Analysis of Twinning in Europe
Charting the Twinning of Tomorrow
Abstract

• This report presents the perception, challenges, and expectations surrounding twinning from the perspective of local and regional governments and their representative associations.

• CEMR conducted a survey and received 315 responses from 27 European countries, mostly from small and very small urban areas that tend to be overlooked.

• The report reveals that twinning experiences are not limited to its heretofore traditional conception (rooted in cultural exchanges). Local governments and their associations have shown an interest in using twinning as a tool to develop joint projects and share experiences as a way to improve their own operations.

• To do this, however, local and regional governments and their representative associations often come up against three main challenges: lack of financial capacity, shortage of human resources, and a paucity of knowledge and experience. They expressed the need for support to achieve their ambitions.
Introduction

In Europe, town twinning has long been associated with cultural exchanges between local and regional governments. Since its creation in 1951, the Council of European Municipalities and Regions (CEMR) has promoted twinning as a bridge to connect communities and transcend borders, fostering mutual understanding and collaboration.

Today, the scope of twinning extends well beyond simple cultural exchanges and encompasses many more wide-ranging activities. These new forms of twinning include the exchange of best practices and the joint development of concrete activities between partners, tackling specific challenges faced by local and regional governments.

Fully aware of the evolving nature of twinning, CEMR has produced this report based on its study delving into the contemporary uses, needs, and expectations of twinning among local and regional governments and their representative associations.

The first part of this report is dedicated to an overview of twinning as it currently stands: what role twinning plays and how it is used but also implementation challenges faced by local and regional governments in trying to achieve their twinning aims. In the second part, the focus shifts to the future of twinning: the preferences, needs, and expectations of local and regional governments and their representative associations.

Methodology

The data for this study was compiled through a survey conducted in the third quarter of 2023. The survey was divided into six sections and disseminated to Local and Regional Government Associations (LRGAs) for further distribution to their members (LRGs). It should be kept in mind that the findings of this report encompass both LRGAs and LRGs perspectives.

The survey was created using the platform Survey Sparrow. In addition to meeting other criteria, this software was selected for its capacity to offer users multilingual access, providing national associations and local authorities with an interface to submit answers in their language. The tool also made it possible for the CEMR team to consult the answers in English via automatic translation.

The results compiled in this study are based on the responses received between 24 July and 6 October 2023. Only complete answers were considered for analytical and reporting purposes.
Acronyms

CEMR  Council of European Municipalities and Regions  
CERV  Citizens, Equality, Rights and Values Programme  
EC  European Commission  
EU  European Union  
LRGs  Local and Regional Governments  
LRGAs  Local and Regional Government Associations  
OECD  Organisation for Economic Cooperation and Development

Definitions

CEMR defines twinning as a formal agreement, unlimited in time, between at least two sub-national governments who commit to developing joint activities involving their communities.

Size of urban areas

For the purposes of this report, the classification of urban areas as defined by the Organisation for Economic Cooperation and Development (OECD) will be used. According to the OECD, the classification of urban population by city size is determined by population density and commuting patterns. Urban areas in OECD countries are classified as follows:

- Large metropolitan areas if they have a population of 1.5 million or more;
- Metropolitan areas if their population is between 500 000 and 1.5 million;
- Medium-size urban areas if their population is between 200 000 and 500 000; and
- Small urban areas if their population is between 50 000 and 200 000.

As the OECD definition does not cover areas with populations smaller than 50 000, CEMR has created another category for use in this report, which has been termed very small urban areas.

Geographical scope

CEMR received 315 responses from 27 European countries (see Figure 1 below). Of these, 36 were from local and regional government associations spanning 24 countries, whereas the other 279 were from local governments representing 18 countries. Altogether, responses were recorded from local governments and associations from Austria, Belgium, Bulgaria, Cyprus, Denmark, Estonia, Finland, France, Georgia, Germany, Israel, Latvia, Lithuania, Luxembourg, Moldova, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Turkey, Ukraine and the United Kingdom.

Profile of the respondents

In total, 60% of the cities and regions answering the survey can be classified very small areas with less than 50 000 inhabitants (see Table 1 below), and almost 90% are considered very small or small urban areas. This highlights the fact that the breadth of the survey encompassed much more than large and medium cities. Thus, it is ideal for providing insights regarding the perception, challenges, and expectations of twinning in remote and rural areas, shedding light on the activities of very small communities that are too often overlooked.

