



**SEMINAR FOR  
CONTACT PERSONS**

Effective Collaboration and  
participation within SERN

# SECRETARIAT

General enquiries + Training + Pooling of expertise	 <b>Nicola Catellani</b> Network Coordinator
Project-based cooperation/ mobility projects	 <b>Laura Avanzi</b> Project Officer
Project-based cooperation/ project implementation	 <b>Ginevra Roli</b> Project Officer
Project-based cooperation/ project development	 <b>Federica Gravina</b> Project Officer
Communication and information related questions	 <b>Alessia Mereu</b> Communications Officer

# AREAS OF COLLABORATION 2021-2027



## **INCLUSIVE COMMUNITIES**

Quality Education  
Active Citizenship  
Service for Vulnerable Groups



## **DIGITALIZED COMMUNITIES**

E-government  
Digital Skills



## **GREEN AND SUSTAINABLE COMMUNITIES**

Climate Action  
Sustainable Tourism  
Smart Mobility

# ACTIVITIES IN THE FRAMEWORK OF SERN



PROJECT-BASED  
COOPERATION



INFORMATION AND  
SHOWCASING



LEARNING AND  
TRAINING



POOLING OF  
EXPERTISE



# FORMULATION OF PROJECT PROPOSALS

## *HOW IS A PROJECT IDEA DEVELOPED IN THE FRAMEWORK SERN?*

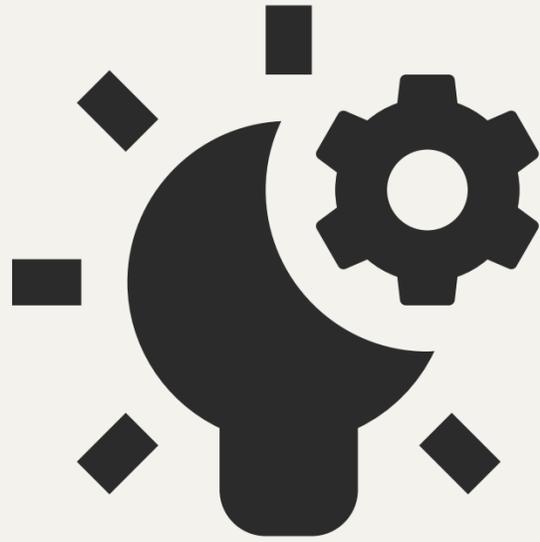
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the idea comes to Secretariat from a member → the proposal circulates (MEMBERS' AREA) and we look for an Italian /Swedish member interested in the further development of the idea

two members (Italian and Swedish) have an idea (it could be the follow-up of a completed project, it could be an idea discussed in the working tables at the SERN Assembly,...)

***SERN, through several online or face-to-face meetings, helps members to develop the idea, to define objectives, results and reflect on the activities that could be done as well as the type of program that could finance this project proposal***

***A project idea generally needs about 2-3 months of exchange of ideas between partners to become a concrete project proposal***



**THERE ARE TWO WAYS THROUGH WHICH SERN MEMBERS CAN DEVELOP PROJECTS WITHIN THE NETWORK.**

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# **PROJECT DEVELOPMENT**

- 1** a step by step project development process based on “project cycle management”
- 2** Structured project proposals to be circulated within the network to find partners

# WHEN SHOULD YOU CHOOSE STEP BY STEP?

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- If you want to develop a project but still don't know exactly on what to focus on in terms of objectives and activities.
- If you need to be supported in the project development process because you don't have much experience with project development.
- If you would like to put emphasis on co-design together with other members of the network (and other partners) of the project



## Project Group Proposal Step by step INDICATIVE PROGRAMMING



SERN priority area:

Theme:

Promoter  Potential Partner

SERN Member organization:

Name of the representative:

Contact information:  
(Position, e-mail, phone)

Describe your local context in relation to the theme indicated above (a general description about your municipality /area aimed at letting the other potential partners understand "who you are")



In relation to the theme and your local context, please identify in a phrase up to three aspects which are relevant and describe them briefly below.

