAIR youth engagement in strategic decision-making" took place back-to-back with the project's KoM.</p> <p>The Conference saw the participation of the most relevant EUSAIR stakeholders and supporters of youth engagement: Directorate General for Regional and Urban Policy (DG REGIO) of the European Commission, the Croatian Ministry of Foreign and EU Affairs, in charge of the EUSAIR Presidency; the Conference of Peripheral and Maritime Regions (CPMR); the Association of European Border Regions (AEBR); the Adriatic-Ionian Euroregion (AIE) and the Adriatic-Ionian Youth Network (AIYN); Europe Direct Molise.</p> <p>Learn what they told us by clicking on the button below!</p>
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Newsletter #2
 Link: <https://us3.campaign-archive.com/?u=9914eeab2d1e0d2a97bb60338&id=520b8530ff>

 <p>Italy – Croatia</p> <p>DEMY-Coop</p> <p>DEMY-Coop DEcision-Making Youth for Cross-Border Cooperation Newsletter #2</p> <p>Dear Reader,</p> <p>welcome to the second Newsletter of the Interreg Italy-Croatia Small Scale DEMY-Coop project.</p> <p>In this issue you will find an account of the activities and achievements of the</p>	<p>project's second implementation period.</p> <p>Before that, we want to give you some brief information about who we are and what we do.</p> <p>ALL YOU NEED TO KNOW</p> <p>DEMY-Coop, acronym for "Decision-Making Youth for Cross-Border Cooperation", is financed by European Regional Development Fund (ERDF) through the https://doi.org/10.1016/j.ijpe.2023.100406.</p> <p>The project is a collaborative effort of https://www.europa.eu, lead Partner https://www.rai.it and https://www.molise.it.</p> <p>EU RELATIONS</p> <p>The DEMY-Coop aims at facilitating youth engagement processes by involving both local and Regional Authorities and Youth Organizations in Italy and Croatia.</p> <p>The processes that the project intends to support are well in line with the EU policies and initiatives related to Cohesion Policy and Interreg Programmes, with a particular focus on the role of youth in the implementation of EUSAIR priorities and in the appropriation of related opportunities.</p> <p>With its strong macroregional relevance the project sees as its main supporters an important EUSAIR stakeholder, the https://www.europa.eu, the Adriatic-Ionian Euroregion (AIE) and the Adriatic-Ionian Youth Network (AIYN), an emerging network of youth and youth organizations based in 10 EUSAIR countries.</p> <p>If you want to know more about the DEMY-Coop project, visit the website:</p>	<p>OUR WEBSITE</p> <p>The project started in August 2023, there's much to know about it! If you missed Newsletter #1, you can catch up with a click!</p> <p>Newsletter #1 here</p> <p>DEMY-Coop is grateful to the IVY Volunteer Maria Antonietta D'Alema for supporting the project with her enthusiasm, participation and skills. Maria Antonietta has become an asset for the project.</p> <p>If you want to meet her and know more about her experience as IVY in DEMY-Coop, read the article she wrote:</p> <p>Meet our IVY volunteer</p> <p>PROJECT PROGRESS</p> <p>In a nutshell,</p> <p>In this semester, an Awareness raising campaign and a Call for Expression of Interest were launched to implement project activities.</p> <p>In Spring, the project had the chance to be part of the top macroregions of interest the 9th EUSAIR Annual Forum!</p>	<p>Read all the details below!</p> <p>January 2024 Catch the wave of change</p> <p>The DEMY-Coop Awareness Raising Campaign was kickstarted with a TV service by regional TV TG Rai Molise. The Rai journalists were invited to attend the project KoM and Launch Conference, both held on 20 November in Carpiossano (IT) and were informed about the project's goals and expected results.</p> <p>LINK TO THE TG RAI MOLISE TV SERVICE</p> <p>For more information, visit our website: www.demy-coop.eu</p>  <p>Catch the wave of change</p> <p>The campaign called "Catch the wave of change" aims at reaching out to local and regional authorities and involving them in the understanding of</p>