<table>
<thead>
<tr>
<th>Area size</th>
<th>Number of inhabitants</th>
<th>Number of LRGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very small areas</td>
<td>Lower than 50 000</td>
<td>165</td>
</tr>
<tr>
<td>Small urban areas</td>
<td>From 50 000 to 200 000</td>
<td>81</td>
</tr>
<tr>
<td>Medium-size urban areas</td>
<td>From 200 000 to 500 000</td>
<td>17</td>
</tr>
<tr>
<td>Metropolitan areas</td>
<td>From 500 000 to 1 500 000</td>
<td>7</td>
</tr>
<tr>
<td>Large metropolitan areas</td>
<td>More than 1 500 000</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>275</td>
</tr>
</tbody>
</table>

Source: OECD (2023)
1. Twinning: present situation

Current involvement and use of twinning

The survey sought to determine the extent of respondents’ recent or present involvement in twinning-related actions. An analysis of the results shows that more than two-thirds of all the respondents have been involved in twinning within the past two years. This percentage increases to over 80% when we look at national associations alone.

Figure 2: Breakdown of answers to the question “Have you been involved in twinning over the past two years?” by all responses and only those from LRGAs.

An analysis of the respondents’ twinning commitments covering the past two years provides insight into countries’ varying degree of involvement in different European regions (see Figure 3 below). This finding also highlights the fact that both Western and Eastern European countries are interested in twinning-related activities.

Figure 3. Breakdown of responses to “Have you been involved in twinning over the past two years?” by country.

In examining the degree of involvement in these activities overall, 86% of all respondents took part in 10 or fewer twinning initiatives in the past two years. The three main activities were the following:

- Create joint activities with the twinning partner (~ 50%)
- Advocacy to promote twinning in their region or country (~ 30%)
- Monitor the implementation of twinning in their territories (~ 30%)
One major finding that stood out is the way respondents have been using twinning. Almost 50% mentioned that the primary purpose was to establish cultural connections between cities, generally regarded as the traditional aim of twinning. In addition, more than half of the respondents reported a “hands-on” use of twinning aimed at developing sustainable networks. This included the organisation of workshops, conferences, training activities, as well as the development of joint projects.

When the two types of respondents are more closely examined, a dichotomy appears between the associations and the local and regional governments with respect to the type of activities developed, as displayed in Table 2 below. While LRGs seem to be more focused (almost 50%) on the creation of joint activities with their twinning partners, LRGAs appear to target a broader range of activities.

Table 2. Distribution of types of activities in which the respondents were involved, broken down by LRGs and LRGAs.

<table>
<thead>
<tr>
<th>Type of twinning activity developed</th>
<th>LRGs</th>
<th>LRGAs</th>
<th>Total of respondents involved in the activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy to promote twinning in the region or country</td>
<td>25%</td>
<td>61%</td>
<td>91</td>
</tr>
<tr>
<td>Identification of a potential twinning partner</td>
<td>21%</td>
<td>64%</td>
<td>82</td>
</tr>
<tr>
<td>Approach directly the targeted twinning partner to establish the relationship</td>
<td>42%</td>
<td>42%</td>
<td>84</td>
</tr>
<tr>
<td>Receive and decide on the request made by a town</td>
<td>17%</td>
<td>28%</td>
<td>57</td>
</tr>
<tr>
<td>Involve the citizens and community across the twinning city/camp</td>
<td>22%</td>
<td>22%</td>
<td>69</td>
</tr>
<tr>
<td>Create joint activities with the twinning partner</td>
<td>48%</td>
<td>44%</td>
<td>151</td>
</tr>
<tr>
<td>Establish a partnership, such as a consortium, to participate in calls</td>
<td>10%</td>
<td>17%</td>
<td>35</td>
</tr>
<tr>
<td>Monitor the implementation of twinning in your territories</td>
<td>27%</td>
<td>64%</td>
<td>91</td>
</tr>
</tbody>
</table>

This diverse and proactive approach to twinning, whereby cultural connections are interwoven with structured cooperation and sustainable network development, signals a promising trend for the future of twinning initiatives. It showcases their potential for robust and meaningful international collaborations that can take on key challenges. This analysis is bolstered by the respondents’ answers regarding their interest in developing twinning activities (see Figure 4 below).

Table 3. Interest in developing twinning activities, by country.

