



# CERV-2025-TOWN-TT

## **TOWN TWINNING Call for Proposals**

CERV Programme

Thank you for connecting, we will start at 09.30 CET

Online Info session EACEA  
14 May 2025

# Agenda

**Welcome and opening remarks by Katerina XETHALI,**  
EACEA Unit B.3 Citizens and EU values – Head of Sector

**Part 1: Political Priorities of CERV Programme by Christopher Sharp,**  
DG JUST Unit 0.4 Programme and financial management – Policy Officer

**Part 2: Presentation of Town Twinning 2025 Call by Magdalena Kiefer, Marco Sioli, and Marie Van Maldeghem**  
EACEA Unit B.3 Citizens and EU values

**Part 3: Presentation on gender mainstreaming & EU values by Sabine Minniti,**  
EACEA Unit B.3 Citizens and EU values – Assistant Programme Manager

***Questions and answers session***

***Coffee break (15 min)***

***Moderated by Marco Sioli, EACEA Unit B.3***

# Agenda

**Part 5: Tips and Tricks by Sabine Minniti,**

EACEA Unit B.3 Citizens and EU values – Assistant Programme Manager

**Part 6: Communication obligations by Stella Mancini,**

EACEA Unit B.3 Citizens and EU values – Project Officer

***Questions and answers session***

**Closing remarks**

***Moderated by Marco Sioli, EACEA Unit B.3***



# Welcome & opening remarks

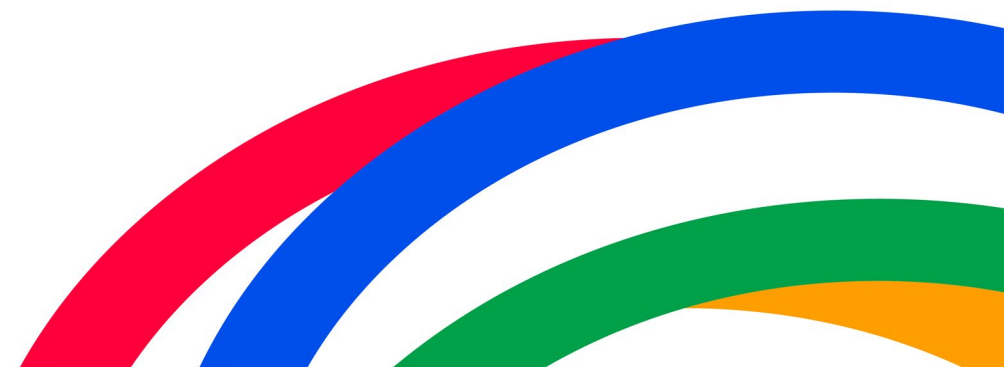
Katerina Xethali (Head of Sector EACEA/B3)  
EACEA Unit B.3 Citizens and EU values



# Citizens, Equality, Rights and Values Programme

**POLITICAL PRIORITIES AND EU  
FUNDING OPPORTUNITIES**

Christopher Sharp  
European Commission – DG JUST



# CERV Programme

To protect and promote rights and values as enshrined in the EU **Treaties and the EU Charter**

by **supporting civil society organisations** and other stakeholders active at local, regional, national and transnational level,

by encouraging civic and democratic participation, in order to sustain and further develop open, rights-based, democratic, equal and inclusive societies based on the rule of law