<p>the benefits that the engagement of young people in strategic decision-making can bring to generations.</p> <p>Young people and especially youth organizations benefited from the results of the campaign as they were an active part of the project activities together with the selected local and regional authorities.</p> <p>Have a look at the cards we created after the project's Launch Conference!</p> <p>Launch Conference Takeaways</p> <p>February 2024 Call for Expression of Interest</p>  <p>Call for Expression of Interest</p>	<p>DEMY-Coop has successfully completed the creation of a database of interested institutions (local and regional authorities in Italy and Croatia) willing to actively participate in the project's initiatives.</p> <p>This step was crucial for selecting their institutions to collaborate with in engaging with local and regional authorities.</p> <p>Both the local institutions and the youth organizations had the opportunity to participate in events organized in recent months by project partners: https://www.europa.eu and https://www.molise.it.</p> <p>May 2024 EU opportunities for young stakeholders in the EUSAIR</p>  <p>On May 15, DEMY-Coop organized the event "EU opportunities for creating an ecosystem of informed young stakeholders to shape the future of the Adriatic-Ionian Region" as part of the EUSAIR Annual Forum of the EU Strategy for the https://www.europa.eu.</p> <p>The youth event aimed to provide information about EU opportunities for young people within the framework of the https://www.europa.eu (ERDF) programs and EUSAIR, as well as other opportunities available to Adriatic-Ionian youth organizations.</p>	<p>This event also provided information about information about youth priorities at the EUSAIR level and the related Call for application to the EUSAIR Youth Council.</p> <p>All participating youth were invited to follow and be part of the Youth Day that the DEMY-Coop project partners will organize in future.</p> <p>LEARN MORE HERE</p> <p>June 2024 185 Applications received for the EUSAIR Youth Council</p>  <p>185 APPLICATIONS! 15 MAY</p> <p>DEMY-Coop closely monitors EUSAIR processes. Among them the creation of a macroregional Youth Council.</p> <p>Under the Croatian Presidency, in 2024, a youth consultation process engaged young people from 10 EUSAIR countries to express their opinions on the Council's role.</p> <p>The newly-established EUSAIR Youth Council will actively foster youth participation, the integration of youth perspectives into policies and strategies with long-term regional impacts, while providing unique insights and creative solutions.</p>	<p>The enthusiastic turnout of 185 applications underscores the increasing interest and engagement of young people in the future for the whole Adriatic-Ionian Region.</p> <p>If you want to know more about youth in the EUSAIR, we have published an infographic on our website. Read it by clicking below!</p> <p>Youth engagement in the EUSAIR</p> <p>BIG EVENTS...</p> <p>DEMY-Coop contributed to Programme processes with two events, one in Sibbenik and one in Venica.</p> <p>Also, the project organized local events as research in the project work plan.</p> <p>SIBENIK 15 MAY</p> <p>Eurelations GEIE (LP) organised ...</p>