<table>
<thead>
<tr>
<th>Country</th>
<th>Total respondents interested in further developing twinning activities</th>
<th>“We want to continue developing these activities in the same way”</th>
<th>“We would like to continue developing these activities but are looking into new possibilities”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbia</td>
<td>49</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>Germany</td>
<td>43</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>Georgia</td>
<td>35</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>France</td>
<td>33</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Spain</td>
<td>19</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Poland</td>
<td>18</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Romania</td>
<td>8</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Estonia</td>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Lithuania</td>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Türkiye</td>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Belgium</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Cyprus</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Finland</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Sweden</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Israel</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Latvia</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Moldova</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Ukraine</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
Of the 36 LRGAs that answered the survey, 75% expressed an interest in continuing to develop twinning activities, and more specifically:

- 15 reported that they would like to continue developing these activities but are looking into new possibilities (42%)
- 12 responded that they want to continue developing these activities in the same way (33%)

Such data demonstrates a clear willingness to develop twinning activities in ways that are innovative and augur potential. This can be read as a promising sign when it comes to responding to the multiple challenges facing European territories, allowing for adaptive solutions through new partnerships. The following points are worth highlighting:

- Respondents seeking to develop twinning activities also frequently mentioned developing a **better understanding of European Union financing and enhancing cooperation** as priorities. More specifically, respondents showed a willingness to establish cooperation in areas related to economic development, agriculture and new technologies. Some expressed a desire to gain a better understanding of financing options for European and twinning projects. They also emphasised an interest in collaborating on joint projects, particularly those related to sustainability.

- Several respondents also highlighted their wish to **share experiences and make their own operations better**, including improving services in rural areas, achieving climate neutrality, strengthening staff through training programmes, and implementing best practices in general municipal services.

- They also wished to **foster close cultural and educational relations**. Their interests extended to developing tourism, promoting local products and raising awareness about tourist destinations. In addition, they spoke of wanting to concentrate on sports and youth-related activities, including annual visits and exchange trips.

**Challenges linked to twinning implementation**

Before developing twinning-related activities any further, it is necessary to understand the past and current challenges faced by local and regional governments and their associations. In this regard, the survey responses highlight two major obstacles: the lack of financial resources (for 58% of respondents) and the lack of human resources (for 40%). On the positive side, only a limited share of survey participants reported a lack of political will to commit to twinning (13%) or that the benefits of such activities were not effective (20%).

**Figure 6. Distribution of the challenges raised in connection with the development of twinning activities.**
Use of the twinning platform

In November 2008, CEMR launched a multilingual platform (available in 24 languages) devoted to town twinning. The website\(^3\) aimed to facilitate the exchange of information and help Europe’s local governments find twinning partners according to their profiles and stated preferences.

In recent years, the level of activity on the platform has plummeted. The report therefore used the online survey to also assess the knowledge and willingness of respondents to use such a tool in the future. As shown in Figure 7, most (90%) were unaware of the tool’s existence.

Figure 7. Assessment of the knowledge and willingness to use the twinning.org platform.

Despite many respondents indicating that they were not aware of the existence of CEMR’s twinning platform, 70% of them reported an interest in using it (see Figure 8).

Figure 8. Assessment of the willingness to use the twinning.org platform, both among associations (left) and local governments (right).

When considering potential users of the platform, most respondents (89%) indicated that towns and municipalities should be permitted to enter requests. According to 44% of LRGAs responding to the survey, regions constituted another stakeholder group to be explored. Around 30% of respondents believed that Counties/Departments and Other civil society organisations should also be allowed to submit requests.

Figure 10. Analysis of who should be able to enter requests on the platform, by type of respondent.
2. The future of twinning

The focus in the preceding section was on the past and present of twinning, examining the various ways it has been used and considered over time. In this part, we have shifted our attention towards the future of twinning by analysing respondents’ expectations regarding twinning initiatives. In particular, the report will concentrate on activities with the greatest potential with respect to developing twinning partnerships. Furthermore, it will examine expectations in terms of CEMR’s and other relevant associations’ involvement.

