



OUTREACH BOOKLET



Model European
Union
Strasbourg



Model European Union
Strasbourg 2020

www.meu-strasbourg.org
[@meustrasbourg](https://www.instagram.com/meustrasbourg)





Model European Union Strasbourg 2020

1. WHAT IS MEUS?

- Oldest simulation of EU politics with roughly 180 participants from over 40 countries
- Takes place in the premises of the European Parliament in Strasbourg every spring since its inauguration in 2007
- Prepared by a dedicated organising team of 50 volunteers with 25 different nationalities
- Organised under the auspices of Bringing Europeans Together Association (BETA) France, a non-partisan non-profit organisation
- Supported by a large network of partner organisations, sponsors, political groups and Members of the European Parliament

2. WHAT MAKES MEUS UNIQUE?

- High diversity of participants
- Experience at the actual European Parliament in Strasbourg
- Simultaneous interpretation
- MEU simulations with the longest legacy of high authenticity

3. WHAT DOES MEUS WANT TO ACHIEVE?

- Give participants a deeper understanding of the political climate in the EU
- Make the EU more accessible for young people and teach them how the institutions work in practice
- Create a network of educated citizens who believe in the idea of the European Union
- Show participants opportunities for future career paths
- Empower young people to become the next generation of leaders and shape the future of Europe
- Give participants the opportunity to develop their skills of public speaking, debating, negotiating, teamwork as well as many other essential soft skills

4. WHAT ROLES CAN PARTICIPANTS TAKE AT MEUS 2020?

There are seven different roles participants can assume:

- | | |
|---|--|
| ■ MEP  | ■ Journalist  |
| ■ Minister  | ■ Photographer  |
| ■ Interpreter  | ■ Chair  |
| ■ Lobbyist  | |

5. WHAT TOPICS WILL BE DISCUSSED AT MEUS 2020?

- **Sustainability & Environment:** [Regulation](#) on new emission standards for passenger cars
- **E-Commerce in the Digital Single Market:** [Directive](#) on the online sales of goods

SAVE THE DATE:

The next edition of MEUS will take place in spring 2020 in the European Parliament in Strasbourg, France. Applications will open at the end of 2019.

KNOW MORE:

www.meu-strasbourg.org



@meustrasbourg

PARTICIPANTS' FEEDBACK



YES: 94% - MEUS has increased my knowledge about EU decision-making and European affairs



YES: 89% - I will be able to use what I have learned at MEUS in my studies or career



YES: 99% - I enjoyed the conference and would recommend it to someone else



YES: 80% - MEUS has made me more enthusiastic about the European Union

WHAT IS YOUR GENDER?



FEMALE 56,7%

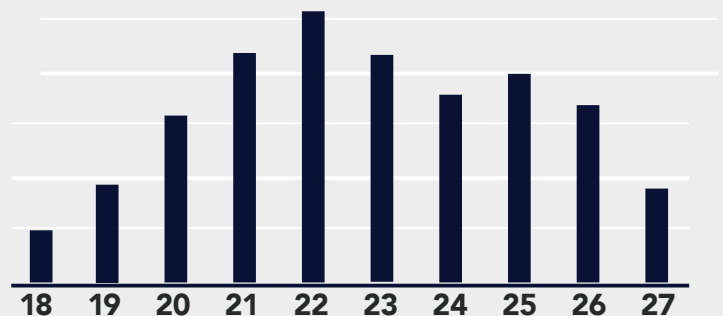


MALE 41,6%



OTHER/N.A. 1,7%

HOW OLD ARE YOU?



WHAT PARTICIPANTS THINK

"MEUS was both an instructive crash course on the EU's legal system, as well as a realistic lesson on politics in practice."

"A true representation of EU politics, but most importantly, an important step towards creating a truly united Europe."

"A life-changing experience."

"Best choice one can ever make for professional and personal development."

"A once-in-a-lifetime chance to learn about the EU decision-making process, spend a week in beautiful Strasbourg, and meet 200 amazing EU enthusiasts."

