



# EYE BERLIN

## PRESS KIT



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# ***Welcome to EYE Berlin!***

Ladies and Gentleman,

we look forward to seeing you at EYE Berlin, the first of the four local EYEs of the year. This event is co-funded and supported by the European Parliament and organised by the European Youth Parliament (EYP), to bring young people closer to Europe, empower them to become active citizens and to strengthen democratic civil society.

The following press kit should help you to get an overview of the facts and figures of the event. In addition, we would like to draw your attention to particularly noteworthy event elements and support you in requesting interviews. If you need support or have any questions, please feel free to contact us at any time.

This Press Kit contains:

1. EYE Berlin Facts and Figures
2. EYE Berlin Programme Highlights for Media
3. How to request interviews?
4. How to use livestream services?
5. How to get accredited?
6. Media Contacts
7. Useful Links
8. Follow #EYEBerlin on Social Media

EYE Berlin is co-created with institutions, international organisations, civil society, youth organisations and many young people. The local EYE offers over 65 workshops, uniting more than 40 NGOs, 1700 young Europeans in person and many via hybrid livestreams, a range of EU services and more than 10 MEPs. In view of the upcoming European elections and the lowered voting age of 16 for the first time, it is crucial to give young Europeans the opportunity to get in touch with political decision-makers and civil society organisations, but also with each other.

We hope you'll enjoy every moment and find many interesting stories to cover!

The EYE Berlin team

# EYE Berlin Facts and Figures

Around 1.700 participants between 16 and 30 years coming from all EU Member states, neighbouring countries and countries all over the world are expected to attend the local EYE in Berlin, with livestreams and hybrid participation opportunities for a digital audience

There is no fee for attending the EYE Berlin. However, participants will need to cover their own transport, accommodation and meals.

Around 40 volunteers from the EYP network and other youth organisations are involved in the organisation, supported by 10 people from EP staff and the International Office of the Schwarzkopf Foundation.

66 activities during the three days of the EYE Berlin, categorised thematically, 47 offered in **English** and 19 in **German**.

18 activities on **European Elections**  
18 activities on **Innovative Europe**  
12 activities on **Sustainable Europe**  
9 activities on **United Europe**  
8 activities on **Capacity Building for Youth NGOs**

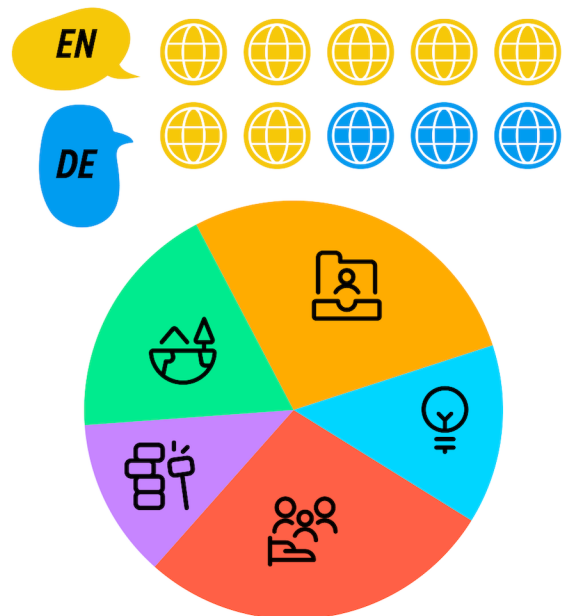
3 city tours  
2 Receptions at Embassies  
2 movie screenings

The **Active Europe Fair**, where companies and youth organisations can present their work and exchange ideas with participants, will be organised throughout the two days of the event, with 40 stands present from EU services, NGOs and more

EP President **Roberta Metsola** will present a video message at the Opening Ceremony on Friday at 10:00 am

Around 250 speakers, moderators and facilitators have been confirmed so far. For the moment, **10 MEPs** and **5 Ambassadors** confirmed their participation.

As EYE Berlin is happening less than two months ahead of the 2024 European elections, the programme will have a special focus on the elections, democracy and youth engagement.



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## 4 premium partners

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## 2 supporters

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# EYE Berlin Programme Highlights for Media

From Friday 19 April until Saturday 20 April, EYE Berlin offers a variety of in-person and hybrid activities: panels, workshops, tours, briefings, Q&As, quizzes, stands, performances - there is something for everyone. Download the [EYE Berlin programme](#).

All activities are open for media. Do not forget to wear the EYE Berlin Event-Badge that you will receive at accreditation at all times.

Not sure where to start? Here is a selection of sessions that could be interesting for you on the next pages.



