

## EVENT DESCRIPTION SHEET

*(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.*

 *Please provide one sheet per event (one event = one workpackage = one lump sum).*

PROJECT	
<b>Participant:</b>	Pro Loco Broccostella
<b>PIC number:</b>	882178917
<b>Project name and acronym:</b>	Euroscpticism to Euro-engagement: Rural Dialogues about Europe's Future - Euro-engagement

EVENT DESCRIPTION	
<b>Event number:</b>	WP4
<b>Event name:</b>	EU – Rurality Expo
<b>Type:</b>	workshop, conference
<b>In situ/online:</b>	in-situ
<b>Location:</b>	Italy. Broccostella
<b>Date(s):</b>	05-08.6.25
<b>Website(s) (if any):</b>	<a href="https://www.iowebbo.it/broccostella-euro-engagement-pro-loco-protagonista/?fbclid=IwY2xjawG88pxleHRuA2FlbQlxMQABHe8RXVL-NHD9YI6DWADYaSFC85ln_ffisDRypgl32PeUSNNYsS82YKrSQ_aem_d_-cFOgIX_Kx9_1g_VHWsA">https://www.iowebbo.it/broccostella-euro-engagement-pro-loco-protagonista/?fbclid=IwY2xjawG88pxleHRuA2FlbQlxMQABHe8RXVL-NHD9YI6DWADYaSFC85ln_ffisDRypgl32PeUSNNYsS82YKrSQ_aem_d_-cFOgIX_Kx9_1g_VHWsA</a>
Participants	
Female:	15
Male:	13
Non-binary:	0
From country 1 - Romania [Filiala Asociației Se Poate]:	3
From country 2 - Poland [Idea for Life]:	2
From country 3 - Spain [ENREDADOS DE ALICANTE POR LA INNOVACION SOCIAL Y EL DESARROLLO SOSTENIBLE]:	3

From country 4 - Bulgaria [ASOTSIATSIA BIOMREZHA]	2		
From country 5 - Italy [PRO LOCO BROCCOSTELLA ASSOCIAZIONE DI PROMOZIONE SOCIALE]	13		
From country 6 - Lithuania [VYTAUTO DIDZIOJO UNIVERSITETAS]	2		
From country 2 - Poland [FUNDACJA KLASTER INNOWACJI SPOLECZNYCH]	2		
Total number of participants:	28	From total number of countries:	6
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<b>WP4 – EU – RURALITY EXPO</b>			
<b>Event Overview</b>			
From June 5th to 8th, 2025, the town of Broccostella hosted the WP4 - EU – Rurality Expo as part of the innovative project "Eurocepticism to Euroengagement." This significant event brought together partners and participants from various backgrounds to engage in meaningful discussions about Europe's future while celebrating its cultural diversity.			
<b>DAY 1: DISCUSSION SESSION WITH PARTNERS AND DISCOVERING THE CITY</b>			
The event commenced with a presentation of Broccostella and the territories nearby. Following the introductions, participants took part in a deep discussion aimed to:			
<ul style="list-style-type: none"> <li>• Promote knowledge and understanding of the European Union and European citizenship among rural communities in the partner countries, through accessible and targeted information initiatives that explain the principles, values, and benefits of EU membership;</li> <li>• Actively involve rural communities in concrete initiatives that enhance awareness of the EU and the concept of European citizenship, by encouraging participation in educational, cultural, and community-based activities related to Europe;</li> <li>• Support the participation of rural communities in EU decision-making processes, by motivating their direct involvement in shaping European policies and fostering dialogue and interaction between citizens and institutions.</li> </ul>			
In the afternoon, participants had the opportunity to discover two local excellences that have shaped—and continue to shape—the history of the area:			
<ul style="list-style-type: none"> <li>• <b>Oleificio Mantova</b>, where they observed the olive oil production process;</li> <li>• <b>Tenuta Cervelli</b>, where they explored the wine production process and enjoyed a tasting at the end of the visit.</li> </ul>			
<b>DAY 2: DISCOVER NATURAL SITES AND HISTORICALLY RICH TOWNS.</b>			
The second day began with a fascinating workshop on:			

- VIDEO SERIES – EU Success Stories

This activity involved the creation of a video series showcasing successful initiatives and projects funded or supported by the European Union. Each episode highlights real-life examples of positive impact in various sectors—such as education, innovation, the environment, and community development—demonstrating how EU support has contributed to meaningful change. The aim is to inform and inspire a broad audience by sharing concrete success stories from different European regions.

- YOUTH ENGAGEMENT WORKSHOP – Social Media & Success Stories

This interactive workshop has been designed to engage young people in learning how to effectively communicate success stories through social media. Participants explored how to identify compelling stories, shape engaging narratives, and use platforms like Instagram, TikTok, and Facebook to amplify positive messages. The goal is to empower youth to become active storytellers and digital ambassadors of European values and achievements.

**CONCLUSION AND EVALUATION**

The WP4 - EU – Rurality Expo held in Broccostella from June 5th to 8th, 2025, proved to be an enriching and impactful event that successfully met its goals within the “Euroscepticism to Euroengagement” project framework.

Overall, the event combined education, cultural appreciation, and civic engagement in a way that fostered stronger connections between rural citizens and the European Union. The positive energy, active participation, and high-quality content throughout the program confirmed the success of the initiative and its strong potential for long-term impact.

Outputs of the meeting:

[https://drive.google.com/drive/folders/1hwrSeT3pcQuNtpKLdKnB7q\\_gZvkC9KOE?usp=sharing](https://drive.google.com/drive/folders/1hwrSeT3pcQuNtpKLdKnB7q_gZvkC9KOE?usp=sharing)

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	15.07.2025	Initial version (new MFF).