

Europe on the move



Group 4 : Exhibition

1) Core Idea

The format would be mobile and school-focused: a truck or van-based exhibition would travel directly to schools, with some elements displayed inside the school building and others in or around the mobile unit.



2) Target Audience

The **primary** target group:

- middle and high school students;
- roughly 14 to 18 years old.



The **secondary** target group:

- teachers;
- local education communities;
- parents;
- local youth organisations.

The exhibition is designed for a young audience with a relatively short attention span, relying on **short texts, visual elements, sound, video, interaction, personal stories** and **practical examples**.

3) Geographic Scope



The exhibition would target selected 'older' EU Member States where enlargement is politically relevant but not always well understood by young people.

The focus would not necessarily be on capitals, but rather on medium and large cities. The exhibition would tour several cities in each participating country (tentatively 1 month per country, 4 cities, 1 week per city).

A pilot in six Member States, with possible expansion to other countries afterwards.

4) Financing



European Union → Targeting democracy, culture, and youth education

National Government → Accessing country-level educational funds.

Local Authorities → Tapping into regional education budgets



5) Delivery

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The exhibition would function as a travelling school programme, following a simple sequence:

- 1 Schools apply through a call for participation.
- 2 Selected schools receive the exhibition free of charge.
- 3 The mobile exhibition arrives at the school.
- 4 Some parts are installed inside the school building, while others remain in the mobile unit.
- 5 Experts or trained educators accompany the exhibition.
- 6 Students go through the exhibition in guided groups.
- 7 A short workshop or discussion follows the visit.



6) Content

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Multimedia and personal stories

interactive media, short interviews, Erasmus stories, videos, audio recordings, music and sounds from candidate countries.

Historical and documentary material

photos of celebratory moments of accession, before/after photographs (e.g. borders before the EU), newspaper articles and public reactions

Data and visual explanation

maps, infographics, and economic data explained through everyday examples

Cultural and emotional material

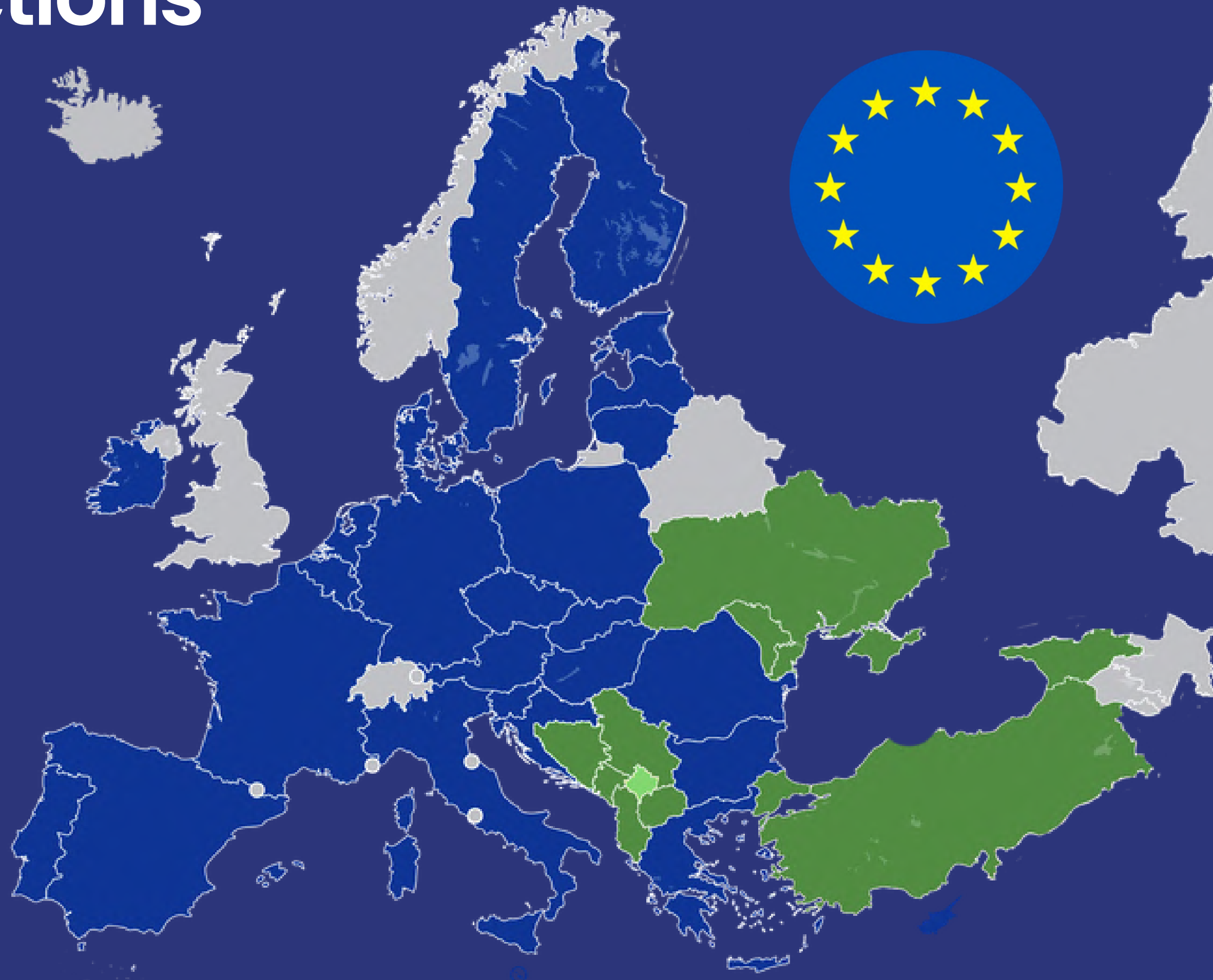
art showing how Europe is imagined; memorabilia from past accession moments; student-friendly visual explanations of EU rights; samples of food from the current candidate countries



7) Exhibition sections

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1. What is enlargement?
2. Europe before and after accession
3. Everyday EU benefits taken for granted
4. What if the benefits disappeared?
5. Future Member States
6. Why enlargement matters for existing EU members
7. Challenges



8) Interactive elements

Each visitor receives a paper “European passport” at the start of the exhibition and collects a stamp at each themed section after completing a short activity.

A “national food bites” picnic could accompany the exhibition, offering small foods from candidate countries and existing Member States to make the experience more informal and memorable



9) Advertisement and project promotion

Education support + Accessibility

The campaign would target schools, students, teachers and local municipalities mainly, through a project website, a social media campaign, Instagram/TikTok clips, and newsletters.

The exhibition should be accompanied by researchers, experts or trained educators, and/or teachers could receive a short educational package before the visit (background note, glossary, discussion questions).

The exhibition should include basic accessibility measures (subtitles on videos, a wheelchair-accessible layout, a digital version of key materials, translation into target Member States' languages).

10) Evaluation



The project should include clear indicators, such as the number of schools, students, cities, and countries reached; the number of teachers involved; social media reach; student satisfaction; and measurable change in knowledge and attitudes before and after the visit - including how many students can name candidate countries or identify at least three practical benefits of EU membership.

These could be measured through pre- and post-visit surveys, teacher feedback forms, visitor statistics, and social media analytics.





Thank you for your attention!



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