Italy – Croatia

<p>...the 6th Adriatic Ionian Youth Organisations Forum (AIYOF6)</p> <p>The 6th event was a blast in the picture above you can see that many stakeholders took part in the event, among them Adriatic Italian Association (AII), the Council Ministry of Foreign Affairs, the Italian Presidency of the Council of Ministers, and the Adriatic Italian Association.</p> <p>The event, organized in the context of the Annual Forum 2024 of the EU Strategy for the Adriatic and Ionian Region (EUSAR), saw the special contribution of the Adriatic Ionian Youth Organisations Forum (AIYOF) and local youth organisations, interested in achieving synergies to promote youth engagement in decision-making.</p> <p>Three IYI volunteers also took active part in the organisation and communication of the event.</p> <p>The event also received the attention of DG Regio and was mentioned in an article of RegioFlash among the EUSAR's youth engagement activities HERE.</p> <p>Do you want to immerse yourself in the atmosphere of the event? Watch the short video that our IYI volunteers produced to disseminate this outstanding experience!</p>	<p>Youth event video</p> <p>VENICE 31 MAY</p> <p>Exploring collaborative initiatives and sustainable solutions...</p> <p>...through Small-Scale Projects</p> <p>We were so proud that our project was presented at the Conference "Exploring collaborative initiatives and sustainable solutions across 2023/24 Interreg Italy-Croatia Small-Scale Project". The Conference was organized by the Interreg Italy-Croatia Laboratory as part of the 2024 Venice Boat Show, and focused on Small-Scale Project efforts and achievements.</p> <p>Fondazione Sardegna took the floor for us and underlined how DEMY-Coop, although small in scope, is trying to explore new horizons in the way</p>	<p>youth are considered by the Programme.</p> <p>...AND SMALL EVENTS.</p> <p>All accounting for our commitment to boost youth engagement!</p> <p>VENICE 4 JUNE</p> <p>On 4 June, in Venice, DEMY-Coop was presented by Fondazione Sardegna through a local event aimed at promoting a youth participation in decision-making through knowledge, networking and cooperation.</p> <p>The session focused on how the project is creating a virtuous circle among youth organisations in Italy and Croatia, promoting cooperation with a shared purpose.</p> <p>First approach was good!</p>	<p>SILVEZZANO DENTRO 28 JUNE</p> <p>A second local event towards...</p>
<p>...co-designed policies</p> <p>On June 28th, Fondazione Sardegna presented DEMY-Coop project in Silvezzano Dentro, province of Padua. The meeting focused primarily on reaching out to local associations and widen the scope of DEMY-Coop reach.</p> <p>The enthusiasm for the project ideas and development was huge and we collected a lot of input for developing an innovative governance model of youth engagement in decision-making.</p> <p>CALL TO ACTION</p> <p>We are eager to contribute to the Consultation about the future of Cohesion Policy after 2027 and Interreg Programmes, as launched some months ago by the European Commission.</p> <p>All stakeholders, beneficiaries and citizens, especially young people, are invited to participate and identify aspects to improve on, as well as topics for innovative solutions.</p>	<p>As part of the Consultations, the Italy-Croatia Programme is promoting two open surveys that will stay open until 30 September (link below).</p> <p>We call all young people and local authorities in Italy and Croatia to take the survey and help us promote our vision for the future of the Programme. A future made for and with young people!</p> <p>If you share our vision, take the survey!</p> <p>SURVEYS HERE</p> <p>NEWSLETTER #3</p> <p>Next Autumn the DEMY-Coop will organise two Youth Fora, one in Italy and one in Croatia.</p> <p>Make sure to follow us to know more and participate!</p> <p>SUBSCRIBE HERE</p> <p>Follow us through:</p> <p>DECIARMA</p>		

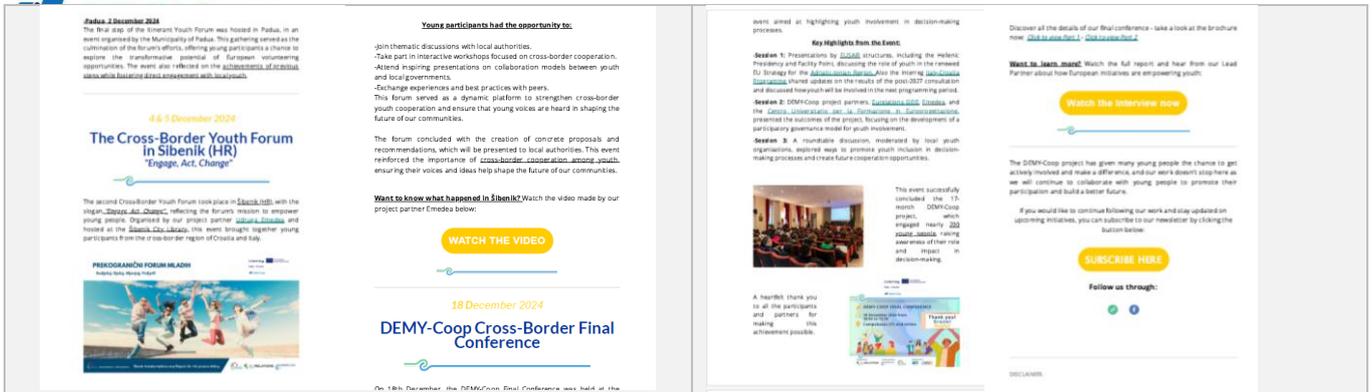
Newsletter #3

Link: <https://us3.campaign-archive.com/?u=9914eeab2d1e0d2a97bb60338&id=e4f7a019ae>