Mapping preferences for twinning activities

It was reported above that nearly 80% of respondents demonstrated a wish to continue developing twinning activities. To more thoroughly understand the types of twinning-related actions that would most interest local governments and their national associations, respondents were asked to select from among the following clusters of activities:

1. Promotion of twinning requests (e.g. pass on information regarding a city’s twinning interest)
2. Identification of potential towns for establishing a twinning link
3. Identification of twinning activities (e.g. act as an information conduit when an authority/organisation is looking for a partner for a twinning-related project)
4. Monitoring of twinning activities and experiences (e.g. collect data on town twinning, conduct follow-up)
5. Development of joint activities with twinning partners (e.g. organise a joint cultural event with another town)
6. Development of joint projects with a twinning partner (e.g. be partners for calls for proposals)
7. Communication of twinning experiences (e.g. share how a city’s twinning link was developed and how it benefited from it)

While the first four activities are more tied to monitoring and promoting potential twinning activities, the other three reflect stakeholders’ actions and their commitment and development of twinning partnerships.

Our data analysis revealed that most respondents were more interested in the second type of activities, with more than half indicating a preference for developing joint activities with partners (67%) and joint projects with a twinning partner (59%), as can be seen in Figure 11 below. Regarding the other types of activities, it is worth noting that 48% of the respondents opted for communication of twinning experiences between the partners, demonstrating that there is a clear wish for their partnerships to be made more visible.

Figure 11. Breakdown of responses to the question: “In the future, in which twinning-related activity would you like to be involved?”
Another relevant insight gleaned from the answers is that only 22 respondents (7%) reported either a lack of interest in getting involved in any of these twinning-related activities in the future (or did not provide a response at all).

The divergence between the preferences mentioned by local governments and those by associations is also worth noting. As Table 4 shows, local governments indicated a clear preference for the aforementioned latter three types of activities.

Table 4. Share of respondents by category (local governments and associations) and their stated preferences with respect to the development of twinning-related activities in response to the question: “In the future, in which twinning-related activities would you like to be more involved?”

<table>
<thead>
<tr>
<th>% of respondents that affirmed their wish to develop a twinning activity</th>
<th>Development of joint twinning activities</th>
<th>Development of joint projects</th>
<th>Communication of twinning experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>LRGs</td>
<td>70%</td>
<td>61%</td>
<td>48%</td>
</tr>
<tr>
<td>LRGAs</td>
<td>47%</td>
<td>39%</td>
<td>42%</td>
</tr>
</tbody>
</table>

In contrast, LRGAs tended to show a more pronounced interest in developing “supporting” activities, such as the promotion of twinning requests (64%) and the identification of twinning activities to be carried out by twinning partners (58%). This divergence in focus may be explained by the different responsibilities of these two respondent types. Such data is relevant to pinpointing in what way and during which stages CEMR and its national associations can play a major role to promote twinning.

Table 5. Share of respondents by category (local governments and associations) and their stated preferences regarding the development of twinning-related activities in response to the question: “In the future, in which twinning-related activities would you like to be more involved?”

<table>
<thead>
<tr>
<th>% of respondents that affirmed their wish to develop a twinning activity</th>
<th>Promotion of twinning requests</th>
<th>Identification of potential partners</th>
<th>Identification of twinning activities</th>
<th>Monitoring of twinning activities and experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>LRGs</td>
<td>31%</td>
<td>42%</td>
<td>40%</td>
<td>28%</td>
</tr>
<tr>
<td>LRGAs</td>
<td>64%</td>
<td>44%</td>
<td>58%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Needs and expectations

In order for LRGs and LRGAs to fulfil their aspirations of driving twinning-related actions forward, their aims must align with their respective practical capabilities. When questioned if they would have the capacity to explore new twinning opportunities, the vast majority (around 80%) responded yes, as shown in Figure 12 below.

Figure 12. Breakdown of responses to the question: “Would you have the capacity to explore new twinning opportunities?”

Around 50% spoke of the need for support to effectively develop twinning-related activities. The types of support sought are presented in Figure 13 below.

Figure 13. Breakdown of responses to the question: “If you answered ‘Yes, but we would need additional support’ to develop twinning activities, what type of support would you need?”
Among the countries with at least 10 respondents affirming they had the capacity to explore new opportunities, a majority declared they nevertheless needed additional support to explore these opportunities (see Table 6 below).

Table 6. Top results for countries with the capacity to explore new twinning opportunities but needing additional support.

