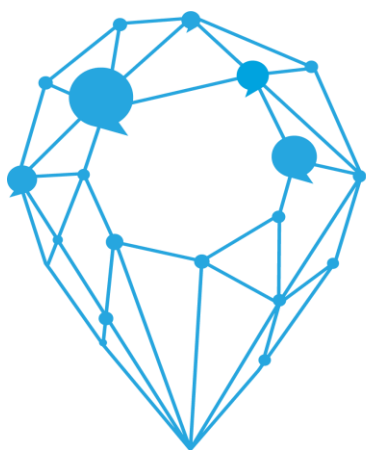




# Application form

# 2021



**EUROPEAN  
YOUTH  
CAPITAL**

**DEADLINE: 30 September 2018 (23:59 Central European Time)**  
**[www.europeanyouthcapital.org](http://www.europeanyouthcapital.org)**

Applications to: **eyc2021@youthforum.org**

Contact Person to be added in Cc: Rita Jonusaite – Policy Officer on Participation  
[rita.jonusaite@youthforum.org](mailto:rita.jonusaite@youthforum.org)

**Please note that the word limit must be **STRICTLY** respected.**

**Please note that all pictures have to be added in the Annexes.**

**Please note that all information, including Annexes, has to be provided in English.**

**Applications ignoring these requirements will not be considered eligible.**

**Applications and documents submitted after the deadline will not be considered eligible.**

<p>Additional information on participating youth structures or supporting organisations (max. 200 words)</p>	<p>During preparation 30 local, national and international organizations expressed their support for Klaipeda to become European Youth Capital 2021. EYC2021 is supported by:</p> <ul style="list-style-type: none"> <li>• 15 local youth organizations and organizations working with youth. One of them unites 23 organizations.</li> <li>• 15 national/international organizations, willing to contribute to EYC2021 programme implementation, provision of expert consultations, ensuring national, cross-border cooperation. Each of the organizations will contribute according their field of activity.</li> </ul> <p>9 umbrella organizations supporting EYC2021 unites 342 youth organizations in Lithuania and Baltic countries:</p> <p><b>“Round table”</b> – unites 23 organizations;</p> <p><b>Lijot</b> – unites 66 youth organizations (including umbrella organizations);</p> <p><b>LMS</b> – unites 33 Lithuanian School Student Unions.</p> <p><b>Association Klaipeda region</b> - unites 7 municipalities of Klaipeda County.</p> <p><b>LSS</b> – unites 12 Lithuanian Higher Educational Institutions Students’ Unions.</p> <p><b>International Euroregion Baltic Secretariat</b> – unites 8 regions from Denmark, Lithuania, Poland, Russia and Sweden.</p> <p><b>Baltic Sea States Subregional Co-operation</b> – unites 10 organizations from the Baltic Region: Denmark, Estonia, Finland, Russia, Norway, Poland, Germany, Latvia, Lithuania, Sweden.</p> <p><b>The Norwegian Children and Youth Council</b> unites 100 Norwegian children and youth organizations.</p> <p><b>National Council of Swedish Youth Organisations (LSU)</b> brings together 83 different youth organizations from the whole spectrum of civil society.</p> <p>More information provided in Annex II.</p>
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## HOSTING INFRASTRUCTURE

The applicant should describe its capacity to host the European Youth Capital 2021. This should cover, but is not limited to: accommodation, transport, working facilities, open spaces, youth infrastructure, and accessibility, especially people with disabilities. The applicant should make clear how this infrastructure would be used to support the EYC 2021 and youth representatives, particularly during international meeting and events (max. 600 words).



148 908 INHABITANTS



11 MUSIC and  
ART SCHOOLS



14 666 COMPANIES



10 MUSEUMS and  
15 GALLERIES



7 HIGHER EDUCATION  
INSTITUTIONS



91 SPORT, 24 DISABLED and 26  
YOUTH ORGANIZATIONS, over 150  
ORGANIZATIONS WORKING WITH  
YOUTH



16 LIBRARIES



13 698 STUDENTS



60 033 INHABITANTS  
under 35 AGE



83 PLACES TO VISIT



50 SCHOOLS and 18 982  
PUPILS



30 km. of BEACH



13 THEATRES and 6 THEATRE  
FESTIVALS



8 CHURCHES and HOUSES of  
PRAYER



20 PARKS



15 INTERNATIONAL and  
NATIONAL FESTIVALS



> 14 BICYCLE TRACKS



841 ACCOMMODATION and 131  
CATERING PLACES

Source: Statistics Lithuania, Klaipeda City Municipality, Klaipeda Tourism and Culture Centre, etc.

Klaipeda – the third largest city in Lithuania, the regional centre of culture, attracting tourists from Lithuania and abroad. Among most visited events – Sea Festival, Klaipeda Castle Jazz Festival, Light Festival, etc.

#### THE EXCLUSIVITY OF KLAIPEDA

- Modern environment and nature synthesis
- Accessibility: 20 min. from one to another side of the city
- Compact city: on foot, by bike, car, public transport
- Accommodation services: from business class to affordable for each pocket
- Free Wi-fi in public spaces
- Development of active water tourism infrastructure

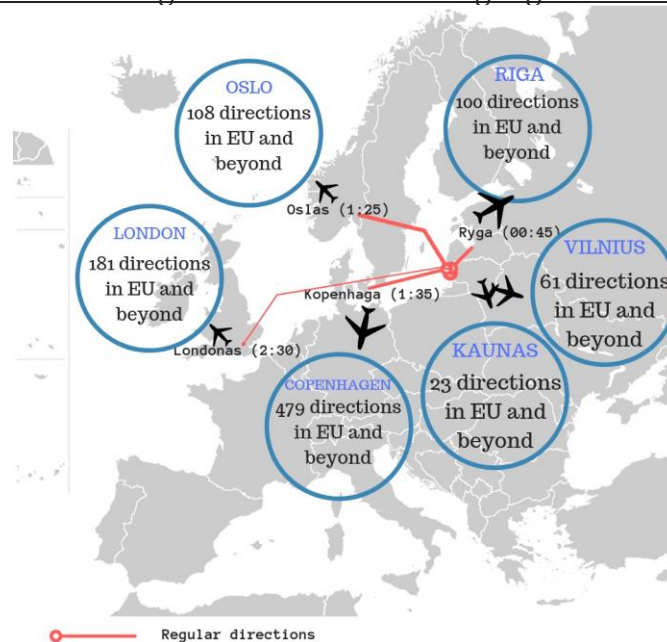
In 2007 Tall Ships' Race Baltic, 2009 Europeade, 2017 – Tall ship races took place in Klaipeda. These events rarely return to prior cities. The fact that Europeade (2020) and Tall Ship Races

(2021) will return to Klaipeda shows city's credibility in terms of infrastructure, human capacity for large-scale events. These capacities would be used for EYC2021 as well.

#### Accessibility

Klaipeda and its County – the only ones in Lithuania accessible by all means of transport: air, land, water.

- Entire world is accessible through convenient connecting flights from Palanga airport.



- Klaipeda County is easily accessible from other Lithuanian and Latvian airports (by public transport).



- Klaipeda port ferry lines ensure connections with Germany and Sweden.
- Convenient travels to other Lithuanian cities by trains.
- Convenient Klaipeda-Vilnius highway to reach other points in Lithuania.

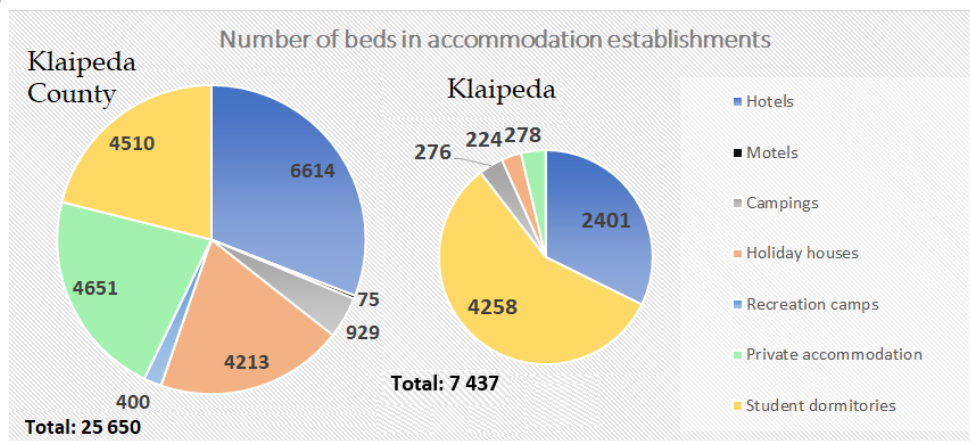
- Length of bicycle paths is 362.09 km.
- Convenient city connections – developed public transport system, bicycle trails.
- Taxi and public transport apps - etaxi, taxify, trafi.
- Public transport discounts: 50% for pupils/students, 80% for disabled people.
- CityBee, a business-sharing company, offering to rent cars/bicycles at an affordable price.
- **Free public transport** services during the biggest events.
- Public transport equipped with a system, allowing passengers to **pay by card**.



### Accessibility for disabled

- City busses, intercity trains, taxi services are adapted for disabled people.
- Disabled people have access to the coasts of the beaches.
- Large scale events happening in the city are adapted for disabled (platforms, toilets, translations, etc.)
- Klaipeda County Sign Language Interpreter Centre provides free translation services.
- Mandatory requirement for the activities of EYC2021- adapting the spaces to everyone, ensuring people with disabilities could participate.

### Accommodation:



841 accommodation establishments in Klaipeda County can accommodate more than 25,5 thousand people.

*couchsurfing*

2099



540



### Premises

Klaipeda can offer places: from massive, hosting thousands of people to experimental (roofs, water, boats, underground passages, trees, airport territories), Unesco heritage site. Klaipeda has more than 50 places, where various events may take place. During EYC2021, places lacking accessibility for disabled will be provided with necessary equipment to ensure participation.

11 **conference centres** offer a full package of services (accommodation/conference rooms/catering/translation equipment).

6 **multifunctional spaces** provide an opportunity to organize different size

activities/meetings/opening events/fairs.



4 co-working spaces offer their premises at an affordable price.



Usage during EYC2021:

- Joint workshops
- Maker-space events
- Hackathons
- Meetings
- Creative workshops

29 theatres, galleries will be used for exhibitions/concerts/experimental events/performances.

**Youth spaces:**

- There are 2 **open youth spaces** and 1 **youth centre** in Klaipėda. In 2019, one more youth space will be established in the northern part of the city.
- 5 Youth organizations can offer their premises for different kind of activities.

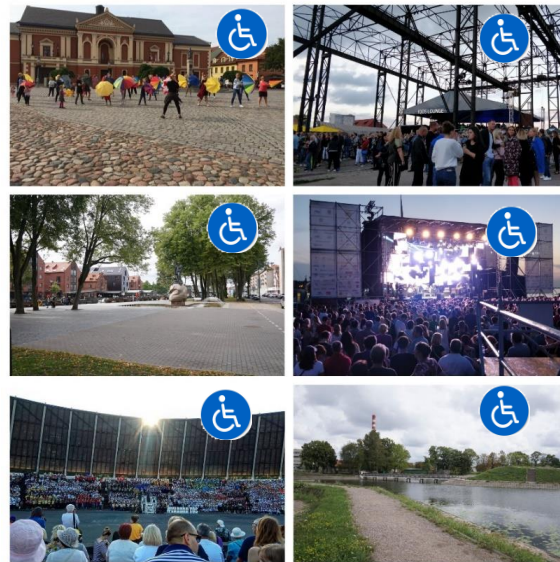


There are plenty of cultural and sport spaces in Klaipėda, but it does not always meet the needs of youth. Therefore, development of experimental spaces is foreseen during EYC2021.

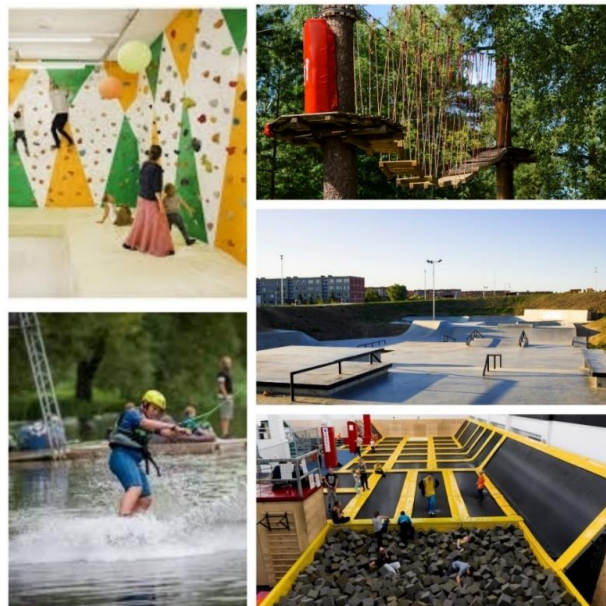
**Outdoor spaces**

There are many outdoor spaces, which potential are not fully used. Therefore, EYC2021 will encourage to run activities in all public spaces, city parts and seasons.





Indoor and outdoor active leisure spaces are planned to be used for team building, extreme activities, competitions.



Night bars and clubs (12) will be used as venues for after-parties, concerts and performances.