<p>Italy - Croatia</p> <p>DEMCOOP</p> <p>DEcision-Making Youth for Cross-Border Cooperation</p> <p>Newsletter #3</p> <p>Dear Reader,</p> <p>welcome to the third and final edition of the Newsletter of the Interreg Italy-Croatia Small-Scale DEMCOOP project.</p>	<p>Before diving into the details, we would like to provide you with a brief overview of who we are and what we do.</p> <p>ALL YOU NEED TO KNOW</p> <p>DEMCOOP acronym for "Decision-Making Youth for Cross-Border Cooperation" is financed by European Regional Development Fund (ERDF) through the Interreg Italy-Croatia Small-Scale Project.</p> <p>The project is a collaborative effort of Fondazione Sardegna (IT), local Partners, Fondazione Sardegna (IT) and Cultura Croatia (HR).</p> <p>The DEMCOOP aims at facilitating youth engagement processes by involving both local and Regional Authorities and youth organisations in Italy and Croatia.</p> <p>The processes that the project intends to support are well in line with the EU policies and initiatives related to Cohesion Policy and Interreg Programmes, with a particular focus on the role of youth in the implementation of ERDF priorities and in the appropriation of related opportunities.</p> <p>With its strong transregional relevance, the project sees as its main supporters an important ERDF stakeholders, the Adriatic Italian Association (AII) and the Adriatic Ionian Youth Network (AIYON), an emerging network of youth and youth organisations based in 10 EUSAR countries.</p> <p>If you want to know more about the DEMCOOP project, visit the website:</p> <p>OUR WEBSITE</p>	<p>The project started in August 2023, there is much to know about it! If you missed Issue #1 and the Issue #2, you can catch up with a click!</p> <p>PROJECT UPDATES: EMPOWERING YOUTH</p> <p>Youth engagement is at the heart of the future priorities of the Interreg Italy-Croatia Programme. We are excited to see how youth participation in cooperation and governance is gaining momentum.</p> <p>This topic will be further explored during our Final Conference on 18 December, where we will delve deeper into the efforts and outcomes achieved in empowering young people.</p> <p>Need all the details below:</p> <p>30 August – 2 December 2024</p> <p>Itinerant Youth Forum in Italy (IT) and Croatia (HR)</p> <p>Fondazione Sardegna, a partner of the DEMCOOP project, organised an Itinerant Youth Forum spanning two summer in autumn, linking young people Italy and Croatia in three crucial topics:</p> <ul style="list-style-type: none"> Gender equality and digital Youth engagement through sports, culture, and civic participation. 	<p>Cross-border youth cooperation.</p> <p>Key moments from the Forum:</p> <p>Montecatini Terme, 20 August 2024</p> <p>The first event, in collaboration with CISMA Padova, focused on Sustainable mobility and digital skills. Through discussions and interactive workshops, participants examined how EU cohesion policy promotes equality and inclusion, sparking meaningful dialogue.</p> <p>Rubano, 13 September 2024</p> <p>The second forum, held in partnership with Cultura Croatia and AII, focused on Nature, culture, and digital skills. Highlighting the importance of youth organisations, inclusive digital, cultural and recreational associations in fostering civic engagement and social skills. The event concluded with a short sporting workout, a fitting showcase of the youth's active involvement in shaping their engagement and participation.</p> <p>Subiaco, 13 October 2024</p> <p>The third event, in collaboration with Cultura Croatia, focused on digital skills, inclusion and social entrepreneurship. Young entrepreneurs, alongside experts and local organisations, addressed disaster preparedness and the importance of active citizenship in crisis situations.</p>
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Italy – Croatia



3. Project brochure

A project brochure was created with the support of an external provider, aimed at clearly presenting the project's objectives and activities to the wider public. The brochure highlights how DEMY-Coop is one of the first initiatives aimed at promoting better cooperation governance, with a particular focus on youth involvement in the Italy-Croatia programme area. The brochure was distributed through the project's social media channels and the website, especially the project's Facebook page and in the third and last edition of the project's Newsletter, published in January 2025. It was also handed out to the participants of the final conference, where the profiles of the speakers were presented (visible in the relevant cards). The brochure implements the project's graphic image and provides evidence of the activities through some photos depicting the events organised by project partners and QR codes to access project videos.