Relevant Aspect 1:

Description

Relevant Aspect 2:

Description

Relevant Aspect 3:

Description

# STEP-BY-STEP

## STEP 1: FILL IN THE “INDICATIVE PROGRAMMING” FORM WITH:

- A description of your local contexts in relation to a specific theme,
- The most relevant aspects in relation to the theme from the point of view of your organization

The information provided will help setting in motion effectively the project cycle granting a matching of the specific aspects in common between two or more SERN members. Ask the form to the secretariat or download it from the members area on TEAMS;

STEP 2: Send the indicative programming form by e-mail to

STEP 3: The Secretariat will publish it and notify the members through TEAMS;

STEP 4: Once at least 1 organization from the other country confirms its interest and fills in the indicative programming form. The project group is activated and the Secretariat will guide you through the next steps.

# WHEN SHOULD YOU CHOOSE STRUCTURED PROPOSAL

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- If you have already developed a project design which sufficiently clear and articulated i.e. it includes general and specific objectives, expected results;
- If (mainly) you want to find partners for your proposal;

# STRUCTURED PROPOSALS

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- 1** Fill in the “Partner Search” form provided by the SERN secretariat or download it from the SERN website. This document should be longer than one page. The form already contains the most important aspects that are necessary for providing a clear picture of your proposal to partners.
- 2** Send the Partner search form duly filled to the email address [secretariat@sern.eu](mailto:secretariat@sern.eu)
- 3** The form is uploaded in the TEAMS Members’area and it is circulated first of all among the SERN members and, if necessary, outside the network
- 4** After the partners have been identified and have accepted to participate, the organisation promoting the project proposal is responsible for the next steps.



PROJECT PROPOSAL  
Partner search

Title /Theme  SERN Priority

PROMOTER :

CONTACT DETAILS:

OTHER SERN PARTNER(S)  
ALREADY INTERESTED:

EU PROGRAMME/CALL:

PROFILE OF THE PARTNER(S) SEARCHED:

DEADLINE FOR EXPRESSING INTEREST

CONTACT PERSON AT SERN (to be filled in by the Secretariat):

BACKGROUND

OBJECTIVES

General objective:

Specific objectives:

EXPECTED RESULTS



SUGGESTED ACTIVITIES

# WHERE TO FIND FORMS AND PROPOSALS

The image shows a screenshot of a Microsoft Teams channel page for 'Digitalized Communities'. The channel name is at the top, with tabs for 'Post', 'File', 'HOME', and 'Wiki'. A search bar is located at the top right of the channel header. A large black arrow points to this search bar. On the left side, there is a navigation pane with various options like 'Team', 'Chat', 'Calendar', 'Calls', 'Files', and 'Teamwork'. A second large black arrow points to this navigation pane. The main content area features a banner for 'Digitalised Communities' with the text 'DIGITAL TRANSFORMATION'. Below the banner, there is a 'Welcome!' message with a video player for 'Intelligent City Challenge - SER...'. To the right, there is a 'News' section with several articles, including 'EU's Digital Compass - A new vision of the EU Commission on...', 'Thematic workshop: DIGITALIZED COMMUNITIES 15-03-2021', and 'Digital Day 2021 will take place on 19 March as a...'. Below the news, there is a 'Project Proposals' section with a table listing proposals. At the bottom, there is a section for 'Materials about e-gov and digital skills'. The Windows taskbar is visible at the bottom of the screen.

**Team**

I tuoi team

- SERN Secretariat
- ICC
- DEEDS
- Generale**
- Coordination and Management
- Thematic Groups**
- BE+ BE+
- DEMETER
- DEHORS
- Generale**
- SERN Staff
- SERN Members' area
- Generale
- Digitalized Communities
- Green and Sustainable Communities
- Inclusive Communities
- Quality Education
- SERN Strategy Group
- Board of Auditors
- SERN Presidium
- SERN Executive Board
- TALE
- Partecipa o crea un team

**Digitalized Communities** Post File HOME Wiki

Cerca

Copia Ctrl + C

Avvia riunione

**Digitalised Communities**

**DIGITAL TRANSFORMATION**

Welcome! Välkommen! Benvenuti!  
Learn more about this space by clicking on the video below.

Intelligent City Challenge - SER...

**News**

Skills  
Government  
Business  
Infrastructures

EU's Digital Compass - A new vision of the EU Commission on...

Monday, 15 March 2021  
**DIGITALIZED COMMUNITIES**  
**WORKSHOP**  
Thematic workshop: DIGITALIZED COMMUNITIES 15-03-2021

**DIGITAL DAY**  
Digital Day 2021 will take place on 19 March as a...

What's new in SERN?

