

EUROPEAN DAYS OF LOCAL SOLIDARITY

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#LocalSolidarityDays

15 → 30
November
2019

Mobilising cities and regions towards the EDLS 2019

Guidelines for PLATFORMA partners involved in the EDLS

Introduction

The mobilisation of local and regional elected representatives in raising citizens awareness about decentralised cooperation is a key objective of the new PLATFORMA Strategic Grant Agreement with the European Commission (the SGA II Action). The general goal is to strengthen citizens' critical understanding of the role cities and regions play in international cooperation, and to foster their engagement and support for decentralised cooperation.

To this end, European cities and regions are called to participate in the **European Days of Local Solidarity** (15 to 30 November 2019), that promotes concrete actions of local and regional councils to raise their citizens' awareness on decentralised cooperation. In 2018, over 120 cities and regions took part in the two-weeks campaign. The goal is to make this number grow.

In order to do so, from May to October 2019, a number of PLATFORMA partners will organise national and regional events, and will disseminate information on the campaign to mobilise their municipalities. **The implementing partners concerned are: AFCCRE, AICCRE, CEMR, DIBA, EUSKADI, FEMP, Fons Mallorquí, LALRG, LBSNN and NANTES Metropole.**

This concise guide aims at supporting PLATFORMA partners in the organisation of successful mobilisation events and dissemination initiatives. Below you will find important information regarding the common objectives, key messages and resources to disseminate.

A joint mobilisation

The main objective is to engage European local and regional elected representatives and public officials to communicate positively about the added value of decentralised cooperation and the role of cities and regions in global sustainable development. The European Days of Local Solidarity is an opportunity to do this under one same pan-European campaign along with other European cities and regions.

Key steps:

- 1)** Between May and October 2019, PLATFORMA partners involved in the EDLS organise events at national or regional level to mobilise a maximum number of municipalities to sign the EDLS Charter and participate in the EDLS, in partnership with local NGOs or with national festival organisers;
- 2)** All along the year, each partner informs its municipalities about the EDLS in its newsletters and website. The PLATFORMA Secretariat will publish a series of articles on the campaign that may be translated/adapted;
- 3)** Partners promote the EDLS on 25 September (UN SDG day), with the support of PLATFORMA Secretariat;
- 4)** Partners disseminate the campaign materials to their municipalities and support them in the promotion of their EDLS activities between 15 to 30 November;
- 5)** After the EDLS, partners provide feedback to PLATFORMA Secretariat on the number of mobilised municipalities.



In order to promote citizens' awareness on decentralised cooperation, PLATFORMA launched the **Charter of the European Days of Local Solidarity** in 2016. The EDLS Charter is a political document presenting the principles and values sustaining city's and region's engagement in decentralised cooperation. It encourages local and regional governments to make a public commitment to solidarity and to inform citizens about decentralised cooperation and their city's or region's commitment for a more sustainable and equal world.

The [EDLS Charter](#) can be signed online and has so far been translated into English, French, Italian, Spanish, Basque, Latvian and Catalan (it may be translated into more languages if needed). Each new signature is automatically notified to the PLATFORMA Secretariat and promoted on Twitter using the #localsolidaritydays and on the EDLS Website.

The signature of the EDLS charter may come with a proposal by the local or regional council to organise an **activity during the two-weeks campaign of the EDLS** (15 - 30 November 2019). Each new proposed activity must be notified to the PLATFORMA Secretariat (a registration form will be set for this propose). This activity must aim at raising citizens' awareness about decentralised cooperation, and may be organised in partnership with local CSOs, academia or the private sector (see below for further information on what an EDLS Activity looks like).

Between May and October 2019, up to 8 PLATFORMA partners are entitled to hold national and regional events to promote the EDLS Charter and call their municipalities to organise activities during the EDLS campaign. The aim is to set up a dialogue with local and regional elected representatives and public officials, as well as key stakeholders (civil society organisations, the academia or the private sector) on the relevance, good practices and challenges of raising citizens' awareness on decentralised cooperation and sustainable development.

A set of **key messages** to support partners' mobilisation efforts are proposed below. On the other hand, The **EDLS Campaign toolkit**, including the official poster and flyer, will help creating a visual homogeneity between all EDLS activities across Europe and can already be used during the mobilisation phase. The use of the toolkit is free and open to any participant to the campaign. The 2019 edition of the toolkit will be uploaded on the EDLS website in the coming weeks.

Key messages

PLATFORMA Secretariat hereby proposes a set of key messages targeting local and regional elected representatives and public officials. This rationale aims at supporting PLATFORMA partners in the preparation of their mobilisation events and actions. They are invited to translate and/or adapt them to their national or regional contexts.

