

#EUandYOU – Your story, our future

First campaign under the EU Regional Communication Programme for the Western Balkans

Wednesday 18 November 2020 | 16:00-17:30 CET | Virtual event

Welcome to participants
Mr Olaf Bruns, Moderator

16:05-16:40 – SESSION I: CHALLENGES AND OPPORTUNITIES

Context and challenges facing young people in the Western Balkans.
Opportunities offered by the EU to help them overcome these challenges.

Introduction and welcome remarks

Ms Genoveva Ruiz Calavera, Director for Western Balkans, European Commission

View from the region

Mr Johann Sattler, EU Ambassador to Bosnia and Herzegovina

View from the region

Mr Luigi Soreca, EU Ambassador to Albania

Campaign focus: from a semantic analysis to an artistic design

Ms Paola Sozzi, Analyst and Researcher, WeBalkans.eu

Mr Massimo Pomilio, Art Director, WeBalkans.eu

16:40-17:05 – SESSION II: EXPERIENCE

Showcasing how support from the EU has already had a big impact
on some young people's lives.

Raising awareness

Mr Biorol Urcan, Digital Communication manager, WeBalkans.eu

From concept to action: real stories, big impact

Mr Florjan Muhaj, Erasmus+ Programme participant (Albania)

Ms Amela Brcaninovic, Erasmus+ Programme participant (Bosnia and Herzegovina)

Ms Arba Hatashi, IPA Programme participant (Kosovo)

Ms Jelena Laban, Creative Europe Programme participant (Montenegro)

Ms Teodora Mitrovska, Creative Europe Programme participant (North Macedonia)

Mr Goran Trailov, Erasmus+ Programme participant (Serbia)

17:05-17:30 – SESSION III: HOPE

**Inspiring hope for a better future in the Western Balkans for the young generation
with increasing integration and connections with the EU.**

The Young European Ambassador Network: Say Yes to YEA!

Ms Selena Tasic, Public diplomacy manager, WeBalkans.eu

Questions and discussion

Mr Gevio Tabaku, YEA Albania

Mr Armin Poljak, YEA Bosnia and Herzegovina

Ms Egzona Bexheti, YEA Kosovo

Ms Bojana Lalatovic, YEA Montenegro

Mr Aleksandar Karatosho, YEA North Macedonia

Mr Velimir Milošev, YEA Serbia

Thank you

Mr Olaf Bruns, Moderator