



Writing to Grab Attention

A handbook for
EU-funded projects



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2016 edition

www.euneighbours.eu



Index

Introduction..... 3

Common Writing Challenges

Writing style:

write to attract, not to bore..... 5

Asking questions,
evaluating importance..... 7

Using acronyms: EBDF means nothing..... 8

Less is more: length of texts..... 9

Timing: an underestimated factor..... 10

The writing cycle..... 11

Writing for the Media

The Special Role of Journalists..... 12

Press release writing..... 13

5 more tips..... 14

Examples and more

Writing style:

write to attract, not to bore..... 21

Asking questions 22

Less is more: Tight writing 23

Breaking up text..... 24



Introduction

Picture yourself picking up a newspaper or a magazine. Listening to the news headlines on TV or radio, or even visiting a website...

What do you do?

You listen to the headlines (titles) and the introduction (intro) and read further or listen more only if an issue grabs your attention - if the story about to unfold sounds interesting to you.

People read what grabs their attention, what interests them, is to their benefit, a story they feel will improve their lives, an issue that may impact their work or private life, and so on.

Having this principle in mind, you should adapt your communication with the outer world in a way that creates interest, be it through a press release, a publication, a feature story or an interview, but also in the way that you orally present your project. When you are reaching out to people, you must make sure you are addressing them, your target audience, saying what is of interest to them and not what is of interest to those involved in your project.

What are people interested in?

People are interested in:

- **The big issues:** health, jobs, environment, etc., and all cooperation projects address big issues in one way or another.
- **The everyday issues:** the local results and impact that people feel in their everyday lives, and all projects deliver concrete impacts in one way or another.

How do you reach your target audience? By profiling them, that is finding out what interests them and factors such as their sex, age group, literacy levels, where they live.

At the same time, you should “speak” to them in a way that makes them feel engaged.

This handbook on “Writing to grab attention” aims to help EU-funded projects understand the difference between good and bad writing, using real examples we have come across in our work for the European Neighbourhood Info Centre. The names of projects used in most of the examples have been changed. We also share with the reader some useful tips we are using as journalists and communications experts. The handbook focuses on print material, for practical purposes.



How would you tell your story if you were meeting a friend after work?

Members of the third framework coordinating committee held their second JCFHS meeting at the headquarters of the sub-regional joint action team and discussed ongoing progress in implementation of the project's strategy.

Our actions to clean up the local lake have been a spectacular success and we're going to recommend it be open up for public bathing for the first time in 20 years.



What do you understand from the lady on the left?

Most likely very little unless you are a member of the committee she is referring to!

Whereas the lady on the right speaks in a language that is comprehensible, giving a good angle to what she is doing, sharing results of her project's activity and creating an interest to know more.

Common Writing Challenges

Writing style: write to attract, not to bore

The style with which you write is important, as it is what attracts the reader.

In writing, avoid jargon that people don't understand and elements of your project that are not of wider interest. Use simple comprehensible words, create pictures with the text, adopt an active voice, engage your reader, etc.

Interesting, punchy, short sentences and words make what you write appealing and comprehensible, and that should be your aim. To "tell your story", highlight your achievements, activities, interesting developments that affect others and especially the citizens, as the ultimate aim of each project funded by the EU is to bring about sustainable change to the benefit of the citizen.

When writing, you have to focus on what it is you want to say, what is important for your target audience to know, what your priorities are and what you want to promote. But always be selective. Too much information will, in the end, 'kill' your story!

Always have in mind that in one press release or in one feature story, or even in one publication, you can't say it all, but you have to give the information that is relevant to your reader, at the given point in time!



TIP *don't be scared to cut things out, only you know what is left out...*

Write to...

- Grab attention
- Create interest
- Inform people who don't know
- Support your cause, etc

Don't write having in mind only the people with a direct involvement in your project. Of course you want to mention an official from your country and the EU Delegation, for example, but don't lead only with this information. There are ways to generate interest in what you have to say, while at the same time mentioning the name of a person or the EU.



An example from a European Commission press release.

CLIMATE-ADAPT

a new tool for climate adaptation policy-making

Brussels, 23 March 2012 - The European Climate Adaptation Platform (CLIMATE-ADAPT), an interactive web-based tool on adaptation to climate change, goes online today at the European Environment Agency (EEA) in Copenhagen. Connie Hedegaard, European Commissioner for Climate Action, joined Ida Auken, Denmark's Minister for the Environment, and the EEA's Executive Director Jacqueline McGlade for the launch.

The European Climate Adaptation Platform is a publicly accessible, web-based platform (<http://climate-adapt.eea.europa.eu>), designed to support policy-makers at EU, national, regional and local levels in the development of climate change adaptation measures and policies. Adaptation means anticipating the adverse effects of climate change and taking appropriate action to prevent or minimise the damage they can cause.

This example refers to the event in the first sentence and in the second sentence it mentions the officials involved. In the second paragraph it refers to what the Platform is, managing in two paragraphs and a title to give the whole story.