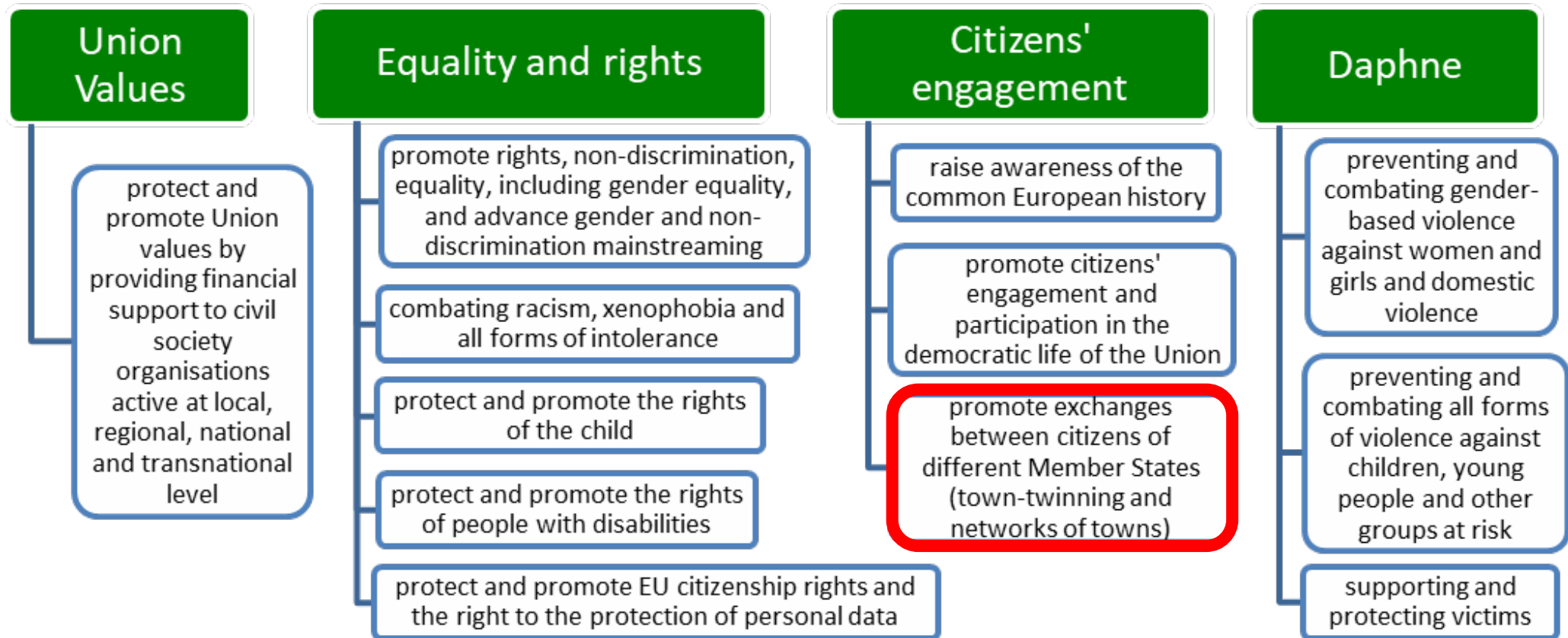
Union Values Strand

Equality, Rights and Gender  
Equality Strand

Citizens' engagement and  
participation strand

Daphne strand

# CERV Programme – Four strands





# Specific objectives Call TT 2025

To promote **exchanges between citizens of different countries**

To encourage **cooperation between municipalities and the exchange of best practices**

To guarantee **peaceful relations between Europeans and to ensure their active participation at the local level**

To reinforce **mutual understanding and friendship**

To discover **the cultural diversity of the European Union**

To give **citizens practical experience of the wealth and diversity of the common heritage of the Union and to make them aware that these constitute the foundation for a common future**

To support **good local governance and reinforce the role of local and regional authorities in the European integration process**



# Call Town Twinning 2025 – Priorities & Themes

- Fostering **solidarity** between EU citizens, across borders, in and beyond the EU through mutual understanding and the creation of fora to discuss common solutions in a constructive way.
- Raising awareness of the importance of **reinforcing the European integration process based on solidarity and EU values**

- Raising awareness on the **richness of the cultural and linguistic environment in Europe**
- Improve **citizens' democratic participation** through cultural activities, including by drawing inspiration from the **New European Bauhaus** initiative on reimagining sustainable living

- Promoting awareness and knowledge of **EU citizenship rights, free movement of people and European values and democratic standards**
- Preventing and raising awareness **on domestic violence and violence against children, including (cyber-) bullying and harassment**

- Promoting **debate on the Europe that citizens want** so that people have a sense of belonging to Europe and better understand the benefits of the EU while reinforcing social and political cohesion.
- Promoting **participation in democratic processes and decision-making**, including children



