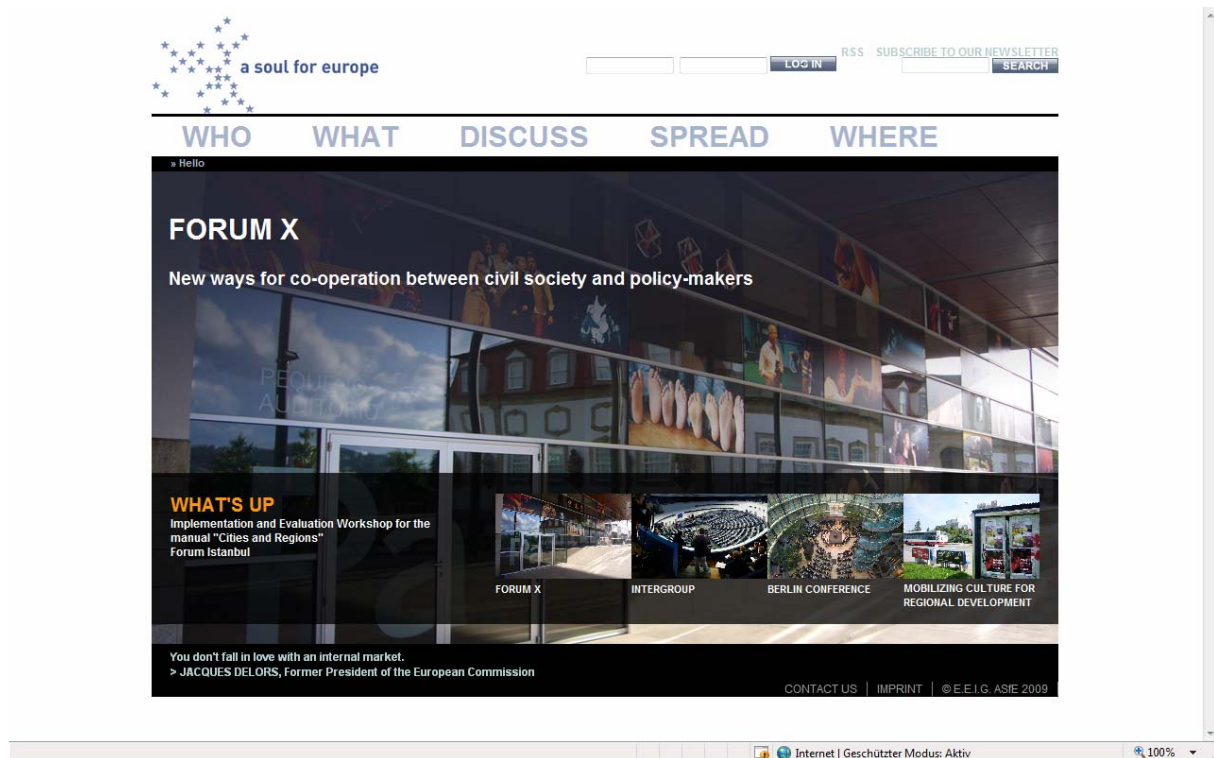


Case Study

A Soul for Europe



Profile

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| Website's name / Domain | http://www.berlinerkonferenz.eu |
| Country of origin | Multinational |
| Geographical scope | European |
| Language/s / tackling of language issues | The website is only available in English |

Website owner

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| Contact | A Soul for Europe c/o European House for Culture Place Flagey 18 1050 BRUSSELS BELGIUM mail@asoulforeurope.eu |
| Type of organisation | European Interest Economic Group (E.E.I.G. ASfE) |
| Description of the owner organisation | The European House for Culture (EHfC) is a cultural organisation initiated by the European Festivals Association (EFA). The mission of the European House is twofold: to be a House of Welcome – a meeting and working place for networks and initiatives which relate to the cultural sector. Secondly, the House aims to give the cultural sector in Europe a visible space in order to facilitate a stronger voice of the cultural sector in the European decision-making process. |

Importance of the website within the organisation structure

The website is a platform initiated by different countries of the European Union. The website is a platform for exchange for the different participants and agents of the initiative as well as an important link to the European public to incorporate the civil public into the European discussion.