**Project Proposals** Visualizza tutto

Nome	Data/ora modif...
StepbyStep 21	martedì alle 12:34
Structured Proposals	martedì alle 13:58
Form Step SERN 21...	giovedì alle 14:46
Template Project Pr...	giovedì alle 14:39

**Materials about e-gov and digital skills**

Scrive qui per eseguire la ricerca

16:16  
14/03/2021

# COMMUNICATION AND INFORMATION

SERN offers different communication and information channels with the dual purpose of, on the one hand, keeping members up-to-date on the Network's activities and available opportunities and, on the other hand, making the activities and products developed known to a wider audience.

- **SERN website**
- **Newsletter**
- **Social Media**
- **Members' Area**

## **SERN WEBSITE**

More than 200 pages, available in English, Italian and Swedish with detailed information about SERN activities and members.

## **SERN MEMBERS' AREA**

Online platform through which information is shared and circulated among the members. It is divided in 5 channels:

- the general channel with information about the institutional activities of the Network;
- the thematic channels with news, documents and materials related to the priority areas.

## **SERN NEWSLETTER**

Mailed at least twice at month in different formats. It circulates information about project activities, events, opportunities for funding at EU level... Some issues of the newsletter are dedicated exclusively to members.

## **SOCIAL MEDIA**

Facebook and LinkedIn.

Main tools used to spread information about the activities of the Network and promote the products developed within the Network to a wider public.



<https://www.facebook.com/sern2.0>



<https://www.linkedin.com/company/sern>



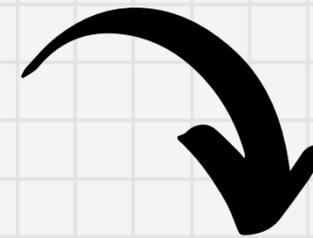
**Go to Menti.com**

**13 22 13 8**



# SERN THEMATIC WALL

**Thematic info sessions**



**shape and substance to the  
priorities and activities  
foreseen by the SERN  
strategy.**

A specific THEME in focus ,  
linked to our strategy, for a  
set period of time (2/3 months).

# Several key objectives

**INFORMING ABOUT THE THEME**

**SHOWCASE AND EXCHANGE OF BEST PRACTICES**

**FOSTERING COOPERATION AND PROJECT DEVELOPMENT**

**PROJECT DISSEMINATION**

**THEMATIC SEMINAR WITH EXPERTS**

**SEMINAR ON EUROPEAN PERSPECTIVE**

**INSPIRATION LABs**

**WORKING GROUPS**

**ADDITIONAL ACTIVITIES**

**TAILORED CONTENT AND COMMUNICATION**

**Wide range of activities**

E.g.: peer reviews, study visits...

bricks

# STW YOUTH AND INCLUSION

**WHEN:** September - December 2024

**THREE MAIN OBJECTIVES:** inform, promote collaborations across members, individual and collective learning and professional development

## **ACTIVITIES**

Webinars

Training Workshops

Challenge- based activities

Best Practices showcasing

Social media

**TARGET:** Civil servants, political representatives, youth workers, teachers and headmasters

<b>Mid-September</b>	<b>Kickoff Webinar introduction</b>	<b>Webinar: European Opportunities for Youth</b>
<b>Late September</b>	<b>Urban Planning and Youth-Friendly Spaces</b>	
<b>Later October</b>	<b>Prevention of School Dropout Dropout Prevention Hackathon for schools</b>	
<b>Mid-October / Mid November</b>		<b>Workshop: Project Ideation for Erasmus+ Youth</b>
<b>Late October</b>	<b>Use of Technology in Youth Work and for Youth Engagement 2-4 Short pre-registered presentations on successful practices from different members, focusing on integration policies and practices. Live Discussion: Follow-up discussions with interested members to deepen the practices showcased.</b>	

<b>Early November</b>	<b>Youth mental well-being</b>	<b>Webinar: European Opportunities for Youth</b>
<b>Mid-November</b>		<b>Workshop: Proposal Writing for Erasmus+ Youth Projects</b>
<b>Mid-December</b>	<b>Wrap-Up Session: Evaluation and Follow-up</b>	
<b>Ongoing</b>	<b>Weekly Social Media Posts</b>	



**PROVINCIA  
DI PARMA**



**Comune di Parma**



**emiliAmbiente**