## Beach zone



Klaipeda – a city by the sea. Therefore, existing seafront will be used during EYC2021.

Existing infrastructure allows us to implement various type/scale of events, ensure successful inclusion of disabled people. More information about existing and planned infrastructure and its usage during EYC2021 provided in Annex VI.

## INFORMATION ON THE APPLICANT CITY

Total population	148.908 (registered people at the beginning of 2018, official data from Statistics Lithuania)
Population under 35 years old	60.033 (registered people at the beginning of 2018, official data from Statistics Lithuania)

The applicant should present the city with a specific youth focus. This should cover the city's (a) history, (b) implementation of youth policies and key results, (c) youth support services, (d) existing youth structures and their role in city governance, (e) regional, national and European links, and (g) other (max. 1500 words).

Klaipeda is not only a capital of the County, but also the only Lithuanian sea gates to the world. It's western Lithuania's administrative centre of industry, business, education, science, culture, health, sport and entertainment. In 2017 Klaipeda was nominated as Lithuanian Capital of Culture and this year the city is one of the European Cities of Sports.

According to the census data (2011), more than 29% of Klaipeda's inhabitants were representatives of other nationalities. Higher education institutions also contribute to the greater internationalization. The leader is LCC university, where 67% of students are foreigners.



**Number of young people in Klaipeda**  
60 033



**Number of students in Klaipeda**  
13 698

In 2017 Department of Youth Affairs named Klaipeda as an example in youth policy field: due to constantly growing funding for youth projects, extra efforts for surveys identifying youth needs.

## Policy implementation and its achievements

<div>YOUTH POLICY IN KLAIPEDA</div>	<div>STRENGTHS</div> <ul style="list-style-type: none"> <li>• Horizontal priority</li> <li>• Clearly regulated order of implementation</li> <li>• Harmony with national priorities</li> <li>• A wide range of training courses for young people</li> <li>• Systematic researches on youth</li> </ul>	<div>WEAKNESSES</div> <ul style="list-style-type: none"> <li>• No separate youth policy strategy</li> <li>• Passive young people participation in policy-making, civic life.</li> <li>• Youth policy programme is based on national priorities, only partially reflecting the needs of local youth</li> </ul>
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The order of Youth Policy implementation in Klaipeda is clearly regulated: youth policy development programme is integrated into various plans of Klaipeda. Youth policy implementation is a horizontal priority, implemented through other programmes of Strategic Action Plans:



### Key results of youth policy:

- On the initiative of Youth Affairs Coordinator an **open youth centre** was established (2009).
- On the initiative of municipality along with partners a **Youth-Friendly Health Care centre** was established (2015).
- On the initiative of Youth Affairs Coordinator and Youth Affairs Council, the **number of measures** (from 6 to 14) and **funding** (from 34.8 (in 2015) to 92.3 thousand euros (2018)) for youth related issues, were increased;
- Association of youth organizations “Round Table” together with Municipality and Youth Affairs Council organizes annual “**Youth awards**”, where the most active youth are recognized and awarded.
- **Scholarships** for talented students of Klaipeda Higher Education institutions are granted.
- Students with the most **relevant thesis** for the city are **rewarded**.
- Youth is **involved in youth infrastructure development** (BMX Park, Football School Conversion, etc.).

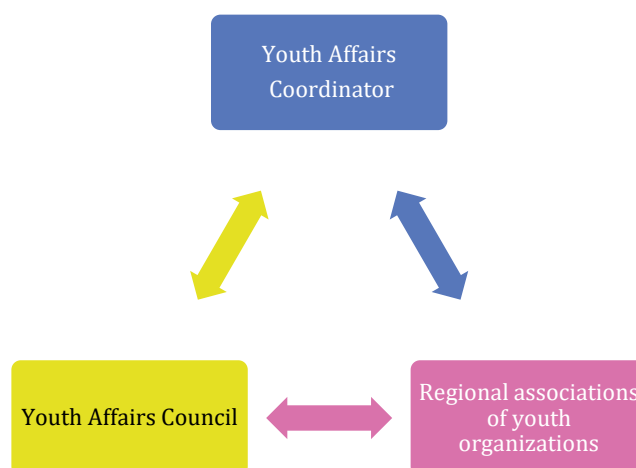
### Youth support services:

- **1 open youth centre** financed by Klaipeda city municipality is operating. City also has 2 **open youth spaces, Eurodesk Information / Consultation Centre**.
- **Youth-Friendly Health Care centre** provides assistance to youth (14-29 y.)
- Municipality supports youth organizations by **providing premises** for meetings/discussions/events; includes youth to strategic working groups/committees; provides mediation services; representatives of youth organizations are involved in youth policy evaluation.
- **Non-formal education voucher** ensures education services for free or at a symbolic fee.
- “Social taxi” –services for people with movement **disabilities** to encourage their **mobility**.
- ESN KUK ensures **integration of foreign students**.
- **Social integration** for asylum-seekers. Social, legal, vocational guidance, psychological counselling, civic orientation, Lithuanian language trainings are provided.
- **Volunteering model** for non-formal learning recognition is being implemented.
- Municipal authorities provide consultations **on employment, vocational guidance, skills development**, etc.
- **Emotional support hotline** is available for children, youth and parents.
- Services aimed at **promoting youth entrepreneurship** (including mentoring, acceleration services) are provided by Klaipeda Science and Technology Park, higher education institutions, non-governmental organizations, business associations.
- **Tax-free or discounted** business certificates for youth ensured by the municipalities in all over Lithuania.

Services according competences and activities are also offered by youth organizations and organizations working with youth.

## Youth structures and role in city governance

Youth policy in Klaipeda is implemented through:



In 2004 a workplace for **Youth Affairs Coordinator** was established. Coordinator plans and implements municipal youth policy programmes and measures, analyses situation of youth/youth organizations, coordinates activities of institutions, working with youth policy, implements other activities related to youth and youth organizations.

**Youth Affairs Council** acts as an advisory body, whose long-term goal is to ensure that young people are involved in solving important youth issues. It is composed of members/delegates from municipal institutions/bodies (7) and Association of Klaipeda Youth Organizations "Round Table" (7).

Goal of **Association of Klaipeda Youth Organizations "Round Table"** - represent and defend interests of youth and organizations working with youth. Organization also delegates members to various councils/work groups, when dealing with issues related to youth.

One representative of the „Round Table“ is delegated to Klaipeda Academic Affairs and NGO Councils.

Youth from Klaipeda are involved into implementation of **national and international projects**: represents Klaipeda during international meetings/action groups/organizes various events, etc.

Nevertheless, it needs to be acknowledged that Klaipeda cannot present itself as having structured, real youth inclusion into decision making when dealing with youth issues. While framing youth policy Youth Affairs Council and “Round Table” are the only ones, who can express their opinion. Almost no attention is being paid to other groups (especially marginalized groups, unorganized youth). In the framework of EYC2021 we would like to fill this gap by developing a coherent and clear system, ensuring inclusion of young people in the formation, development, implementation and evaluation of youth policy.

## Regional, national and international links

Municipality actively participates in the activity of association „Klaipeda region“. Association is one of the EYC2021 supporters, helping to ensure regional dimension, encourage cooperation with Nordic countries.

In the field of youth policy, Klaipeda collaborates with other Lithuanian cities: participates in joint meetings, assemblies. Contacts with Kaunas 2022 team (European Capital of Culture) were established. In case of winning, this collaboration will help Klaipeda to prepare for more effective EYC2021 management, take over their know-how. Meanwhile Kaunas could take over our youth vibe.

Youth represents Klaipeda in Lithuanian Youth Council's meetings. This collaboration will be continued during implementation of EYC2021 as well.

International collaboration of EYC2021 is based on partners, with which city and youth organizations signed [cooperation agreements](#), implements joint projects.

The Baltic Sea Region and Baltic Sea States Subregional Co-operation, will contribute to the EYC2021 programme's activities related to youth policy implementation at international level.

Cooperation with Nordic countries will be ensured through Baltic region youth boards/councils, Kaliningrad and Gusev municipalities (Russia) and youth organizations.

Volunteering initiatives will be developed with partners from Torun (Poland), Leiden (Netherlands), Göttingen (Germany), Daugavpils (Latvia), Bologna (Italy).

International relations also will be developed and supported through our supporters and their networks (e.g. ESN, Rotaract).

Of course, Network of European Youth Capitals, whose experience and achievements can be successfully transferred to Klaipeda will not be forgotten.

By learning from EYC2020 experience, we see EYC2021 as an excellent tool to strengthen and develop new international partnerships in the field of youth policy. Klaipeda has already been included in many new international projects, dealing with youth issues. These initiatives will be continued within the framework of EYC2021.

### **Situation of youth**

Although Klaipeda is considered as a strong, developed, advanced city, when it comes to attention, youth policy, youth involvement in policy-making, we do not have many outstanding achievements that we could be proud of.

During discussions with Klaipeda's youth policy-makers and executors, the following problems regarding weak achievements were mentioned:

- Weak youth structures, lack of motivated youth.
- Frequent changes in Youth Affairs Council, delegates not always understand their functions.
- Not all the politicians, people in councils/committees, municipality staff understand what youth policy is and that it is a horizontal priority.
- Lack of compensation system for Youth Affairs Council, representatives of youth organizations.
- Lack of practical experience and know-how regarding work of Youth Affairs Council.
- Y, Z generations do not want to join structures. There is no pattern how to reach and work

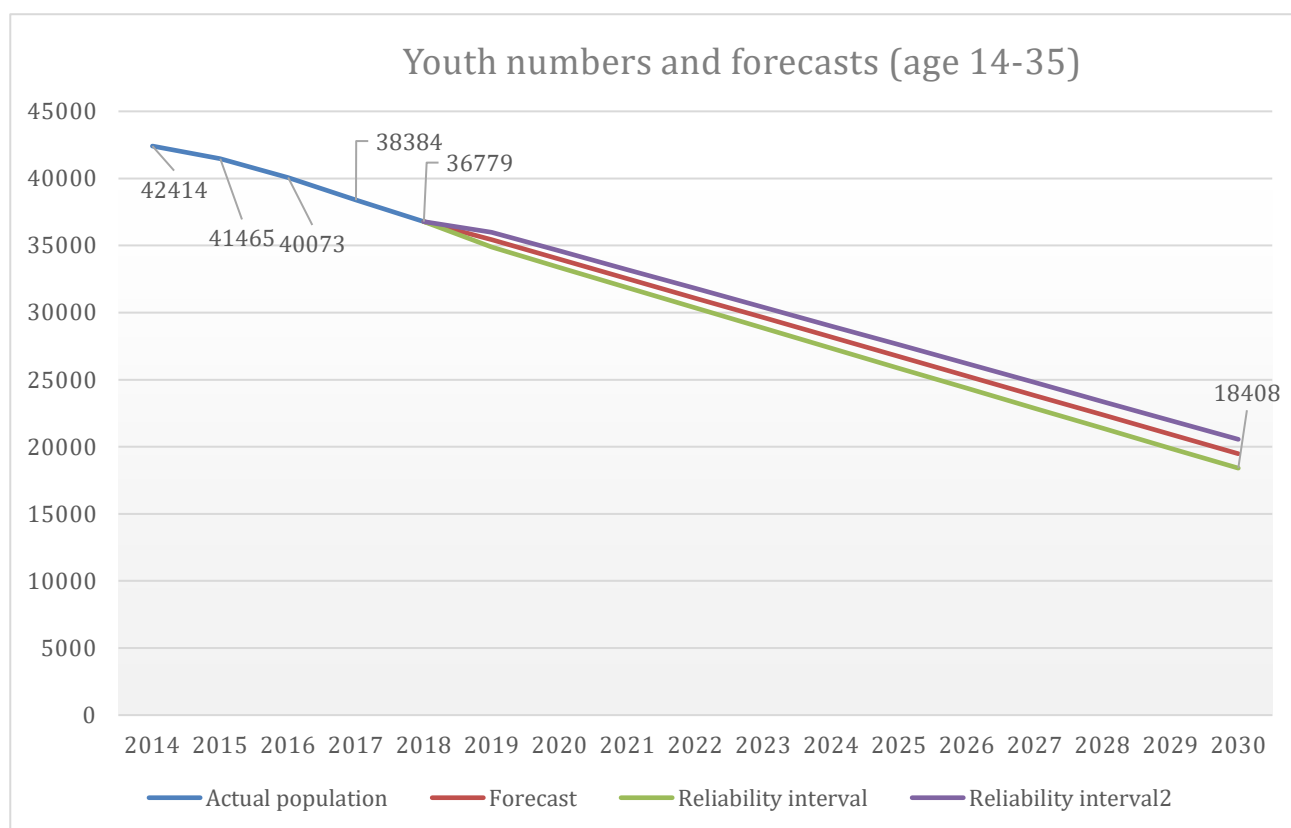
with them.

- The city does not have its own **youth policy strategy**, it is guided by national documents, which not always meet the needs of local youth.

Lack of attention to youth policy is one of the reasons for declining youth numbers. Youth emigration is one of the most pressing challenges for Klaipeda (and Lithuania). According to [CaSyPoT study](#), 71% of schoolchildren plan to leave Klaipeda. Youth says that Klaipeda is not **attractive**: we are not important to the city, we are lacking attention from the government, leisure activities during off-season almost do not exist, no well-paid, knowledge-based job opportunities are offered.

