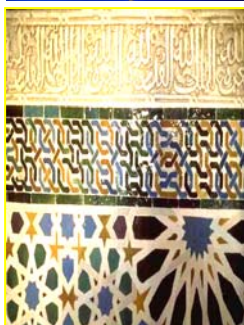




United Nations
ALLIANCE OF CIVILIZATIONS



Proposal City Package

To: **LOCAL GOVERNMENTS**

& other eligible local actors:

Municipalities

City districts / areas

Regions / provinces

Schools & colleges (non-academic)

Local youth organizations / NGO's

Project

Coolpolitics Youth Conference Marrakech 2009

Going Glocal

A project for Youth Participation & Intercultural Dialogue

Timing

A follow up to EU and Moroccan (local) elections (June)

Capacity

3.000 people

Event date

27 - 28th October 2009

Max. stay

23 - 31st October 2009

Location

Terres d'Amanar

Marrakech (Morocco)

Initiative by

Youth 4 Dialogue Foundation

www.y4d.eu

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A- INTRODUCTION

Youth 4 Dialogue Foundation (Y4D), in cooperation with many partners, will organize a 3.000 people Euro-Mediterranean youth conference in Marrakech (Morocco), on the 27th and 28th of October 2009, as follow-up to European and Moroccan local elections (June) and just after the 64th Anniversary of the UN.

The initiative aims to promote and facilitate youth participation and intercultural dialogue on a large enough scale by enabling hundreds of young people per country to participate.

A large share of the event tickets will be made available to (European) municipalities and other local parties in the form of so-called 'City Packages'. The rationale behind this concept is based on the 'glocalisation principle'; Y4D aims to connect a 'big bang' international event (global perspective) with the issues facing local youth, governments, politicians and youth workers in their everyday lives (local perspective).

To your municipality, this event poses a great opportunity to establish and deepen contacts between policy-makers and young citizens and foster mutual understanding between youth of different cultural backgrounds.

Travelling together in an informal setting and discussing relevant topics poses an unprecedented opportunity to get to know each others worlds in an intensive but informal way. This is notably the case when policy-makers and (native) young citizens, together with their fellow citizens of Moroccan descent, physically visit the latter's country of origin and intensively experience its culture.

At the same time, the bringing together of young people from different corners of Europe and Morocco provides for a truly international perspective so often lacking in traditional youth conferences and debates.

Research has shown international exchanges to have a positive impact on its participants, improving their competences and increasing tolerance towards other cultures. This project aims to make this experience available particularly to 'first timers': those who generally have few opportunities in this respect.

This programme enables municipalities to boost local intergenerational and intercultural dialogue in an affordable, well prepared way, profiting from synergy effects and the visibility of an international platform.

In addition, this event poses an opportunity to those municipalities who have (or who seek) town twinnings or other more structural relations with Moroccan and/or other European municipalities, as youth and policy-makers from both municipalities may use this platform to meet and interact.

For more information on the project, see the *Project Summary* on page 5 and beyond.

B- PRACTICING GLOCALISM → LOCAL RUN-UP & FOLLOW-UP ACTIVITIES

City and local government participation in the *Coolpolitics Youth Conference Marrakech 2009* can and should be much more than just visiting an interesting event in Marrakech.



Building upon the principle of 'Glocalism', Y4D encourages municipalities, schools, youth organizations etc. to draw maximum output and benefits from participation, for example by:

- actively announcing and promoting the event on the local level (f.e.: competition for participation);
- recruiting young applicants through creative programs related to the conference goals and themes;
- participating in (optional) excursions and working visits to social and municipal projects in Marrakech;
- requiring young participants to write down and share their experiences after the event;
- organizing local follow-up meetings for wider audiences and drawing on participant stories;
- using the video material released on YouTube shortly after the event (by Y4D and Coolpolitics).

Participating municipalities (and other local parties) will be mentioned on the event website and in the programme booklet; you will profit from all networking opportunities provided by this international platform.

C- CITY PACKAGE & PRICING

Eligible parties may purchase one or more 'City Packages', consisting of **(a)** event admission for 10 people (youth & professionals) and **(b)** delegation lodging in an authentically Moroccan tent (for 10 people):

CITY PACKAGE / TENT € 4.500

Young people (18-30)	8
Local professionals	2
Tent capacity	10

ADDITIONAL TENT(S) / PACKAGE(S)

€ 3.000

-/- 33% discount

Max 4 Packages/ Tents per City

One City Package/ Tent includes:

- (a) one **10-person Tent** @ Terres d'Amanar ; (suggestion: bring a flag with logo!)
- (b) 2-day conference participation for 8 young people (18-30 years);
- (c) 2-day conference participation for 2 local professionals/ youth guides;
- (d) a maximum of 8 overnight stays at the conference resort (in authentic Moroccan tents);
- (e) free breakfast, lunch & dinner during the two conference days (27th - 28th October);
- (f) the right to use event registration material (20 short video clips & 1 compilation video);
- (g) the right to film, photograph and report on and from the event;
- (h) the right to refer to the event in promotional activities (prior to event) & local follow-up sessions;
- (i) mention on the list of participants/ supporters on the event website & in the programme booklet.

