

PRESS RELEASE

SHOW ME YOUROPE: Shaping the Future Together for a United Europe!

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The 4th edition of SHOW ME YOUROPE is happening on Saturday, the 4th of May!

The online citizen-oriented European platform run by the IHECS' executive body of communication and public affairs students hosts the #SMY19 event: "A United Europe. Shaping the Future Together" on Saturday, the 4th of May at the VUB campus in Etterbeek.

The main objective is to reaffirm the belief in Europe by engaging with young people in fair, balanced, and thought-provoking discussions who seek to freely express their opinions, needs, and wishes. Through a dynamic Ted Talk and engaging gaming activities during the event, SHOW ME YOUROPE the 4th edition hopes to convince the participants of the vital role Europe plays in its citizens' lives and the importance of voting in the upcoming EU elections.

An Instagram photo contest is organised for young people to express themselves while taking representative pictures in different corners of Brussels to show what EU means to them.

More information about the full programme of the day can be found [here](#). We want to thank all our sponsors and partners for making the event happen.

Want to reach us? Check our [website](#) or let's connect via [Facebook](#), [Instagram](#) and [Twitter](#).

Background Information

SHOW ME YOUROPE (SMY) is an initiative that was started four years ago by students from the Executive Master in European Public Affairs and Communication of IHECS Academy. Ever since then, SMY is a legacy that has been passed on every year to the next body of students from the Executive Master, with the duty to carry its mission.

The vision was to create a Europe where citizens fully understand the roles the EU institutions play and the importance of the European Union in their daily life. By establishing a transparent space for communication, the intention was to foster the sentiment of an inclusive European society whereby citizens could have the possibility to freely express their concerns, wishes, ambitions and dreams for Europe's future. Essentially, SMY is a grassroots EU communication platform created by citizens for the citizens with the aim to close the gap between the EU institutions and the citizens of Europe. The platform not only informs on the happenings at EU level, but also provides the necessary tools and channels for citizens to be heard on an EU political level. In addition to SMY sharing information, news and encouraging citizen engagement, it serves as a media for entertainment and new formats of creativity between the citizens and the EU. SMY promotes freedom of information, freedom of speech and cultural diversity, as well as a democratic, transparent and inclusive Europe.

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