



my-europe.org

European Scriptoria

A project by the Frankfurter Zukunftsrat
and Institute for Corporate Culture Affairs



The Project

“Bringing Europe and the Euro into the hearts of the people”

True to this motto, ICCA (Institute for Corporate Culture Affairs) and the Frankfurter Zukunftsrat (Future Think Tank) are coordinating **“My Europe”** workshops in 20 European countries.



“Bringing Europe and the Euro into the hearts of the people”

In these European Scriptoria, students aged 15 to 20 work closely with representatives from newspapers and the business world as well as with experts on Europe. After discussing European affairs with the experts, they learn how to express their visions of the future in newspaper articles. All contributions are part of an international competition.

“I am hopeful that it is not merely a case of us being able to show young people the work of the past and the tangible successes of the present, but that they can help us to reach new heights, to shape the European future.”

*Dr. Angelika Niebler
Member of the European Parliament*

The Goals

The project wishes to open the hearts of young people for Europe and the Euro.

By writing about European topics, the students' horizons are widened. More complex thinking processes are encouraged, and a new perspective on Europe is offered.

- ★ ***Bringing Europe and the Euro into the hearts of the people***
- ★ ***Encouraging future-oriented thought and action***
- ★ ***Fostering a common European identity***
- ★ ***Preparing the European Union for the future***
- ★ ***Teaching a responsible way of dealing with the media***

In order to uphold Europe's strength, we need the understanding of European structures and a high level of education among the teenagers of today, who will shape our continent tomorrow.

The project creates a transnational network and sense of belonging as young Europeans work together and exchange their views. In this way Europe does not remain merely a loose patchwork of cultural groups but is regarded as a single unit with a common responsibility.

★
"It is with these young people, Europe's next generation, that the future of Europe will be created. They should discover Europe – its identity, its values and its purpose – and help to make these accessible and understandable for their peers. "Europe is an old lady – The world should pay her more respect" (Pavel Kosorin, Czech Author). This is exactly what the initiators of the My Europe project are doing, and I wish the project much success."

*Elmar Brok
Member of the European Parliament*



The Patrons

Prominent support is ensured by Viviane Reding (Vice-President of the European Commission), patron of the project.

Furthermore, one high-profile figure assists the project in each country, for example Professor Annette Schavan (Federal Minister of Education and Research) in Germany.

The former Minister of Defence for Germany and former President of the Party of European Socialists (PES), Rudolf Scharping, serves as workshop partner.

The founder and CEO of the Frankfurter Zukunftsrat and ICCA, Professor Manfred Pohl, initiated the project and coordinates the execution of the workshops in all European countries.



The Workshop



A My Europe workshop consists of two 4-hour days. On day one – Europe Day – the students have the unique opportunity to meet real ‘experts of Europe’. High-profile figures from politics and economics share their personal and professional experience of Europe and are open for a discussion with the students afterwards. The goal of day one is for each student to choose a European topic of personal interest.

On day two – Journalism Day – reporters of the partner media present their profession and share their knowledge of newspaper writing. The goal of day two is for the students to learn how to communicate their European topics.

The Prizes

The three best submissions of each workshop are rewarded with prizes amounting to 500 euros. Moreover, selected contributions are published in the partner newspapers and thereby made public to a large readership. All winners are invited to attend the annual ‘Get2Gather’ event.

The Get2Gather

At the yearly ‘Get2Gather’ event, all winners of the national workshops have the chance to meet each other in person. The patrons and all corporate partners are also invited. Through these personal meetings, the organizers wish to enable the teenagers to feel the European spirit and to exchange their views.

“The participants will transcend national borders and the barrier of language, and regardless of age, gender or social class will express the challenges of our time in their own words. Young people from all over Europe will seek and formulate answers, and in doing so will reach a new interpretation of current developments. Behind each and every text lies an individual perspective and an original idea, from the very people who live in Europe and who make Europe what it is.”

Prof. Dr. Annette Schavan
German Federal Minister of Education
and Research

The Schedule

06 September 2011



Press conference

Tuesday, 06 September 2011

beginning at 12:30 pm

in the European Parliament

Paul-Henri Spaak Building – Room P4B001
(Rue Wiertz 60, 1047 Brussels, Belgium)

Keynote speech:

Viviane Reding (Vice-President of the
European Commission)

Further contributions:

Elmar Brok (MEP)

Dr. Angelika Niebler (MEP)

and Dr. Wolf Klinz (MEP)

Chairman of discussion:

Knut Pries (Chief Correspondent of WAZ
Media Group)

2011

European Scriptoria

Frankfurt, Germany (15 & 16 February)

Bucharest, Romania (10 & 11 October)

Dortmund, Germany (Autumn)

Istanbul, Turkey (Winter 2011/12)

2012


European Scriptoria

Paris, France

Sofia, Bulgaria

Rome/Milan, Italy

Madrid, Spain



“Europe needs to be self-confident. The My Europe project will contribute to this and develop the self-confidence of young Europeans both in rational and emotional terms. This means unleashing the political, economic, social and cultural potential for a future-safe Europe: a Europe that distinguishes itself as a historically unique project of peace, which strikes a unique and intelligent balance between economic performance, cultural diversity, social security and the protection of resources.”