The City Package price does not include travel to and from Marrakech. These travel costs may be fully or partially funded by the municipality and/ or by its delegation members individually.

One individual municipality is allowed to purchase a maximum of 4 Packages/ Tents, with a 33% discount awarded on the second, third and/or fourth packages.

D- CRITERIA FOR PARTICIPATION

Eligible for City Package participation are:

from the 7 targeted EU countries:

- | | |
|---|---|
| <ul style="list-style-type: none"> (a) municipalities, (b) city districts/areas, (c) regions / provinces, (d) schools & colleges (non-academic), (e) local youth organizations/ NGO's. | <ul style="list-style-type: none"> - France - Germany - Spain - Italy - The Netherlands - Belgium - United Kingdom |
|---|---|

As for the individual participants included in the City Package, participation criteria are as follows:

- Youth:
- must be between 18 and 30 years of age;
 - the majority (> 4) of whom must be of non-academic education;
 - 3 - 4 of whom must be of Moroccan origin (→ 'human cultural bridges');
 - highly motivated and preferably first time participants (in an international conference);
 - speak English well enough to be able to interact and participate in the debates.

- Professionals/ Guides:
- must be active on the local level;
 - f.e. local government officials, local politicians, local youth workers and/or teachers;
 - speak English well enough to be able to interact and participate in the debates.

E- SCHEDULE PARTICIPANTS

Fri 13-10	Sat 24-10	Sun 25-10	Mon 26-10	Tue 27 - 10	Wed 28 - 10	Thu 29-10	Fri 30-10	Sat 31-10
Check-in	Check-in Spare Time Activities	Check-in Spare Time Activities	Check-in Spare Time Activities	Conference Day 1	Conference Day 2	Check out Spare Time Activities	Check out Spare Time Activities	Check out

F- CITY PACKAGE AVAILABILITY & DISCOUNT

There is a limited availability of City Packages, with a total of only **75** large tents available.

Therefore, Y4D strongly urges interested parties to apply and make reservations as early as possible. Early bookers (before 31st March 2009) will benefit from an additional 10% discount on the overall reservation!

In any case that demand is below expectations in the one and above expectations in another country; Y4D will transfer remaining City Package capacity to the latter.

G- APPLY FOR PARTICIPATION

The overall promotional campaign for the Coolpolitics Youth Conference Marrakech 2009 will not start until May 2009. Consequently, the event website, programme and application forms are still under development.

However, parties interested in and eligible for City Package participation will likely need to prepare their participation in advance, while limited package availability also requires for early application.

Therefore, as of February 2009, you can make City Package(s) reservations by sending us an e-mail at info@y4d.eu (subject: 'Marrakech City Package'). Upon reservation, you will be further informed.

H- LOCAL GOVERNMENT BENEFITS & OPPORTUNITIES

- Witness in action and learn from the successful Coolpolitics formula for youth participation
- Benefit from the bandwagon- and synergy effects of one large and very visible event, as an opportunity to raise youth awareness for intercultural dialogue, integration and (international) politics
- Through debate, fight intolerance and prejudice and foster mutual understanding among local youth
- Enable native European youth to experience Africa, a Muslim country and a different culture
- Tap into the potential of young citizens of Moroccan origin to operate as 'human cultural bridges'
- Use and report about the Moroccan trip as a 'reversed Immigrant Experience'
- Illustrate that in a Global Village, local, national and international interests are strongly interconnected
- Share experiences with other (EU) cities in the fields of youth participation and intercultural dialogue
- Explore opportunities for new town twinnings in Europe and/or Morocco, or built upon existing ones

I- PROJECT REFERENCES

UNDER THE PATRONAGE OF	<ul style="list-style-type: none"> - United Nations Alliance of Civilizations - European Parliament - King Mohammed VI of Morocco 	<ul style="list-style-type: none"> www.unaoc.org www.europarl.europa.eu
POLITICAL PARTICIPATION	<ul style="list-style-type: none"> - Youth of The European People's Party (YEPP) - European Liberal Youth (LYMEC) - Young European Socialists (ECOSY) - Federation of Young European Greens (FYEG) 	<ul style="list-style-type: none"> www.yepp-online.net www.lymec.org www.ecosy.org www.fyeg.org
PARTNERS MOROCCO	<ul style="list-style-type: none"> - Ministry of Foreign Affairs (MAEC) - Fondation Mohammed V pour la Solidarité (FM5) - Agence de Développement Social (ADS) 	<ul style="list-style-type: none"> www.maec.gov.ma www.fm5.ma www.ads.gov.ma
PARTNERS EUROPE	<ul style="list-style-type: none"> - Coolpolitics International - Netherlands Ministry of Foreign Affairs - National Committee for International Cooperation and Sustainable Development - Kosmopolis Foundation - City of The Hague (<i>facilities</i>) - International Cooperation Agency o/t Association of Netherlands Municipalities 	<ul style="list-style-type: none"> www.coolpolitics.org www.minbuza.nl www.ncdo.nl www.kosmopolis.nl www.denhaag.nl www.vng-international.nl

