Approaching Europe emotionally

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MOSAIK - Designing European Experiences
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Feeling European
Feeling European

or the tale of 2 Wiener Schnitzel
Feeling European
or the tale of 2 Wiener Schnitzel
& a carrot cupcake
Do you feel European?
Being European is the ability to deal with differences, and the willingness to see them as a chance rather than a threat.
⅓ of all Europeans have never left their country.
1. story
#FreeInterrail
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This summer, 15k young Europeans traveled around the EU with an EU pass. Now, we just secured another 12k tickets for you! If you didn’t catch the first batch, here’s your chance!
#FreeInterrail

- 15,000 tickets - summer 2018

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- 15.000 tickets - summer 2018
- 12.000 more - 2019

This summer, 15k young Europeans traveled around the EU with an Interrail EU pass. Now, we just secured another 12k tickets for you! If you didn’t catch the first batch, here’s your chance!
#FreeInterrail

- 15,000 tickets - summer 2018
- 12,000 more - 2019
- From 2021: 700 million € for 1,5 million tickets
2. story
Die Europareise mitten in Wien
Eine Stadt. Ein Tag. 15 Länder.
Routes

- State Award on Europe
Routes

- State Award on Europe
- European Citizens’ Award
Routes

- State Award on Europe
- European Citizens’ Award
- 1,800 participants
Routes

- State Award on Europe
- European Citizens’ Award
- 2,000 participants
- 100% want to come again
Corporate European Responsibility
3. story
A Call for a Europe for Citizens

Munich European Forum
25-26 October, Munich
Alliance4 Europe

● Connect Pro-European NGOs
Alliance4 Europe

● Connect Pro-European NGOs
● Create one voice
Alliance4 Europe

- Connect Pro-European NGOs
- Create one voice
- Raising fundings
Why do YOU feel European?
Thank you!

www.mosaik-agency.eu

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- 83% feel more European
- 81% voted in 2014 EP elections, compared to 30% of young people in general