Rudolf Scharping
Former German Minister of Defence and
former President of the Party of European
Socialists (PES)

The Launch

Press Conference in the European Parliament on
06 September 2011

"I am eager to learn from the young participants from all over Europe about their dreams and hopes for the future".

With this dictum, the Vice-President of the European Commission, Viviane Reding, gives the starting signal for the "My Europe" initiative. Europe is about peace, freedom, living together in and sharing power.

The international youth project will give a voice to young people in Europe and Commissioner Reding will be listening to them.

As representative of the young participants, Anissa Asli, the runner-up of the first workshop in Frankfurt, read her article, during the press conference.

(You find that article on page 11)

"Every teenager in Europe is destined to be elite. Everyone is elite in their individual way" underlines Professor Pohl. Recognizing and bringing forward every teenager's individual skills is indeed a worthwhile and sustainable goal. Through „My Europe“, the students can exchange their views, but also find information and help for their own future. The success and uniqueness of this project lies in the fact that schools, newspapers, politicians and business people work together in all European countries.

During the discussion under the direction of Knut Pries, Chief correspondent of WAZ Media Group, the panellists and MEPs Elmar Brok, Dr. Angelika Niebler and Dr. Wolf Klinz agreed that "My Europe" strengthens the identity and significance of Europe in a global world.



Viviane Reding and Prof. Dr. Manfred Pohl officially launch the international youth project "My Europe".



The runner-up of the first workshop reads her article to give an example of the students' visions.



Anissa Asli, Elmar Brok, Prof. Dr. Manfred Pohl, Viviane Reding, Knut Pries, Dr. Wolf Klinz und Dr. Angelika Niebler during the discussion.

Impressions of the 1st workshop

with pupils of the Wöhler School Frankfurt, Germany

Journalists of "WirtschaftsWoche" (see photo) as well as "Frankfurter Allgemeine Zeitung" and "Frankfurter Rundschau" present their daily work.



Nicola Beer, Hessian Secretary for European Affairs, gives a talk about European Integration.



The young Europeans develop solutions to current problems in role plays.



Impressions of the 1st workshop

with pupils of the Wöhler School Frankfurt, Germany

Workshop partner
Rudolf Scharping
gives first-hand insight into
European political processes.



Brainstorming helps
each participant choose an
individual European topic.



Research lays the
groundwork for a
good newspaper article.



Results of the 1st workshop



Is a European Identity an Illusion?

By Laura Kneer (Winner of the European Scriptorium in Frankfurt, Germany)

German, Polish, French, Swedish, English or simply European? The question of identity is not clear, and cannot be ignored.

On the political level the construction of Europe is no longer controversial. The political structures, institutions and far-reaching decisions bring stability and progress not only to the union as a whole, but also to individual member-states.

But how far does the average European even identify with their continent, in its composition and complexity so unique? Studies have shown great differences within Europe in the extent of this feeling of belonging, and above all that the age of those questioned plays a role. What is clear, however, is that the trend of Europeanisation among people is more negative than positive.

Does misunderstanding and a return to a sense of national identity lead to an uneasy coolness when it comes to a European identity? When money is invested in European projects rather than social welfare, education or financial provision for the future, does not everyone feel a hint of disgust? Indeed, this financial aspect seems to be the main factor standing in the way of the successful formation of a multinational identity.

These days of open borders seem to allow an almost unlimited level of inter-cultural exchange, not just geographically, but also virtually. As such, one might ask where the uncertainty among Europeans comes from. Is it just that we know far too little about each other? Or are we, when all is said and done, simply not that interested?

Only relatively few know how Europe works, or who it is that actually represents our country on the transnational level. Only a few understand that Brussels is more than just a place for small talk. The problem starts at school, where little is taught about the European idea. But it is also due largely to the media, which regularly allocates the theme "Europe" the lowest priority. After all, nothing happens worthy of a headline story. Taking all this into account, the solution to the problem is, however, still no closer, for it must also be the case that the attitude of individuals changes too.