The most forgotten youth group – schoolchildren („the city does not invest in us, as we will leave, anyway “), the psychological situation of LGBT individuals is catastrophic – there are no safe places, psychological and social help is basically unavailable and the one that is given is usually confined to the diagnosis of a mental illness.

If the city continues to do nothing, will not contribute to the maintenance and attraction of young people, it is likely that youth numbers in the city will drop by half, from 36.7 (2018) to 18.4 thousand in 2030.



This is why young people and Klaipeda municipality united efforts and are looking for ways to overcome challenges. We see EYC2021 as a tool: with the title and strength of youth we can effectively contribute to the prosperity of Klaipeda. Through EYC2021 initiative we are seeking to reveal the potential of young people, to prove that their voice is important, that we can be the leaders of youth policy and initiate changes not only in Lithuania, but also in Europe.

## MOTIVATION

The applicant should elaborate on its motivation to win the EYC title (max. 1500 words). This should cover, but is not limited to:

- The initial decision to apply for the title and motivation of those involved
- The key goals of the EYC 2021 and issues/challenges it aims to address having long term legacy in mind
- The willingness to dedicate time, effort and the necessary resources as the EYC 2021
- The willingness to commit to youth-related projects and policies that are sustainable and which will last beyond the EYC 2021
- Motivation in general

### Why do we participate in EYC2021?

During the meeting with different youth groups, EYC2020 preparation team asked if youth would like to keep working for the title EYC2021. The answer was unanimous – **YES!!!** Youth understands that the title itself is not a guarantee for the successful breakthrough in youth policy. However, it would be the basis for changes. Preparation, analysed data, discussions with youth groups revealed a number of problems. Political support and ability to participate in this contest gave us **hope** that the city is ready for changes. This hope is accompanied by #chooseklaipeda team, ambassadors and supporting youth structures. Youth has the power to develop its own programme, consult and get advice from policy-makers/executors. Young people admit that, they were not used as a potential force for initiating changes in the city, so far. The preparation work of EYC2021 revealed that potential of interactions among organized and unorganized youth, marginalized groups, youth policy-makers and entrepreneurs are not used.

Although, youth is mentioned in many strategic documents, it is considered one of the priorities of the city strategy, we can see that it is more of a declarative priority. Investments are not growing as it should.

We are not afraid to admit that **selective solidarity** is common in Klaipeda. Investments and attention is given to “comfortable” groups, who thinks, talks and acts similarly. Schoolchildren, organizations, individuals lack attention, whereas LGBT+ group is generally considered as “non-existent”. Without getting attention, young people are naturally beginning to build bridges for leaving the city.

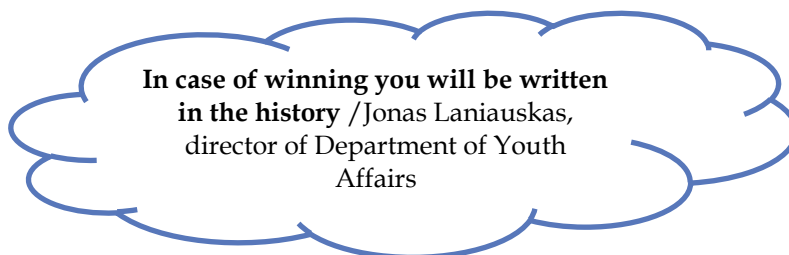
We want to eliminate these practices, get rid of the ordinary thinking and actions and to shape youth traditions. We believe this is possible through the name of EYC. Transformations are inevitable in partnerships.

The aim of EYC2021 is to prove that youth are important actors in youth policy and that formation of Klaipeda's strategy must be carried out in accordance with youth needs. In case of winning, youth competences will be developed, internationalization enhanced, young people and politicians will change their attitudes towards youth policy, **YOUTH POTENTIAL** will be set in motion. We believe that by initiating changes in Klaipeda's youth policy, we can contribute to a higher-quality European Youth Policy. **We are ready to take part and be the leading city of 2021! We wish to be the centre of excellence for youth policy implementation.**

EYC2021 title obliges and gives greater opportunities to spread the virus among young people, community, to open up the way for more active participation in initiatives, advanced projects. In 2021, Lithuania will celebrate 25 anniversary of youth policy. The title would be a great



opportunity to celebrate it together with the whole Europe.



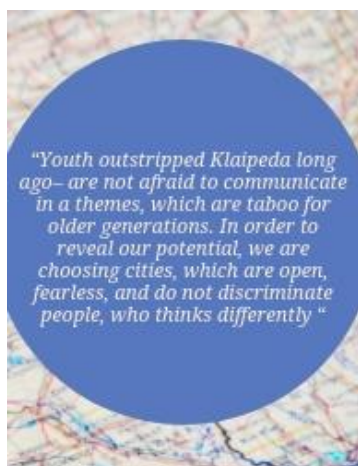
### Key goals and challenges

During the preparation for EYC2021, discussions with young people, it became clear that majority of them, plan to leave Klaipeda. They do not see perspectives, do not feel valued, the city is **unattractive and dead**.

**Youth voice – the city is boring, thus we leave!**

According youth, the city lacks active vibe, modern, youth-friendly spaces, activities, which will be affordable for youth, seasonal problem predominates, there are many wonderful places, which are unused, periphery of Klaipeda is dead, the city is boring, one shopping mall culture dominates.

### Key challenges identified by youth:



1. Decreasing population, ageing city;
2. Selective solidarity;
3. Low social and civic participation;
4. Lost identity, relationship with the city;
5. Lack of proper environment for entrepreneurship and creativity;
6. Boring and unattractive city;
7. Avoidance of “uncomfortable” people and topics.

Based on the identified challenges, the matrix of EYC2021 is formed:

<b>Vision</b>	Klaipeda – the city of revealed youth potential: an open, cooperative, youth friendliest city in the Baltic Sea Region.
<b>EYC2021 goal</b>	Encourage youth to reveal their potential, to discover and choose the city, by forming a sense of belonging to the city, developing and maintaining open, cooperative relationship.



### What have we done?

#chooseklaipeda team initiated the pilot project of #chooseklaipeda ambassadors. We seek to ensure that all the youth could get involved in the EYC2021 team, make youth more visible. More than 70 people expressed their intentions to join the team. With the strengthened forces we got a new breath, ambassadors fit perfectly into the existing team. Ambassadors expressed their desire the pilot project to become and develop into the engagement model of youth individuals. This project confirmed that young people want to be the part of important processes of the city. In this pilot project, ambassadors are provided with mentoring, but they themselves are free to propose and develop their own initiatives, reveal their potential.

Ambassadors, together with youth organization "Round table", represent the desire to become European Youth Capital in various youth policy events, use every opportunity to be heard and visible.

### Our willingness and commitment

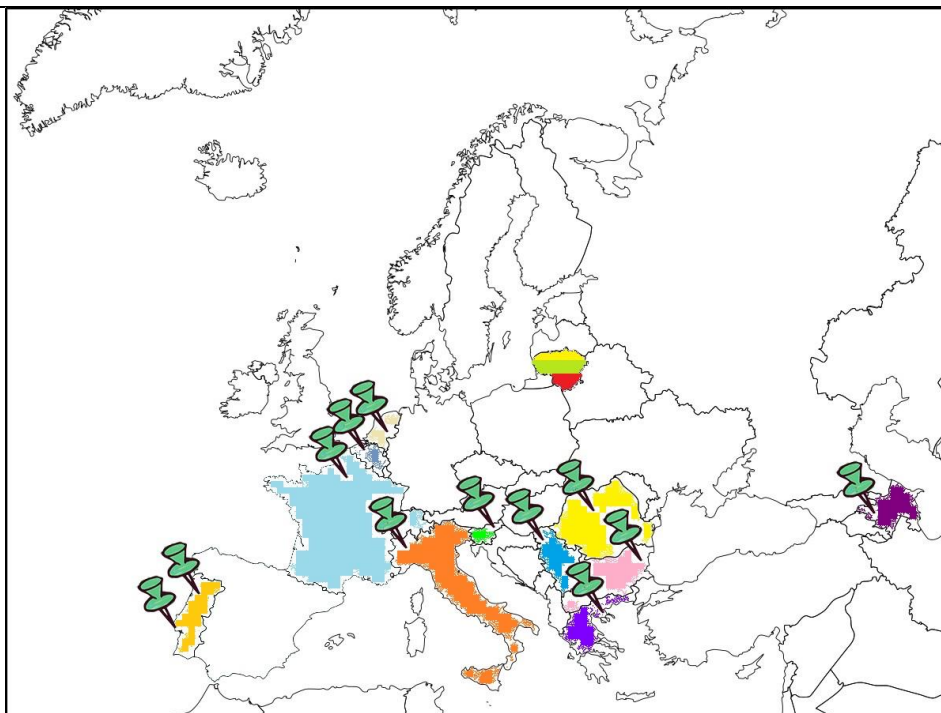
We admit that we cannot afford the luxury to work as we used to, we went too far and it led to the above-mentioned challenges. Therefore, with the help of EYC2021, our partners and sponsors, we are committed to make changes. All stakeholders (municipality, youth) are ready to devote their time, efforts, resources to ensure the quality of EYC implementation and ongoing changes. Youth take the position that even without EYC2021 title, the programme must be implemented. According youth representatives – not the title, but the ambitions, determination and the desire to change Klaipeda is important.

### Commitment to continue work after 2021:

The work and projects started during EYC2021 will be continued after 2021. We are striving for long-term changes:

1. Develop and implement **youth strategy** based on creation of sustainable, inclusive environment and realistic youth needs.
2. Ensure activity of the **Agency** after 2021. Organization should continue the work started and help to reveal undiscovered youth potential.
3. Establish and maintain **Youth Ambassadors Forum** based on the principles of openness and inclusion, working in cooperation with policy-makers and executors.
4. Integrate successful practices and projects into **strategic plans of the city**.
5. Build **trust in youth** by informing the public and politicians about youth achievements.
6. To ensure the **maintenance of infrastructure** (experimental spaces) that meets the needs of young people, consistently moving towards to the co-management principles.

We are glad that, finally, with the help of Amiens2020, the title has become more mobile and travels across Europe. We would like to contribute to the practice so that other Nordic, Baltic Sea, Scandinavian countries could see and evaluate the potential of EYC.



We seek to eliminate stereotypes about the mobility of EYC, to show that not the geographic location, but the aspirations, impact and benefits for local/European youth is a decisive factor for winning the EYC title.

## EUROPEAN YOUTH CAPITAL PROGRAMME

The applicant should present its programme for the EYC 2021 (max. 2000 words). This should be coherent with the previous sections, outlining how the different areas of the proposed programme can meet the key goals, themes and ensure long term legacy of the EYC 2021. The applicant should highlight in particular:

- The development of the programme and involvement of young people in this process
- The ability of young people to co-create the programme both before and during the EYC 2021
- Examples of innovative events/projects that can differentiate the candidacy
- The European dimension and links with European youth policies e.g. European Youth Strategy, as well as policies of the European Youth Forum (such as young people's access to rights, social and economic inclusion of young people, participatory policymaking and co-management, recognition of the value of non-formal education and competences gained in youth organisations)

### Youth involvement

Desire to become EYC was initiated by youth. More than 500 people were involved into the preparation of the bid. They offered ideas, raised problems, suggested possible solutions and prepared the whole EYC2021 programme.

What we did during 2018?	How we did it?	Results in numbers
<b>Bid preparation</b>	Joint meetings, workshops, action group meetings, presentations, individual meetings: communities of disabled people, theatre and culture	<b>19 meetings</b>  <b>34 presentations</b>

	representatives, NGOs, etc.	<b>15 action group meetings</b>
		<b>67 ambassadors</b>
		<b>526 individuals</b>
<b>International, national and local partnerships</b>	Individual meetings, participation in events	<b>45 partners</b>
<b>We spread the message of Klaipeda's seek to become EYC2021. We also made contacts in the events</b>	Local, regional, national, international events.	<b>22 regional events</b>
		<b>7 national events</b>
		<b>14 international events</b>
<b>Collected ideas</b>	Ideas presented during meetings, events and/or app, website.	<b>466 ideas</b>
<b>Approval of the application</b>	Public presentations to the community, deliberations in the committees and city council.	<b>10 presentations and approvals</b>

The ability to express opinion or suggest an initiative is ensured through #chooseklaipeda app/website. From the very beginning, development and implementation of the EYC2021 programme was based on youth involvement and participation. Youth are the creators and owners of the application and the programme.

### Opportunity to work together in 2018-2021

Cooperation, youth involvement and empowerment are the cornerstones for the liberation of **UNDISCOVERED POTENTIAL**. At the same time it's an expression of the city's faith to our youth and its power. Thus, **UNDISCOVERED POTENTIAL** becomes an essential principle of EYC2021 programme.

