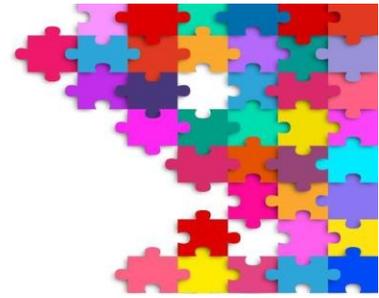




**MEETING INTERNAZIONALE**  
**19/20/21 GIUGNO 2020**  
**INTEGRAZIONE**  
**ACCOGLIENZA**  
**COESIONE SOCIALE**



**UN LABORATORIO DI BUONE PRATICHE | UN CONFRONTO INTERATTIVO**

**[INTERNATIONAL EVENT**

**19, 20 and 21 JUNE 2020**

**INTEGRATION**

**RECEPTION**

**SOCIAL COHESION**

**A WORKSHOP OF GOOD PRACTICES \_ AN INTERACTIVE EXCHANGE]**



**Europe for Citizens | Networks of Towns**

**4th INTERNATIONAL EVENT**  
**ACTIVITY REPORT**



Cofinanziato dal programma dell'Unione europea "Europa per i cittadini"

[Co-funded by the EU programme 'Europe for Citizens']

## Event organiser and project leadership



Comune di Chiesanuova

[Municipality of Chiesanuova]

## Partners



Con la collaborazione di  [townlabmeet@gmail.com](mailto:townlabmeet@gmail.com) | [townlabmeet.com](http://townlabmeet.com)     townlabmeet

## Report drafted by:



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## 0. INTRODUCTION

The fourth international event of the Townlab\_MEET project (*Europe for Citizens' programme, strand Networks of Towns*) took place on 19 and 20 June 2020. This two-day event comprised an array of interactive sessions (video conferences and webinars) about the rights, welfare and social inclusion of migrants. It was the continuation of the previous meetings held in Chiesanuova (October 2018), Speyer (March 2019) and Quincinetto (September 2019).

This report analyses the management, facilitation and organisational processes of the international event, with a focus on the communication and information activities.

## 1. EVENT CO-ORGANISATION AND PROGRAMME

| COORDINATION MEETINGS AND CALLS                             |   |  |
|---|---|--|
| Type, date and place  | Topic   | Participants   |
| Coordination meeting, 30 January 2020, Turin                | First draft of the event and activity programme   | -Piervanni Trucano, Annalisa Fontana, Silvia Rovetto e Fabio Donna Bedino<br><b>(Municipality of Chiesanuova)</b><br>-Rita Maria Fabris <b>(UNITO)</b><br>-Cinzia Zugolaro e Roberto Aloi <b>(Sferalab Studio)</b> |
| Webinar on <i>MEET</i> , 28 April 2020                      | <i>Europe for Citizens Point</i> info day   | -Cinzia Zugolaro e Roberto Aloi <b>(Sferalab Studio)</b>   |
| Call on <i>Zoom</i> , 13 May 2020                           | Rearranging the June 2020 event from on-site to online  | -Piervanni Trucano, Annalisa Fontana, Silvia Rovetto e Fabio Donna Bedino<br><b>(Municipality of Chiesanuova)</b><br>-Rita Maria Fabris <b>(UNITO)</b><br>-Cinzia Zugolaro e Roberto Aloi <b>(Sferalab Studio)</b> |
| Call on <i>Zoom</i> , 27 May 2020                           | Scheduling the video shootings together with the appointed video maker; coordination of the simultaneous interpretation service | -Francesca Maria Frittella e Giulia Sanvito (interpreters)<br>-Amedeo Berta <b>(Amerayvids)</b><br>-Cinzia Zugolaro e Roberto Aloi <b>(Sferalab Studio)</b>  |
| Call on <i>Zoom</i> , 28 May 2020                           | Planning the activities to be organised by the University of Turin (UNITO)  | -Rita Maria Fabris <b>(UNITO)</b><br>-Cinzia Zugolaro e Roberto Aloi <b>(Sferalab Studio)</b>  |
| Call on <i>GoToMeeting</i> , 1 June 2020                    | Information session on how to use the different functionalities of <i>GoToMeeting</i> and <i>GoToWebinar</i>                    | -Cinzia Zugolaro, Carlo Pandurini, Daniela Sanfratello e Roberto Aloi <b>(Sferalab Studio)</b>   |
| Call on <i>GoToMeeting</i> and <i>Akkadu</i> , 17 June 2020 | Technical tests on <i>Akkadu</i>  | -Francesca Maria Frittella (interpreter)<br>-Alvaro Montoya (founder and CEO of <i>Akkadu</i> )<br>-Cinzia Zugolaro, Carlo Pandurini e Roberto Aloi <b>(Sferalab Studio)</b>                                       |