# Overview of 2024 Town Twinning Call results

# Town Twinning CALL 2024 - OVERVIEW

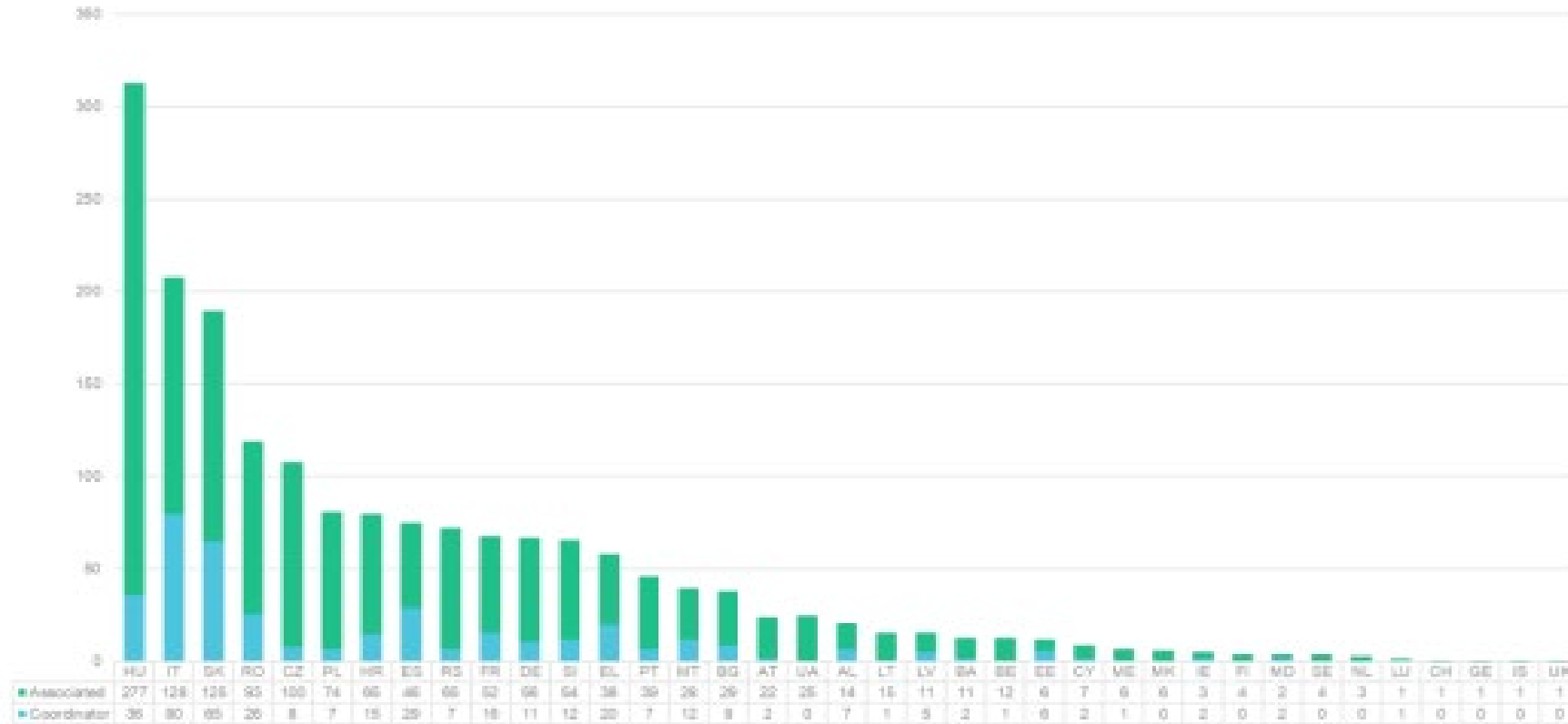
- **Number of proposals submitted : 392**
- **Award of grant to 110 proposals** for the amount of EUR 3.998.110 €

**Out of 392 proposals received**

**Success rate  $\approx$  30 %**

- All proposals assessed by external experts

# 2024 TT Call selected proposals by country





# Overview of 2025 Town Twinning Submission data

# Town Twinning CALL 2025 – Submission data

- Call Publication: **19 February 2025**
- Call opening: **09 April 2025**
- Call deadline: **Check the EU F&TP**
- Evaluation period: **Sept 2025 – March 2026**
- Information on evaluation results: **March 2026**
- GA Signature: **by mid-June 2026**
- Available Budget **EUR 5 000 000 €**
- **Translations available in 23 languages:** [Call for proposals Town Twinning \(CERV-2025-CITIZENS-TOWN-TT\) | European Education and Culture Executive Agency](#)



# Eligibility - Applicants

- Legal entities (public or private bodies) from [eligible countries](#)
- Eligible countries (EU MS – eligibility subject to signed association agreements) - [list-3rd-country-participation\\_cerv\\_en.pdf](#)
- Public bodies or non-profit organisations: eligible if representing local authorities (a letter of support signed by a Municipality)
- Submitted by a single applicant, which should be registered in the Participant Register (PIC)





