

BECOME A PARTNER IN EUROPAQUIZ

EuropaQuiz?

The next European elections will be held, according to country, between 10 and 13 June 2004. The 2004 European elections will mark a unique historic moment: a new 25-member Europe, perhaps a new Constitution, and a new Parliament.

The European Parliament is planning to provide more public information about this event by means of a game. It has devised an Internet game, EuropaQuiz, which will be played from Sunday 18 April to Sunday 13 June. The Internet is the ideal medium to present topics as important as Europe in an entertaining way to a broad spectrum of the public.

As is clear from the growing success of online 'infotainment' and 'gamevertising', Internet users love games. Those who are already familiar with European affairs will want to test their knowledge. Those who are not particularly interested in Europe or know less about it will be attracted by the game aspect, the prizes and the design, before reaching the actual content of the game.

During the Belgian general election in June 2003, the website of a major Flemish daily newspaper organised a similar online game. The game was extremely successful: in six weeks, a large number of people played, on average for 32 minutes.

The concept of the game

On the CD-ROM are some screenshots illustrating the game sequence. Here is a brief resumé of the concept.

In June 2004, European elections will be held in 25 Member States. In each country the candidates will put before the electorate their plans for the European Union, its institutions and its policies. They will also state their views on international relations and world developments.

The public have their own views of the reality of the European Union, its Member States and the world. Why not try their luck in the European elections? By taking part in the online EuropaQuiz, citizens of all the EU Member States can test their ability to become ... virtual MEPs!

The aim of the game is to win votes. The player gaining the best score will be the winner and be crowned 'Virtual President of the European Parliament'. The best 25 players (25 is a symbolic number in this enlargement year!) will win a holiday in Strasbourg from 19 to 21 July 2004 with the person of their choice. They will be invited to the inaugural session of the newly-elected European Parliament, where they will witness the election of the real President of the European Parliament.

Players can win votes by answering questions in three main categories: The European Union (policies and institutions and also culture in the wider sense, emblematic figures, society, sport, history, geography etc.), The 25 Member States and The world. The questions - more than 700 of them - will be divided into three levels of difficulty. In the course of the game, players will choose between these categories. Each correct answer will win them votes.

Of course, chance will play a part and there will be lots of surprises for the players. The look and feel of the game will invite participants to discover the 25 EU countries. The player will advance by throwing a dice.

The game will be played in the 20 official languages of the enlarged EU. All participants will be able to register to be included in the results. The full results will be permanently available, and will show players' nationalities. Players can also invite friends to take part and thus win extra votes. They can play as often as they want to improve their score.

Why become a partner?

EuropaQuiz, which will be on the European Parliament website, www.europarl.eu.int, will also have its own site: www.europaquiz.org.

The game's plus points are that it celebrates European diversity, it has all the ingredients of an exciting game - knowledge, strategy and chance, and the questions cover very varied fields, such as sport and pop music. All Internet users can try their luck: EuropaQuiz is not reserved for a few 'eggheads'.

In order to reach as many of the public as possible, the European Parliament's Directorate-General for Information and Public Relations can enter into partnerships with national and regional websites via its Information Offices in the various Member States.

EuropaQuiz is offered free of charge to all interested partners who undertake to offer it to visitors to their own website.

All the media, and thus also the online community, will be interested in the issues and events in connection with the European elections. They will generate and produce their own information pages on the subject. EuropaQuiz will enable local partners to add to their information provision by providing them with an extra module: an online 'infotainment' quiz. With the help of EuropaQuiz, partner websites will be able to offer something different and thus attract more visitors. And the visitors will have another reason to come back to the site because they will be able to play, find information, test their knowledge and win prizes. The names of the partners will be indicated on the game site.

Practical information

The game will be open from Sunday 18 April to noon on Sunday 13 June. Partners who take up this offer from the European Parliament must undertake to make EuropaQuiz available on their website for at least four weeks.

The European Parliament will provide all the practical details to the partner websites by the end of March so that they can establish the necessary link to the game as such. The game will be on a special server and so will not place any extra load on your IT infrastructure. EuropaQuiz has been designed using Flash. At the start of the game, the system automatically checks whether players have the right version of Flash. If not, they can download it free of charge.

You will also be given a banner and a button in the same style as the game, to install on your website to make the game accessible to your visitors. When web surfers click on the banner or button, a new window will open, enabling them to play. When this window is closed again, the local partner's website stays open, so your visitors will be able to play the game without leaving your website.

Please contact the European Parliament office in your country if you would like to discuss the content and conditions of this partnership in more detail.