There are four very common challenges people from projects face when they write about what they do. They:

- are so involved that they cannot decide what to cut out, and end up referring to as much as possible, making the text long, tiring and sometimes even incomprehensible
- cannot distinguish between what is important for them and what is important for their target audience to know
- write in technical terms, using jargon and acronyms
- use a meeting and its agenda to communicate, which is fine, only the agenda shouldn't be the story, the results of the discussions are the story



Asking questions, evaluating importance

This can't be stressed enough: when writing always ask questions... consider who you want to reach, what you want to tell them and what is important for people to know. Reply to questions such as:

- What did you achieve?
- What did you decide that is worth announcing?
- Do your decisions and actions affect the citizens?
- How do people in your target group benefit from your activity/activities?

Asking questions also helps you clear your thoughts.

For example:

- Do you only want to reach your members/colleagues?
- Who do you want to reach? Are you targeting a sector of the public – which?
- Which of your activities is really interesting for your target / reader?
Should you promote only one or a couple?
- What do you want to say?
- Must your text be extremely short or about a page?
- Do you have all the information you need?
- Is there background information useful to your reader? Will you put that separately?
- How will you use what you write?
- Would you like to generate media interest? If yes, how?

And last but not least as it's extremely important:

how do you write about your activities in simple words so people understand!

Think beforehand and make a small plan. This will help your writing flow.

If you don't have a plan or if you don't know all the information, it will definitely show in your writing.

Your aim is to get your reader to want to find out more, even when announcing a meeting!

When preparing text for the media in particular, whether a press release, a feature story or an interview, your aim should be that the journalist will pick it up and use it as it is, as "copy-paste"! This not only has the benefit of your story being used, but more importantly that it is used with the messages you want!

Some tips on how to achieve this can be found in the sections that follow.



Using acronyms: EBDF means nothing

What does PPRD South or CIUDAD mean to you? More than likely, nothing!

Unless you are working for these projects or have dealt with them in some way, these titles, composed as acronyms, that is shortening and using letters from the official name, mean nothing. It may be much simpler for you to use acronyms when you're talking amongst yourself or at a conference with people who know your project, but they mean nothing to the average person...to be blunt, they are relevant only to those involved!

So do make an effort, when communicating with the outer world to find a short alternative describing what you do to use together with the official title.

For example:

PPRD (Programme for Prevention, Preparedness and Response to Natural and Man-made Disasters) = Civil protection or Tackling environmental disasters
CIUDAD (Cooperation in Urban Development and Dialogue project) = Urban development cooperation

We are not suggesting you "delete" your official name. You will use it in your communication, but do not start your story with it, rather put it in the background somewhere.

It is true that acronyms can become established, but this needs time and effort on your part. For example EU, UN, WWF are all acronyms, but few projects can hope to achieve this degree of public awareness.



Less is more: length of texts

It is said that “less is more” and this is particularly true in writing. We are living in the age of “quick and easy”, in the age of smartphone messaging and social media! Furthermore, people are busy and rarely have the time to read long texts, unless it is a book or something related to their work.

Therefore, even if your target audience has a stake in what you are saying, or when you are putting together a longer report, consider the reader and send your messages in a briefer way, to the point.

“Tight writing” as it is called, is more difficult and needs skills, but comes with practice and a bit more effort. Your effort will be rewarded as your story becomes more interesting and thus effective. One may argue this is also a culture issue, as in some languages and cultures long sentences are more acceptable. Even so, we insist, our tip is... don't use five words when you can use three!

In texts for publications, a brochure, a leaflet, etc. what you can do is to break it up. Use sub-titles, boxes, bullet points, bold and other elements that make it easier on the reader. This is effective as each reader will pick up only what is of interest to them.

Examples of texts broken up can be found in *Examples and more* (p. 20).



TIP *write what you want to write, then go back and write again, deleting what is unnecessary*



Timing: an underestimated factor

Your message may be good... but...



... if your timing is bad you can lose the game!

In communication, timing is everything. Even so, many people tend to underestimate its importance.

Timing is significant in two ways:

- to decide when to send your story (day, time)
- to know when is the best hour/day to reach out to journalists

Dates to avoid: important events (elections, world cup etc.), religious holidays

Dates to pursue: when you can hook to a news story, international days e.g. World Environment Day, International Women's Day

Consider: the media have different pace & needs, e.g. News agency and radio are immediate, TV or print magazine need more organisation (photos, footage)

Yet another angle to the sensitive time issue

Putting dates in prominent positions makes text look old very quickly. Avoid dates in the title and the intro, unless it is for a press release that you have written in time and will send out immediately. When you are a bit late in sending out your news, in the intro at least don't put the date, put in the word "recently" and "bury" the exact date elsewhere.