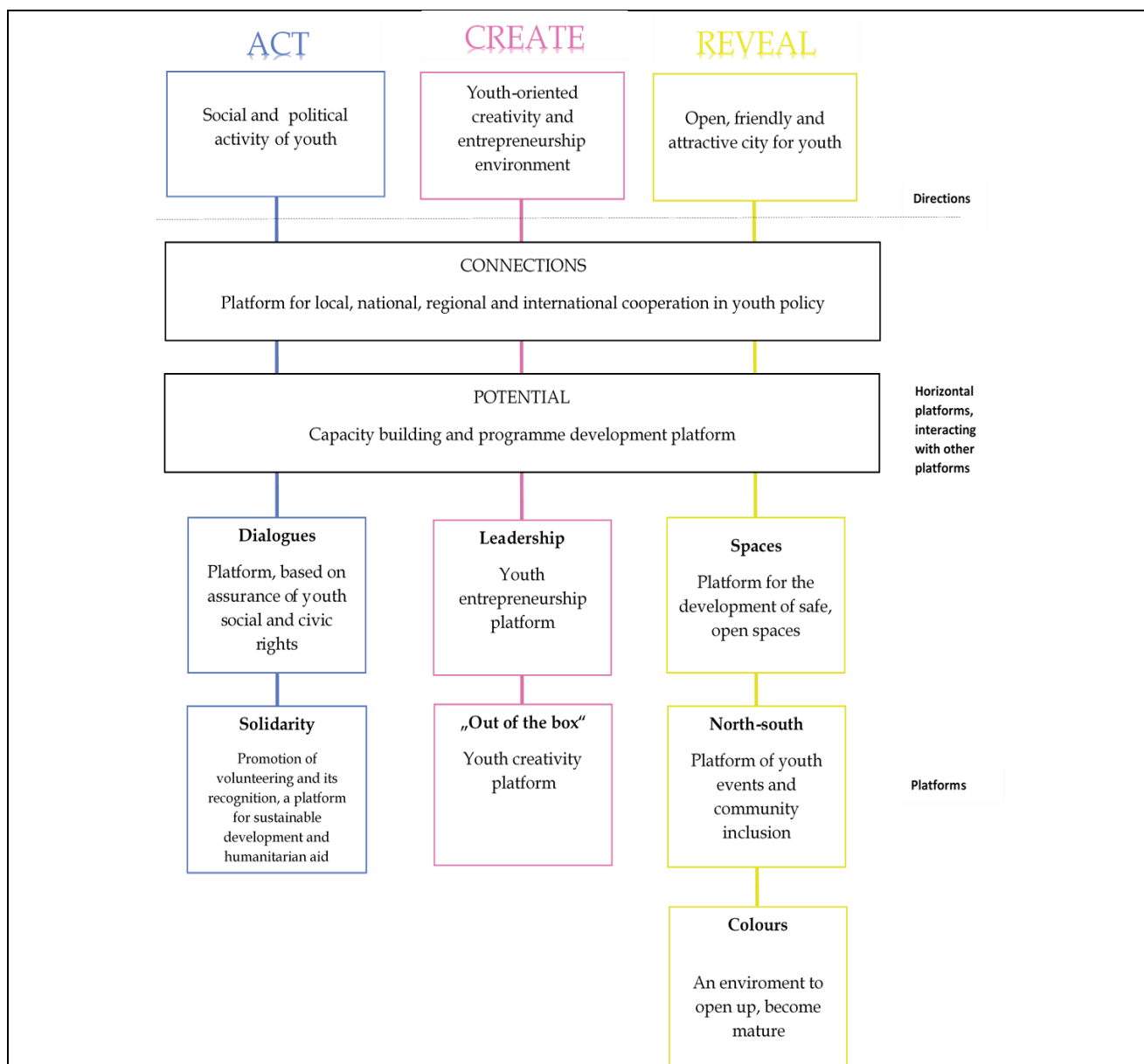
EYC2021 programme is a vibrant entity, reacting to the changing situation, emerging challenges. Platform "**POTENTIAL**" is dedicated to the continuity of the ongoing work (development of the programme). 2019-2020 programme will be developed, implemented in cooperation with youth, youth organizations, non-organized youth, exclusion groups, NGO sector, communities, educational and cultural institutions, youth policy makers, international, national and regional partners.

EYC2021 team along with #chooseklaipeda ambassadors will continue to organize meetings with youth organizations, stakeholders, will participate in events and present EYC2021 and its goals, will look for cooperation opportunities. During the whole project implementation, app with an idea bank will be maintained. Youth will be invited to submit applications and implement their ideas based on the funding models presented in the management section.

### EYC2021 programme

EYC2021 programme is the most ambitious plan for young people in Klaipeda and Lithuania. No city in Lithuania has invested so much time, energy and finance for young people and their needs (apart from infrastructure projects). We hope that Klaipeda will become the first city, understanding the essence of investing in youth. Meanwhile, youth will prove that these investments create an economic, cultural and social value to the city.





## CONNECTIONS

The programme aims at developing and maintaining international partnerships, promoting participation in international activities, implementing international projects, exchanging experience. CONNECTIONS will help to ensure EYC2021 implementation by cooperating with previous EYC's, through exchanges and visits. We understand that it is useful to know the achievements of being EYC and the biggest challenges the title brings. CONNECTIONS will also serve as a platform for building relationship with the city: inhabitants, city guests will be invited to discover Klaipeda, to find and fall in love with the city.

### Main activities:

- Opening and closing events of EYC2021;
- Ambassadors network;
- Traveling exhibition of the EYC2021 programme and achievements in the Nordic countries;
- "Workation" packages;

Key **qualitative indicators**: growing Klaipeda's recognition as an ambitious leader in youth policy, number of people evaluating Klaipeda positively.

## POTENTIAL

Further cooperation, development of EYC2021 programme and capacity building activities are the basis of this platform. Capacity building activities (seminars/visits/camps) will be organized through the platform “**POTENTIAL**”. Platform is dedicated to youth organizations, ambassadors and other interested parties, in order to concretize and implement the activities provided in the programme. Particular attention will be paid to the participation of marginalized groups.

The platform will also seek to strengthen competencies of youth organizations, youth workers working with "Y", "Z" generations (choosing the right forms and methods of work).

Enhanced competences will contribute to more active involvement of youth organizations and will form the basis of financial sustainability assurance.

Main activities:

- International/National Congress of Youth Coordinators;
- On-line bank of consultations;
- International capacity building workshops;

Key **qualitative indicators**: Strengthened sector of youth organizations (20%); growing number of people, who after their studies chose Klaipeda (10%)

## ACT

Although, youth policy is clearly regulated and implemented as a horizontal priority, we still do not have a model for structured, real youth inclusion when dealing with youth related issues. Inclusion of disadvantaged groups, unorganized youth almost do not exist. The platform is aimed not only at solving these problems, but also in promoting young people's interest in politics, active citizenship, solidarity and volunteering.

	Dialogues	Solidarity
Main activities:	<ul style="list-style-type: none"><li>• Preparation of Youth policy development strategy</li><li>• Creation of youth ambassadors' forum</li><li>• Motivation and compensation system for individuals, who voluntarily participate in the city's political and civic life;</li></ul>	<ul style="list-style-type: none"><li>• Set up of the multifunctional centre</li><li>• Volunteering promotion system</li><li>• International volunteering and solidarity festival</li><li>• Humanitarian aid initiatives</li><li>• International forum</li></ul> "Integration of people with disabilities in educational institutions "

Key **qualitative indicators**: growing political literacy of youth (20%); **Growth of perception and recognition of local, national and international youth policy**; growing volunteering, NGO prestige and number of volunteering young people (growing number of volunteering youth (30%).

## CREATE

Openness and funding for different, unusual ideas, while solving the most pressing city challenges, formation of a positive attitude towards entrepreneurship, safe space to make mistakes and learn, collaborate and create – are the basis of this direction.

	LEADERSHIP	„Out of the box“
Main activities:	<ul style="list-style-type: none"> <li>• International youth initiatives on social entrepreneurship, addressing challenges of the city;</li> <li>• Youth, NGO service fairs for businesses, politicians;</li> <li>• Youth awareness campaign for the development of a positive attitude towards entrepreneurship;</li> <li>• Joint business and disabled community meetings/discussions, presenting success stories of disabled people integration into the labour market.</li> </ul>	<ul style="list-style-type: none"> <li>• Funding of creative, collaborative, youth initiatives;</li> <li>• Innovation labs;</li> <li>• International creativity festival;</li> <li>• International Mime Festival.</li> </ul>

**Key qualitative indicators:** Growing number of people, who after EYC2021 activities would like to start business (10%); growing business openness for the disabled people (10%);

## REVEAL

This platform is precisely for: forming youth traditions, creation of safe and youth-friendly spaces in consultations with young people, transformation of unattractive places into attraction objects, an attractive and vibrant city all year round, awareness raising, education on gender equality. Opportunities and safe places to unfold individual's potential are the main values of this programme and platforms.

	SPACES	NORTH-SOUTH	COLOURS
Main activities:	<ul style="list-style-type: none"> <li>• Creation of 24/7 open infrastructure for youth</li> <li>• International Workshop "New story of unattractive spaces";</li> <li>• Experimental, pop-up spaces adapted for the youth needs;</li> </ul>	<ul style="list-style-type: none"> <li>• Community gatherings "Sleep under the stars";</li> <li>• Youth cooperation initiatives in peripheral parts of the city;</li> <li>• International Extreme Sports Events (BMX, Roller Skates);</li> <li>• „North winds“ surfing camps</li> </ul>	<ul style="list-style-type: none"> <li>• The professional advice centre for the LGBTQI community;</li> <li>• Concert of "Finger dancer"</li> <li>• "Street Culture" week</li> </ul>

**Key qualitative indicators:** at least three youth spaces created; Growing youth satisfaction in urban infrastructure (40%), Growing number of creative initiatives, events in periphery (40%); growing youth satisfaction with leisure activities (40%); **growing public awareness and openness** (Decreasing homophobia in society (20%); growing sense of security among youth exclusion groups (20%); Percentage of young people remaining in Klaipeda (10% growth).

Timetable of the programme is presented in Annex VII, evaluation results in Annex X.

## Strategic initiatives

**Creation of youth strategy.** Klaipeda had never had a separate youth strategy. Youth policy plans is based on national priorities, which not always coincide with the needs of local youth. Therefore, development of youth strategy is foreseen. Preparation will be based on the bottom-up approach and will be integrated into Klaipeda City Strategic Development Plan 2020-2030.

**Youth ambassadors' forum** will be set up to strengthen the voice of youth by providing them spaces, tools, opportunities and support to participate in civic processes. Youth ambassadors'

forum will work in regular and close cooperation with policy-makers and executors.

**Initiative of Lithuanian Youth Capital** – the pilot project in Lithuania. The aim of this project is to reveal Lithuanian initiatives on youth policy, to create conditions and ensure youth inclusion into political, social, economic and cultural life of the city.

**„Workation“ packages** (work and vacation at the same time) with the aim of attracting international, national partners responsible for implementing youth policies to work in Klaipeda for certain period of time.

**Professional advice centre for LGBTQI community** - the first centre not only in Klaipeda, but also in Lithuania. The need for this centre is evidenced not only by the extent of homophobic bullying, but also by the individual experiences of LGBTQI community.

**Experimental openness and culture incubator.** The only broad-featured educational product. Only a safe place for “different” people will not be sufficient enough to increase awareness. An incubator with VR technology, holograms, will allow to put people in someone’s shoes. The incubator is designed to feel as of being LGBT person, a woman discriminated in labour market, a man, who experiences domestic violence, etc.

Key qualitative indicators, according programme activities:



#### Collaboration with LGBTQI/ disabled

- LGBT\* organization and the Apeiron theatre are involved in EYC2021 programme. Apeiron theatre is the only organization in Klaipeda, having contacts and trust of LGBTQI community. Thus, the theatre will be used as the main actors of the platform "Colours". They will work in cooperation with the National LGBT organization, Lithuanian Centre for Human Rights, etc. Collaboration will involve educational, social activities, contributing to the development of a secure environment for the LGBTQI community, community awareness raising.
- #chooseklaipeda team cooperates with the Klaipeda Deaf Youth organization, which will help to attract artists from Russia and Finland, and also involve deaf community. In the

discussions with disabled people representatives, the consensus was made – not to increase exclusion by organizing separate events for them.

### European dimension

We are eager to use the best practices of international friends and colleagues. Among them, we see EYC network, EYF, and other organizations.

Therefore, our European dimension is based on:

- *Promotion of European Citizenship and solidarity*, where our experience is shared and showcased, know-how shared; volunteering, youth mobility, intercultural learning promoted.
- In order to implement EYC2021 programme – we seek to develop reliable, beneficial *cooperation and partnerships* with different partners across Europe and beyond. This will be done in form of best practise visits, joint educational events, cultural exchanges.
- EYC2021 also deals with the *European topics* – such as volunteering and its recognition, youth engagement in political and civic life, participation in elections, work with disadvantaged groups and their integration, qualitative employment opportunities for youth, safe places, assurance of human and youth rights, sustainable development goals.

EYC2021 activities directly link with:

**EU Youth Strategy**, particularly, areas of youth participation in policy-making (through promotion of Structural dialogue, Ambassadors Forum, strategy preparation, etc.), volunteering activities (encouragement of volunteering, volunteering model adoption and recognition of volunteering activities), providing equal opportunities for youth in education and job market, non-formal education recognition, youth organisations empowerment and strengthening.

Other **EYF policies** have been also kept in mind while developing the programme (e.g. participatory policymaking, co-management of youth infrastructure, etc.).

**UN Youth Strategy**, mainly in protection and promotion of youth and human rights, support of civic and political engagement and support to be catalysts for peace and humanitarian action.