EUROPEAN  
FILM AWARDS

## Thursday, 18 April 2024

18.00 - 21:00 **LUX Audience Award**, "The Teachers' Lounge", Movie screening organised by the European Parliament and the European Film Academy - @Saal 10



## Friday, 19 April 2024

10:00 - 11:30 **Opening Ceremony** with the Mayor and Senator for Finance Stefan Evers, Roberta Metsola, President of the European Parliament (video message), Prof Dr Daniela Schwarzer, Chairwoman of the Bertelsmann Foundation and Esra Küçük, CEO of the Allianz Cultural Foundation - @Wagenhalle

11:30 - 12:15 **Press Conference** with the Project Managers, Executive Director of the European Youth Parliament, Executive Director of the Schwarzkopf-Foundation and the Press Officer European Parliament & European Elections, Thilo Kunzemann - @Colosseum (exact location will be announced in the press release on friday)

12:00 - 12:45 **Depolarising Journalism: Learn How to Rebuild a Healthy European Society** with **MEP Lena Düpont** (EPP) - @Kino 7



12:00 - 13:00 **Tackling Disinformation. How to Protect Democracy?**, Spokesperson's Unit, European Parliament - @Kino 3

12:00 - 13:15 **Diplomacy Careers: European Perspectives by Embassies in Berlin** with European Diplomats and youth representatives - @Kino 10

12:00 - 13:30 **Youth Manifest - The future of Europe lies in our hands!** Exchange with **MEP Gabriele Bischoff** (S&D) on the Young Manifesto on the topics of sustainability, digitalisation and inclusive participation, by Villa Vigoni – German-Italian Centre for the European Dialogue - @Kino 9



12:30 - 14:00 **Allianz Foundation "The Movers of Tomorrow? How Young Adults in Europe Imagine and Shape the Future"** with **MEP Damian Boeselager** (Greens/EFA) and **MEP Martine Kemp** (EPP) - @Wagenhalle



*Are young Europeans truly the "movers of tomorrow"? What kind of a future (European) society do they want to live in? And how do they push for change? This session provides insights into what young people are currently doing to make their voices heard, what works, what does not, and how we can encourage more young people to get involved and work together for positive change.*

14:15 - 15:45 **E.ON Foundation/YEMCA "50 Days to Go: Young Demands for Climate and Energy Policy Ahead of the European Elections"** with **MEP Delara Burkhardt** (S&D), **MEP Christian Ehler** (EPP) and Anna Peters (MEP Candidate the Greens) - @Wagenhalle



*Initiated with the latest insights on public opinion on climate action from the European Survey 2023 by the E.ON Foundation, we encourage participants to #HaveYourSay and share their perspectives on the findings. The discussion will include a Member of the European Parliament and a representative from the E.ON Foundation, focusing on the survey's implications and exploring actionable strategies*

15:30 - 17:00 **ESN (Erasmus Student Network) Berlin** with **MEP Damian Boeselager** (Greens/EFA) on youth participation - @Kino 9



15:45 - 17:15 **Financing European transformation** - Young perspectives on a sustainable and future-proof European financial policy with Anna Peters (MEP Candidate, The Greens) - @Kino 4

16:00 - 17:30 **EU and the World - Foreign Affairs and Enlargement in our Union**, EU NEIGHBOURS EAST, DG NEAR regional communication programme with **MEP David McAllister** (EPP) - @Kino 7



16:00 - 17:30 **The EU Supply Chain Act** - for human rights and environmental protection in global value chains with **MEP Delara Burkhardt** (S&D) - @Kino 3

18:00 - 19:30 **Plenary Session** - Connecting with the Future: How Do We Make an Impact on the European Elections' Campaign Trail? By European Movement International, with **MEP Hannah Neumann** (Greens/EFA), **MEP Martine Kemp** (EPP) and **MEP Sara Cerdas** (S&D) - @Wagenhalle



*By featuring MEPs from different political parties and backgrounds, the plenary session aims to provide a comprehensive overview of effective communication strategies tailored to engage diverse audiences, with a particular focus on young voters. Each MEP will present their unique strategies, tools, and methods for effective communication and campaigning, focusing specifically on engaging young people. There will be an emphasis on cross-party collaboration and sharing of best practices. Participants will be able to ask the MEPs directly.*



## **Saturday, 20 April 2024**

10:00 - 11:30 **Your Europe - your choice!** Coordination office for the EU Youth Dialogue  
- Deutscher Bundesjugendring - with **MEP Helmut Scholz** (The LEFT) - @Kino 9



13:00 - 14:00 **United Nations Development Programme (UNDP)** will present an  
overview of the forthcoming Human Development Report for 2023/24 with **MEP  
Hildegard Bentele** (EPP) - @Wagenhalle



13:30 - 14:45 **Voting at 16!** Interactive Workshop by Jugend  
wählt e.V. with **MEP Helmut Scholz** (The LEFT) - @Kino 7



15:30 - 17:30 **Youth Plenary** with representatives of youth NGOs that shaped EYE Berlin  
will present their results, moderated by **MEP Hildegard Bentele** (EPP) - @Wagenhalle



18:00 - 19:00 **Closing Ceremony**, Farewell with video presentation, the **Executive Director of Schwarzkopf  
Foundation – Tomás Sacher** and **Philipp Schumeister, Director for Campaigns of the European  
Parliament** - @Wagenhalle

## **How to request interviews?**

Whether you are willing to speak with participants or a Member of Parliament, a speaker or a member of the EYE team, we will do our best to assist you with your interview.