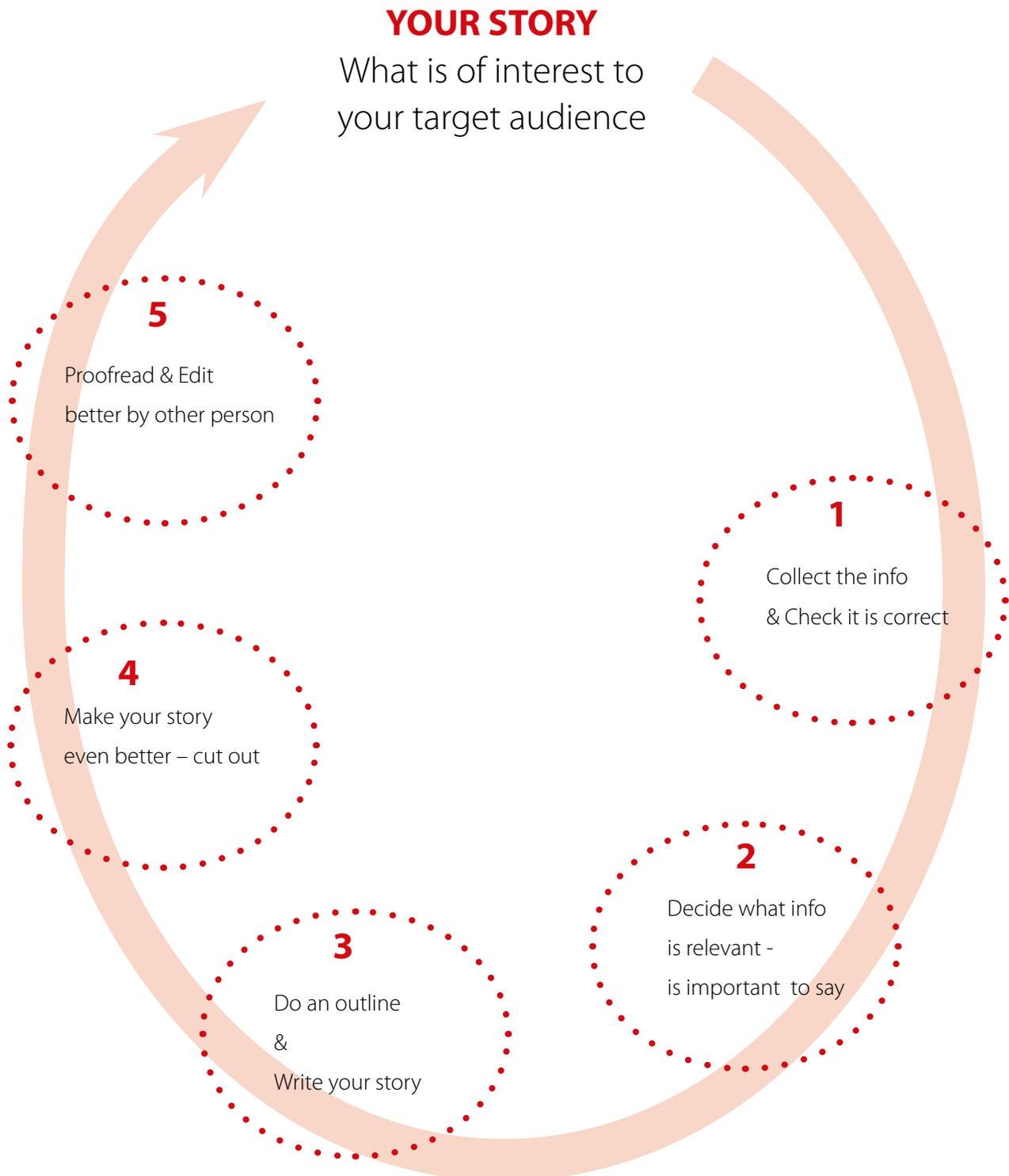
TIP *if you are late in sending out a report, use the day you circulate it as the date*

When writing for publications, be extremely careful in avoiding dates and even names that may make it look old very soon. For the date, because if you begin your text saying "in 2013..." and you are reading in 2016, it looks out of date. For names, because a person may leave their current position, and you are left with a publication that looks old, even though it may be very recent!



The writing cycle

Here are five steps we have put together as a kind of checklist, which we call... the writing cycle.



Writing for the media

The Special Role of Journalists

Journalists are just normal working people like you and me. Their talent is to be able to tell stories. Stories based on facts, that inform you, help you create pictures, make you interested in an issue, etc.

What is important for projects is that the media are always looking for stories to report on.

So it is essential to know your local media, build relations with journalists, become their source, get quoted as their expert, give them a story worth covering or even better give them a story that they will copy-paste, either in whole or part. In building relations with journalists it is useful to profile them as you do with your target audience, that is find out what subjects they write on, how approachable are they, do they accept invitations etc. And create a data base with journalists.



TIP *journalists are looking for stories - find your story to tell them...*

Asking questions, getting the story

Drawing out your story can be a challenge.

However, if you did not have a story you would not have a project.

