

# Schuman Challenge

**Toolkit for competition participants  
and associated schools**



Funded by the  
European Union



# Schuman Challenge

## IN A NUTSHELL

- The 2022 Schuman Challenge will take place from April 7-8. It is an annual competition that invites teams of 3-4 undergraduate students to respond to a topic impacting transatlantic relations and present before a panel of judges.
- The Schuman Challenge is a two-round competition. Teams from across the U.S. deliver 10-minute presentations on a pressing foreign policy issue.
- The Schuman Challenge is funded by the Delegation of the European Union to the United States. Finalists of the challenge will meet the Ambassador of the European Union to the U.S. and other senior diplomats on a special trip to Washington, D.C.
- **The 2022 Challenge Question**  
How should the EU and U.S. cooperate in Afghanistan following the U.S. military withdrawal?
- **Benefits**
  - Develop critical thinking and foreign policy research skills
  - Strengthen debating acumen while competing against undergraduates from other U.S. universities
  - Present your foreign policy recommendations to an esteemed panel of foreign policy experts from the diplomatic community and leading media organizations

# Social Media Copy

Content for competition participants and associated schools

link to the Schuman Challenge website: <https://bit.ly/SchuChall>

- The best of luck to [Student names] participating in #SchumanChallenge @EUintheUS! Team [UNIVERSITY] is looking forward to presenting their policy proposals to transatlantic experts!
- Our [UNIVERSITY] team was proud to participate in the #SchumanChallenge2022 to present its case for how the EU and US should cooperate in Afghanistan. Cases were judged by senior diplomats, foreign policy experts, and reporters.
- Congratulations to our students who made it to the finals of the #SchumanChallenge last week. You are fabulous representatives of our university. Thank you @EUintheUS for sponsoring and hosting the competition.
- And your 2022 #SchumanChallenge winner is... [UNIVERSITY]! Congratulations and thanks to all our impressive participants, you all did brilliantly!



# Helpful Additions

- **Hashtags**

#SchumanChallenge

#SchumanChallenge2022

#EUintheUS

#EUintheClassroom

- **Tags**

@EUintheUS

@EUAmbUS

@WISE\_Tweets



# Testimonials

## ALUMNI

### **Karen Laska (2019 Schuman Challenge)**

West Virginia University, Bachelor of Arts in International Studies; Slavic and East European Studies; World Languages (French)

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*“The Schuman Challenge was an excellent opportunity for me to get a taste of working in the foreign policy world by collaborating on a team to devise solutions to a relevant global issue and then receiving feedback on my ideas from real foreign policy experts in Washington, D.C.”*

### **Alex Psilakis (2017 Schuman Challenge)**

American University, Bachelor of Arts in Political Science and History

”

*“Through this experience, I had the opportunity to research public policy and make a case for a policy reform that I came to care deeply about. Alongside this, I had the chance to get to know numerous intelligent and driven students from around the country that helped me learn a thing or two. Now, as my work involves public policy and communications, I can say that the Schuman Challenge was an incredible experience that left me with both strong skills and wonderful memories.”*



# Testimonials

## DELEGATION OF THE EUROPEAN UNION TO THE US

### Stavros Lambrinidis

Ambassador of the European Union to the United States

”

*"If there was any need of proof of how undergrad education brings out some of the most eloquent minds, [the Schuman Challenge] is it."*

### Tim Rivera

Former Programs Manager

”

*"I absolutely loved the #SchumanChallenge when I was @EUintheUS proof there are some students out there super knowledgeable about foreign policy"*

# Suggested graphics

[Graphics available through this link](#)

**THE SCHUMAN CHALLENGE**



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The Schuman Challenge was an excellent opportunity for me to get a taste of working in the foreign policy world.

**Karen Laska**, West Virginia University  
(Schuman Challenge 2019)



**APRIL 7-8, 2022**

**THE SCHUMAN CHALLENGE**



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If there was any need of proof of how undergrad education brings out some of the most eloquent minds, the Schuman Challenge is it.

**Stavros Lambrinidis**  
Ambassador of the European Union to the U.S.



**APRIL 7-8, 2022**

[Graphics available through this link](#)

**THE  
SCHUMAN  
CHALLENGE**

**UNDERGRADUATE INTERESTED IN  
FOREIGN AFFAIRS?**

**In the Schuman Challenge you can...**

- Develop your public speaking skills
- Meet diplomats and media representatives
- Build up your resume!

 **APRIL 7-8, 2022**

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the European Union

**EU  
IN  
THE  
CLASSROOM**

**#SHUMANCHALLENGE**



# Graphics for overall EU in the Classroom educational project



# Final Takeaways

- The 2022 Schuman Challenge will take place from April 7th to 8th
- Contacts: Khyla Duarte (kduarte@wise-ny.org), Dario Stipisic (dstipisic@wise-ny.org)
- More: [Schuman Challenge](#)
- [Graphics available in Dropbox](#)

