



CONNECTING
EUROPEANS



Fly the European Flag on Thursday 28/07/2016

Joensuu, Finland, inviting all European cities, towns and municipalities

Launched 07/07/2016



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What?

- An indie-like, low-budget initiative originating from Joensuu, Finland
- An invitation to all European cities, towns and municipalities to fly the European Flag at City Hall on the last Thursday of July
- A joint, spontaneous celebration of European every-day life and collaboration, which we share at the grass-roots level
- Pictures shared on city web pages and in social media



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Why?


- We feel that a sign of unity, joining together at citizens' level is needed right now
- The Europe we live in is far from perfect – but it is the least imperfect of all the alternatives
- We are Europe – in our work, in our joy and in our sorrows
- We create Europe through our shared lives; together, we must make it yet better



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How to participate?

- Provide simple, brief info about your city - and if you like, also a greeting - at www.connectingeuropeans.eu
- See the map showing “who is in”
- Present the European Flag at your town hall on Thursday 28/07/2016 – in whatever way you like
- Share a picture on your web site and on social media 
- Share the initiative with your friends and neighbours



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Why should our town participate?

- Positive image for your town as well as at the national and European level
- Possibility to send greetings and connect with others who participate, through the webportal
- City pictures and messages can be shared in social media, building a sense of community.
- Support for improving European local leadership
- It is easy to participate



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Joensuu Calling

- This call comes from afar: in the Eastern part of Finland, Capital of North Karelia, a region of forests & lakes, with 76,000 inhabitants
- From Idea to Initiative within one week
- Input and activity from 12 European countries was needed to put the campaign together
- Supported by the Finnish Foreign Ministry and The Association of Finnish Local and Regional Authorities



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#WeAreEurope #Whoisin

- Seven participants were there after the Day 1
- Joensuu has invited its' twin cities
- One of the twin cities has invited its' twin cities
- We have a visible way to show how connected the European towns are - when we join and invite each others
- We have a way to show how agile the local administrations can be – no weeks or months or years needed for decision-making about a European campaign – if we manage it
- It took from an idea to launch one week – how long does it take from local administrations to react?



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