# Eligibility - Other conditions

- Municipalities or other level of local authorities of **at least two eligible countries** (coordinator + at least 1 associated partner)
- Number of participants: **minimum of 50 participants** in the Town-Twinning events, of which **25 are invited international participants**
- Geographical location: **activities in eligible countries**
- Duration of the project: from **6 to 12 months**
- **Projects** must comply with ethics and EU values



# Types of activities related to Town Twinning

Workshops

Seminars

Conferences

Training activities

Experts' meetings

Awareness raising  
activities

Data gathering

Dissemination of  
good practices

Use of social media



# Award criteria and evaluation process

Award criteria	Minimum pass score	Maximum score
Relevance	25	40
Quality — Project design and implementation	n/a	40
Impact	n/a	20
<b>Overall (pass) scores</b>	<b>70</b>	<b>100</b>

- Maximum points: 100 points
- Individual threshold for the criterion 'Relevance': 25/40 points.
- Overall threshold: 70 points.
- Proposals that pass the individual threshold for the criterion 'Relevance' AND the overall threshold will be considered for funding — within the limits of the available call budget.



# What is a successful proposal?

- **Impactful:** concrete targets and results
- **Realistic** objectives
- **Originality** (a new angle)
- **Innovation**
- **A variety of countries** (min 2 while more is desired for a more positive assessment)
- **Build on existing goodpractice :**  
concrete multiplier effect (partner search via formerly supported projects)



# CALL 2025 – what is new?

- **Increased budget** (min 4 000 000 EUR / max 5 000 000 EUR)
- **Revised Calculator - clear template**

EU contribution to the project budget remains between  
EUR 8.455 and EUR 50.745 per project

- **As in 2024, one single WP for one or more events** (for more flexibility)
- **1 WP = one or more events = one or more deliverables**



# CALL 2025 – the new calculator

- Calculator (CERV LS TownTT)

*Calculator\_CERV-TOWN\_TT\_2025 V.4.1 of 20/09/2024 at 11:17*

CERV Programme - Citizens engagement and participation strand: Town Twinning					
Estimated EU contribution					
<p>ATTENTION: The list of events has to correspond with the list of work-packages described in part B. Please use the same order and use a line by event!</p> <p>You have only one WORK-PACKAGE with 1 or more EVENTS</p>					
Project title:					
Event Number	Country of the event	City	Number of International direct participants	Total number of direct participants (international + national)	Lump Sum (automatic)
1	Poland	Warsaw	56/70	100	EUR 16,910
2	France	Paris	25/40	50	EUR 8,455
3					EUR 0
4					EUR 0
5					EUR 0
6					EUR 0
Total Budget Amount:					EUR 25,365

Maximum EU Contribution = EUR 50,745

Estimated EU Contribution:

EUR 25,365



# What is it needed?

- Application Form Part A
- Application Form Part B
- The KPI Tool (to be filled in directly online)

## **Mandatory annexes and supporting documents:**

- lump sum calculator
- letter of support signed by the Municipality
- list of previous projects
- for all participants implementing activities involving children:
  - for public bodies - **child protection policy declaration**
  - and** private bodies - copy of their policy;

Proposals are limited to maximum **40 pages** (Part B)





# Why you should pay specific attention to gender mainstreaming in your proposal

- Attention to gender mainstreaming has an impact on the score you receive in the evaluation.
- Integrating a gender perspective in the design and implementation of your project increases the quality of your proposal
- For more information on gender mainstreaming please visit:  
<https://eige.europa.eu/gender-mainstreaming>



# How to make sure you integrate a gender perspective?

Basic

- Did I conduct a **gender equality analysis** to assess my project's design, implementation and impact?

Basic

- Did I take into account **gender aspects in my needs assessment**?

Basic

- Will the data and indicators I collect and create be **disaggregated by sex**?

Basic

- Did I include in my proposal a **commitment to advance gender equality**?

Basic

- Did I include in my proposal a **commitment to monitor and report on the gender equality results achieved** by the project in the evaluation phase?

Advance

- Do I plan to create **gender-specific indicators** to measure the project's gender equality objectives?

# Adherence to EU values in CERV

*“Outline measures to be taken and the policies in place to guarantee full compliance with the EU values mentioned in Article 2 of the Treaty on the European Union and Article 21 of the EU Charter of Fundamental Rights”*

## **Art.2 Treaty on European Union (EU values)**

The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail.