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of respondents with the capacity to explore new opportunities</th>
<th>Percentage of them that needs additional support</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>22</td>
<td>68%</td>
</tr>
<tr>
<td>Georgia</td>
<td>35</td>
<td>51%</td>
</tr>
<tr>
<td>Germany</td>
<td>32</td>
<td>44%</td>
</tr>
<tr>
<td>Poland</td>
<td>18</td>
<td>78%</td>
</tr>
<tr>
<td>Serbia</td>
<td>59</td>
<td>68%</td>
</tr>
<tr>
<td>Spain</td>
<td>26</td>
<td>65%</td>
</tr>
</tbody>
</table>

As we noted earlier, the current challenges faced by local governments and associations in relation to twinning are mostly linked to a lack of financial resources and personnel. This explains why most respondents expressed a need for support involving additional financial resources and/or human capacity.

More generally speaking, in addition to these two primary types of support, over half of the respondents reported that they would also like access to a tool dedicated to the identification and promotion of twinning (53%).

Among the pool of respondents expressing a willingness to develop joint projects or activities with their twinning partners but requiring support to do so, an overwhelming majority called for additional financial resources (around 80%). The human capacity to perform such activities was also singled out by 60% of them, closely followed by the need to have access to a dedicated tool for the identification and promotion of twinning (56%), as illustrated in Figure 14 below. This result validates the utility of operating a twinning platform, through which local authorities would be able to identify potential partners and promote their twinning activities.

In light of the respondents’ stated intent to further develop twinning activities and the challenges highlighted above, one of the express aims of this report is to better understand the expectations of the 279 local governments that provided answers regarding the role to be played by CEMR and the national associations.

The respondents were presented with the following selected clusters of activities:

1. Promote twinning opportunities in your territory
2. Receive and validate twinning requests coming from cities
3. Support twinned towns in a consortium (e.g. apply to calls for proposals)
4. Monitor existing twinning links in your territory (e.g. follow-up on requests that resulted in a twinning agreement)
5. Promote existing twinning experiences in your country (e.g. good practices)
6. Organise bilateral exchanges with other national associations of local and regional governments

The main expectation singled out by local governments is for CEMR and the national associations to organise and facilitate exchanges with other cities on twinning-related topics (62%). This was followed by promoting the existing twinning experiences in their country and abroad (46%). These results seem to reflect once again LRGs’ desire to focus on concrete actions that strengthen the links with their partners.

It is also worth noting that 32% of respondents would like CEMR and LRGAs to provide support by setting up a consortium to apply for calls for proposals.

Figure 14. In follow-up to their earlier indication that they wished to develop joint activities or projects, share of respondents who mentioned specific support in response to the question: “what type of support would you need?”
Examples of concrete twinning activities

Several respondents used our consultation survey to share examples of actions they developed with their twinning partners. These illustrations show that twinning goes beyond simply cultural exchanges between partners and can also provide a framework for tackling social, humanitarian and environmental topics.

Box 1. Twinning experiences shared by respondents.

- **A municipality in Romania:** “Humanitarian aid to Cernovits, supporting the learning for public officers and public services from Republic of Moldova. We wish to continue our traditional twinning relationship and exchanges but also to identify common projects with European funds to establish networks and new partnership/twinning on subjects of mutual interest.”

- **Spanish Federation of Municipalities and Provinces (FEMP), in Spain:** “In the case of international twinning (non-European) and with Ukraine: Establish relations of development, solidarity and promotion of Peace.”

- **A municipality in Poland:**
  - “support and humanitarian aid for partner cities in Ukraine in connection with the armed aggression of the Russian Federation against Ukraine,”
  - “creating a partnership network with foreign partners (partner cities) in order to implement joint, effective international initiatives in the subject of citizen activity, building a platform for the exchange of know-how and good practices.”

- **A municipality in Georgia:** “With Poland - within the project of installing solar panels in a kindergarten.”

- **A municipality in Georgia:** “Sharing the experience of European municipalities, strengthening staff through training programs, sharing and putting into practice the best practices of municipal services.”

Participation in twinning calls

The European Commission’s Directorate General “Justice and Consumers” (DG JUST) manages the Citizens, Equality, Rights and Values (CERV) programme, whose aim is to “protect and promote Union rights and values enshrined in the EU Treaties and the Charter of Fundamental Rights. It will contribute to sustain and further develop open, rights-based, democratic, equal and inclusive societies based on the rule of law.” In this programme, two calls for proposals are directly linked to twinning:

1. Networks of Towns;
2. Town Twinning.

Both aim to support good local governance and reinforce the role of local and regional governments in the European integration process by encouraging cooperation between municipalities and the exchange of best practices. The projects proposed must outline a long-term vision for European integration that engages the younger generation and builds sustainable networks while promoting diversity and gender equality.