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The brochure content is displayed on a light blue background with a map of Italy and Croatia. It features the following elements:

- Logos:** Interreg Italy-Croatia and Co-funded by the European Union logos are repeated at the top.
- Lead Partner:** EU RELATIONS (with logo).
- Project Partners:** EUROPELAGO (with logo) and EMEDEA (with logo).
- Supported By:** Logos for the Italian Ministry of Regional Affairs and the Croatian Ministry of Regional Development.
- QR Codes:** Two QR codes labeled 'SCAN ME' and 'Subscribe to our Newsletter'.
- Social Media:** Facebook icon with the text 'Interreg DEMY-Coop project' and 'Contacts: info@eurelations.eu'.
- Main Title:** **DEMY-Coop Decision-Making Youth for Cross border COOPERation**
- Subtitle:** Supporting better cooperation for improving youth engagement in strategic decision - making
- Text:** This brochure was produced with financial support of the Interreg Italy-Croatia Programme. The contents of this brochure are the sole responsibility of its authors and can under no circumstances be regarded as reflecting the position of EU and of the Interreg Italy-Croatia Programme authorities.
- Project Details:** Project duration: 01.08.2023 – 31.12.2024; Project budget: 234.575 €
- Financing:** DEMY-COOP is financed by the European Union under the Interreg Italy-Croatia Programme
- Website:** www.italy-croatia.eu/web/demycoop
- Illustration:** A group of diverse young people celebrating, with a stylized EU flag above them.

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BACKGROUND

DEMY-Coop represents one of the very first initiatives to support better cooperation governance in matters of youth engagement in the Italy and Croatia Programme area.

The project is **co-financed** by the Interreg Italy-Croatia Programme under 1st Call for Proposal for Small Scale Projects, and contributes to Programme's priority 5 "Integrated governance for stronger cooperation", specific objective 5.1.

The **main goal** is to stimulate the identification of cultural, administrative, and legal barriers to youth engagement in decision-making, while raising the awareness about the benefits of youth-responsive cross-border cooperation.



DEMY-Coop contributes to the **operationalisation of youth engagement** through participatory processes that, although taking place at local level, have a **strong macroregional relevance**.

The project particularly enhances the capacities of local and regional authorities to make concrete steps in the involvement of youth organisations in decisions related to the EU Strategy for the Adriatic and Ionian Region (EUSAIR).



VIDEO

SPECIFIC GOALS

- Build capacities of public authorities and stakeholders for improving legal and administrative collaboration and governance-related mechanisms in the Programme area
- Strengthen communication channels among main stakeholders and different governance levels in Italy and Croatia



VIDEO

ACTIVITIES

- youth engagement facilitation activities
- mapping of youth organisations
- 4 local events
- 3 cross-border youth fora
- 2 international conferences
- an awareness raising campaign
- 8 local authorities actively involved
- 9 youth organisations actively involved
- over 200 participants in the events

MAIN OUTPUT

A new cross-border participatory governance model tested, aimed at fostering the collaboration among local and regional authorities and youth organisations and stimulate the co-design of strategic policies in a cross-border cooperation perspective.



4. Storytelling video and testimonials

In addition to the cards, brochure and Newsletters, a project video was produced to showcase the DEMY-Coop project, highlighting its main activities and achievements. The video collects images, pictures, testimonials and short storytelling videos from the Cross-Border Youth Fora held in Italy and Croatia. Also, some video testimonials were collected and published, together with the project video, on YouTube.

The videos were also disseminated on the project's social media with an accompanying card





Links to the video materials:

1	Project final video	<p>https://youtu.be/pjUZKZVuFaE</p> 
2	Storytelling video edited by the DEMY-Coop IVY volunteer during the first Cross-Border Youth Forum in Sibenik	<p>https://www.youtube.com/watch?v=icZxH-0YKwQ</p>



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<p>3 Storytelling video the second Cross-Border Youth Forum in Sibenik</p>	<p>https://www.youtube.com/watch?v=bngYypV0plk</p> 
<p>4 Video testimonials from students and youth organisations participating in the second Cross-Border Youth Forum in Sibenik</p>	<p>https://www.youtube.com/watch?v=RzuJs2sGV8</p> 



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5 Video testimonials from students participating in the second Cross-Border Youth Forum in Sibenik:

<https://www.youtube.com/watch?v=CIWL8jvEgyQ>



6 Video testimonials from students and youth organisations participating in the second Cross-Border Youth Forum in Sibenik

<https://youtu.be/OURqWNd1dwI>



7 Video testimonial from youth organisations

<https://www.youtube.com/watch?v=kEeNI87DJk>



5. Media relations

The DEMY-Coop Awareness Raising Campaign was kick-started with a TV service by regional TV, TG RAI Molise, during the project Launch Conference held in Campobasso (IT) on soon after the project's Kick-off Meeting held on 22 November in Campobasso (IT) back-to-back with the Kick-off-Meeting.



