

Single Market Tour- Content overview

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Context

The Single Market Tour aims to celebrate the 30th Anniversary of the European Single Market traveling around Europe with activations in several countries. In 2023 it will visit Italy, Hungary, Bulgaria, Spain, Portugal, France, and Romania.

This first itinerary will be complemented with a second tour within other EU countries in February-April 2024.

The Tour revolves around an exhibition stand, which showcases 14 topics to discover the benefit of the European Single Market:

- An exhibition wall made of 14 QR codes will redirect visitors to local language content about the 14 topics
- Games: Quizzes and short games, for a ludic and joyful approach to learning about the Single Market
- A Video selection to observe the Single Market rights in action
- Participation of moderator and guest speakers on some occasion
- Selfie wall

The stand will be animated by 3 local event assistants fluent in English and the local language of the visited city, and by 1 moderator who will on occasion animate some ludic discussion with speakers or with the visitors.

Branded items will be distributed at the outcomes of the games (pins, frisbee, glass cloths, tote bag, pencils, postcard, and stickers).

The Stand

The Stand is composed of a modulbox of about 35 sqm, which is transported with a van from one city to another.

Its walls display:

- The 14 Rights from the Single Market with QR codes with more explanation in the local language
- Opportunities to take pictures with cut outs
- Two video stands showing a selection of videos on Single Market rights



Programme

Time	Activity
09.00	Welcome and introduction
09.00 -18.00	Explore! <ul style="list-style-type: none"> • Talk to DG GROW Ambassador • Watch the videos • Interact through QR codes to learn about 14 EU Single Market benefits
09.00 -18.00	Engage! <ul style="list-style-type: none"> • Play games that illustrate EU Single Market and win prizes • Send postcards to friends or a message to the European Union • Make a selfie in front of the Selfie wall and share on your social media with #SM30Tour

Games

The moderator will encourage the participants to play these three games:

- **Chord Game:** Match different chargers to phones within a time limit of 90 seconds.
- **Single Market Quiz:** Participants will be able to test knowledge of the Single Market in this quiz designed by DG GROW. The quizzes will be available on a tablet.
https://europa.eu/youreurope/index_en.htm
- **"TogetherWeAreEUrope" Quiz:** Test knowledge in EU topics. a fun quiz, available here in all EU languages, that will test participants' knowledge in these European Union topics:
<https://www.togetherweareeurope.eu>
 - History of the European Union
 - Together we are Europe

Videos

There will be videos shown on the two screens. On one screen, there will be videos about the core consumers' rights, subtitled in the local language. These videos have been produced by Your Europe, a European Commission initiative to explain in plain language EU rights to citizens and businesses:

- What is the EU single Market
- The EU single market
- Your Europe | Your single information gateway: Studying abroad
- Your Europe | Your single information gateway: Starting a job abroad
- Your Europe | Your single information gateway: Grants for start-ups
- Your Europe | Your single information gateway: Consumer rights
- Your Europe | Your single information gateway: Consumer rights shopping online
- Your Europe | Your single information gateway: Travelling through Europe
- Your Europe | Your single information gateway: Studying while working
- Your Europe | Your single information gateway: Working Across borders

On the other screen, there will be videos from Business Planet programme – a Eurovision TV programme that deals with aspects of the single market for businesses. The videos are available in EN with EN subtitles.

The list is as follows:

- Energy security: How innovation is driving Europe's race for solar renaissance
- Setting the standard: How LEGO ensures its toys are child-proof and cybersecure
- Europe in race to secure raw materials critical for energy transition
- How public spending in Oslo is driving zero-emissions building sites
- Bridging the gap: Boosting Europe's green workforce to keep pace with net zero energy ambitions
- Europe's Unitary Patent: Boosting innovation and simplifying patent protection
- Are short-term rentals the cause of Porto's housing crisis?

Postcards/cards

The moderator will inform the audience that there are available postcards and encourage people to take them.

There will also be some cards that participants can write on to send a message or an idea to the European Commission. Once they have written their message, they can 'post' their cards in the letterbox.