So you ask questions, again, to draw out your story.

Ask yourself:

- Why are your activities of interest to the public?
- Are you making a difference? How?
- What do you tell your family about your project?
- Do you have a human story to tell? Can you give a personal face/angle to your activity?
- Are you presently dealing with a meaningful activity?
- Have you produced something – big or small – that shows results?
- Is there an important public figure involved in your project that demonstrates good third party endorsement/support?



Journalists and the press release

In your relations with the media one key communication tool is the press release, but... the media receive dozens a week! Your press release is competing with many others, so make it interesting in order to... grab attention, of course!



TIP *in your communication with the media don't bore with too many titles, jargon, surveys, institutional frameworks etc*

If your story captures a journalist's attention and imagination and if the information is accurate, timely and factual, it is likely to be covered

The most important parts of a press release (and any other written text used for communication purposes) are the headline (title) and the introduction (intro). More on this follows.



Press release writing

What is a press release and how it is used is the first question we need to answer.

A press release should be viewed as an article that you prepare on an activity you want to announce or information about your project that is relevant for public consumption. This you will send to the media for their use, either as background information or, hopefully, to publish, word for word. There are certain standard elements one puts in a press release, which are referred to in the example below.

At the start of this handbook, we referred to what people do when they pick up a newspaper or a magazine. Well, the same applies to people working in the media. When journalists pick up a press release, the first thing they will read is the title. If it grabs their attention, they will read the first paragraph and maybe the second. If the story really manages to create an interest then they may even read more and, ultimately, cover it.



TIP *remember what we have said about size ... one page or one and a half, including the background and contact info is the maximum length for a press release*

The headline

The title of your press release must attract the reader, must make them want to find out more, should be lively and active, create an interest and so on. At the same time, though, it must be short and comprehensible, so people can understand it at a glance.

Headlines can...

Tell a story

"A good recipe for farming?
Trading pesticides for owls"

Refer to the facts

"To handle football fans,
border guards learn English"

Announce in figures

"10 years of FEMIP:
€13 billion for 168 projects in 9 countries"

Be lively

"For your wedding, get a trolleybus"

Ask question

"Does brain drain from poor to richer countries
only have negative effects? Femise report studies
the cases of Palestine and Tunisia"

Be playful with words

"The new trade routes of old natural soap"

Headlines must not be...

Long and boring

XTP-EMW organized a regional workshop titled
"National Efficiency Action Plans (NEAPs)" on 20-21
January 2012 at hotel APC in Kiev, Ukraine"

Full of jargon

"EU-funded MEDSO and URMS II projects sign
Memorandum of Understanding"

Written with acronyms

"EA finds that EDF spending do not benefit SMEs"

Too general

"FZQY Project team visit to Azerbaijan"

Incomprehensible

"IFGO is co-organizing the Forum on Renewable Energy
and Energy Efficiency 'Building Financing Partnerships'"

About a meeting, event, etc. without an interesting angle

"2nd Agriculture Project Annual Workshop, Brussels,
20-25 January 2012"



TIP *in particular for headlines you don't have to be grammatically correct*



The intro

An introduction shouldn't be long, as what you are trying to do is, as we said above is ... grab attention. So don't waste your space (and time) to put in titles, long names, places, jargon and names of committees that only you and your colleagues understand or are interested in. The whole intro should not be longer than two brief paragraphs, as people do not read more before they decide if they should spend more time on it.

With a good intro, not only do you generate interest, but you also manage to tell your basic story to those who are interested to know more.

One common mistake is to lead a press release with practical and boring information and have something interesting at the end. Do not bury your interesting information at the end of your press release, simply because... readers may never reach the end!

An intro should reply to the «five Ws» (who, what, where, when, why) and «H» (how), that is a rule journalists apply when writing. Journalists write using an imaginative "inverted" or "upside-down pyramid". This means that everything must be said from the beginning, so that an article can be 'cut' from the bottom without important details being left out. In a newsroom, the editor may need to shorten the text, and usually neither has enough time nor knows much about the subject, and therefore simply cuts from the bottom.

The «five Ws» and «H» (how):

Who was involved (your project, other partners)

What happened, your story

Where the place

When the time

Why the reason it took place

How did it evolve, occur



Here is an example of a fictional title and an intro, the same text, written differently.

Which is best?

MedRAIL submits the final draft of the Research Report

MedRAIL submitted its final draft of the IRN Research Report on the 26th of January 2008. The IRN Research Report provides a quantifiable overview and strategic analysis, including recommendations for the next decade, laying the foundation for the second phase of its report that aims to achieve a common and jointly agreed objective.

Major study says €200 billion needed to achieve high-speed rail dream

At least €200 billion must be invested on infrastructure in the next ten years if the Mediterranean Partners are to build on the progress made towards an integrated high-speed rail network linking the southern shores of the Mediterranean from Lebanon to Egypt, according to a major new study conducted by the EU-funded MedRAIL project.

