



- ✓ Do you want to be involved in the **promotion of non-formal education** for motivated young Europeans?
- ✓ Are you interested in endorsing your image by **supporting active civil society**?
- ✓ Do you want to **promote your brand through a wide European network** of people and youth associations?
- ✓ Are you looking for ways to invest in **young and highly skilled international minds**?

Contact us:



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Popular discourse often depicts the European Union (EU) as an ‘undemocratic and bureaucratic monster’ imposing its will upon the unwilling and ‘sovereignty-less’ member states. Consequently, students are often thought to be ideologically opposed to, or, at the very minimum, not interested in studying the EU. However, it is possible to teach EU politics to putative a priori ‘non-EU friendly’ students and make them enthusiastic about this subject – my answer is EU Simulations. My suggestion is informed by my experience of teaching various modules on European Union politics, including an EU simulation module based on the problem-based learning (PBL) approach. Students become more independent, as well as enterprising problem-solvers. To achieve this, they study real-life problems in small groups, where they analyse a problem and try to find the best solution.

Over the past 6 years, BETA has been helping students and universities raise awareness of European politics. As a result, they have seen over 15 conferences emerge worldwide. Moreover, it is planned to hold a BETA e.V. Symposium 2015. The MEU Symposium therefore showcases what BETA e.V. does best: helping young people simulate European politics in their local communities.’

- Prof. Christian Kaunert



Prof. Christian Kaunert

Professor of International Politics and Learning & Teaching Coordinator (Politics)
Director of the European Institute Security and Justice, a Jean Monnet Centre of Excellence

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‘Having supported Bringing Europeans Together Association e.V. (BETA) for the past few years, I am convinced that the conferences and workshops organised by the association are a great opportunity. Events like Model European Union Strasbourg are crucial in today’s world: simulations make young people from many different countries experience European politics for themselves and show how the European Union works. BETA does important work in this regard. More generally, uniting young Europeans like BETA is a very worthy goal.’

- Hans-Gert Hermann Pöttering



Hans-Gert Hermann Pöttering

2007 – 2009 President of the European Parliament

Chairman of the Konrad-Adenauer-Stiftung



‘Bringing Europeans Together Association e.V. (BETA) is an excellent initiative of young Europeans from all across the EU who seek to not only promote knowledge about the EU’s political system, but also strengthen European civil society. In doing so, BETA as a politically independent association, organizes ‘Model European Union Strasbourg’, which is the largest and oldest simulation of European politics, as well as a novel and innovative internet-based simulation, ‘Model European Union Online’. These simulations are excellent opportunities for students, citizens and interested members of the public to engage with EU topics, increase their knowledge about EU policy-making and experience how negotiations take place in practice.’

- Prof. Dr. Diana Panke

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Professor for Political Science, Multi-Level Governance, University of Freiburg
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‘Model European Union conferences do not only allow students to explore and experience first-hand the workings of political processes through the imitation of EU negotiations. They also bring together young Europeans who benefit greatly from the work of BETA’s volunteers. We enjoy a successful cooperation in Mainz and I am therefore happy to support BETA as a ‘patron’.

- Prof. Dr. Arne Niemann



Prof. Dr. Arne Niemann

Professor of International Relations, Department of Political Science, University of Mainz, Germany
Jean Monnet Chair of European Integration

BRINGING EUROPEANS TOGETHER



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BRINGING EUROPEANS TOGETHER



Bringing Europeans Together



Bringing Europeans Together Association

e.V. (BETA) is a young, politically independent, non-profit association founded in August 2008 by nine young Europeans in Mainz, Germany. Today, BETA counts nearly 250 members from all across Europe, most of them being students or having recently finished their studies.

BETA's main goals are:

- To foster a European identity and consciousness based on plurality, tolerance and cooperation between individuals, as well as strengthening the European civil society by further developing democratic processes on the national and international levels
- To establish sustainable administrative structures that ensure the success of the Model European Union (MEU) event in Strasbourg, BETA's

Symposium and General Assembly

- To provide all young people with opportunities and means to discover the founding principles behind Europe
- To endorse intercultural awareness, active participation in society, raising motivation to organise similar projects to BETA's and improvement of youth's project management

We intend to do so by offering them the possibility to better understand the political system in which they live. We believe everyone can and should engage in politics to the level of their own interest. Regardless of the perception they have of the current political establishment, young people need to understand it in order to be able to actively participate in it and contribute to it with original ideas. In a few words, we believe in the power of the youth to shape European life.

