



BEST PRACTICE IN ADULT EDUCATION FOR A JUST TRANSITION

EUHEYDAY PROJECT

Unveiling the impact of EU Cohesion
Policy through Innovative Campaigns

JULY 2024



Co-funded by
the European Union

EUHEYDAY PROJECT

– Unveiling the impact of EU Cohesion Policy through Innovative Campaigns

Context and Initiative Details

Name of the initiative	<p>EUHEYDAY PROJECT</p> <p>EUHeyday project set to unveil the impact of the EU Cohesion Policy and its main funds (The European Regional Development Fund, the Cohesion Fund, the Just Transition Fund and the European Social Fund) and the Recovery Plan for Europe on Cypriot daily life. Through dynamic media campaigns, engaging events like the EU Cohesion Policy Fun Run, and informative training and a brain-teasing Treasure Hunt game, it aims to foster understanding, dialogue, and civic participation.</p> <p>URL: https://euheyday.eu/home</p>
Geographical scope	European level
Sources of funding	European Regional Development Fund
Duration of the initiative	12 months / November 2023 – November 2024
Target audience	Wider public
Social justice focus area	Inclusion in education, the arts, society and lifelong learning
Goals of the initiative	<ul style="list-style-type: none"> • Foster a better understanding of the role of the EU Cohesion Policy, the Recovery and Resilience Plan for Europe, the Technical Support Instrument and the Just Transition Fund, in supporting Cyprus to formulate a strong and competitive economy through smart, digital, green and blue public investments with full-time employment and social cohesion. • Highlight and indicate projects in Cyprus which are funded or were funded through the EU Cohesion Policy and the Recovery and Resilience Plan for Europe and the importance of these projects on the everyday life of Cypriot citizens. • Create an understanding and encourage an open dialogue on EU Cohesion Policy, its results and its role on achieving the political priorities of the EU and its future. • Foster and encourage civic participation on issues related to EU Cohesion Policy and citizens' participation for identifying the future priorities of the EU Cohesion Policy.

Good Practices Description

Stakeholder engagement in the process

Stakeholders are involved throughout the project life cycle, to ensure the better understanding of the EU policies, plans and funds, towards green and digital transition.

Methodology used

To implement the project's objectives, a comprehensive Action Plan has been designed, including information and awareness-raising campaigns, race activities, digital game activities, stakeholder trainings and open dialogue sessions.

Teaching approaches

Online and f2f trainings

Challenges and outcomes

Key factors contributing to success

Needs- and interest-based project design and implementations, engaging activities.

Encountered difficulties and challenges

Information not available

Recommendations

Information not available

Impact

The project will contribute to greater awareness about the available funding plans, fostering their wide dissemination amongst the public, empowering citizens to be active participants in Europe's future.