The second is best because in the first example, neither the title nor the intro gives the reader any interesting information. It is possible that the interesting information in this fictional press release was buried in paragraph 9...

And another example

Forest Adjacent Community Problems and Their Solutions Discussed

On 1 November 2011, CNBT presented results of the study "Knowledge, Attitude and Perception of People Living in Communities Adjacent to Forests", conducted within the framework of a Programme carried out in Moldova, to the concerned official structures and NGOs.

Few Moldovans aware of importance of forests, new study finds

Only a tiny minority of people living in Moldova's forest areas are aware of their environmental importance, according to a new study by the EU-funded forestry programme FLEG, with the vast majority seeing forests as a source of firewood, with little understanding of the impact of illegal logging.

The first title and intro does nothing more than announce that a study was conducted, whereas the interesting facts are the findings of the study.



TIP *the title and intro should give a story, be engaging, attract attention*



When writing, also consider...

- Reliability/credibility – after a few “mistakes”, people will stop trusting you.
- Consistency – be consistent in visual identity, logos and colours (graphics), project name, key messages, style of text, etc.
- Quotes (statements) – use them to make a text more lively, real, interesting, human, convincing, etc. Make them stand out by putting them in italics.
- Language – write in a clear and precise way, don’t try to impress with difficult words, don’t try to cover up something you don’t know, don’t use five words when you can use three!
- Photos – it is more effective to accompany your text with a good quality, publishable photo, illustrating what you want to say, to which you will add a caption. (For more on photos refer to the European Neighbourhood Info Centre’s publication “A Photographer’s Handbook”).

In a press release, but also for other material you give out...

- Have a couple of paragraphs at the end as background information with more details about involvement in the sector or the country.
- At the end or as an accompanying document give the facts and figures that are too technical.
- Add useful links.
- Always give a contact name and phone number at the end in case a journalist wants to follow up with you.



TIP *look around you and find a press release that you like, then copy the style, the elements you believe work well, create a template and use it in the future*

An example of a good intro to a feature story:

For your wedding, get a trolleybus 06-12-2011

There’s a new fashion in the Moldovan capital Chisinau. Instead of a limousine for their wedding, some couples order... a trolleybus – a vehicle also in demand for birthdays, school-leaving parties and other events. A year ago, it would have been unimaginable. Most people treated trolleybuses with utter contempt, an attitude more than justified by their shabby appearance. It all changed in April 2011, when, on the eve of Easter and thanks to the EU support, the first new trolleybuses appeared on the streets of Chisinau.



TIP *have a look at our feature stories to see how every project has a story to tell...*

European Neighbourhood Info Centre

Stories from the South www.enpi-info.eu/list_type_med.php?id_type=6

Stories from the East www.enpi-info.eu/list_type_east.php?id_type=6



An example of a good press release:

**Ukraine:
EIB gives €450 million loan for upgrade of roads**

STRONG HEADLINE

Release date: 27 May 2011

DATE

The European Investment Bank (EIB) is providing its largest loan ever in the Eastern Partners: € 450 million approved today for the improvement of roads in Ukraine, in particular five sections of highways branching out from the capital Kiev.

STRONG INTRO

The works will affect 350km of highways connecting Dresden-Katowice-Lviv-Kiev and Moscow-Kiev-Odessa as well as key national corridors in Ukraine.

EXTRA DETAIL

EIB Vice-President Eva Srejber stated:

"The current project is significant for the further development of the economic cooperation between the European Union and the Eastern Partner Countries. It will upgrade Ukraine's priority transport links with the neighbouring EU Member States and the adjacent Belarus and Russia."

QUOTE

This is the second EIB loan provided for the rehabilitation of the Ukrainian road network. The previous loan of €200 million financed the upgrade of the M-06 road linking Kiev with EU Member States Hungary, Slovakia and Poland.

CONTEXT

Background:

The EIB - the European Union's bank - has so far provided loans in Ukraine, including the current loan, totalling €916 million. Apart from road infrastructure, the Bank has financed projects in the energy sector, the upgrading of water infrastructure and projects supporting SMEs.

BACKGROUND

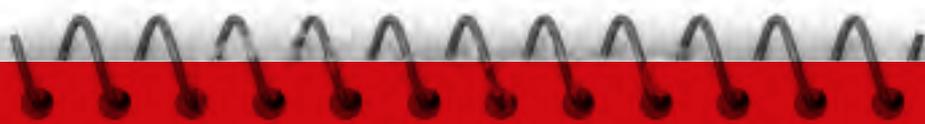
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CONTACT DETAILS