BRINGING EUROPEANS TOGETHER



Contribution and reward

Bringing Europeans Together Association (BETA) e.V. applies a contribution and reward principle which develops strong and reliable partnerships with sponsors and supporters. Since BETA is a politically independent and non-profit association, we operate thanks to external funds. As such, we are looking for partners interested in supporting our projects financially to make them more professional and large-scale events.

In return, we provide major advantages, such as:

- Your brand/company/institution will be known to hundreds of well-educated and motivated students;
- Share an advertisement/logo on our social media networks (including Facebook, Twitter and LinkedIn) for you;
- Being added to the sponsors' list on BETA's website;
- Being present during the financed events and have a privileged access to the printed media of the respective project;
- Being promoted by video on BETA's and/or its projects' website and on social media.

Packages

So as to provide you with a greater choice of sponsorship possibilities, BETA has several different sponsoring packages. Each contains various combinations of options to promote your brand/company/institution in exchange for financial support.

Social media

BETA uses a wide range of social media. Each post about a sponsor will be seen by thousands of people from extremely diversified backgrounds. We offer to mention donors at least once before, during and after the project on our social media channels. While the Standard Package gives an opportunity of advertisement in a common post with other sponsors, under the Premium Package a donor will be publicised separately.

Our Projects' websites

What's more, every BETA project has its own website which is used to provide

BRINGING EUROPEANS TOGETHER



Contribution and reward

information for participants and the public. Each website includes details of the organising team, programme schedule, legislation to be discussed, publications and more. In addition, websites serve as an excellent platform for people interested in BETA activities to get familiar with your brand/company/institution. Therefore, we are setting up subpages where donors will be published depending on the Package they chose.

Promotional options for your organisation

To maintain flexibility and variety in offering different promotional possibilities, a detailed list of sponsorship packages can be found below, and a brief overview is presented here. Overall, payment has to take place before the respective projects, but within 2 weeks after the official agreement has been made.

Sponsors' (funding MEUS, MEUO or GA) presence in:

- Printed media,
- Project's website.

Partners' (funding all BETA projects) presence in:

- Printed media,
- Project's website,
- Promotion video on BETA's / project's website and on social media.

Premium Partners' (funding all BETA projects Premium) presence in:

- Printed media,
- Project's website,
- Promotion video on BETA's / project's website and on social media,
- Partners' stand,¹
- Partners' presentation during project.¹

¹ These advertising options are excluded from Model European Union Strasbourg due to policies carried out in the European Parliament.

The Packages' offerings in detail



Before the event

	Sponsor	Partner	Premium Partner
Company's name on the project's website	✓	✓	✓
Company's name on the projects' and BETA's websites		✓	✓
Company's name and logo in the promotion video		✓	✓
Mention on Facebook and Twitter, LinkedIn		✓	✓
Separate company's advertisement on the projects' websites			✓
Company's name in e-mails			✓

During the event

	Sponsor	Partner	Premium Partner
Logo and name in the welcome booklet	✓	✓	✓
Flyer in the welcome package	✓	✓	✓
Promotion material in welcome package	✓	✓	✓
Logo on the t-shirts of organizers			✓
Logo on participants' badge			✓
Company's presentation during project ¹			✓
Company's banner in the events' venues ¹			✓

After the event

	Sponsor	Partner	Premium Partner
Company's name on the project's website	✓	✓	✓
Company's name on the projects' and BETA's websites		✓	✓
TERM	3 months		
Price	€ 500	€1000	€2000
Number of Packages	15	5	3

¹ These advertising options are excluded from Model European Union Strasbourg due to policies carried out in the European Parliament.



MEU Strasbourg

Since 2009, BETA has successfully implemented **MEU Strasbourg**, which brings together 200 highly-skilled and motivated young Europeans. During the conference our participants not only have the opportunity to improve their decision-making, debate and cooperation skills, but they also gain experience in the political world and network with other like-minded Europeans.