If the only reason to travel to Spain or Croatia is because it is warmer than at the local lake, rather than to learn about the country or the people who live there, then in fact inter-cultural exchange does not work. There is no development of a feeling of trust or understanding, and we will never feel closer to each other. We tend to forget the school exchange in small French villages, which at the time had a significant, if subtle, effect

on us, and instead take a holiday in a German holiday park or at an all-inclusive hotel. It is no surprise that people prefer a weekend in London for 99 Euros than a train-ride through relatively unknown parts of Europe. Travelling for the sake of it, even in Europe, is too expensive, leading to a retreat to the more familiar destinations.

Ignorance leads therefore to the appearance that European identity is but an illusion: after all, you cannot identify with something about which you know nothing and which you have never experienced. But perhaps it is not only down to our limited horizons. Perhaps there is also a fear of forfeiting oneself, of becoming lost in a mishmash of cultures. But that is not the point. We should not all of a sudden begin to eat nothing but Brie because we want to feel French, and the Italian driving style is also perhaps something we should not get too comfortable with.

To be European does not mean to forget one's own culture and instead to adopt or adapt to another. To be European means instead to be open. Europe is what it is due to its incredible diversity and the aim is not to erode this. Instead the aim is to protect our differences whilst at the same time to cherish them, much more than we do today.

But is our European identity even that important? The answer is yes. The countries of Europe are growing economically and politically ever closer together, but if the sovereign is not interested in what is going on around him, then Europe will develop more and more towards a construct directed from above, which is neither wanted nor accepted by its peoples.

Along the way to a European identity, which should not replace but rather complement national identities, we still face many a challenge in the twenty-first century: how do we duly include the foreign cultures that exist in our own lives already, for example? How can we include ourselves, and how do we unite old and new in a way that is beneficial for all involved? Why are we so important for each other, and what role should we thus play in the world as a whole? How can we learn from each other, and how can communication and interest shape how transparency is improved in today's information overload? How can politics help to make clear the role and the significance of European citizens, without forcing the point upon them?

Europe is happening and it is time for us to begin happening with it.

Results of the 1st workshop



Ziad Stays Home!

By Anissa Asli (Runner-up of the European Scriptorium in Frankfurt, Germany)

Ziad sits on the cool steps by the harbour. He gazes distantly and a thousand thoughts go through the mind of the young Tunisian. A deafening silence. Almost without breath. Just now he wanted to say something, but the silence would stifle his every word. He knew he wasn't welcome here.

He did not want to back to the refugee camp, in that small, barren room with the nine others from his country who, like he, had shared in the hope of a decent life in Europe.

The reality was different: Here the people had built a democratic fortress of human rights, which would grant him no entry. His future remains uncertain.

According to UNHCR data, 43.4 million people are, like this young Tunisian, refugees, forced to reside under the protection of other countries, including our own, due to political persecution or violence in their own homeland.

But what does it actually mean to be a refugee? Does the EU not also have a duty to help people who are not protected by the international community? And how far does the EU show solidarity with the rest of the world?

It is a fact that if you have no official nationality, you have next to no rights. Nobody would voluntarily swap their life with that of a refugee.

The role of the EU is nevertheless limited, in that only ten of the 27 countries in the EU meet their international humanitarian obligation by accepting refugees.

We are considered as the ideal of a successful democracy, the principle of which, according to article 79, paragraph 3 of the German "Grundgesetz" law can never be changed. Is it not a shame, that an international model of democracy does not feel up to the challenge of helping refugees in need? We recognise human rights in our constitution, but are not in a position to apply this in practice when it comes to ensuring that a refugee benefits from a minimum level of human dignity.

"Germany must not become the welfare office of the world", deride those in Germany who oppose asylum. On the contrary, a strong country, which is what I consider Germany and many

other countries in the EU, benefits from growth.

We should, as the EU, be acting globally to offer unstable countries help, before they collapse. So it was that nobody noticed the political grievances in Libya, despite the fact that Italy was the country with the closest economic relationship to Libya and France constantly encouraged diplomatic ties with the Arab country. Perhaps it should come as no surprise, therefore, when new waves of refugees cause chaos on the Italian island of Lampedusa.

"Freedom is not primarily a matter of privileges, but a matter of duties", bemoaned the French author Albert Camus. Perhaps this quote should provide the theme at the next EU summit, before more time is spent on new financial support mechanisms for banks.

Results of the 1st workshop



Our Palace is Wobbling

Europe between the Politics of Interest and the Politics of Responsibility.

