

EUROPEAN YEAR OF RAIL 2021 (EYR)

STAKEHOLDERS INITIATIVES

PLANNING FORM

This information will give DG MOVE a broad idea of the initiatives stakeholders are planning for the EYR, to include them in DG MOVE overall mapping of EYR activities (one form per initiative would be ideal). The more information you can already share, the better, but you can still update this information at a later stage, should you not have all details available yet. If approved by DG MOVE, your initiative will be advertised on the official EYR website (https://europa.eu/year-of-rail/index_en). DG MOVE assumes you agree to that publication, unless you explicitly state otherwise.

TITLE OF THE INITIATIVE / EVENT

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DATE / DURATION / PLACE (as relevant)

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LEAD ORGANISER

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PARTNERS (if any)

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SHORT DESCRIPTION (to be published on the EYR website)

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ADDITIONAL INFORMATION (if available)

ONSITE / ONLINE / FALLBACK

Please let us know if the whole event is planned onsite or online, or if it is a hybrid event please specify which aspects are onsite or online. Please also let us know if the event or part of it may be reorganised as fully digital event, if necessary.

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TYPE OF INITIATIVE

Please specify the type of initiative by referring to the measures as listed in Article 3 of the Decision (EU) 2020/2228 of the European Parliament and the Council on the EYR¹.

¹ Decision (EU) 2020/2228 of the European Parliament and of the Council of 23 December 2020 on a European Year of Rail (2021), published in OJ L 437 of 28.12.2020, and available in all EU official languages at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32020D2228>

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THEME(S) COVERED

Please specify the theme(s) covered by referring to the objectives as listed in Article 2 of the Decision (EU) 2020/2228 of the European Parliament and the Council on the EYR.

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DOES YOUR INITIATIVE HAVE A CROSS-BORDER DIMENSION?

If so, please describe to which extent.

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DOES YOUR INITIATIVE HAVE A CROSS-SECTORAL DIMENSION?

If so, please specify which sectors will work together.

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WEBSITE AND/OR SOCIAL MEDIA

Will your initiative have a dedicated website? Will you promote the initiative via social media (if so, through which channels?) If available, please indicate the website, social media account(s) involved and dedicated hashtag(s). Please also share with us any hyperlink/picture/logo you would like to see appearing on the EYR website to illustrate your event.

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TARGETED AUDIENCE

Please specify the main and direct audience you will be targeting with your initiative, and if you expect to reach a secondary audience (audience linked to your primary target) that can act as a multiplier. If possible, please specify for each category the groups targeted. Here are some examples:

- Citizens groups (citizens at large, passengers, customers, etc.)
- Industry (manufacturers, infrastructure managers, businesses, SMEs, etc.)
- Associations
- Public institutions
- Media (with or without media buying)
- Social Media

CONTACT PERSON

Please indicate the name and email address of the person we can contact on this proposal (in particular to ask for further information if need be in view of the publication on the EYR website)

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*Should you have any questions on this form, please don't hesitate to contact us. We are looking forward to your contribution and would be grateful if you could **please fill in this form and send it back as soon as possible** to: contact@yearofrail.eu*