The project is thus completely original in the world of simulations and is extremely

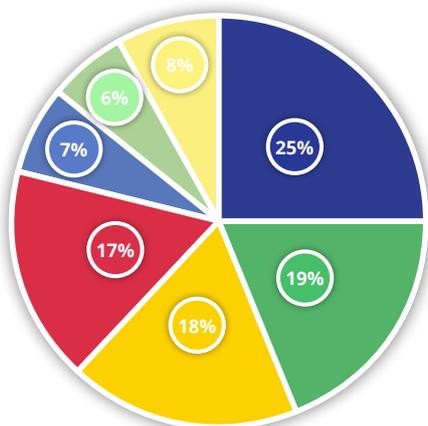
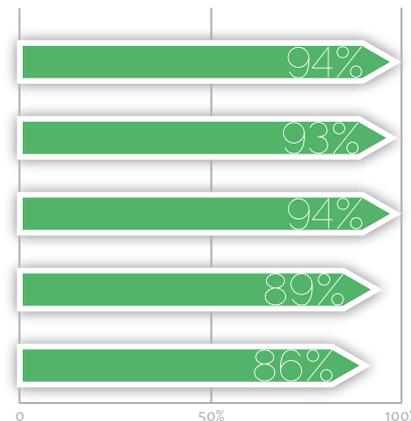
popular among young Europeans from diverse study and geographical backgrounds.

MEU Strasbourg is hosted in the Louise Weiss Building, the official seat of the European Parliament, every spring since 2007. During the conference, an MEUS Partners' Fair is held which creates a platform for participants to learn about our partners and find out how to engage with Europe's civil society.

Our 2014 survey

After MEU Strasbourg 2014, a survey was carried which indicated following:

- ▶ 94% rated the general organisation as “above average” or “excellent”
- ▶ 93% of participants enjoyed the conference
- ▶ 94% of participants would recommend the conference to others
- ▶ 89% of participants felt the organising team prepared them well for the conference
- ▶ 86% of participants said that all of their expectations were met or exceeded



Academic background

The participants of MEU Strasbourg come from diverse academic backgrounds:

- ▶ European Studies (25%)
- ▶ Law (19%)
- ▶ Politics and Diplomacy (18%)
- ▶ Interpreting and Translation (17%)
- ▶ International Relations (7%)
- ▶ International Business and Economics (6%)
- ▶ Other (8%)



MEU Strasbourg



“MEU Strasbourg is the only way to feel like a European politician, meet people from every single corner of Europe and have fun, while wondering how can you do so many things with such a small amount of sleep.”

- George Iliopoulos, Greece, MEUS 2012 participant

“What I loved the first time I took part in a MEU conference was the idea to have the whole Europe in one room. When I was in MEU Strasbourg, I realized that Europe couldn’t exist if its citizens didn’t get to know each other and didn’t learn to struggle together for the same fight. The future of European citizenship is in our hands and MEUS is one of the best chances to develop it.”

- Sabrina Iannazzone, Italy, MEUS 2014 participant





MEU Strasbourg



“My MEU story started in 2012 when I was chosen as participant. Meeting with new young people from all over Europe and getting the chance to expand my network was a great opportunity and experience in my life. Later I decided to take part in the organising team. Fortunately, I was given a chance to take part in the organising team for 2 years which was the milestone in my life to feel the MEU spirit very deep indeed! Great people, great atmosphere, great experience, great time, great Conference in Strasbourg and unforgettable memories! All became true by bringing Europeans together, simply by BETA! Proud to be part of this great family!”

- Cemal Gündüz, Cyprus
Workshop and discussion team officer MEUS 2013
Secretary and administrative support MEUS 2014

“MEU Strasbourg is a lot more than a simple simulation of EU politics. It is workshops, sleepless nights writing amendments, faction meetings, deadlines, press conferences, social events, amendments again, voting procedures, friends from all over Europe, and long walks around Strasbourg and of course... croissant breakfasts at the EP!”

- Eleni Vasileiou, Greece
Country Liaison Officer for Greece MEUS 2015





MEU Online

MEU Online is a pioneer project delivering an online simulation tool for political debates and decision-making. The innovative edge in comparison to all the other MEU simulations is that MEU Online is taking place in a completely virtual environment. MEU Online increases the impact on young people by creating

awareness and involvement in citizens' education and European policy-making. The conference will operate through the Moodle virtual learning environment. This platform will enable participants to negotiate using virtual conference rooms and online sharing facilities for learning and social activities.



'So far, working on the Model European Union Online project has been a stimulating experience. Our aim is to unify the formative experience of simulating one working day of the European Institutions, with the far-reaching possibilities given by modern-day technology.'

The fact of pursuing such ambitious goal on a voluntary basis, considering a high price of modern technology, shows how our team is committed and how strongly we believe that internet can be an effective medium to bring Europeans together.

The core team that is now working on MEUO is experienced, innovative and from very different backgrounds. We hope one day to be able to work within a larger team with even deeper differences, for our strength lies in making the most of our different backgrounds, experiences and expertise.

Overall I am happy to have embarked in this adventure, and I am sure that when MEUO takes place, it will inspire many other associations.'