Contribution to **SDG goals** 4, 8, 11 and 16 are reflected by the promotion of lifelong learning opportunities, awareness of sustainable development, promoting inclusive and sustainable economic growth, full and productive employment and decent work for all, while increasing youth competences in entrepreneurship and creativity.

**ESC aims**, through solidarity projects, volunteering encouragement and support.

## MANAGEMENT

The applicant should clearly describe the management structure of the EYC 2021, outlining in particular the (a) structure and (b) mandate of the implementation team. The applicant should define the role of young people within these structures, the role of the municipality, and the allocation of decision-making power. It should be as clear as possible how decisions will be made and who will do that. If desired, a diagram of the management structure can be included as an annex. The applicant should also outline its commitment to cooperation during the EYC year, covering willingness to:

- Organise regular co-ordination meetings with European Youth Forum
- Establish a full-time technical office for the EYC 2021
- Establish a programme committee at the local level involving youth representatives from local youth organisations
- Co-operate with any supporting youth structures at the local, regional and national levels, such as the national youth council



- Co-operate with the previous, current and upcoming EYCs

The applicant should nominate at least one specific contact person for the European Youth Forum that will be employed during the preparation, running and evaluation of the EYC 2021 (max. 1500 words).

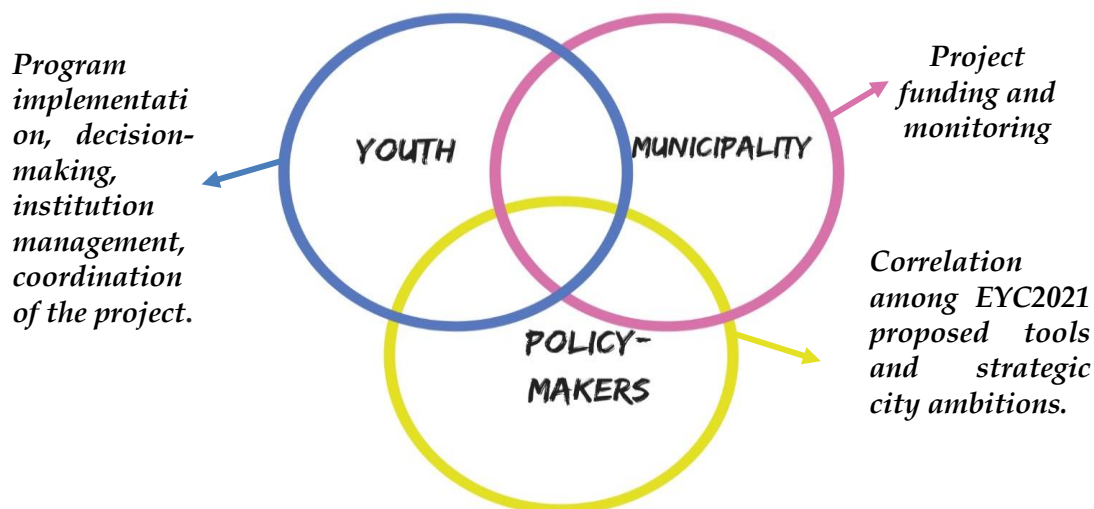
Organizational structure of EYC2021 is based on youth participation. Development of EYC application and programme are in the hands of youth.

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*"An initiative to participate in EYC contest came from youth. They "forced" the municipality to take action. Therefore, youth cannot be eliminated from the management process" –  
Judita Simonaviciute, Vice-Mayor of Klaipeda*

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EYC2021 management is based on three closely cooperating stakeholders:



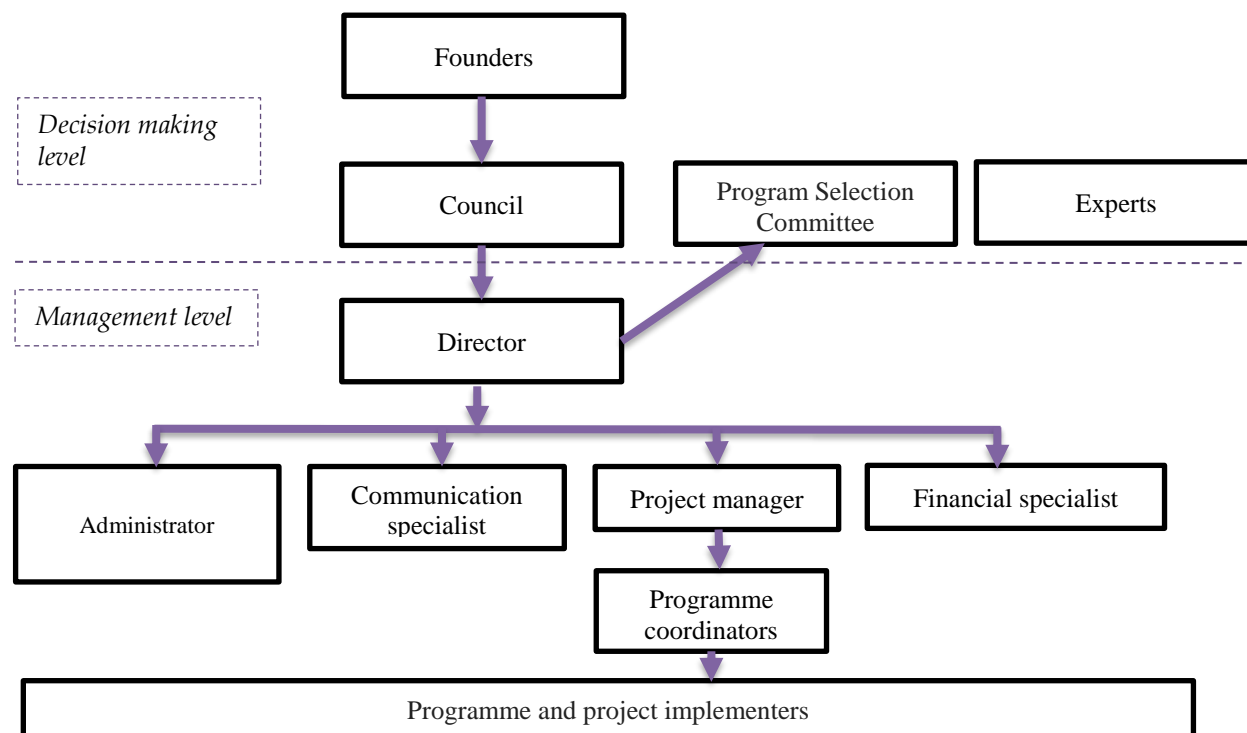
Overall **objective** of this cooperation is to invest in youth, to enable youth to participate in policy-framing, to encourage their initiatives, to ensure that youth voice will be heard.

#### **EYC2021 technical office**

In case of winning, Klaipeda commits to set up a technical office (the Agency) for EYC2021 implementation. The office will be used to continue work, to maintain contacts with partners, EYF. Agency will be established in accordance with the applicable legislation of the Republic of Lithuania, but no later than II quarter of 2019. The founders will be Klaipeda City Municipality (50%) and the Municipal Youth Organizations Council (50%).

In order to use time effectively, temporary council will be set up (November, 2018). It will be responsible for continuity of work. Council will follow decision-making principles described below, ensuring transparency and efficiency, equal participation of youth.

## Management structure and decision-making power of the Agency



<b>Council</b>	Members (9)	6 members delegated by Founders: municipality (3), youth organisations (3), 3 independent youth representatives.
	Functions	Project coordination, strategic decision making, management of an Agency, monitoring, process coordination, approval of the director.
<b>Programme Selection Committee</b>	Members	5 youth representatives, elected by public tender and 2 representatives delegated by the founders (one from each).
	Functions	Ensure proper and transparent programme selection procedures. The Programme Selection Committee suggests which projects/initiatives to finance on the basis of rated projects/initiatives list.  <b>Project selection</b> Applications, which passed administrative evaluation (evaluated by the programme selection committee) are forwarded to the experts for a qualitative assessment.
<b>Experts</b>	Members	Independent experts having necessary competences, elected by the public tender procedures.
	Functions	Carries out the assessment of qualitative projects/initiatives. Experts must be impartial, not related with institutions that have submitted applications. All experts sign declarations of honour and confidentiality. Each project is evaluated by two experts.
<b>Director</b>	Functions	Representation of the Agency and EYC2021, preparation of annual activity plans and reports, organization of agency work, team formation, sponsors attraction. Elected publicly through open international competition.
<b>Agency „ChooseKlaipeda“</b>	Members	An administrative team employed by the public tender.
	Functions	Financial management, project management, coordination, international and regional relations, attraction of external funding, public relations, coordination of information systems, administration, public procurement.
<b>EYC2021 implementation level</b>	Form	<b>Programme and project implementers</b>
	Members	Organized and non-organized youth and youth organizations, education, culture, etc. institutions, interested in implementing EYC2021 programme.
	Functions	Initiation and implementation of EYC2021 programme, reporting.

Governance structure of EYC2021 oriented towards active youth involvement, giving them the power to make decisions, involving them in EYC2021 preparation and execution processes. Formation of council, committee and administrative teams will be based on the principles of gender equality and non-discrimination.

Youth organizations, NGOs, communities, and individuals will be involved in the implementation of the project. They will be able to apply for funding, participate in ongoing researches, contribute to the implementation of activities. Implementation of EYC2021 programme will be open to all the organizations. Just because of youth, contributions of youth organizations, Klaipeda is seeking to get the EYC2021 title.

#### **Main programme management areas:**



Young people will be able to get involved in EYC2021 preparation and implementation as Council, Committee members, programme evaluators. Youth will be given an opportunity to express their opinions, submit proposals for their ideas, related with EYC2021 programme implementation, invited to take part in discussions.

#### **Financing of EYC2021 programme**

In order to ensure implementation of generated youth ideas (over 300 ideas was submitted - Annex VIII), implementation of new and foreseen activities - 5 financing models scheme will be applied:

1. **Participatory budget:** Funding for newly or already submitted ideas in the “Idea bank”. Individual members, non-formal, non-organized youth will be able to ask for funding under this model. Community will be invited to express opinion and select ideas worth funding. Agency will be responsible for public election organisation, signing contracts with implementers, monitoring.
2. **Partial project funding:** Projects requiring amount exceeding I funding model will be invited to submit proposals on the basis of open calls, according EYC2021 directions. Participation will be open to youth from all over Europe. The Agency will be responsible

for the announcement of the calls to submit proposals. Submitted projects will be evaluated by external experts.

3. **Co-funding:** Co-funding of national and international projects related with EYC2021 programme and which have already received funding (covering organizations' own contribution).
4. **Additional funding:** additional funding for annual events, implemented by various Klaipeda organisations and which are related with EYC2021 programme.
5. **Sponsorship:** funding model is based on proposals and joint initiatives, offered by national and international organizations (contributing to implementation of EYC2021). This model will also provide funding for annual events/meetings/assemblies/congresses, which will be organized in Klaipeda.

Main criteria for participation in EYC2021 programme: projects submitted must be based on the coherence with programme objectives, should promote international cooperation, involve disadvantaged groups, raise topics relevant for youth, partnerships, cross-sectoral and interdisciplinary cooperation.

### **Preparatory and Co-ordination meetings**

Klaipeda team seeks qualitative EYC2021 implementation. Therefore, is ready to learn from the best practices that can be shared by EYF. During preparation, implementation and evaluation period, the city commits to cooperate with EYF, promptly respond to EYF requests and questions, create suitable conditions for coordination meetings.

### **Cooperation with youth structures**

- Discussed opportunities with national organizations to make assemblies, annual congresses in Klaipeda (2020-2021). These activities are included in EYC2021 programme. National partners support and express their willingness to contribute that Klaipeda will become a youth meeting point in 2021. In case of success, Lithuanian Youth Council schedules its meetings to be held in Klaipeda.
- Together with Lithuanian Youth Council, we agreed that national level authorities act as an Advisory body, provide external expertise assistance in cooperation with its foreign partners.
- Contacts with the team of Kaunas Capital 2022 have been established, possibilities of cooperation discussed. Kaunas 2022 team will invite EYC2021 team to the meetings with experts, where discussions regarding effective team forming and effective project management will be held. Together with Kaunas team, joint youth capacity building initiatives will be developed. It is an important part of EYC2021 programme, as well as Kaunas 2022 youth programme "Rising Kaunas".
- In order to promote EYC2021, links with foreign and Lithuanian youth, the possibility of information points in Lithuania and abroad was discussed with National Youth Council, Lithuanian World Youth Association. It is foreseen that these points could be established using EURODESK network, headquarters of Lithuanian youth associations and communities abroad, tourism and information centres, libraries, etc.).
- In cooperation with the Baltic Cities Union, LSS, BSSSC and other partner cities, it was agreed to organize various events, meetings, working groups, assemblies. In September 2019 the first partner event is planned in Klaipeda - the conference organized by BSSSC and #chooseklaipeda.
- Euroregion Baltic (ERB) will be the supporter in developing joint interregional initiatives with Nordic countries, exchanging best practices in the areas of gender equality, LGBT+ situation improvement, and integration of SDG. In 2019, during Klaipeda presidency of

ERB, we will actively raise youth policy issues relevant at interregional level and will look for innovative solutions.

All of the above-mentioned partners will contribute to the development of detailed programme, will help to ensure the regional and international dimension of EYC2021 programme.