5 more tips

- TIP 1** *Terms of Reference do not make good communications material: Very often projects use what is in their terms of reference or their technical offer to communicate. So they refer to overall objectives, specific objectives, outputs, official titles etc., which do not make the text interesting and catchy. You should not be using the texts from these documents in your communication material, you must rephrase and simplify the content.*
- TIP 2** *Be immediate: Say what you have to say from the beginning, focusing on new information you should be communicating on. Don't lead with details irrelevant to what you want to say, for example under which financial instrument your project is funded. Also, if your project is a continuation don't start by referring to the previous phases, but talk about what is new, and then write that you are building upon work done in the past.*
- TIP 3** *Numbers make interesting communication: If you have concrete figures related to what you're doing and which support the effectiveness of your project, for example how many people benefit, in which villages, the number of exercises that took place, etc., use them in your communication. Numbers are convincing and can make an impression.*
- TIP 4** *Titles of your project: In all your writing, even on websites, be careful with your titles. If your official project name is long and boring use a shorter version and put in the official one somewhere below in the text. This must be agreed with your EU project manager.*
- TIP 5** *Language: If you are writing in a language which isn't your own, make sure a native speaker has a look at it. Not only does bad language make your project appear unprofessional, but you can end up being incomprehensible or even saying something you did not mean to say.*



Examples and More

In this section we give you a few more examples on issues we had touched upon earlier. These are only to help you get a better understanding of what we mean.

What projects should be doing is looking out for titles, texts, publications, press releases, photos etc. that they like and look at them closely.

Why are they good? What do I like about them? What don't I like?

And then... take inspiration from them!

There are plenty of sources from where you can find examples. Use the elements you like and are effective, and make sure you don't use the bad elements.



Writing style: write to attract, not to bore

From a project press release:

European Commission presents study on benefits of environment protection in the Neighbourhood Region and Russia

This week the European Commission has released the results from an international study project on Socio-economic Benefits of Enhanced Environment Protection in the European Neighbourhood partner countries and the Russian Federation. According to the study, a partial, voluntary adoption of EU environment legislation could save between 50,000 and 150,000 lives per year in these countries, due to reduced air pollution alone.

The Info Centre news alert:

EU neighbours could save up to 150,000 lives by adopting EU environment legislation

Between 50,000 and 150,000 lives could be saved due to reduced air pollution if the countries of the European neighbourhood made even a partial, voluntary adoption of EU environment legislation, with the value of other benefits ranging up to €21 billion a year. The figures come in the results of an international study project released by the European Commission, on the socio-economic benefits of enhanced environment protection in the European Neighbourhood partner countries and Russia.

From a project press release:

The Citizen Radio Tunisia: "Media and Democracy" Euromed project

The Tunisian Association of Audiovisual and Multimedia Animation (ATAAM), beneficiary of a grant under the first call for proposals of Euromed Youth Program, is implementing his project within the framework of the Action 3 (Training and Networking) Window on the enhancement of the democratic culture through the practice of using multimedia projects from the 25th to 31st March 2012.

With its partners, ATAAM launched since March 5th, 2012 a website including a WEB RADIO which will serve as platform for citizens to express themselves on topics such as human rights and citizenship.

Stay tuned!

The Info Centre news alert:

A web radio to promote free speech in Tunisia

A web radio has been launched in Tunisia this month by the Tunisian Association of Audiovisual and Multimedia Animation (ATAAM), funded under a Euromed Youth grant, aiming to serve as a platform to allow citizens to express themselves on themes like human rights and citizenship.



Asking questions

Here is a made up example of what we mean by asking yourself questions to help you clear your mind about what you want to say:

- Do you only want to reach your members/colleagues? – No, we want to speak to women outside our programme.
- Who do you want to reach – Women, educated, aged between 22 and 40, living in cities X, Y, Z and interested in creating their own business.
- Are you targeting a sector of the public – which? 60 young women from these three cities who could be part of the active workforce.
- Will your activity affect others? How? – The families of these women, expected to number approximately 3,000 people.
- What is it that your recipient should know? – The opportunities offered by an EU-funded programme that trains women on how to set up a business + it is important for society to support women entrepreneurs.
- What do you want to say? – The EU is supporting gender equality + Women in these 3 cities are given a good opportunity to improve their quality of life.
- Would you like to generate media interest? - Yes, in order to generate interest from women to participate and also create sustainability. We will use the radio and print media. We will take them to meet and speak to the women who will be trained.
- Do you have all the information you need? – The activities of the programme are clear in the Terms of Reference, but need to confirm the number of people who would benefit.

What story comes out of this information?

What could be the title and intro of the press release announcing the programme?

Sixty young women learn the tricks of setting up business

Some 60 young women living in X, Y, Z will be trained on how to pursue their dream and set up a small business, that will not only improve their lives, but also the standard of living of some 3,000 people in their families and wider circle. The women, already selected, will be participating in a programme funded by the EU that will show them how to turn their knowledge and practise into a flourishing business.

“This pilot project will encourage even more women to set up business and in this way strengthen their role in their society”

said Ms. M, who is managing the programme “Women for Change”.



Less is more: Tight writing

What does tight writing mean? It means cutting out words or information in a way that even if they are left out does not diminish the value of your story.

