

EUROVILLAGE IN 2023-2024 IN AZERBAIJAN

განხორციელების ვადა: 06.02.2023 - 05.08.2024

EaP ქვეყნები:

Azerbaijan

ევროკავშირის € 179 950

წვლილი:

მთლიანი € 179 950

ბიუჯეტი:

განმახორციელებელი ორგანიზაცია (ებ):

GOPA PACE Consortium



სოციალური მედიის ანგარიშის ბმულები:

პროექტის აღწერა:

The project aims to to organise two open-air large-scale “EuroVillage” events, one in Baku and one in a region of Azerbaijan, for the EU Delegation to Azerbaijan.

EuroVillage is one day large-scale outdoor public event tentatively planned for Europe Day in May (each year) targeting the general population of Azerbaijan. It is planned to showcase the EU, EU MS and EU funded projects, as well as the European culture and traditions. The target audience of the event is general public with a specific emphasis on youth, students, teachers and families with children.

The event features tents for EU Member States, the EU Delegation to Azerbaijan, EU funded projects and local partners, different activities, as well as a main stage with performers.

მოსალოდნელი შედეგები:

1. Minimum 50.000 visits to the social media accounts of the EU Delegation as an outreach of the PR campaign leading up to the EuroVillage events;
2. Participation of over 10.000 people at each EuroVillage in 2023 and in 2024
3. Minimum 25 stands and a main stage with an artistic performance for the exhibition at each EuroVillage in 2023 and 2024
4. Promo materials distributed to visitors, a minimum of 10,000 people at each EuroVillage in 2023 and 2024.