

# Ideas

- Unique UNeECC Photo Tour
- UNeECC Culture Train
- UNeECC Festival, guided tour and dinner in Capital of Culture
- UNeECC event (e.g.festival) in the Capital of Culture

# A Unique UNeECC Photo Tour

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# Aims

- Advertising and expanding UNeECC
- Including students in UNeECC
- Promoting European Capitals of Culture from the students' point of view
- Promotion of Europe on Campus

# Target Group

- University students
- Attract students to culture

# Who is it organized by

- UNeECC
  - General information and concept
  - Orientation
- Students' Association
  - Make arrangements for the location of the exhibition
  - We provide a general concept which they can adapt if they want
- ESN
  - Cooperation with the students' association and UNeECC

# Where?

- 11 cities per year (start off with all the cities that were present on the first UNeECC Student Workshop)
- 31 Cities represented in UNeECC
- Start in Pécs in January 2010
- Stays at the university for 3 yeeks and moves to a new city

# Timeline

- Advertising the competition (september)
- Photo competition (second half of september – half november)
- Jury
  - UNeECC student members
  - Person from UNeECC staff
  - Person from European Commission
  - Person from World Press Photo
  - People voting via the website

# Competition

- For everybody from Europe
- Categories
  - My Erasmus Capital of Culture
  - The student culture of my capital of culture
  - The culture of my capital
- Winner receives a trip to the current capital of culture
- Pécs 2010 opening ceremony photo tour and awarding the prizes

# Financial Resources

- City getting the grant from the European Commission
- Support by universities
- Private sponsors

# Promotion

- Opening party at the exhibition in each city (e.g. a free glass of pálinka)
- Posters at universities, departments
- Facebook / e-mail
- Virtual platform
- Website

# Evaluation