Here is an example:

Six Gaza schools participating in project supporting pupils with special needs

The EU is supporting a project in six primary schools in Gaza that aims at including some 60 children with special needs in curricular and extra-curricular activities, while at the same time it is training 400 school staff on inclusive education methods. Some 6,000 other children are also involved in the activities of the 4-year Gaza School Inclusion Project (GA-S-INK) that runs until 2012, with a €400,000 EU contribution, 51% of the total budget.

An intro referring to all the elements

New hope for children with special needs – EU project helping Gaza schools

Some 6,000 children across six primary schools in Gaza - 60 of them with learning difficulties – as well as their teachers and staff, are benefiting from an EU-funded project aimed at ensuring that children with special needs play a full part in activities inside and outside school.

Shortened

Breaking the isolation: EU project brings hope for children with special needs

Sixty children with special needs can hope to ease their isolation as a result of an EU-funded project involving some 6,000 children and 400 staff across six schools in the Gaza Strip.

Shortened even more



Breaking up text

Breaking up text using bullets, bold, italics and so on, is important because it makes reading easier, especially for longer texts, as people can pick up at a glance what you want to say.

Here are two examples of text from where it is easy to pick up information, they are from a press release, adapted by us:

Euronest to help boost links between the EU and Azerbaijan, Armenia, Georgia, Moldova and Ukraine

02-04-2012

MEPs and parliamentarians from the EU's Eastern Partners are meeting in Baku on 2-4 April to discuss ways of working together on energy, trade and human rights issues, in what will be the second ordinary session of the parliamentary assembly of **Euronest**, a forum to promote political and economic integration between the **EU and Azerbaijan, Armenia, Georgia, Moldova and Ukraine**.

A press release quoted one of the two Euronest co-presidents, Bulgarian Social-Democrat **MEP Kristian Vigenin**, as saying he was *"very optimistic that this multilateral format will also benefit bilateral contacts between our member countries."*

Some committees will be convening on the sidelines of the meeting. These are:

- energy security
- social affairs
- political affairs
- economic integration

Adapted from:

www.enpi-info.eu/maineast.php?id=28524&id_type=1&lang_id=450

EU selects 14 civil society projects to fund in Georgia

31-01-2012

Fourteen non-governmental organisations in Georgia have been selected to implement activities aimed at strengthening the role of civil society in the country, according to a press release from the EU Delegation in Tbilisi. The main focus of their activities, funded under the **Instrument for Democracy and Human Rights** (EIDHR), will be promoting human rights and democratic reform, supporting rule of law and good governance.

These Georgian and European NGOs will implement micro projects in the following priority areas:

- Promoting the rights of vulnerable groups (including internally displaced persons, ethnic, religious and other minorities, children, women, persons with disabilities);
- Health, economical, social, cultural, labour rights;
- Rights to equal treatment and physical integrity, promote their integration into the society.

The projects were chosen from the **€1.2 million EIDHR Call for Proposals** launched in April 2011. Project budgets range from €38,000 to €100,000.

Adapted from:

www.enpi-info.eu/eastportal/news/delegation/27779/EU-selects-14-civil-society-projects-to-fund-in-Georgia

Here is an example of text from where it is easy to pick up information, it is from a European Neighbourhood Info Centre feature story.



The fate of dozens of Russian and Ukrainian avant-garde buildings dating back to the 1920s and 1930 is today hanging in the balance. They are often crumbling, generally in a dilapidated state. And yet some of them, such as the Shukhov Tower and Gorky Park in Moscow, are real masterpieces of early Soviet architectural heritage. The EU-funded CIUDAD programme intends to shed light on their importance for Europe's cultural heritage, including by developing tourist routes to show off the buildings. After all, Moscow's 20th century architecture is part of Europe's heritage, and preserving it is important both for the city and for Europe as a whole. But there's another reason for preserving them, which is that these unique buildings can be a powerful agent for stimulating economic development and for promoting social and cultural growth within communities.

Text by ITAR-TASS
Photos by EPA © EU / Neighbourhood Info Centre

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Moscow - Lost in the midst of the endless sea of high-rise buildings and business centres in Moscow are low-rise houses topped by turrets. In the middle of these houses sit masterpieces of avant-garde architecture, the period when the search for a new lifestyle was reflected in the aesthetics of functionalism and minimalism.

Many of these monuments are now in a sorry state of disrepair. As it is considered cheaper to replace buildings than to preserve them, the very survival of many of these architectural jewels is now at stake.

Russian and Ukrainian avant-garde and constructivist architecture from the 1920s and 1930s represents one of the most important contributions to the international modern movement. Moscow's 20th century architecture is part of Europe's heritage and so preserving it is important both for the city and for Europe as a whole. That is why the

EU Neighbourhood Info Centre
Feature no. 67
This is a series of features on projects funded by the EU's Regional Programme, prepared by journalists and photographers on the ground or the EU Neighbourhood Info Centre.
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p. 67

Crumbling avant-garde buildings being given a new lease of life

p. 2

European Union, via its CIUDAD programme, is financing the R(ome)K(iev)M(oscow) Save urban heritage project, which aims to promote the early Soviet architectural heritage and to draw the public's attention to the difficulty of preserving it.