Description of the website’s mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

The main aim of the initiative is to create a Europe for the Europeans, a place to live and to identify with, rather than a Europe of institutions and regulations. To achieve this aim communication between civil society and the European institutions, national governments and other authorities need to be increased. The website “A soul for Europe” uses the benefits of culture and cultural activity to enhance the intercultural dialogue as well as to integrate national history. The "A Soul for Europe" Initiative includes leading European politicians and decision-makers from all areas of society, resulting in the launch of joint discussions and campaigns. The “A Soul for Europe” initiative is building an international network of European cities and regions, the cultural sector and business as well as European policy-makers. The initiative is supported by a cross-party Intergroup in the European Parliament, which provides a link between the work of the civil society initiative and that of political decision-makers.

The website provides different channels of information like documents and photos as well as a blog and is active on Twitter and Facebook. Moreover, ‘A Soul for Europe’ is linked to the e-magazine and virtual network ‘citizensofculture’ which provides a platform for cultural actors with a special community group ‘A Soul for Europe’.

Website facilities

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| Kind of facilities | <ul style="list-style-type: none"> • Blog • Comment facility • Photo gallery • Videocasts • Publication and document download | | |
| Member / non-member facilities | Non-member facilities | | |
| Importance within the website content | The blog and the comment function as well as the Facebook and Twitter activity encourage public participation in the discussion about “a Europe for the Europeans”. The downloads and the galleries show the transparency of the organisation and implemented projects. | | |
| Frequency of usage | <table border="1"> <tr> <td data-bbox="708 1641 1042 1727">Number of visitors (monthly):</td> <td data-bbox="1042 1641 1399 1727">1,100</td> </tr> </table> | Number of visitors (monthly): | 1,100 |
| | Number of visitors (monthly): | 1,100 | |
| | <table border="1"> <tr> <td data-bbox="708 1727 1042 1798">Frequency and number of uploads of contributors:</td> <td data-bbox="1042 1727 1399 1798">once a week</td> </tr> </table> | Frequency and number of uploads of contributors: | once a week |
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| <table border="1"> <tr> <td data-bbox="708 1798 1042 1910">Frequency of website updating by the website owner:</td> <td data-bbox="1042 1798 1399 1910">about once a week</td> </tr> </table> | Frequency of website updating by the website owner: | about once a week | |
| Frequency of website updating by the website owner: | about once a week | | |
| Does the website show any results for working communication and debate on a European / cross-border level? | The exchanges on the website and the use of the social network Facebook show the interest of the public to participate in the European debate. Furthermore, the initiative organises different meetings and forums in different countries as well as different events like the | | |

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| | <p>European Club night or Forum X. The European Club night is an event for Europe-wide multimedia events on identity and community. Forum X provides new ways for co-operation between civil society and policy-makers by offering meeting, workshops and conferences.</p> <p>As the Initiative “A Soul for Europe” is a decentralised organisation with offices and strategy members all over Europe, the website (next to the actual e-mail communication) serves as a platform of exchange of data and provides up-to-date-information about the structure and the events organised by or concerning the Initiative.</p> |
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Evaluation of the website

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| Mission and objectives, accomplishment of mission | Attitude towards the European idea, incorporation of the European idea | The website focuses on the idea of “building” a Europe for the Europeans, and involving the public into the dialogue and debate about Europe. The Initiative and the website try to reach a broader public through cultural activity. |
| | Cultural values | The website and the events create different ways of intercultural dialogue like the European Club Night as a social event or Forum X to foster collaboration between civil society and policy makers. Moreover, these events encourage mobility and innovative ideas to allow for new ways of encounters. |
| Presentation, navigation, structure | The website’s presentation is innovative and appealing, using many different media facilities. The navigation and presentation is well structured using a two way navigation system. | |
| Trustfulness | The initiative is supported by different European politicians and well known European personalities. | |
| Main strength | Main strength of the website is the blog and its activities via Twitter and Facebook. | |
| Main drawback | Main drawback is the availability only in English | |
| Usage of communication facilities | The blogs and the social networks are used regularly and create a bridge between the initiative and the civil public. | |

Vision and recommendation of website owners

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| Recommendations for the European Commission | Installing a database of all actions taking place (important: a database that must not be administered with a lot of effort by the users) |
| Vision of further development of the website | Connections to other social networks, like the new platform www.citizensofculture.net (connecting with existing structures in order to reach more and a broader variety of users). |