### **Cooperation with previous, current and upcoming EYCs**

In order to strengthen internationalization of youth policy, to take over best practise, to follow good practices, Klaipeda is eager to cooperate with EYF and its members, invite them to events, upon the need contact for expert/advisory assistance. EYF, Network of EYC and national youth policy-makers will be invited to be experts of an Agency, contribute to EYC2021 programme implementation, evaluation. We hope for consultations on the development of relevant issues in youth policy, integration of best practices.

In case of success, visitations to former EYC capitals seeking to take over the experience are planned. We believe, that visitations, best practises are very important while seeking to properly prepare for EYC2021 implementation.

The name of EYC2021 obliges to represent the city, inhabitants, especially youth, as well as help other cities (wishing to become EYC) to seek changes in the field of youth policy. Klaipeda commits to actively engage in EYC network, to spread information about our achievements, share experience and lessons learnt.

## **COMMUNICATIONS AND OUTREACH**

The applicant should outline the communications strategy of the EYC 2021, including but not limited to: (max. 1000 words).

- Target group analysis and key messages accordingly
- Outline of communication tools to be used
- A communications plan including a draft schedule of key communications moments and events and a clear link between the local, national and European levels
- Commitment to use the official EYC logo as the visual identity of the year
- A possible official handover ceremony with the previous and upcoming EYCs

Communication strategy guidelines are presented below. In case of winning, a detailed communication strategy and 5-year plan will be developed. Estimating the scope of activities, external suppliers is foreseen to be used.

Since EYC2021 aims at an open city for all, communication channels and tools (for visually impaired, deaf people, foreigners, etc.) will be adapted.

### **Communication goals:**

- To present Klaipeda as EYC2021 and EYC initiative as a platform for changes;
- To motivate youth act and participate in social, civic life;
- To present opportunities for youth entrepreneurship and creativity;
- To introduce Klaipeda as an open city for **ALL**;

### **Target groups analysis and messages**

INDIVIDUAL LEVEL	Messages
<b>YOUTH (14-35)</b>	
Pupil, students	Become an ambassador, act: volunteer, vote, create your city, choose Klaipeda for your



	education, create your business. Let's celebrate.
Employed youth	Show your example, promote entrepreneurship, become a mentor, volunteer Act, vote, get involved in creating an attractive city
NEET	Create your life in Klaipeda: start business/career, volunteer.
LGBTQI	Reveal yourself and help Klaipeda to become open, reveal your uniqueness, get professional help, cluster in communities.
Disabled youth	Get involved, raise your problems, create comfortable and open city
Ethnic minorities	Contribute to creation of an open city for all.
Non-organized, non-formal youth groups	Act, create, reveal your potential; become ambassador, apply and create the feast in 2021.
Young families	Be active and engage, create attractive city for you and your children.
Young Lithuanians in foreign countries	Become EYC2021 ambassador, let's spread the message of EYC for the Nordic countries. Let's use the historic opportunity in order Lithuania to become the leader in youth policy.
Foreign youth	Klaipeda is EYC2021. Let's gather and create youth policy, let's celebrate.
<b>COMMUNITY</b>	
City community	It is worth to choose Klaipeda, be proud of youth, celebrate the year of 2021. Be open, accept everyone and hear youth. Get involved into the platforms and strengthen youth with your competencies.
Lithuanian citizens	Choose Klaipeda, the place where youth gathers
<b>ORGANIZATIONS</b>	
Youth organizations	Collaborate, get involved. Expand your competencies, take over know-how, strengthen youth organizations, help Klaipeda to become an excellence centre of youth policy.
Organizations working with youth, youth workers, culture, educational institutions, NGOs	Become EYC2021 partner, help to implement programme, let's create youth-friendly city.
Business organizations	Support and engage in the programme, become mentor, help to educate youth in the spheres of business, creativity and innovation. Attract and retain youth.
International organizations working with youth, youth policy implementers/forming institutions	By implementation of EYC2021 programme, Klaipeda is becoming a competent youth policy centre. Let's collaborate, unite European youth.
Nordic Youth Councils, Networks	EYC2021 victory of Klaipeda is a historic victory for all Nordic and Scandinavian countries. Let's work together, so the title will become a tool to develop qualitative youth policy. Share your know-how of working with marginalized groups, let's spread the progress and best practices.
Lithuanian embassies, consuls abroad	European Youth Capital 2021 title – it's a historic victory of Klaipeda and Lithuania. Finally, EYC moved to the North. Help us to spread the message of EYC2021 to other countries and international youth policy-makers.
Foreign embassies residing in Lithuania	Help us to spread the message about EYC2021.
<b>OPINION LEADERS</b>	
Politicians of the city	The title of EYC2021 is a unique opportunity to implement changes in youth policy, to create attractive, open, collaborative city. Do not miss this chance, it's a tool to stop drastic youth emigration. Klaipeda is open to active, initiative youth. Open the doors, hear the voice of youth when deciding on questions related to youth.
National politicians, opinion leaders	EYC2021 is a historic victory for Klaipeda and Lithuania. It promotes changes in youth policy.
Media	Klaipeda, which brought the EYC title to Lithuania, aims to create an open, friendly, collaborative city for <b>all young</b> people. In 2021, Klaipeda will gather European youth policy makers.

**Preliminary communication plan parts and tools** (detailed information provided in Annex No. IX):

Parts	Tools	Level		
		Local	National	International
<b>Preparation</b>				
	Communication plan			
	3 Integrated Communication Campaigns according directions			
	Website			
	Social media			
	Own channels			
<b>Entering</b>	Public presentation			
	PR (press conferences, topics to media)			
<b>Image campaign,</b> key message for all target groups: Klaipeda - European Youth Capital 2021	Advertising			
	PR			
	Presentations in Lithuania and abroad			
	Opening ceremony			
Integrated communication campaign of 3 main directions: Act, Create, Reveal	<b>Advertising</b> (TV, press, radio, news portals, social media, outdoor advertising, SEO, video, banners)			
	<b>PR</b> (topics to media, presentations, e-mails, direct/personal meetings, newsletters, live translations, information in specialized forums, joint campaigns/partnerships, stickers "Open to LGBT", participation in strategic youth policy events, initiatives in Europeade, Tall-ship race events, presentations of results and changes, „breakfast“ with foreign countries ambassadors, open days in municipality, inclusion of famous people into the network of ambassadors, initiation of interviews in the city/regional/national/international media, EYC2021 achievement exhibition, identity-building campaign, parade of mimes in Vilnius City Fiesta in 2020.			
	<b>Attributes:</b> flyers at youth gathering places, printed material, stickers „I am the sponsor/partner of EYC“, etc.			

### • Graphic sign - Logo



Logo reflects Klaipeda's ambition to bring young people together.

The nautical knot reflects the importance of cooperation, relationships, friendship, #chooseklaipeda unites all, regardless of gender, age, nationality, beliefs and religion.



### • Face of the campaign - MIME, because:

- ∠ Open, versatile, comprehensible to all languages and cultures.
- ∠ Historical significance - head of Klaipeda's theatre, F. Morohn, was a great mime;
- ∠ Belongs to everyone. EYC2021 does not belong to any specific person or organization. It belongs to everyone.

- **Social media**



@chooseklaipeda



Google play/itunes –  
chooseklaipeda



www.chooseklaipeda.lt

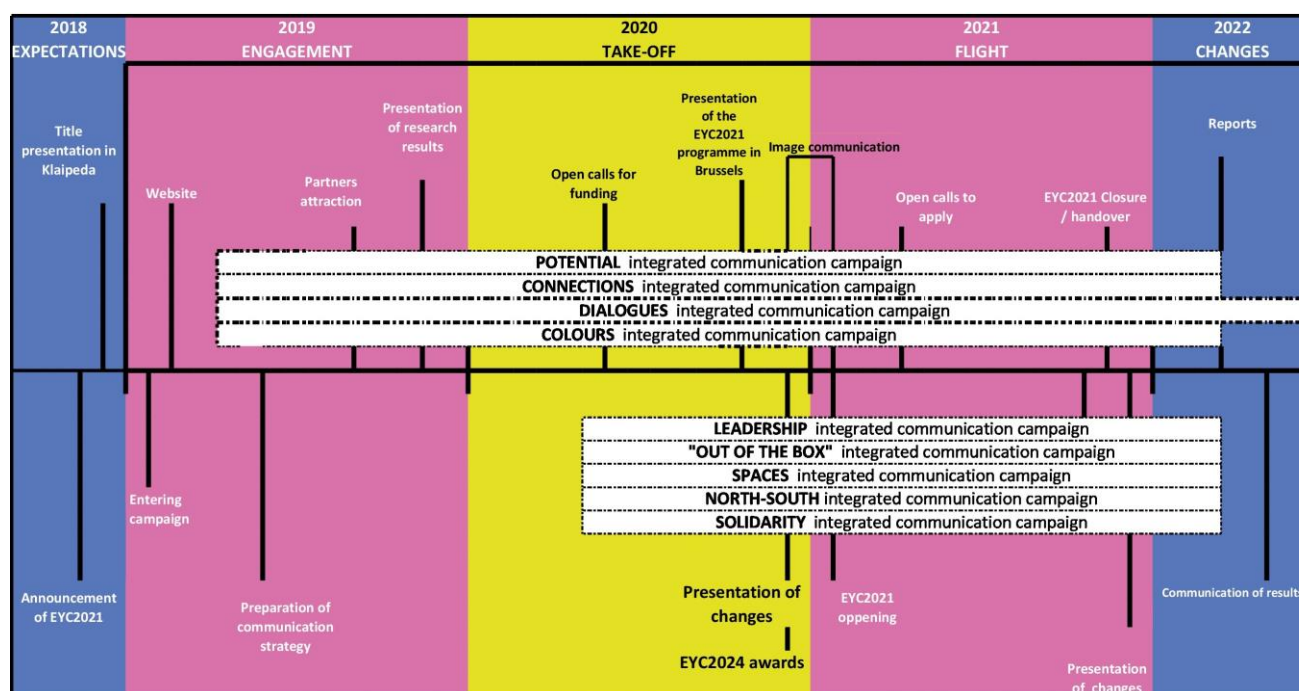


@chooseklaipeda

**Planned:**



**Preliminary timetable for key communication moments and events**



**LOGOs**

Official EYC and EYC2021 logos will be used as a visual identity of EYC2021. Official EYC and EYC2021 logos will be used in all EYC2021 funded projects. Logos will be used in the publications, reports, articles, attendee lists, other documents related to EYC2021.

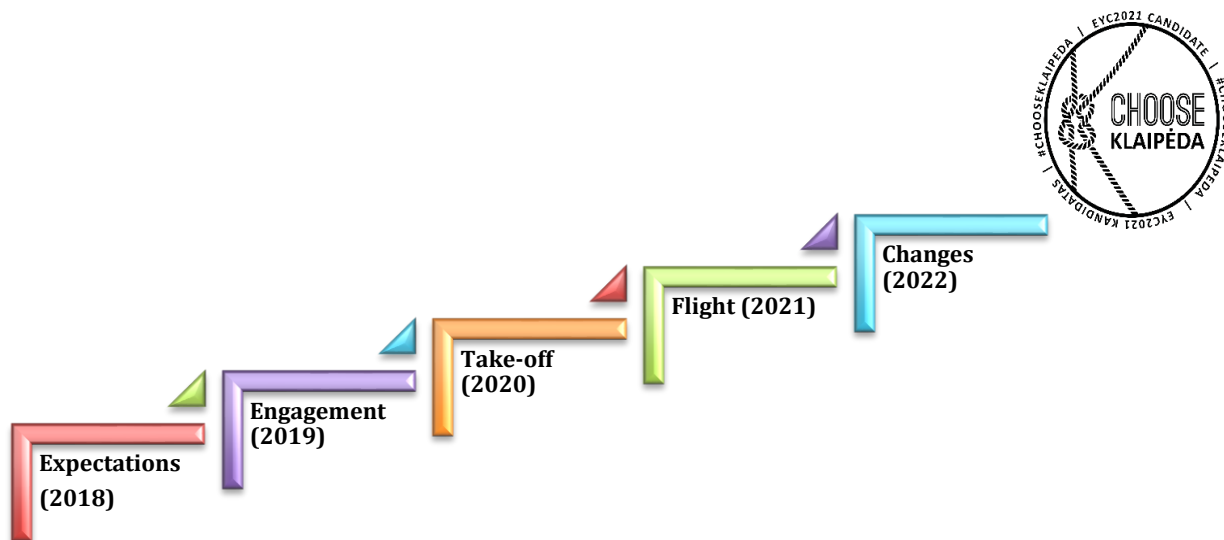
**Title handover ceremony**

Klaipeda City and youth organizations are ready to organize EYC2021 closing event and title handover ceremony in 2021. This will be done in cooperation with EYF, previous and future EYCs, local and national partners.

## PREPARATION OF THE EUROPEAN YOUTH CAPITAL

The applicant should describe a clear roadmap leading up to the EYC year in 2021 (max. 700 words). This should outline the key stages in the city's preparation and clearly outline the work that will take place in 2019 and 2020 including capacity building activities.

### EYC2021 implementation phases



**EXPECTATIONS in 2018:** period, dedicated for EYC 2021 programme formation, development of partnerships, community notification about the aspirations to become EYC2021.