Fostering a Europe of solidarity and active citizenship

- The European Union is currently facing a deep crisis that openly challenges its founding values of solidarity, cooperation and the protection of human rights. In order to fight discourses of hatred, fear and mistrust, it is essential to inform and involve EU citizens in the discussion on the future of the European Union and its role in building a sustainable world. Local and regional governments are the closest level of government to citizens, and as such they have the duty and capacity to hear and articulate citizens' demands, but also to promote an active European citizenship for sustainable development. >>> [See CEMR Manifesto](#)
- The European Union's commitment to implement the Agenda 2030 puts poverty reduction at the centre of a strategy that integrates the economic, environmental, governance and social dimensions of development. It reaffirms EU's role in international cooperation as the first development aid donor and promotes its founding values of democracy, solidarity and human rights. It is important that local and regional governments help promoting these values by communicating and engaging with their citizens. >>> [Take a look at the European Consensus on Development](#)
- The 2030 Agenda explicitly recognises the importance of informing and involving citizens in finding solutions and actions to achieve the goals of sustainable development (SDG 4.7 & SDG17). Governments of all kinds, but particularly those at the local and regional level, must inform and involve their citizens in the definition and implementation of these solutions. This will in turn favour a greater ownership and long-term support. >>> [See what the 2030 Agenda says about citizens' awareness and active citizenship](#)

Decentralised cooperation, an opportunity to raise awareness on sustainable development

- Decentralised cooperation fosters the exchange of local and regional expertise to strengthen local governance and promote local sustainable development policies. It offers an opportunity for innovative and effective projects to respond to challenges that are both local and global such as the climate change adaptation, housing, inequality between men and women, poverty reduction, etc. Decentralised cooperation proves that global challenges are better tackled locally. >>> [Find here some good examples of innovative decentralised cooperation projects having received the PLATFORMAwards.](#)
- Partnerships between cities or regions are an opportunity to connect with and learn about other communities in the world. The link between peer cities or regions that cooperate is a unique political, cultural and societal bond that stands as an example of solidarity and respect. Such cooperation is very often entrenched in the cities' own cultural diversity and promotes citizens' commitment with poverty reduction and tackling inequalities both at home and abroad. Decentralised cooperation is ultimately an opportunity to promote social cohesion, integration and solidarity at a European and global scale.
- Moreover, local and regional governments are key to support the local civil society organisations and the schooling system, which play an essential role in raising citizens' awareness about sustainable development. Local and regional governments very often fund part of the development education and awareness raising local agenda, and help coordinating it with other sectors and demands. The collaboration between these actors at the local level is key to integrate the city's and region's international experience to contribute to build a global citizenship.
- By making the link between the local priorities and the global challenges to sustainable development, cities and regions contribute to citizens' critical understanding and active engagement. Therefore, local and regional elected representatives must fully uptake their role in raising citizens' awareness about decentralised cooperation, communicating about their projects, partner cities, topics addressed, motivations, etc. >>> [For further ideas to support your awareness raising check AFCCRE's last publication with PLATFORMA \(available in French\).](#)

The call to join the EDLS 2019

Between 15 and 30 November 2019, European cities and regions will be organising concrete actions to inform citizens' about decentralised cooperation. PLATFORMA partners are invited to use the following resources to promote the participation of their members in the campaign:

- The **EDLS Charter**, to be signed by elected representatives using the online form available [here](#), is already open (available in up to 7 languages so far). Each new signature is promoted on Twitter using the #localsolidaritydays and on the EDLS Website.
- The **EDLS guidelines** targeting local and regional governments detailing why and how to join the campaign targeting local and regional councils willing to participate in the campaign (see the 2018 version as part of the campaign toolkit [here](#), an updated version will be ready soon).
- The **EDLS promotional toolkit** to give visibility to the EDLS activities at a European scale, including the EDLS logo, the official poster and flyer, a banner and twitter visuals. PLATFORMA Secretariat will promote activities using the EDLS website and running a Twitter campaign. Please find the 2018 materials [here](#), the 2019 promotion toolkit will be soon as of May 2019.
- The PLATFORMA Secretariat is in discussion with the **UN SDG Action Campaign** which proposes a global day of campaigning on the SDGs the 25th September 2019. Partners could consider this date to disseminate the call on the EDLS, to be promoted under the EDLS and the UN SDGs Actions campaigns.

Find some examples of EDLS actions in the [2018 EDLS Programme](#) and the [2018 EDLS Twitter campaign](#) for inspiration.

For any inquiry regarding how to register an activity under the EDLS Campaign, please note an online form will be available soon on the EDLS Website. Until then, please contact the Secretariat (laia.vinyesmarce@ccre-cemr.org).