

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

PROJECT	
Participant:	ASOCIATIA VISIT NYARAD
PIC number:	880961276
Project name and acronym:	NEW DEAL FOR YOU, NEW DEAL FOR EU!

EVENT DESCRIPTION			
Event number:	1		
Event name:	NEW DEAL FOR YOU, NEW DEAL FOR EU!		
Type:	Citizens meeting		
In situ/online:	in-situ		
Location:	Romania, Eremitu		
Date(s):	26/09/2024 – 29/09/2024		
Website(s) (if any):	https://eremitu.ro/proiecte/realizari/ https://martely.hu/index.php/friss-hirek-2/65-hirek/martelyi-hirek/258-new-deal-4-you-new-deal-4-eu-testvertelepulesi-talalkozo https://halmaj.hu/new-deal-4-you-new-deal-4-eu/ https://www.velkaida.sk/new-deal-4-you-new-deal-4-eu-a377-923		
Participants			
Female:	266		
Male:	246		
Non-binary:	0		
From country 1 Slovakia	61		
From country 2 Hungary	151		
From country 3 Romania	300		
Total number of participants:	512	From total number of countries:	3
Description			
<i>Provide a short description of the event and its activities.</i>			
The project New Deal 4 You, New Deal 4 EU took place in Comuna Eremitu, Mures County, Romania, between 26-29 September 2024 and involved 4 communities/townships, the organiser, Comuna Eremitu, from Romania, as well as communities from Martely and Halmaj, Hungary and Obec Velka Ida,			

Slovakia. A total number of **512 direct participants** attended the events and activities, at least 300 from Eremitu, Romania and **212 invited participants** from Hungary and Slovakia.

The **agenda of the event** was the following:

Arrival of the invited participants, official reception, dinner

DAY 1

1.1. New Deal 4U - New Deal for EU through gender equality: Workshop 1 bearing the title **Women entrepreneurs in rural area**.

The main target group of the activity were women entrepreneurs and women from Eremitu and the Niraj Valley. This focus group was chosen because becoming entrepreneur in rural areas in Eastern Europe and especially in Romania is still a challenge for women, positive examples and “success stories” can be inspirational for local women. Moreover, for many unemployed women working in rural households starting a small business e.g. processing own crops/vegetables/fruits may represent a new opportunity. The activity contributed to the following priorities of the call:

- proposing an innovative and gender-sensitive approach to rural development, focusing on the empowering of women living in remote rural areas of Romania
- foster and encourage sustainable development, building a sustainable and inclusive future, integration of the New European Bauhaus principles within the local development strategies.

1.2. A local exhibition and market of handmade products produced by local woman entrepreneurs and craftswomen.

DAY 2

2.1. New (Green) Deal 4U - New Deal for EU through green tourism: Workshop 2 and good practices presentation on **rural development** through developing **slow tourism, slow food and green tourism** in the Eremitu and its surroundings.

The main target group of this workshop were local actors in the area of tourism (owners of pensions, restaurants, agrotouristic guest houses, campings, local NGOs and cultural institutions) with a strong emphasis on woman entrepreneurs and young generation.

The main goal of the activity was to present to the local touristic entrepreneurs new, alternative and sustainable ways of economic development in the field of tourism.

The activity answered the following priorities of the call:

- foster and encourage sustainable development, building a sustainable and inclusive future, integration of the New European Bauhaus principles within the local development strategies

2.2. New Deal for 4U - New Deal for EU through dialogue: Workshop 3 and awareness raising dialogue bearing the title: **The future of Europe**.

The main target group of this workshop were the young generation, young adults and adult population. According to statistics young adults in rural areas in Romania manifest little interest in participating civic life, have lost faith in democratic system and are strongly influenced by Eurosceptic ideology and fake news/conspiracy theories. The goal of our workshop was to respond to this state of facts, thus contributing to the following priorities of the call:

- encourage and ensure active participation of the population in democratic and civic life at local level;
- enable participants to challenge euroscepticism
- foster a sense of belonging to Europe, to increase an understanding of the benefits of the EU and to reinforce the EU's social and political cohesion;
- 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.

