



Ode to Europe's future together



Communication Toolkit

Ode 2 Joy Campaign

Social Media Posts

LinkedIn / Facebook

- 🎵 Calling all Creatives: Join the #Ode2Joy Challenge & celebrate Europe's legacy!

In 1824 the premiere of Beethoven's #OdeToJoy took place in Vienna. 200 years later it's the anthem of Europe, symbolising unity & diversity 🌍

To mark its bicentennial & ahead of the upcoming #EUElections2024, the #Ode2Joy challenge calls for creative reinterpretations of this iconic piece. This can be from symphonic orchestras to rap, electro, dance, theatre, flashmobs & even graphic art or storytelling. 🎨 🎸 🥁

Let's celebrate and reshape the European anthem together! Don't miss out - apply by 10 May 2024.

Details and application 📌 Join us! <https://www.ode2joy.eu/>

- + [<https://drive.google.com/drive/folders/1BT7T949Rqm6pwnj94tI65RvdIMU03SJg>]

For participants:

- 🎵 I'm excited to take part in the #Ode2Joy Challenge! This campaign marks the 200th anniversary of Beethoven's symphony, now our emblematic European anthem. Its significance transcends music, becoming part of our shared European #heritage. As we approach #EUElections2024, let's reflect on our unity through culture. Check out my reinterpretation of this iconic piece 🎨 📌 <https://www.ode2joy.eu/>

Twitter / Instagram / Tiktok

Option 1:

- Calling all Creatives 🎵 Join the #Ode2Joy Challenge & celebrate Europe's legacy ahead of the #EUElections2024! Submit your reinterpretations of the iconic European anthem - from orchestras to rap, dance, theatre & more 🎤🎶🥁 Apply by 10 May 2024 📌 <https://www.ode2joy.eu/>
 - + [\[https://drive.google.com/drive/folders/1BT7T949Rqm6pwnj94tI65RvdIMU03SJg\]](https://drive.google.com/drive/folders/1BT7T949Rqm6pwnj94tI65RvdIMU03SJg)

Option 2:

- Will you join the #Ode2Joy Challenge? 🎵 It celebrates 200 years of Beethoven's symphony & the spirit of unity ahead of #EUElections2024, calling for reinterpretations our iconic European anthem! All creative expressions welcome 🎤🎶🥁 Apply by 10 May 2024 📌 <https://www.ode2joy.eu/>
 - + [\[https://drive.google.com/drive/folders/1BT7T949Rqm6pwnj94tI65RvdIMU03SJg\]](https://drive.google.com/drive/folders/1BT7T949Rqm6pwnj94tI65RvdIMU03SJg)

For participants:

- 🎵 Excited to join the #Ode2Joy Challenge, celebrating the 200th anniversary of Beethoven's symphony & our symbolic European anthem ahead of the #EUElections2024! Check out my reinterpretation of this iconic piece 🎤📌 <https://www.ode2joy.eu/>

Hashtags & Social Media Handles

- #Ode2Joy | #OdeToJoy | #CulturalHeritage | #EUElections2024

Speaker & Organisation	Twitter handle	LinkedIn handle	Instagram handle	Facebook handle
Europa Nostra	@europanostr	@Europa Nostra	@europanostr eu	@Europa Nostra
European Heritage Hub	@eurheritagehub	@European Heritage Hub	@eurheritagehub	@European Heritage Hub
European Movement International	@EMInternational	@European Movement International	@european.movement	@European Movement International
Fondation Hippocrène	@FondaHippocrène	@Fondation Hippocrène	@Fondation Hippocrène	/

ESACH	@esach_spirit	@ESACH	@European Students' Association for Cultural Heritage	@esach_spirit
CEM	@CemCentre	@Centre Européen de Musique	@centre_europeen_de_musique	@Centre Européen de Musique
EUYO	@EUYOtweets	@European Union Youth Orchestra	@euyo.eu	@EUYO - The European Union Youth Orchestra

Draft Text for Website / Newsletter

Ode2Joy Challenge calls for reinterpretations of the iconic European anthem

On the occasion of the bicentenary of Ludwig van Beethoven's Ode to Joy, seven partners across the Cultural, Heritage and Civil Society sectors have launched a challenge calling for reinterpretations of the iconic symphony.

2024 also witnesses the European Parliament elections, that will take place from 6th to 9th June. The Ode 2 Joy Campaign aims to celebrate Europe's unique legacy, which transcends music symbolising unity and diversity.

The challenge is open to citizens across the whole of Europe, including non-EU member states. Submissions may be made in any of the official or regional languages of Europe and participants can take part either as individuals or in groups - including Civil Society Organisations and NGOs.

All artistic interpretations are welcome, from symphonic orchestras to other musical genres such as rap or electro music; performances such as dance, theatre or flash mob; audiovisual content such as creative videos or graphic art; and written expression through means such as storytelling.

The deadline for submissions is 10 May 2024. All further information on how to apply can be found on the dedicated [Ode2Joy website](#).

Draft Email

Dear [NAME],

We are pleased to extend an invitation to participate in the [#Ode2Joy Challenge](#), calling for reinterpretations of the iconic European anthem.

2024 marks the bicentenary of the premiere of Beethoven's Ode to Joy and also witnesses the European Parliament elections that will take place from 6th to 9th June. The Ode 2 Joy

Campaign aims to celebrate Europe's unique legacy, which transcends music symbolising unity and diversity.

The challenge is open to citizens across the whole of Europe, including non-EU member states. Submissions may be made in any of the official or regional languages of Europe and participants can take part either as individuals or in groups - including Civil Society Organisations and NGOs. All artistic interpretations are welcome, from symphonic orchestras to other musical genres such as rap or electro music; performances such as dance, theatre or flash mob; audiovisual content such as creative videos or graphic art; and written expression through means such as storytelling.

The deadline to participate is **10 May 2024**. All information can be found on the [Ode2Joy website](#).

We look forward to seeing your creative contributions. Please let us know if you have any questions, we would be happy to put you in touch with a member of the team.

Thank you,
Kind regards,