- A) We began preparing for the June 2020 event in January 2020. During the **coordination meeting held on 30 January 2020**, with the participation of representatives of the Municipality of Chiesanuova and the University of Turin (UNITO), we created the **first draft of the event programme** and distributed the organisational tasks between the two hosts. Such preliminary draft outlined the themed activities and public sessions that would be organised, as well as the dates of arrival and departure of the international guests.
- B) As a consequence of the COVID-19 global health emergency, the Italian government imposed a national lockdown which also implied a ban on public events and gatherings. The **Europe for Citizens Point info day (28 April 2020)** represented a valuable opportunity to receive answers about the continuation of the project, assess all possible solutions and obtain immediate feedback from the competent bodies. After identifying the option to move the international event online through webinars and web meetings, the organisers held a **zoom call to define how to move the meeting online (13 May 2020)** and then **contacted the EACEA staff in Brussels**. On **15 May 2020**, the formal proposal for the event programme was **submitted to the Europe for Citizens Head of Unit** on behalf of the municipality of Chiesanuova.
- C) After obtaining the green light from Brussels and the approval of the municipality of Chiesanuova and UNITO, **the proposal to move the international event online was presented to the project partners on 21 May 2020**. All of them welcomed it.
- D) The Sferalab Studio coordinated all experts and professionals hired for the event and supervised all stages of planning (internal communication, defining the contents, scheduling the preliminary activities, developing digital audio and video materials, etc.).
- E) Moving the event online made it necessary to identify an adequate and reliable platform. After evaluating different solutions, we chose **GoToMeeting and contacted its technicians** to find ways to adapt the participative activities to the platform functionalities. We participated in technical **training sessions** provided by IT professionals to learn about the platform and its functionalities.
- F) We contacted professional interpreters to identify the most suitable interpreting platform. The evaluation considered both the functionalities offered by GoToMeeting and the technical-operational requirements of the interpreting service. As a result, we selected **the Remote Simultaneous Interpretation platform Akkadu**. **Relevant documentation as well as audio and video materials were shared with the interpreters to enable them to provide an accurate service during the event.**
- G) The documentary 'Paese Nostro' **was adapted to be shown online: the format was converted, an extract was uploaded on YouTube, and the link was shared with the participants on GoToMeeting.**
- H) From 21 May to 21 June, technical and management support was provided on a daily basis. At the same time, the organisers engaged in ongoing communication with the international project partners and all other stakeholders.



Fig. 1, 2, 3 and 4: in-person and online coordination meetings

## 2. MANAGEMENT, FACILITATION AND MODERATION OF ONLINE SESSIONS

The fourth international event of the Townlab\_MEET project consisted of three sessions:

Steering committee - Friday, 19 June 2020 (2.30 pm - 5.00 pm)

Documentary film 'Paese Nostro' - Friday, 19 June 2020 (5.30 pm - 6.30 pm)

Webinar 'COMMUNITY STORIES: VOICES AND FACES FROM CHIESANUOVA TO EUROPE' - Saturday, 20 June 2020 (3.30 pm - 5.30 pm)