2.3. The local exhibition and market of handmade products produced by local woman entrepreneurs and craftswomen continued during day 2 of the event.

DAY 3-4

3.1. New Deal for 4U - New Deal for EU through multicultural heritage: Workshop 4 on the **multicultural heritage in Transylvania** and in Europe as a means of developing a sense of European belonging.

The main target group of the event were the cohabiting ethnic groups in the area, representatives of the NGOs active in the domain of culture, representatives of local public bodies and cultural institutions.

The main goal of the activity was to share with our guests the diverse cultural heritage of the cohabiting communities in Transylvania, the centuries old Transylvanian heritage of cohabitation and multiculturalism, a set of values that may very well stand as an example and steady foundation both to the local communities and for our partners from other European countries to broaden our citizens' perspective and develop their sense of European belonging and identity.

3.2. Open-air cultural event

The event goal was to bring on stage the diverse cultural heritage of Transylvania with the help of artists representing the cohabiting communities in Transylvania in order to reflect the cultural diversity and the centuries old Transylvanian heritage of cohabitation and multiculturalism, a set of values that may very well stand as an example and steady foundation both to the local communities and for our partners from other European countries to broaden our citizens' perspective and develop their sense of European belonging and identity.

The two activities contributed to the following priorities of the call:

- foster peaceful relations between local communities and Europeans and to ensure their active participation at the local level;
- reinforce social cohesion, mutual understanding and friendship between European citizens and to make them aware that these constitute the foundation for a common future
- encourage a long-lasting bond between municipalities and between citizens of the EU.

The following **dissemination activities** were implemented:

Press communiqués on the occasion of the official opening and closing of the project to inform the general public about the project objectives, content, themes and resulting proposed activities.

The following **communication activities** were implemented:

Social networking and communication

- essential and multimedia information (photo, video) will be published on social networks (Facebook).
- Promotional materials
- flyers, roll-up and posters - providing information on the program and its results, while respecting the required visual identity elements.

The following **materials, information, articles were published:**

Posts on the social media page of Comuna Eremitu:

<https://www.facebook.com/photo/?fbid=916116803887683&set=a.460400686125966>
<https://www.facebook.com/photo/?fbid=919802020185828&set=a.460400686125966>
<https://www.facebook.com/Nyaradremete/posts/pfbid0equSJuyHJsWaSywRHGrTudEW5TsZRHaceFYrxSDxSU8yQYATk6EJ6G7X7kU9RyWWW>
<https://www.facebook.com/Nyaradremete/posts/pfbid02dAv cuisFV2QxBY8WWWJ3WrKBebE7wmFnXjUoZ2yeFfUg5APrjie9oBxRbgnkxAWPl>
<https://www.facebook.com/Nyaradremete/posts/pfbid02fFiCrdxtRTeLSWHgHDsZFMjZpiESEzNsDWU3sD2xM2m9m14XzAM5uznbowNYNR1eI>

Video spot of the event:

<https://fb.watch/vtlafmMrPo/>

Press articles

<https://www.e-nepujsag.ro/articles/testvertelepuelesi-talalkozo-nyaradremeten#>
<https://erdelyihang.ro/new-deal-for-you-new-deal-for-eu-megujhodo-otthonunk-megujhodo-europa/>
<https://www.facebook.com/nyaradremete.tarsulas/posts/pfbid0uWDPPehRki6V7AYkwfUNwnfFLQge1EQ3MgPqxa7E6zVASK88CcqUmZUWKAiAfx7I>

The project was successfully implemented and the following project objectives were achieved:

- facilitating a better understanding of the history and diversity within the EU;
- strengthening dialogue between local institutions and civil organizations;
- empowering women living in rural areas
- deconstruction of preconceived ideas and prejudices regarding women and Roma community
- facilitation of direct contact between Europeans;
- raising awareness among participants and the local population on the value and importance of the European Union and on the construction of a united Europe,
- encouraging inter-ethnic and intercultural dialogue, strengthening of social cohesion,
- encouraging gender equality, active participation of women in decision-making.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).