**ENGAGEMENT in 2019:** main activities - establishment of an Agency, employment of management team, preparation of EYC2021 communication strategy, community notification that Klaipeda became EYC2021, preparation to take over the best practices from previous EYC, development of partnerships, joint projects, capacity building activities.

#### *Key activities in 2019:*

- Start of **Youth Policy development strategy** preparation, which will be finalized in 2020.
- **Structured, regular, real youth involvement in youth-related issues model** in consultations with EYF, network of EYC, national partners (Youth Ambassadors Forum).
- **Klaipeda's presidency for Euroregion Baltic.** International policy-makers from the Baltic Sea region, as well as those, who deal with youth policy issues, will visit Klaipeda. A BSSSC conference will take place in Klaipeda in 2019 September, where #chooseklaipeda team will be engaged.
- 2019 will be the period of elections (president, European Parliament). Thus, attention will be devoted for active implementation of **citizenship initiatives**.
- In cooperation with regional and national youth organizations Klaipeda will contribute to the implementation of **European Youth Week initiative**.
- **Capacity building** activities for youth organizations, #chooseklaipeda ambassadors, other stakeholders will be organized during 2019-2020 (through the platform POTENTIAL).

**TAKE-OFF in 2020:** Preparation and launch of the pilot projects, international partnerships

development, increasing volunteering prestige, creation of visual city design by youth.

*Key activities in 2020:*

- By 2020 **Youth Policy development strategy** will be prepared and integrated into Strategic Klaipeda Development Plan for 2020-2030.
- **Lithuanian Youth Capital Initiative** promotion.
- **First calls for proposals** for pilot activities seeking to prepare for 2021 FLIGHT.
- In 2020 and later a lot attention will be devoted for **political literacy activities**: when discussing with young people it was noticed that they are not aware of how they can engage and participate in policy-making process; they do not know that there are such structures as municipal youth council, Youth Affairs council and they should be mediators helping to address important youth issues. Young people lack knowledge on EYF and its role in European youth policy. Generally, they lack understanding on what youth policy is, what rights and responsibilities young people have. We believe that a deliberate, politically literate society, which has the opportunity to express itself, to present opinion is the basis for the qualitative, results based youth policy development.
- **Familiarisation with youth policy as a horizontal priority** to youth, policy-makers and executors, seeking to ensure long-term changes in youth policy, is foreseen in 2020.
- Continuity of capacity-building activities through the platform "POTENTIAL".

**2021. FLIGHT** – Implementation of partnership based EYC2021 programme.

**2022 < CHANGES:** After all the events and EYC2021 programme implementation it will be necessary to evaluate the work done: to prepare reports and to look for further collaboration with youth. The continuity to preserve emerged or emerging youth traditions and desire to share lessons learned will be ensured. In order to further sustain youth policy, activities and traditions, the sustainability strategy will be prepared and presented during the final EYC2021 events. This will be done in order to ensure the support from the community and the politicians and to ensure further youth movements.

Preliminary programme schedule provided in Annex VII.

### **The role of youth in the process**

From the very beginning, Klaipeda's participation in EYC contest is based on youth involvement. Youth initiated participation in the contest, developed program, worked on strengthening the application, participated and continues to participate in regional, national and international events, where they present Klaipeda's aspirations to become EYC2021.

Youth organizations support letters (30) are their commitment to engage in activities, to ensure inclusion of young people, to enable youth to develop the programme and implement it. The governance structure of EYC2021 is also based on young people participation and involvement in decision-making. EYC project is, above all, a youth project, so, naturally, implementation of initiatives and activities will be in the hands of youth.

### **Intention protocol**

Importance of EYC2021 project for Klaipeda and Lithuanian youth is emphasized by support of national organizations. Lithuanian Youth Council, Association of Klaipeda Youth Organizations, Youth Affairs Department (JRD) and Klaipeda City Municipality has signed intention protocol,

under which, in case of winning, they are committed to cooperate in implementing EYC2021 program.

## EVALUATION

The applicant should provide an outline of the evaluation process (timeline, actors involved, the scope and format, possible indicators) that will assess the outcomes of the EYC 2021, and a commitment to present a final report of the EYC 2021 (max. 500 words).

EYC2021 evaluation process consists of monitoring and evaluation.

Agency along with youth organizations, EYC2021 ambassadors will be responsible for **monitoring**. The basis for monitoring – is the achievement of quantitative results mentioned in part 8.

### Monitoring objectives:

- Potential gaps and actions;
- Adequacy of resources;
- Achievement of EYC2021 goals and indicators;

**Methods:** list of participants, project evaluation reports, photos, visits, meetings with project/initiative implementers.

Every 6 months monitoring results will be presented for EYC Council, stakeholders' and youth representatives. In order to ensure transparency and visibility of EYC2021, an interactive monitoring system is planned to be set up in the open space, where the main information, quantitative EYC2021 indicators will be continuously updated.

For the **evaluation** of EYC2021 external services will be purchased.

In order to assess achievements of qualitative indicators, annual surveys starting in 2019 is foreseen. The survey data of 2019 will be used as a starting point for the evaluation. Public presentations/discussions will be organized and results presented, annually.

It is planned to include EYF, EYC network, which will have the opportunity to evaluate the achievements of EYC2021 in comparison with former capitals.

### Preliminary evaluating process

	Success indicators	Tools
<b>IMPACT ASSESSMENT</b>		
<b>ACT</b>	Growing youth political literacy (20%)	Number of submitted and accepted proposals of youth ambassadors' forum and youth council.
		Youth voter turnout data
		Survey to assess changes in civic literacy.
	Growing recognition of youth policy	Municipal planning documents to assess budget increase for youth policy
		Satisfaction in youth policy implementation
	Growing volunteering, NGO prestige, number of volunteering youth (30%)	Research, statistical data
<b>CREATE</b>	Growing number of people, who would like to start business (10%)	Opinion surveys



	Growing business openness for disabled (10%)	Employment rate of people with disabilities Number of enterprises integrating disabled people into labour market
	Growing youth cooperation in creativity field (20%)	Number of creative projects, partnerships
<b>REVEAL</b>	At least three youth spaces created	Busyness of infrastructure
	Growing youth satisfaction in urban infrastructure (40%)	Youth satisfaction in urban infrastructure (survey)
	Growing number of creative initiatives, events in periphery (40%)	Statistics of events
	Increasing satisfaction with leisure activities (40%)	Youth satisfaction with leisure activities Subculture events and number of people participating
	Growing public awareness and openness (20%)	Bullying statistics Community tolerance survey
	Percentage of youth remaining in Klaipeda	Educational institutions data
<b>CONNECTIONS</b>	Growing popularity of Klaipeda as a youth policy leader	Number of organizations/persons coming to Klaipeda for good practices Number of international youth initiatives
	Growing number of people, who positively evaluate Klaipeda (20%)	Tourism statistics Number of messages in social media
<b>POTENTIAL</b>	Strengthened youth organizations sector (20%)	Statistics of active youth organizations, meetings with them
	Growing number of people, who after their studies chose Klaipeda (10%)	Educational institutions data

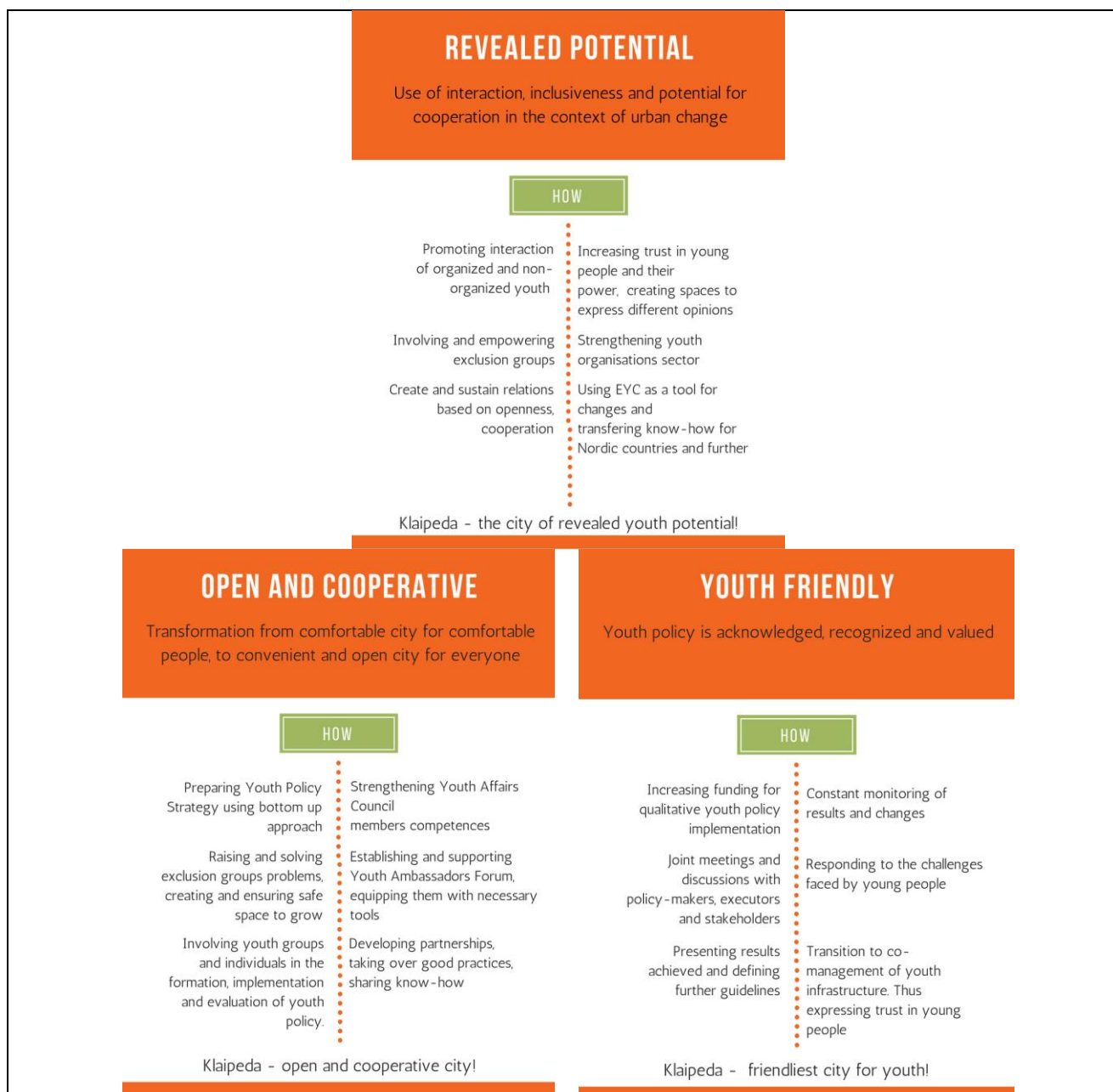
Detailed information presented in Annex X.

Municipality undertakes responsibility to **submit a final report**, which will be prepared in the second quarter of 2022. Report will be presented to stakeholders and submitted to EYF. Seeking to ensure transparency of implemented EYC2021, report will be publicly available on EYC2021 website.

## LEGACY

The applicant city should describe the desired legacy and long-term effects of the EYC year, particularly its influence on cultural, social, political and economic development and how does it link with the European dimension. The applicant should make clear how this relates to the stated goals, motivation and programme (max. 1000 words)

Vision of EYC2021 programme: Klaipeda - **the city of revealed youth potential**: an open, cooperative, youth-friendliest city in the Baltic Sea Region. Considering the above-mentioned challenges, motivation, we seek:



To ensure long-term impact, structure of EYC2021 programme is based on identified challenges. In the long run, open, collaborative, youth friendly city contributes to the development of understanding-based relations, feeling that you are an important part of the city, the desire to be ambassador, to stay and create in the city, where your voice is heard, where you are visible and appreciated.

One of the main problems Klaipeda is facing: declining and ageing city. We realize that only EYC2021 will not solve these challenges. Therefore, EYC2021 focuses on changes by creating an open, vibrant, attractive city, where everyone is welcome to work, create, reveal themselves. Meanwhile, to ensure increase of people, who chooses Klaipeda, it is necessary to create economic well-being of the city, invest in formal education, improve business environment, encourage growth of creative business, ensure income that can guarantee a quality of life. EYC2021 programme only partially reflects the changes in these areas, but the collective efforts of Klaipeda 2030, Strategy of Culture, will aim to contribute to the economic well-being of the city. In order to ensure sustainability of changes, after discussions with policy-makers and executors, it was

decided to integrate **Youth policy development strategy** (prepared during EYC2021) in Klaipeda City Strategic Development Plan.