## **Art.21 Charter of Fundamental Rights (Non-discrimination)**

Any discrimination based on any ground such as sex, race, color, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.

Within the scope of application of the Treaties and without prejudice to any of their specific provisions, any discrimination on grounds of nationality shall be prohibited.





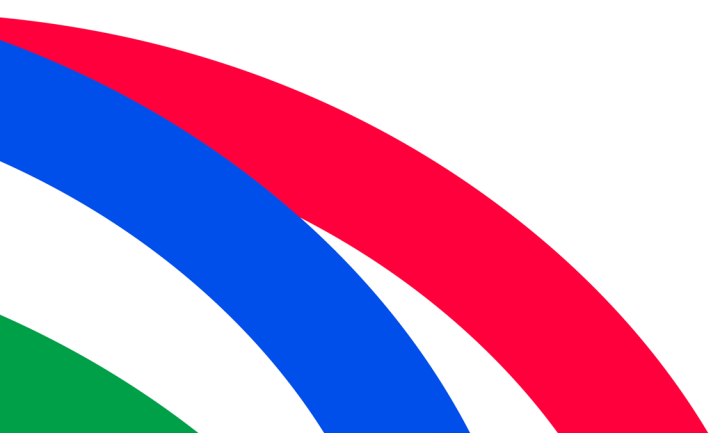
# Q & A session





# Coffee break

10:35 - 10:50



# Tips and tricks



- First of all : **DON'T PANIC**, we are here to help you 😊
- **Read** carefully the Call!
- Focus on **eligibility criteria** and **mandatory documentation** (e.g. eligible countries, letter of support, calculation etc.)
- Projects in **scope**: choose at least one specific priority
- Integrate in the proposal the **gender** mainstreaming and/or the **child** protection perspective if the activities involve minors
- Declare that your proposal is **EU Values** compliant.

# Tips and tricks



- Set **realistic** objectives . Don't be overambitious
- Set **concrete targets and results** , which can have an **impact** at local and larger level
- **Clear writing** in the application form
- Set a good **collaboration** among partners/ identify clearly the **activities** to be done in advance
- **Communicate!**
- Don't wait until last moment to submit
- Something not clear? **contact EACEA TT team**; check the **FAQ** section in the portal and contact the **NCP in your country**; you can get support in your own language

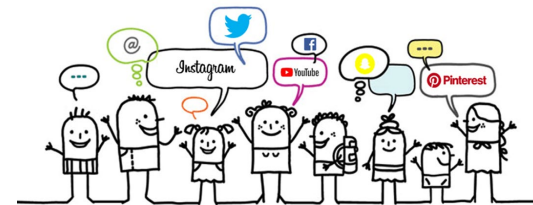




# Communication & Dissemination

# Communication, Dissemination and Visibility

- Communication and dissemination activities **impact the score** you receive in the assessment
- What are the **communication channels** identified? Are they accessible to the general audience, in particular to people from marginalized groups?
- Is the action likely to produce a positive multiplier effect?
- Is the project linked to EU policies ? (for ex 2025 = European Year of Digital Citizenship Education)



# Communication, Dissemination and Visibility

- Do the activities meet points such as:
  - ...contributing to the promotion of gender equality and non-discrimination?
  - ...ensure the visibility of the EU funding ?

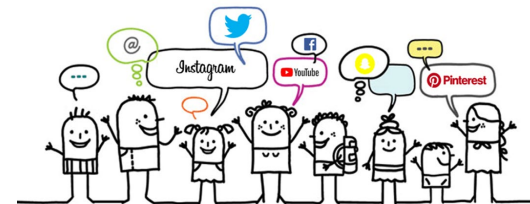


Funded by the  
European Union



Co-funded by the  
European Union

- Practical Guide: <https://europa.eu/!DxdBqR>



# Contacts and useful links



[CERV Contact Points](#) in most EU countries



DG Justice and Consumers [newsletter](#)



[EU representation](#) in your country



[EU Direct](#) for information, services and support



Best practices : Example of [funded projects](#) under previous [CERV call](#) and under the previous programme [Europe for Citizens](#)



EACEA-CERV@ec.europa.eu



Citizens, Equality, Rights  
and Values Programme

# NATIONAL CONTACT POINTS

[List of CERV NCP](#)







# Q & A session



Thank you  
For your attention