After sending the event programme and the credentials to log in to the platform, the steering committee met on 19 June 2020 for the fourth time during the Townlab\_MEET project period. The facilitators helped **schedule the following international events, define the communication process and identify the necessary steps leading up to the drafting of the position paper.** The table below lists the representatives of the eight partners which participated in the meeting:

| Name                    | Organisation                       |
|-------------------------|------------------------------------|
| Piervanni Trucano       | <b>Municipality of Chiesanuova</b> |
| Annalisa Fontana        |                                    |
| Silvia Rovetto          |                                    |
| Fabio Donna Bedino      |                                    |
| Lamprini Triantou       | <b>Municipality of Karditsa</b>    |
| Stanka Parac Damjanovic | <b>LDA Subotica</b>                |
| Mitja Bukovec           | <b>Municipality of Novo Mesto</b>  |
| Vanesa Dzeladini        |                                    |
| Kaja Jenkole            |                                    |
| Angelo Canale Clapetto  | <b>Municipality of Quincinetto</b> |

|                            |                                     |
|----------------------------|-------------------------------------|
| Fausto Fosson              | <b>Twinning Marnaz- Quincinetto</b> |
| Constanze Janda            | <b>University of Speyer</b>         |
| Rita Maria Fabris          | <b>University of Turin</b>          |
| Emanuele Giannasca         |                                     |
| Alessandra Rossi Ghiglione |                                     |
| Francesca Maria Frittella  | <b>Interpreters</b>                 |
| Giulia Sanvito             | <b>SFERALAB Studio</b>              |
| Cinzia Zugolaro            |                                     |
| Roberto Aloï               |                                     |
| Carlo Pandurini            |                                     |

During all web-conferences and webinars, a **help desk** was available to all participants incurring problems with *GoToMeeting*. The Sferalab Studio was responsible for running the whole event. Its staff coordinated the guests' access to the platform and shared audio-visual materials live. **On 19 and 20 June 2020, 80 participants connected to the event, 33.3% of whom from abroad.**



Fig. 5: Some of the participants

The pictures below show the event analytics:



Fig. 6 and 7: Participation indicators tracked by GoToMeeting and Akkadu

### 3. COMMUNICATION, INFORMATION AND DISSEMINATION ACTIVITIES

Following the well-structured communication and information plan of the Townlab\_MEET project, the Sferalab Studio completed the following tasks:

**Designed, edited the graphics and created the invitation card and the event programme** both in Italian and in English (attachments no. 1,2, 3 and 4)

**Set the steering committee agenda and forwarded the document to the project partners** (attachment no. 5)

**Managed the platform GoToMeeting**, taking care of the invitation and registration of the participants

**Updated the project mailing list and mailed the event invitation**

**Organised the briefing session with the event speakers and introduced them to the web-meeting platform**

**Managed the project's official social media accounts (on Facebook, Instagram and Twitter)**

**Uploaded the audio and video materials on the project's official YouTube channel**

**Uploaded the communication tools dedicated to the event on the Townlab\_MEET website**

**Drafted and forwarded the press release** to the local and national press (attachment no. 6)

**Conducted six promotional interviews on the radio channel Radio Spazio Ivrea** during the column 'Frisbee'

**Prepared multimedia presentations** to disseminate the project contents (attachment no. 7)

**Edited and distributed the event trailer** (attachment no. 8)

The analysis of the indicators tracked on the project's social networks shows the following data:

- ❖ **22 posts on Facebook, Twitter and Instagram** from 27 May 2020 to 23 June 2020 (the daily average being 0,8)
- ❖ **1,319 users reached through the Facebook posts, with 202 interactions**
- ❖ **More than 100 likes and posts shared**
- ❖ **120 total views for the videos** uploaded on YouTube