**Long-term effects**, we are expecting:

- According to European Commission, the share of national budget funds for young people in Lithuania is one of the smallest in Europe. The share of Klaipeda municipal budget per one youth representative is 1.54 EUR. (2018). EYC2021 seeks to ensure that municipal **budget allocation for youth policy would increase** from 0.92% to 2.5% of the municipality budget. Therefore, it is planned to present the results of youth activities and achievements to policy-makers and executors, to organize joint meetings and discussions while raising challenges young people are facing, to introduce people with youth policy. Growing investments in youth sector is one of the measures for close relationship creation, revealing that youth is one of the priorities of the city.
- Youth organizations' capacity building, international trainings, counselling services will contribute to the **stronger youth organizations sector**, their ability to sustain themselves and ensure sustainable growth.
- Klaipeda is known as an **important partner in terms of an ambitious youth policy implementation**. The achievement of this impact is based on established and functioning system that ensures involvement of young people in the entire policy-making cycle; engagement and active participation in international youth policy networks; strengthened regional, national and international cooperation links while implementing EYC2021 programme.
- Growing **volunteering prestige** is ensured through volunteering promotion system, which results in growing number of volunteers and, through volunteering, gained new competences, ensuring more effective entry into the labour market.
- **Improving status of marginalized groups** (LGBTQI, disabled, ethnic minorities, etc.) and psychological situation are ensured by enabling them to engage in programme implementation, creating safe spaces for growing, through society awareness raising campaigns.
- **The growing role of the Youth Affairs Council** is ensured by investing in competencies of its members, allowing them to take over good practices, introducing a motivation/compensation system.
- The **openness of the city** to "different" people is based on ongoing educational campaigns, for which city politicians are not afraid to dedicate funding, are not afraid to discuss in "inconvenient topics".
- #chooseklaipeda ambassador's project contributes to the **tight relationship with the city**, growing pride and desire to become an ambassador of the city, regardless of where you live.

**LEGACY:**

- At least **3 experimental youth spaces** created. Young people can use the space and have an opportunity to cooperate, develop and implement social, cultural and civic projects;
- **Youth Ambassadors Forum** acts after EYC2021 as a coherent, structured system that contributes to elimination of selective solidarity practices and the emergence of real youth involvement in policy-framing;
- **Experimental openness incubator** ensures further society education on various themes, increasing public openness and tolerance for "different";
- The **LGBTQI community counselling centre** functions as a permanent professional support platform, a secure space for people looking for their identity;
- Prepared and implemented **Lithuanian Youth Capital Initiative** contributes to the regional

changes in youth policy. By 2023 the title of Lithuanian Youth Capital is given to at least 2 Lithuanian cities. The initiative of the "Lithuanian Youth Capital" has been transferred to the national level and is supported by the responsible ministry.

While preparing, implementing and at the end of EYC2021, the main objective will be to achieve changes in the areas mentioned above. In order to make changes, EYC2021 programme foresees programme development, implementation, active communication at national and international level, inclusion and participation of different groups (not only young people).

The most successful events, initiatives with the greatest interest will be included in the municipal youth policy development program. Experience gained during the project implementation will be shared with relevant partners and stakeholders facing similar challenges.

We know that by working together, liberating our existing potential, we can become a city known to everyone as **ambitious leader in high-quality youth policy implementation**.

With EYC2021 title we are seeking to contribute to the positive politicians and society attitude towards youth and youth policy. We notice that this attitude is already changing. Preparation for EYC2021 showed us that we cannot concentrate on one or several youth organizations if we want to achieve changes. Changes require concentration, awareness, determination and commitment of all young people. Our attitude and the desire to work not for the benefit of ourselves, but because of the well-being of the city and youth, earned trust from politicians, marginalized groups and even the critics.

Together with our partners, colleagues and sponsors, we have four years to build solid basis to strengthen youth voice, to open up opportunities for changes in youth policy. We hope that EYC2021 will help us to ensure that the message "Klaipeda is a city, where everyone can find their place" becomes the reality.

## BUDGET INDICATIONS

The applicant should elaborate on the budget foreseen for the EYC 2021. The proposed budget must be coherent in terms of the programme proposed by the applicant, and should be linked directly to the planned activities.

The applicant should make clear which commitments are drawn from the recurring municipal budget and which represent an increase linked to the EYC 2021. The applicant should present a budget indicating the expenses for each activity foreseen, as well as a consolidated budget showing the total amount devoted to the European Youth Capital 2021. Therefore it is required to present a budget breakdown identifying:

- Resources
- Income
- Allocation

It is possible to attach the breakdown PDF file as an Annex under the headline "Budget Indications" if necessary (max 1000 words).

An initiative to submit an application is supported by Klaipeda City Municipality, which in case of winning will be the main financial sponsor of EYC2021. However, to ensure effective implementation of EYC programme and active involvement of young people, youth organizations, it is planned to attract additional sponsors. This will be necessary in order to reduce financial burden for one institution, to promote and disseminate EYC2021 among sponsors, raise competences of youth organisations in planning, developing, managing national and international projects.

- **Budget of local authority.** Tentatively planned that local support for EYC2021 activities will be 72,40% of EYC2021 budget. In the framework of EYC2021, 795 thousand euros for youth infrastructure (24/7 space, installation of experimental spaces) is foreseen. City is also developing a special space for youth at the Conversion of Football School and Swimming Pool Buildings worth more than 10 mln. euros. This infrastructure will be used in EYC2021, but isn't included in EYC2021 budget.
- **National level Authorities** – The Department of Youth Affairs under the Ministry of Social Security and Labour, the Ministry of Social Security and Labour, Agency of International Youth Cooperation have already expressed their approval for Klaipeda initiative to become EYC2021 and promised to contribute to successful implementation of EYC2021 program depending on existing financial and human resources capabilities. Tentatively planned, that National level authorities support will form 9.05% EYC2021 program budget.
- **Private sponsors** - provisionally foreseen that private sponsors' funds will form of at least 3,59% of the EYC2021 program budget. A large number of business entities operates in Klaipeda, which are interested in youth attraction to the city, are eager to organize international initiatives and high-quality leisure services for Klaipeda visitors. The active life of the city, visitors' attraction contributes to their business development. In addition, social responsibility is important for businesses, thus they are interested in promoting and supporting initiatives, which will create long-term value for business, city, its residents and visitors. Private sponsors will be invited to become ambassadors of EYC2021 programme platforms, to get involved in EYC2021 implementation and dissemination.
- **Project funding** (EU structural support, Erasmus +, Norden, Interregional cooperation programs, etc.) attraction for EYC2021 program. It is provisionally foreseen that project funding will form of at least 14,96% of EYC2021 programme budget.
- **Additional income source:** some EYC2021 initiatives and programmes might have a certain participation fee (\*with the option for those, who are price sensitive to take part free of charge), some promotional material for sale would be created. Income would allow implementers to cover part of direct costs related with event.

#### Preliminary EYC2021 yearly budget

	2019	2020	2021	2022
EYC2021 programme implementation (events, initiatives, youth projects, campaigns, etc.)	276 600	905 836	2 146 800	90 500
Infrastructure			795 000	
Management costs	167 781	234 312	282 196	255 196
Marketing costs	42 632,36	125 264,72	293 162,20	40 000
<b>In total:</b>	<b>487 013,36</b>	<b>1 265 412,72</b>	<b>3 517 158,20</b>	<b>385 696</b>
<b>EYC2021 budget</b>	<b>€ 5 655 280,28</b>			

Indicative budget allocation provided in Annex XI. The budget for EYC2021 for the year 2018 and infrastructure (Conversion of Football School and Swimming Pool Buildings) is not included in the annex.

#### Infrastructure

The budget to infrastructure, dedicated exclusively for young people:

- 24/7 space;

- Experimental, pop-up spaces adapted to the needs of young people;
- Experimental incubator for the development of open culture (VR technology, lightboxes, etc.).

It is planned to install these spaces in existing, but under-used infrastructure. Therefore, the costs are foreseen only for their establishment and functioning.

### Budget allocation

Dialogues	7.76%
Solidarity	10.25%
Leadership	10.72%
"Out of the box"	7.19%
Spaces	13.24%
North-south	10.15%
Colours	21.32%
Potential	5.77%
Connections	13.60%

21,32% of the budget foreseen for the platform – **COLOURS**. This relates with the need for urgent changes after long term neglect. In Klaipeda, it's still normal to disfavour "different" people, hang on sexist comments, pay lower wages for a woman just because she is a woman. We strive and will strive for Klaipeda to become more open, tolerant that young people would not have to leave the city merely because they are marginalized, misunderstood and/or undesirable.

Platforms **OUT OF THE BOX** and **LEADERSHIP** are in line with other Klaipeda's strategic documents and programmes (Klaipeda Economic Development Strategy, Klaipeda ID Programs, Strategy of Culture). By implementing projects/initiatives related to the topic of entrepreneurship and creativity, we will cooperate with Klaipeda ID, companies located in the free economic zone, Klaipeda Seaport and other stakeholders.

Platforms **CONNECTIONS** and **POTENTIAL** – horizontal platforms that combine other areas that require regional, national, international cooperation and capacity building.

Preliminary budget breakdown by funding scheme (presented in "Management" section):

	Participatory budget	Partial funding	Co-financing	Contribution	Support	In total:
<b>DIALOGUES</b>	20000	152000	7000		20000	199000
<b>SOLIDARITY</b>	20000	133000	7000		10000	170000
<b>LEADERSHIP</b>	20000	120200	7000	30000		177200
<b>OUT OF THE BOX</b>	20000	118000	7000	30000		175000
<b>SPACES</b>	20000	28000	7000	5000		60000
<b>NORTH-SOUTH</b>	20000	33000	7000	10000		70000
<b>COLOURS</b>	20000	50000	7000	28000	6000	111000

On 27<sup>th</sup> September, 2018 Klaipeda City Council approved application and the budget. Amount,



which is necessary for EYC2021 implementation is reserved in Municipality budget. Council decision attached as an Annex No. I.

## EUROPEAN YOUTH FORUM'S STATUTORY MEETING<sup>1</sup>

By accepting the European Youth Capital 2021 title the Awarded City commits to host the European Youth Forum's Statutory Meeting together with the European Youth Capital Award Ceremony<sup>2</sup>. The applicant should provide a brief overview of possible financial contribution in terms of resources, income and allocation to this international event bearing in mind that the costs for organising and hosting the Statutory Meeting including the Award Ceremony are shared with the European Youth Forum as follows (max 400 words):

- The Awarded City shall bear and pay directly to the relevant service providers all local costs linked to the organisation of the Statutory Meeting and the Award Ceremony, including but not limited to, accommodation of all Member Delegates and Guests, local transport services, venue and meeting rooms, lightening, stage design, decoration, sound and video, speaker and special guests, entertainment;
- The European Youth Forum shall bear the travel costs for the Members Delegates and Guests attending the Statutory Meeting and the Award Ceremony;
- The European Youth Forum shall bear all the travel, accommodation and other costs for the Extra Delegates attending the Statutory Meeting and the Award Ceremony;
- The Application Fees collected by the European Youth Forum, will be used as a financial contribution to the organisation of the European Capital Award Ceremony

Klaipeda would be honoured to welcome and host European Youth Forum's Statutory Meeting together with the European Youth Capital Award Ceremony in 2020, in case if we would be holding the title of European Youth Capital 2021. We would put all the efforts to successful implementation of these events in close cooperation with European Youth Forum, relevant stakeholders and following the guidelines provided by EYF.

Klaipeda municipality has necessary experience in hosting high level meetings, events, opening ceremonies, including large scale events. Therefore, we are confident that with the support of EYF, youth organisations (both local and national level), NGO's, creative sector representatives we will manage to host European Youth Forum's Statutory Meeting together with the European Youth Capital Award Ceremony. We promise to invite high-level politicians to the ceremony (such as President of Republic of Lithuania or Prime-Minister, representatives of relevant Ministries, members of European Commission, etc.).

Main financial contributor for hosting above mentioned events would be Klaipeda city municipality. However, sponsors and supporters would be welcomed as well (such as media, entertainment part executors, etc.).

**Tentatively overview of possible financial contribution is as follow:**

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<sup>1</sup> Statutory Meeting means either the Council of Members meeting or the General Assembly meeting of the Forum. The Council of Members meeting takes place two times a year (spring and autumn) during two (2) full calendar days; the General Assembly takes place every two (2) years during three (3) full calendar days. The EYC 2021 shall host European Youth Forum's General Assembly in November 2020.

<sup>2</sup> Award Ceremony means the European Youth Capital Award Ceremony during which the Award is granted to the selected Short-Listed Candidate.

Services	Indicators	Amount	Contribution
Accommodation of Member Delegates and Guests (Statutory Meeting)	~300 person (3-4 nights)	17.600,00	Klaipeda City Municipality
Logistics (Statutory Meeting)	Event participants and delegates From-to airport From-to Award ceremony place	5.000,00	Klaipeda City Municipality
Venue and meeting rooms rent (Statutory Meeting)	1 plenary room (400 m2) x 3 days 8 working group rooms x 3 days Secretariat room x 4 days Translation booths	4.200,00	Klaipeda city municipality
Coffee breaks, confectionary, etc.	~300 person (3 days)	4.500,00	Klaipeda city municipality
European Youth Capital Award Ceremony (including but not limited to lightening, stage design, decorations, sound and video, programme, catering, etc.)	Hall for 300 participants Event programme (3 hours)	34.000,00	Klaipeda City Municipality, NGOs, youth organizations, Creative /cultural organisations
Volunteers assistance	20 volunteers during all period (number might be increased according the needs)	N/A	NGO's Youth organisations EYC2021 ambassadors
Media services	Articles in press TV announcements Press conference	4.000,00	Media companies
Guided tour for Statutory Meeting participants	10 guides	1.000,00	Klaipeda Tourism and Culture information centre
Stationary	N/A	1.500,00	Klaipeda city municipality
Additional costs (2% from the event budget)	N/A	1.436,00	Klaipeda city municipality
<b>In total:</b>		<b>73.236,00</b>	