J- PROJECT SUMMARY

PROJECT	COOLPOLITICS YOUTH CONFERENCE MARRAKECH 2009		
SUBTITLE	EuroMed Youth Conference for Intercultural dialogue & Youth participation		
LOCATION	Marrakech (Morocco) / Terres d'Amanar	www.terresdamanar.com	
DATE EVENT	27 - 28 th October 2009		
STAY @ RESORT	<u>Maximum stay:</u> 8 nights; lodging in Moroccan tents	(23 th - 31 st October 2009)	
TIMING	A follow-up to EU elections & Moroccan local elections (June 2009)		
TARGET COUNTRIES	- France (408 young people)	- United Kingdom (248 young people)	
	- Spain (338 young people)	- The Netherlands (190 young people)	
	- Germany (320 young people)	- Belgium (174 young people)	
	- Italy (292 young people)	- Morocco (250 young people)	
CAPACITY	3.000 participants (2.250 of whom are young people)		
SUB-CATEGORIES EU YOUTH PARTICIPANTS	(a) youth in general (18-30 years)	(1.000 p.)	
	(b) young Europeans of Moroccan origin (MRE's)	(500 p.)	
	(c) members of political youth organizations (PYO's)	(500 p.)	
PROMOTIONAL CHANNELS EU	- highly educated youth (750 tickets)	→ AIESEC	
	- local youth / non-academic students (750 tickets)	→ municipalities & schools	
	- PYO members (500 tickets)	→ individual PYO's	
OBJECTIVES	<ul style="list-style-type: none"> - intercultural dialogue between European and Moroccan youth - close the gap between decision-makers, institutions and youth - increase awareness of Europe's role and responsibility in the World - paint a realistic picture of the New and modernizing Morocco - facilitate direct interaction between Morocco and young Moroccans in Europe - spark a new spirit of youth participation in EU and Moroccan public debate - facilitate youth interaction with the newly elected decision-makers (2009 elections) - materialize the 'glocalism' principle → a joint experience for local officials & youth 		
CONCEPT	<ul style="list-style-type: none"> - Mixture of Content & Entertainment → open air conference in a festival setting - 'International Village' → participants gather and sleep in original Moroccan tents - 'Immigrant Experience' → travel to Africa via the 'reversed immigrant route' - 'Share upon Return' → review experiences & lessons back home on the local level 		
EVENT ELEMENTS	- debates & discussions	- info market (stands)	- excursions & working visits
	- lectures & speeches	- online (event) forum	- sports & teambuilding
	- workshops	- entertainment	- (PYO) match making
DEBATE THEMES	- globalization & free trade	- poverty & migration	
	- public governance & democracy	- women's empowerment	
	- labour, social security & education	- geopolitics & conflicts	
	- nationality & identity	- culture & religion	
	- climate & environment	- media & politics	
	- terrorism, intelligence & human rights	- fashion & lifestyle	
SPIN-OFF/ LONGER TERM	<ul style="list-style-type: none"> - 'big bang' event → gathering youth from 8 countries; PYO's, cities & schools; - a kick-off for more sustainable and longer-term contacts and exchanges: <ul style="list-style-type: none"> - between young individuals ; - between youth organizations/ NGO's ; - between local governments/ municipalities, schools & colleges ; - between local youth, local officials & school professionals ; - between political youth organizations (PYO's); - ignite event reviews & follow-up debates in cities, schools & colleges. 		
INITIATIVE BY	Youth 4 Dialogue Foundation	www.y4d.eu	
CONTACT	Jasper van Leeuwen (director)	jasper@y4d.eu	

K- EVENT LOOK & FEEL

TERRES D'AMANAR - AUTHENTIC MOROCCAN ECOTOURISM & SPORTS RESORT



TENTS/ LODGING/ CATERING



TECHNICAL INFRASTRUCTURE (FESTIVAL TENTS)

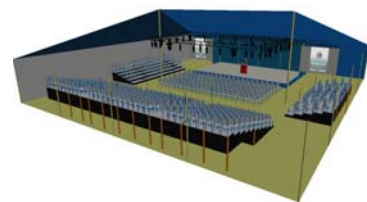
A Main Stage & catwalk (3.000 p.)



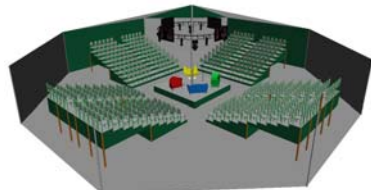
B Coolpolitics Parliament (400 p.)



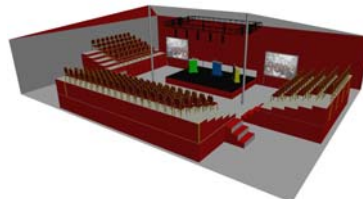
C Coolpolitics University (600 p.)



D The Arena (500 p.)



E The Battle Zones (2 x 300 p.)



F The Work Shops (2 x 100 p.)