- Marco Brunamonti, Italy, Content Officer at MEU Online

BETA PROJECTS SYMPOSIUM



Symposium

BETA's Symposium will bring together representatives from the numerous Model European Union conferences currently being organised across Europe. The purpose of the Symposium is therefore to discuss the entire organising process of MEU events, share best practices, and train organisers on how to successfully manage this type of educational project about the EU. BETA is aspiring to bring together active, diverse and determined Europeans to debate EU affairs in practice, while formalising fresh networks of MEU conferences which have appeared worldwide. Additionally, the

BETA team is convinced about the need for raising awareness of intercultural dialogue and transnationality in today's Europe.

One of our main objectives continues to be a development of skills in effective volunteer management, leadership, time and team management, public speaking and analytical capabilities. The Symposium will improve the quality of MEU conferences worldwide to make them more successful educational projects, foster European Citizenship and improve democratic participation at the EU level.



“Over the past 6 years, we have been helping students and universities raise awareness of European politics. As a result, we have seen over 15 conferences emerge worldwide; a tremendous achievement!

Our MEU Symposium therefore showcases what BETA e.V. does best: helping young people simulate European politics in their local communities. This type of event has never been done before: we will train young Europeans to create and run their own events to raise awareness about EU affairs.

The Symposium will bring together motivated young Europeans and experts of EU simulations. The event will be a mix of presentations from experts, training and workshops that will cover all the aspects of an MEU event. We are very excited!”

- Léo Wilkinson, United Kingdom,
President of BETA e.V. 2014-2015



General Assembly



The **General Assembly (GA)** of BETA e.V. is a very important annual BETA event which brings together our members from all over Europe. The event lasts a weekend in different European cities every year and consists of discussions and meetings.

The GA serves as a mean to bring together active, diverse and determined Europeans who have a strong eagerness to make positive changes to civil society. Many are keen advocates of informal learning through the organising of BETA's projects, like MEU Strasbourg and MEU Online. Furthermore, we want to reflect on achievements and find solutions to challenges faced during

the past business year as well as continue work on BETA's strategic orientation for the year ahead.

Every GA is organised in order to develop new means for training and promote non-formal education for youth across Europe and beyond its borders. Since BETA partners' representatives also attend the GA, we simultaneously boost the capacities, attractiveness and international dimension of organisations active in the education, training and youth fields so that they are able to offer activities and programmes that better respond to the needs of individuals, within and outside Europe.

BETA'S LIST OF PARTNERS

BETA's list of partners

BETA is partnering up with other youth associations such as:

- ✓ **A.D.E.L. - Association for Development, Education and Labour, Slovakia**
<http://www.adelslovakia.org/index.php/en/about-us/team-adel>
- ✓ **AECEE Mainz/Wiesbaden, Germany**
<http://meum.aegee-mainz.de/>
- ✓ **AECEE Yerevan, Armenia**
<http://aegeeyerevan.am>
- ✓ **AECEE Wien, Austria**
<http://www.meu-vienna.at/>
- ✓ **AECPOL (Asociación de Estudiantes de Ciencias Políticas), Spain**
<http://meu-madrid.wix.com/uc-3m#!organicers/ccjp>
- ✓ **Belgrade Model European Union (BEUM), Serbia**
<http://www.belgrade-meu.org/>
- ✓ **BETA España, Spain**
<http://www.meu-granada.org.es/index.php/beta-espana>
- ✓ **BETA Polska, Poland**
<http://www.meu-warsaw.pl/>
- ✓ **Europe House, Estonia**
<http://www.euroopamaja.ee/meu/meu-tallinn-2014?lang=>
- ✓ **European Law Students' Association, Germany**
<https://www.elsa-germany.org/>
- ✓ **Europe Direct Santarém, Portugal**
<http://europedirect.esgs.pt/>
- ✓ **HERMES, Croatia**
<http://meuz.eu/>
- ✓ **Istanbul Global Youth Association, Turkey**
http://meu-istanbul.org/v1/?page_id=1028
- ✓ **Institute for Research and Training on European Affairs, Greece**
<http://gr.gew.co/users/antonakakis-george>
- ✓ **K.U. Leuven Model United Nations Student Association, Belgium**
<http://www.kulmun.be/>
- ✓ **Model NATO Youth Summit, Brussels**
<http://www.natoyouthsummit.org/>
- ✓ **Young European Federalists, Germany**
<http://www.jef.eu/>
- ✓ **Young European Leadership**
<http://www.younglead.eu/>