TG RAI TV service available at this [LINK](#)

During the final conference held on 18 December in Campobasso (IT), another service passed through TG RAI Molise.



TG RAI TV service available at this [LINK](#).



6. Social media coverage

The project website (www.italy-croatia.eu/it/web/demycoop) was updated with 26 articles in total (20 news and 6 events) in the section “News and Events”. Every activity and result or news linked to the project was put online. The library section was also completed, providing evidence of the project’s results to the general public.

Facebook page **Interreg DEMY-Coop project**

<https://www.facebook.com/profile.php?id=61555468659642>

The Campaign on Facebook run from January 2024 to December 2024, and was aimed at raising awareness about the project and constantly update the followers and the largest public about the project objectives, activities, progress and achievements.

Through the project’s editorial plan communication on the Facebook page was aligned with communication on the project’s website and with the project newsletters.

A regular posting schedule was established since the creation of the page (in January 2024) to guarantee that posts be issued at least once a week.

The contents on Facebook were mainly based on the following strategy:

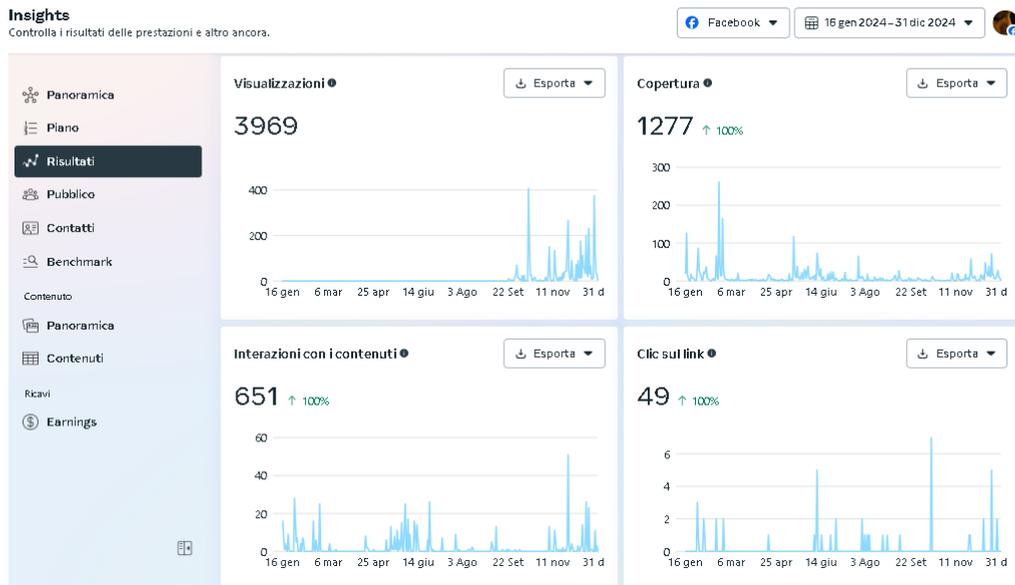
- **Storytelling posts:** Sharing information about the impact of the Demy-Coop project.
- **Visual Content:** Use of high-quality images, cards, and videos to capture attention and convey messages effectively.
- **Educational Posts:** Creation of informative content on the project, or to other content related to it, to generate ideas and keep content varied.
- **Collaborative tags:** partners, relevant stakeholders and the programme’s page were tagged to enhance cross-promotion.
- **Hashtags were used to focus attention on the project’s key concepts and to encourage content sharing:** #Interreg #Interregproject #youyh #youthengagement #cooperation