Have you already checked the EYE Berlin programme and have someone in mind? To better help you, please fill in the linked form below with your request and our team of press officers will get back to you as soon as possible.

**[EYE Berlin Interview Request Form](#)**

Below you can find the list of Members of Parliament (and their email) who confirmed their attendance for the EYE. You can contact them directly but if you need our assistance, do not hesitate to share your request in the link above.



MEP Damian BOESELAGER, Greens/EFA, [damian.boeselager@europarl.europa.eu](mailto:damian.boeselager@europarl.europa.eu)



MEP Hannah NEUMANN, Greens/EFA, [hannah.neumann@europarl.europa.eu](mailto:hannah.neumann@europarl.europa.eu)



MEP David MCALLISTER, EPP, [david.mcallister@europarl.europa.eu](mailto:david.mcallister@europarl.europa.eu)



MEP Hildegard BENTELE, EPP, [hildegard.bentele@europarl.europa.eu](mailto:hildegard.bentele@europarl.europa.eu)



MEP Lena DÜPONT, EPP, [lena.duepont@europarl.europa.eu](mailto:lena.duepont@europarl.europa.eu)



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MEP Sara CERDAS, S&D, [sara.cerdas@europarl.europa.eu](mailto:sara.cerdas@europarl.europa.eu)



MEP Helmut SCHOLZ, The LEFT, [helmut.scholz@europarl.europa.eu](mailto:helmut.scholz@europarl.europa.eu)

You can also request interviews with the project managers and representatives of the Schwarzkopf Foundation and the European Youth Parliament.

- Lira Mikayelyan, Project Manager, EYE Berlin, [l.mikayelyan@eyp.org](mailto:l.mikayelyan@eyp.org)
- Johann Davies, Project Manager, EYE Berlin, [j.davies@eyp.org](mailto:j.davies@eyp.org)
- Alonso Ciscar Taulet, Project Manager, EYE Berlin, [a.ciscar@eyp.org](mailto:a.ciscar@eyp.org)
- Anya Suprunenko, Executive Director European Youth Parliament, [a.suprunenko@eyp.org](mailto:a.suprunenko@eyp.org)



If you would like to interview participants, please submit a request via our interview request form or get in touch with young people in the press area.

A press area will be available for dialogue with participants, guests and MEPs. Many participants indicated during registration that they would like to be interviewed. The young people can be visited and interviewed in the press area. **Participants who do not wish to be interviewed or filmed wear a pink wristband.** In addition, participants should also have quiet zones and safe spaces to themselves. Please pay attention to this.

Participants under the age of 18 need the consent of both parents to give interviews. If you wish to interview participants under the age of 18, please ask for parental consent beforehand or get in contact with the PR-Team ([communication@eyeberlin.org](mailto:communication@eyeberlin.org)), as we can also refer participants under the age of 18 with parental consent.

## ***How to use the livestream services?***

You can register for the livestream here on the [gemeinsamfuer.eu](https://gemeinsamfuer.eu) website.

## ***How to get accredited?***

The accreditation takes place at the Colosseum entrance, Gleimstrasse 33, 10437 Berlin

You can register for accreditation here: **[Accreditation Registration Form](#)**

As long as you have registered successfully and we didn't try to contact you again, you can collect your event badge during the dedicated timeslots:

- Opening ceremony (19 April // 10:00 - 11:15) > Accreditation (19 April // 09:15 - 09:45)
- Press conference (19 April // 11:30 - 12:15) > Accreditation (19 April // 10:45 - 11:15)
- Plenary session with MEPs (19 April // 18:00 - 19:30) > Accreditation (19 April // 17:15 - 17:45)
- Youth plenary session (20 April // 15:30 - 17:30) > Accreditation (20 April // 14:45 - 15:15)
- Closing ceremony (20 April // 18:00 - 19:00) > Accreditation (20 April // 17:15 - 17:45)

In general, there will always be someone at the accreditation desk, but we highly recommend you accredit during the time slots. It is also possible to get accredited on April 18. from 5 - 6 pm, but since it is the participants' accreditation time, this slot is rather suitable for organisations that set up a stand or have little time on the other days.

During the accreditation process, you will have to present the same identity document used during the registration process. The volunteers at the desk will check your name and your identification document, pls make sure that you bring the correct identity document and that you have registered for accreditation successfully.

## ***Media Contacts***

### **PR and Communications Team**

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## ***Useful links***

[The EYE Berlin Website](#)

[The programme booklet](#)

[About the EYP](#)

[Accreditation Registration Form](#)

[The European Youth Events](#)

## ***Follow #EYEBerlin on social media***

EYP Instagram: [https://www.instagram.com/eyp\\_network?igsh=Mmp2dW4yc2plYmc3](https://www.instagram.com/eyp_network?igsh=Mmp2dW4yc2plYmc3)

EYP Facebook: <https://www.facebook.com/EuropeanYouthParliament>

EYP Twitter: [https://twitter.com/eyp\\_network](https://twitter.com/eyp_network)

EYP YouTube: <https://www.youtube.com/c/EuropeanYouthParliamentEYP>

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