By Nadja Mailänder (Third Prize Winner of the European Scriptorium in Frankfurt, Germany)

Atomic meltdown in Japan, war in Libya, famine in Africa, floods in Australia, bankrupt states in Europe. The daily news is full of crises and catastrophes. A disaster at every turn. It is hard to close your eyes, but it is also difficult to understand, to understand that humanity has been overtaken, overtaken by the progresses in technology it has accomplished, from never-ending growth, from the ever further, faster, better and cheaper. We drive fast cars, shop and consume. But the price of our prosperity, for the world we made for ourselves from nuclear power stations, aeroplanes and the internet, is high.

Global social inequality is growing. Globalisation is not living up to its promise that the whole world would benefit from borderless interaction. There are winners and losers, but more and more often even the winners are losing out. Even the catastrophes in the world have become globalised. When loans or securities are sold in America, when the environment in Japan becomes contaminated by radiation, when a dictator rules with an iron fist in Libya, it affects the whole world. Merkel, Obama and Sarkozy. They show sympathy, promise aid, put together rescue packages and throw bombs. Modern crisis management: save what can be saved in retrospect.

When will the world wake up? When will Europe wake up?

Europe is a prime example for the recognition that together is better than alone. It is a paradox that in a world in which national problems become global ones and no country is truly independent, national interests take precedence over shared and responsible policies. But this paradox is all around us. Europe is at most an example for the recognition, that together is stronger. How often it is lacking though in practice.

Europe can only be successful as a project when national interests are placed below common interests in priority. European integration must not be limited to the economic sort. Europe must act with one voice for the climate and human rights. But this doesn't work, as long as France and Germany protect their automobile industries. Political goals must not be oriented

only according to economic growth. We need to get away from this growth-obsession.

The ecological negligence of the USA and China is a big problem, but this cannot justify European negligence as well. Europe must act as a leader, speaking with one voice and above all the voice of the European citizens. Europe needs to be communicated and needs political legitimacy. As a mere union of countries with a common market and a gigantic bureaucratic institution, Europe will not reach its potential and will not meet its responsibilities.

The fact that we are so well off in Europe is in part due to the fact that other people in the world are badly off. Our prosperity is based on a particularly steep rate of development, as well as cheap raw materials and protectionism.

There are two reasons why Europe carries a particular responsibility when it comes to the international community: first due to its modern comforts, the high level of education and successful democracy. Second due to the suffering produced by our prosperity. Europe must not only act to bring about a better world, but must also let go of some of its own privileges. The protectionism of the European common agricultural policy cannot be maintained indefinitely at the same time as politicians speak of campaigning against hunger and poverty. How can European politicians advocate peace and democracy in North Africa, when before they supported the very same autocrats? We seal our borders, with the word "stability" towering above everything else. What gives Europe the right, though, to turn back uncounted numbers of refugees? What price must be paid for stability, and above all, who will pay this price?

The world is being shaken daily, and with it our gleaming palace. But every day, the facade gets a new coat of paint and only the foundations do not get replaced. How great must the injustice be? How numerous the catastrophes and how great must the danger be, before something changes? The people seem to be slowly awakening and a sense of resistance is stirring. It can only be hoped that this is not suppressed from those seeking power, from economic interests or from the radical adhesion to an ideology doomed to fail.

The Organizers

Frankfurter Zukunftsrat e.V. (Future Think Tank)



The Frankfurter Zukunfts-
rat (Future Think Tank)
is a not-for-profit organi-
sation based in Frankfurt,

Germany, addressing topics that are relevant for the future well-being of societies and individuals. Convinced that the foundations for a sustainable future for everybody need to be laid today in the present, it encourages an interdisciplinary, non-partisan approach to future-oriented dialogue and action.

The Future Think Tank's main way of operating is via five so-called 'Future Councils'. In these working groups the following major fields of interest are addressed:

- 1) Economics and Politics
- 2) Global Change
- 3) Journalism, Communication and the Media
- 4) Education
- 5) Aging and Health

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Institute for Corporate Culture (ICCA) e.V.



INSTITUTE FOR CORPORATE
CULTURE AFFAIRS e.V.

The Institute for
Corporate Culture
Affairs (ICCA) is
an independent

not-for-profit organisation that focuses on linking high level business executives, organisations and academics in their quest to coordinate and align profit based goals with the assumption of corporate social responsibility. The aim of ICCA is to incorporate CSR into the long-term strategic direction of global enterprises in order to achieve a sustainable development both for society and for business, as well as to enable businesses to reap the human resources and marketing benefits of an integrated CSR policy. ICCA's fields of interest are:

- 1) A philosophy of survival: Global Change
- 2) Europe & the Euro
- 3) Model: Integration
- 4) Common Language
- 5) Future CSR

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