



## Inniscarra Twinning Association

### Communicating Europe Song and Art Competition 2020

#### 1. Background

**Inniscarra Twinning Association** is a community-based voluntary organisation in Cork.

Its aims are to promote and foster friendship and understanding between the communities of Inniscarra, Cork and other communities, in particular Plougonven in Brittany. The Association has 80 members in the community of Inniscarra and neighbouring areas. A similar number are associated in the community of Plougonven in Brittany.

In September 2020 the DFA Communicating Europe programme awarded us €1000 for a proposed Song Contest with a European theme, aimed at under 18s.

#### 2. Planning

The committee decided (given the Covid-19 situation) that it would be necessary to make this a fully virtual project. At the same time, we decided to broaden the entry to include art as well as songs. This would allow many more young people to enter, given that music groups would have difficulty recording and performing.

A closing date of 1<sup>st</sup> December was set, and the Association began promoting the “European Song and Art Contest 2020”.

The rules (appendix 1) specified that entrants had to be under 18 years of age, and that parental permission was required.

#### 3. Dissemination

To promote the contest, we undertook several actions as follows:

- Posters in the local shops and public places
- Roadside placards
- Direct letters to dozens of primary and secondary schools
- Facebook promotion
- Email and SMS messaging to everyone associated with the Twinning
- Local newsletter articles (e.g. Cork Independent, Muskerry News).

#### **4. Entries**

The Association was very pleased with the level of interest and entries, which justified the dual (song and art) plan that had been adopted.

In total, over 40 entries were received. The majority of these were school based. The art works and songs were submitted by email.

The Association was pleased to note that the Communicating Europe theme that was highlighted in the poster and entry form was taken very much on board by all entrants. Many of the songs and artworks referenced the inclusive and multicultural nature of the EU. The entrants were from a wide range of nationalities and backgrounds.

#### **5. Judging and Prizes**

A judging panel was set up comprising officers of the association. The entries were anonymised and uploaded, so that the songs and art could be considered remotely by the judges. A Zoom meeting was held to decide the winners and commended entries.

In the Song section, four Highly Commended Certificates as well as a First and Second Prize were awarded.

In the Art section, First, Second and Third Prizes were awarded as well as several Highly Commended Certificates.

In addition, each entrant was given a Participation Certificate and an enamel pin with intertwined EU and Irish flags.

The winning song and artwork were posted on the Twinning Facebook page.

#### **7. Conclusions**

- The contest was very well received in the community, particularly by primary schools.
- The level of EU consciousness among teachers, parents and young people who entered is high and positive.
- The virtual nature of the contest, together with Covid-19 restrictions, encouraged the committee to broaden the entries to art as well as the originally planned song contest.
- The Contest could have worked well with a live concert, as in our 2019 Communicating Europe Project, but this will have to wait for 2022, when we hope to again apply for Communicating Europe funds.
- We believe that the €1000 grant gave a very good multiplier and return for the DFA's "Communicating Europe" investment, which was gratefully appreciated by Inniscarra Twinning.

LINKS:

1. Online application form and rules

[www.bit.ly/songandart](http://www.bit.ly/songandart)

2. Muskerry News pre-publicity November 2020

<http://muskerrynews.biz/wp/?p=7121>

3. Twinning Facebook Page

<https://www.facebook.com/inniscarra.twinning>

**Sample Certificate**



Sample poster



Inniscarra Twinning



Department of Foreign Affairs

**Inniscarra Twinning Association  
is happy to announce a**

**European Song and Art Contest**

**We are looking for an original SONG or PICTURE on a positive European theme. This can be about travel, friendship, love, peace, nature, promoting European values.**

**Best Picture: €100, Best Song: €100**

**2<sup>nd</sup>: €75, 3<sup>rd</sup>: €50**

**The contest is open to anyone up to 18 years of age. Entry is FREE.**

**To enter, you should send a recording of the song or a photograph of the picture and the entry form by email or post to Inniscarra Twinning – details below.**

**The closing date is 1<sup>st</sup> December 2020.**

**Good Luck!**

**Information and Rules – see the Entry Form and [bit.ly/songandart](https://bit.ly/songandart)**