

Goal

This activity aims to organically attract HRW staff and students to the CHARM-EU orbit. To achieve this, the Cafeteria Table endeavors to render visible the HRW's involvement in the Alliance, celebrate its successes within CHARM-EU, and entice previously unaffiliated staff and students. Designed and implemented as an English language event, it can also provide an informal platform of 'internationalization at home' through the casual use of English.



Target group

- Academic and administrative staff
- Students

Format & type of content

The event takes place once a month in the central HRW canteen. It piggybacks on informal cultural holidays or international days (e.g. Day of the Croquette, World Sustainable Transport Day etc.), used as anchors for CHARM-EU engagement. Practically, it is an hour-long lunch session primarily in English, where the exchanges prompted by visitors guide the discussions' direction.



Channels & tools used

Pre-activity advertising via

- campus screens and university-internal platforms
- targeted emails and newsletters
- posters and word of mouth

Impact and efficiency

- Number of new and returning Table visitors
- Increased awareness of CHARM-EU, its activities, values, commitments, and opportunities among staff and students
- Networking connections forged; follow-up questions in-person or via email
- Increased oral confidence in English evinced by Table visitors



Necessary resources

Human resources:

- Activation of pre-event advertising channels
- Staffing the Table by CHARM-EU staff at HRW to provide information and help steer discussions

Technical, material resources:

- Table reservation at the cafeteria, requesting specific food options (if applicable/possible)
- Preparation of the materials: icebreakers, charts, logos, maps, flyers, banners, rollups, QR codes, collectible postcards, merchandise



DEI aspects

- Balanced representation of gender and other lived experiences among CHARM-EU Table hosts
- Use of gender-neutral language; use of local language as alternative
- Inclusive cafeteria food options, provision of ingredients' description, provision of menu in digital format
- Accessible cafeteria location