The funded activities may, for instance, include workshops, seminars, and conferences and should work towards establishing lasting links with partner organizations, developing larger-scale projects for increased impact and sustainability, and improving information on EU citizenship rights and their implementation in Member States.

Eligible applicants include legal entities (public or private bodies) established in EU Member States, overseas countries and territories, non-EU countries associated with the CERV Programme or countries in ongoing negotiations for an association agreement. The available budget for the Networks of Towns projects is EUR 6 000 000 and EUR 4 000 000 for the Town Twinning projects.

Among our respondents, 76% reported that they were eligible to participate in calls from the European Commission. However, only less than one in every five respondents (17%) had already applied to the calls “Town Twinning” and “Networks of Towns” published by the European Commission. Among those eligible, 40% had never heard about these calls, while 43% had known about them but never applied (see Figure 16 below).

Overall, 85% of the respondents who are eligible for calls reported that they would be interested in applying to one or both calls in the future.

To effectively apply to one of these calls, a large majority of the respondents spoke of the need to be kept informed of the publication of the calls (81%) as well as to be supported in the application process (80%). A significant percentage also mentioned the importance of receiving support through the identification of partners in view of creating a consortium (56%).

Of the 40 respondents who had already applied for an EC call, 46 of the 68 applications were successful, amounting to a success rate of 68%. It is important to understand what steps they took to overcome stumbling blocks to ensure an increased success rate for future applications. Challenges they encountered and identified are listed in Table 7 below.

Table 7. Challenges faced by respondents having already submitted a CERV application

<table>
<thead>
<tr>
<th>Impediment</th>
<th>% of LRGs or LRGAs that have already worked on a submission for a call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application process is overly complex (e.g. takes too long to apply)</td>
<td>48%</td>
</tr>
<tr>
<td>Amounts proposed in the calls are too low</td>
<td>38%</td>
</tr>
<tr>
<td>Difficulty of meeting steep requirements (e.g. the number of participants requested is too high)</td>
<td>25%</td>
</tr>
<tr>
<td>Insufficient internal capacity (shortage of staff to complete such an application)</td>
<td>25%</td>
</tr>
<tr>
<td>Difficulty of finding partners to apply</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>
Conclusions

- This report demonstrates that twinning remains a relevant practice with an effective and meaningful impact. Moreover, almost 80% of the respondents expressed their intent to continue developing twinning activities, with the majority wishing to explore new partnership possibilities.

- This report also shows that the twinning experiences of these municipalities were not limited solely to the classic traditional context. While 50% used twinning as a way to establish cultural connections with their peers, more than half reported using it as a springboard for developing sustainable networks. This can include the organisation of workshops, conferences, training activities, as well as the development of joint projects.

- Local governments and their associations have also shown an interest in gaining a better understanding of European Union financing options. This would make it possible for twinning to be used to both develop joint projects and to boost cooperation with their partners (in areas related to economic development, agriculture and new technologies).

- However, there are also challenges to be overcome by LRGs and LRGAs to develop twinning further, namely a shortage of financial and human resources, as well as a lack of knowledge on how to effectively engage in twinning activities.

CEMR Recommendations

To unlock the full potential of town twinning and address these challenges, a multifaceted approach is needed:

- **An increase in budgetary allocations and funding opportunities**, particularly from institutional donors like the European Commission, would provide the necessary financial backing to sustain and expand twinning initiatives.

- **It is crucial to provide guidance to municipalities when it comes to accessing funding opportunities.** Notifying LRGs of the existence of different opportunities, beyond the twinning programmes themselves, and providing support during the application process are essential in this regard.

- **Training is equally pivotal.** Capacity-building through dedicated twinning training programmes would empower municipal staff, enabling them to lead and implement effective twinning projects. This investment in training may not only enrich individual capabilities but also contributes to the overall success and sustainability of twinning initiatives.

CEMR, with its foundational commitment to twinning, has a unique role to play in championing these solutions. With the right support from institutions and working hand-in-hand with its members, CEMR can unlock the potential of twinning to meet the challenges existing in various policy fields across Europe – including the territorialisation of the Sustainable Development Goals.
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