THE BENEFITS OF SUPPORTING MEUS

- Partners like you are a crucial part of our project. Our goal is to establish long-term partnerships with organisations that share our values: fostering European identity alongside democratic participation and supporting young people in their personal and professional development. By becoming a partner of MEUS 2020, you will show your support for a non-partisan youth project of political education and in turn, gain a well-connected partner with a positive legacy of over 13 years.
- MEUS is an entrance ticket to a strong international network of NGOs active in political education and European youth projects. As a partner, you will gain access to our dedicated LinkedIn Group for MEUS alumni, organisers and supporters. You will also receive regular updates on the progress of the project and be the first to hear about the opening of the call for applications through a dedicated email newsletter for our partners.
- MEUS partners get to present their activities to our organisers, participants and followers on social media (16,500+ followers on Facebook, post reach up to 40,000, 3,000+ followers on Twitter), as well as during a dedicated networking event during MEUS 2020. This way, you will have the possibility to reach hundreds of well-educated and motivated students across Europe and beyond who might become members of supporters of your organisation. Additionally, you will be added to the partner's section on our official website, which is visited by thousands of young people every year.

THE IMPACT OF YOUR SUPPORT

- MEUS 2020 is powered by the invaluable work of our Organising Team, made up of 50 young volunteers speaking 25 different languages and living all around the world. However, we rely on outside help to reach more people with our call for applications. This is why we need partners like you to help us spread the word about the project. Your support will enable us to reach more young people than ever before and make MEUS 2020 the most successful edition of the project so far.
- Every year, dozens of universities and organizations show us their support. In 2019, we were endorsed by nearly 40 different NGOs, and countless other institutions. As we want our participants to know that our non-partisan project is supported by every kind of organisation and a wide range of universities, we feature the names of our supporters on our website, in our Conference Guide, and on our social media channels. This introduces our audiences to Europe's diverse civil society.

HOW TO SUPPORT MEUS

UNIVERSITIES

- You can promote our call for applications that will launch in December via your email service, website, social media accounts, posters, announcements, or literally in any way you can think of. We would really like to get in touch with your students!
- As we want to keep the participation fee as low as possible for everyone, we rely on external donations to make MEUS happen. While each of our around 200 participants costs us at least 400€, we ask them to cover only a small part of this amount (150 € in 2019). This means that any financial support for our general budget is highly appreciated!
- The MEUS Social Fund is a need-based scholarship for outstanding applicants that would not be able to afford their participation otherwise. You can financially contribute to this budget or fund your own students' expenses if they are accepted as participants. Please get in touch with us to discuss your opportunities.

PRIVATE SECTOR, NGOs & PRIVATE INDIVIDUALS

- You can promote our call for applications that will launch in December via your newsletters, websites, social media accounts, networks or literally in any way you can think of. We would really like to get in touch with your audiences!
- Private sector stakeholders, businesses, trade associations, federations and advocacy groups, are invited to financially contribute to our general budget to help make MEUS happen. You may also cover the costs of inviting experts to Strasbourg for our Workshops Day, during which participants will have the opportunity to discuss the conference topics and ask questions to real-life actors working in the relevant fields. Please get in touch with us to discuss your opportunities.

NEW: EXPAND YOUR REACH WITH MEUS ADVERTISEMENT

This year, you also have the unique opportunity to reach a tailored audience of motivated politics enthusiasts who are likely to shape the Europe of tomorrow:

- If you would like to advertise your organisation or university on our [website](#), which is visited by thousands of young Europeans during the application period alone, we will kindly ask you for a contribution of 200 € per week for a medium-sized banner on the application subpage.
- If you would like to place an advertisement for your organisation or university in the MEUS 2020 Conference Guide, which we will distribute to all of our 230 conference attendees, we kindly ask you for a contribution of 50 € for a half-page ad or 80 € for a full page ad.

No matter which option you may choose, our volunteers are ready to discuss the details of your contribution to the project and provide you with additional details. Please get in touch with us by replying to our message so that we may discuss our mutual partnership together!