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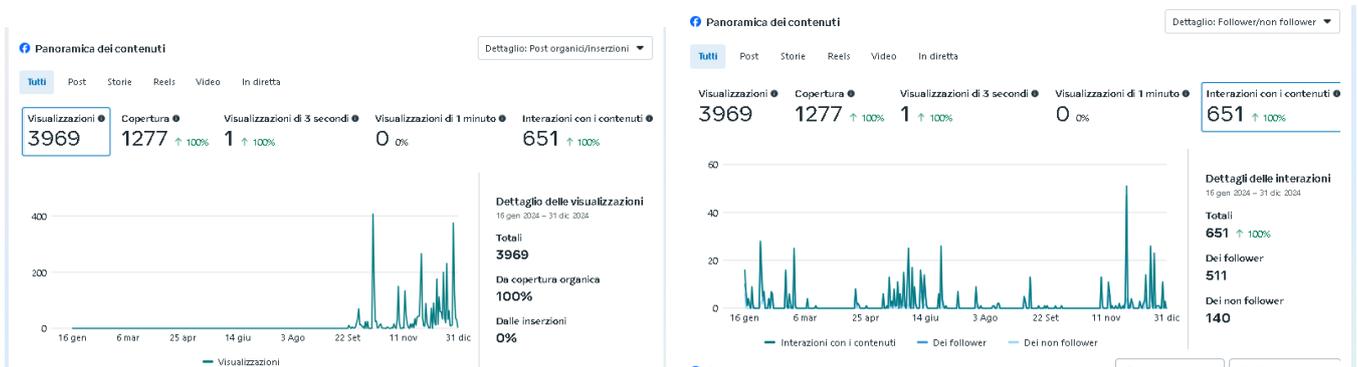


In 2024, the Facebook page of the Demy Coop project recorded an organic outreach of 3969 visualisations (number of times the contents have been visualized) and 651 total interactions (likes and other reactions). This result was obtained through the publication of 4 posts per month (on average). Together with a targeted copy enriched with project hashtags and collaborative tags, the posts implemented the project’s visual identity.



Of the total 3969 visualisations, 47% were by followers and 53% by non-followers, meaning that the collaborative posts were successful in disseminating the project posts also outside the range of direct followers.

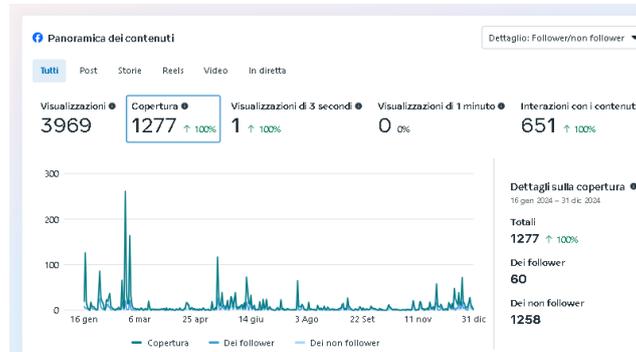
Of the 651 interactions, almost 80% were by followers.



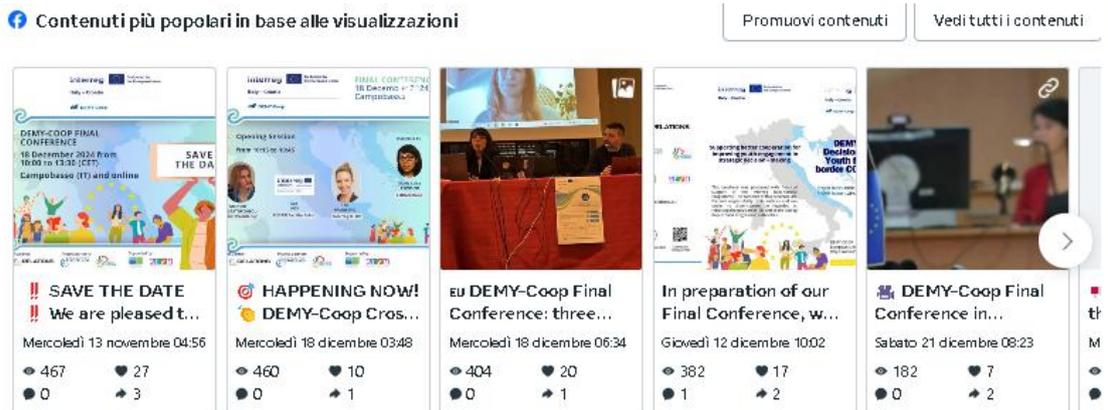
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The overall coverage of the page was organic and hit 1277 single times somebody has been exploring the page contents.



Most popular posts in terms of visualisations are those related to public events.



The same oges for the most popular posts in terms of interactions (likes, comments, sharing etc).