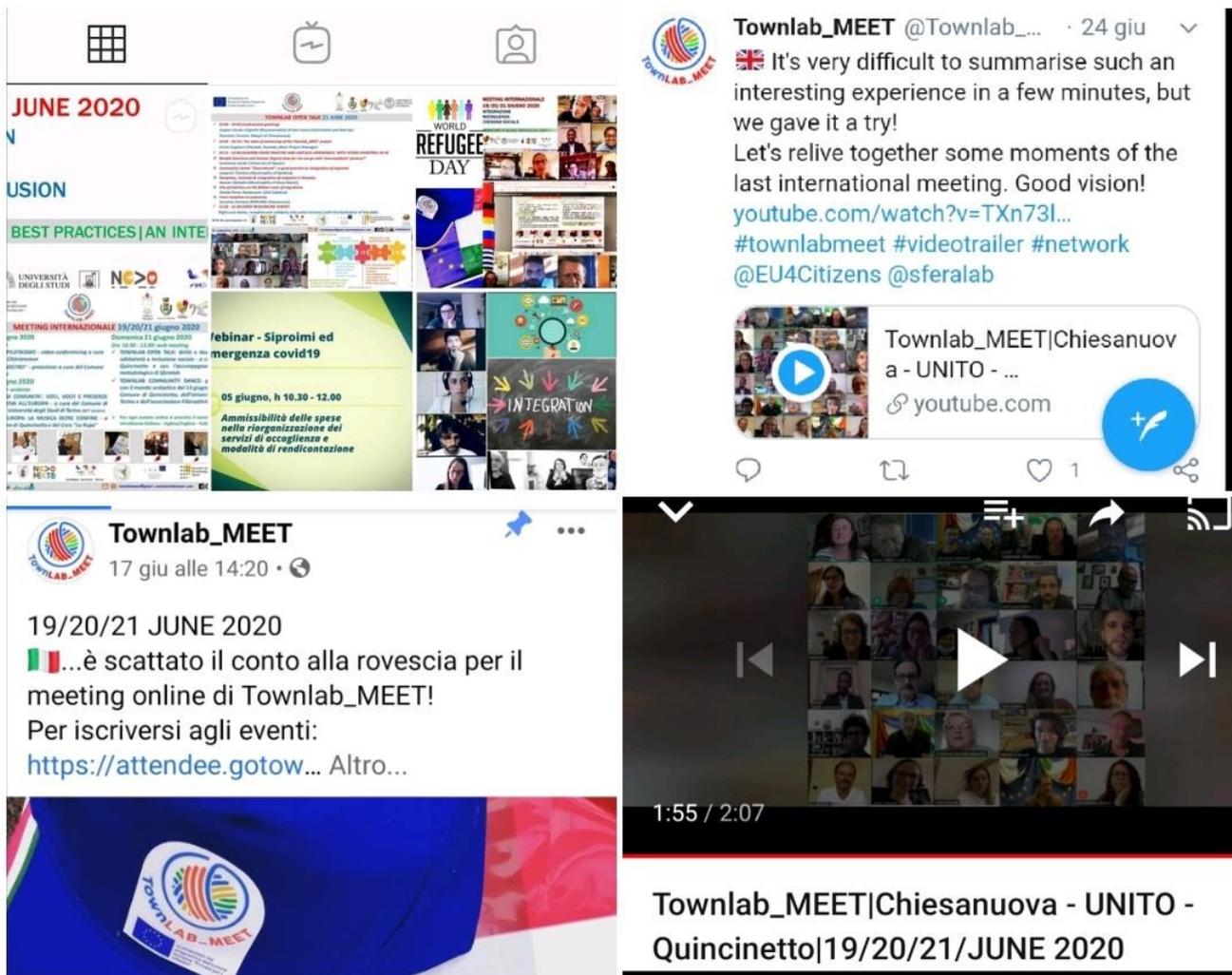


Fig. 8, 9, 10 and 11: Posts and videos on the official social network accounts

## **4. ATTACHMENTS**

- Attachment no. 1 – General programme (IT)
- Attachment no. 2 - General programme (EN)
- Attachment no. 3 - Invitation card (IT)
- Attachment no. 4 - Invitation card (EN)
- Attachment no. 5 - Steering committee agenda
- Attachment no. 6 - Press release
- Attachment no. 7 - Multimedia presentation
- Attachment no. 8 - Video trailer