The municipal councils of Rome, Kiev and Moscow, the DATA Department of La Sapienza University in Rome and the Shukhov Tower Foundation have joined forces through the RKM Save Urban Heritage project financed by the EU under the regional CIUDAD programme to preserve the architectural heritage of the twenties and thirties. The partners in the project also include the International Committee on Building Documentation and Preservation and Moscow State Academy of Communal Services and Civil Engineering (MSACSE).

A hundred buildings at risk in Moscow alone

International networked labs in Russia and Ukraine lie at the heart of the project. These labs have been set up to support partnerships between the state and private sectors, to develop new methods for preserving avant-garde heritage and to raise awareness of its importance. Moscow is a unique megalopolis. It is one of Europe's largest capitals and has over 8,000 cultural monuments. Around four million foreigners visit the city every year.

"Tourists are particularly interested in the city's architecture," says Marina Khrustaleva, Board Chair of the Moscow Society for Architectural Heritage Preservation. "So the capital should find something new that could attract both its residents and tourists." According to the project partners, avant-garde architecture could offer an opportunity to come up with a new and unusual way of attracting large numbers of visitors. "Here, they won't find any fancy décor, but a distinguishing feature and not a shortcoming," stresses Khrustaleva. A list of avant-garde buildings in Moscow includes the Nikolayev communal building, the Central Telegraph building, residential houses, mechanised canteens, the Gorky Park (designed by the great architect Melnikov) and Shukhov Tower. The latter is an astonishing Soviet-era radio station that was built in 1922 by Lenin to spread the message of revolutionary communism around the world. The tower is a lattice structure of dazzling brilliance. It has five interlocking 'hyperboloids', smaller in size, giving the impression of an inverted telescope. If the tower is stored properly, it faces a grim future. In all, there are around a hundred buildings in the capital that date back to this period. "The European project gives us hope that this heritage will be preserved," says Arsenyev.

"Many young people understand the importance of avant-garde heritage and are ready to work in order to preserve it"

Special tourist routes to attract visitors

Special tourist routes are being developed as part of the project. They feature monuments from the twenties and thirties in Kiev and Moscow and are aimed at attracting both locals and tourists. "Many avant-garde buildings are not even known

to experts let alone ordinary Muscovites. So we must determine which of them are of historical value and then we must let people know about them," says Nikolai Vasilyev, an expert in architectural history. According to Silvia Brunella D'Astoli from La Sapienza University, "when developing such routes it is necessary to take into account that a historical monument does not exist by itself, but is part of a historical context". The new routes, which come with descriptions, photos and video clips, will be available online on the RKM Save urban heritage project website. Experts are developing special applications for computers and mobile

People visit Communal Gallery exhibition inside the Communal Hostel building, 1928-1930, by architect I. Nikolayev.

SCE, who co-ordinates the project, understands that to preserve it."

must let people know about them"



...ture, says Paul David backmore from La Sapienza University.



CIUDAD Sustainable urban development

Aims to help local governments in the ENPI region address urban development problems in a sustainable manner, promoting cooperation between local actors and their EU counterparts

Participating countries
Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Occupied Palestinian Territory, Syria, Tunisia (South), Armenia, Azerbaijan, Belarus, Georgia, Moldova, Russia, Ukraine (East)

Timeline
2009-2013
Budget
€14 million

Objective

The programme "Cooperation in Urban Development and Dialogue" (CIUDAD) aims to promote mutual understanding, dialogue and cooperation between local actors in the EU and in the Partner Countries of the Eastern and Southern Neighbourhood (ENPI) regions through the provision of capacity building for the modernisation and strengthening of local and regional government. 20 projects receive grants under the CIUDAD umbrella: "Save War Free World Heritage Listed Cities" is one of them.

Find out more

War Free World Heritage Listed Cities project fiche
www.ciudad-programme.eu/gant_info/fiche.php?lang=en§or_id=12&grant_id=16

CIUDAD - ENPI fiche
www.enpi-info.eu/main/med.php?id=310&id_type=10

ENPI Info Centre Civil Society and local authorities thematic portal
www.enpi-info.eu/themes/civil_society/index.html

ENPI Info Centre - The people behind the project - Interview with Frank Samd - CIUDAD
www.enpi-info.eu/main/med.php?id=312&id_type=6&lang_id=450

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http://www.enpi-info.eu/mainmed.php?id=628&id_type=9&lang_id=450

www.euneighbours.eu

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www.euneighbours.eu



This step-by-step guide exists only in electronic format. It has been produced with the assistance of the European Union, and is an update of the 2012 edition first produced by the EU Neighbourhood Info Centre, a project funded by the EU. The contents of this document are the sole responsibility of the Consortium led by Ecorys (UK) and can in no way be taken to reflect the views of the European Union.