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Offline actions

The first focus of the project is to train a pool of young multipliers via five unique workshops. These will afterwards form an informal network that will carry out numerous local and regional actions oriented at informing young people on the European Parliament by peer learning, non-formal education and audio visual production. They will be in charge of disseminating the materials produced during the project and at the same time they will gather opinions of young people in their different geographical areas.

Step one: Creating multipliers

At the start of the offline actions, five regional multiplier meetings in Groningen, Catania, Sofia, Munich, and Leuven took place. The meetings gathered around 20 participants each. During the multiplier meetings, our workshops were put into practise for the first time. Moreover, the project team members attending the multiplier meetings will pass on their knowledge of public speaking, moderation of discussions and workshop delivery.



The second event to happen was a youth participation conference taking place in Salerno, Italy. The conference was supported by the Association des Amis de Franck Biancheri and aimed to inform and inspire young European to take an active part in European Democracy. The program included a mix of European political challenges in Europe, such as the decay of the rule of law in certain member states, the refugee crisis and nationalism.

The biggest singular action of the project was the Youth Participation Day in Krakow, Poland. With presentations, information, toolkits, and a video wall for the participants to express their opinion of the EU and the European Parliament, this event informed almost 500 participants on the European institutions and the European Parliament elections. A flyer was designed that included information on the four most important European Institutions: The European Parliament, the European Commission, the European Council and the Council of the European Union.

During the multiplier creation phase, 640 young people were reached and instructed to be multipliers.

During this phase of the project, we created 16 videos that answered questions around the European Parliament, such as

- Why do you think young people do not go to vote?
- Do you think a young person would represent you better?
- Do you think it is good that most material is produced in 24 languages? In total, we had more than 40 questions to be asked to participants. The results were

then disseminated on Social Media, mainly Facebook, but also Instagram and Twitter.

Step two: Spreading the knowledge

In the second stage of the project, multipliers delivered the workshops that have been prepared and tested in earlier stages in local communities. Participants of the workshop were encouraged to spread the information further and to join the online campaign. After the regional multiplier meetings, the multipliers will return to their cities and organise local actions in their cities.

Local Actions

For each singular local action, multipliers traveled to the location of the action to deliver the workshops. Local groups were encouraged to share the local views on the interaction between the European Parliament and their community via audio-visual materials.

The projectcovered 13 cities in 10 countries during the local actions, with a wide reach from Greece in the south until Estonia in the North.

13 cities	10 countries
7	50%
Trainers	increase in knowledge

Local Action Tours

Our local actions tours were special adaptations of local actions, in which 2-3 multipliers traveled to multiple cities within a timeframe of two weeks. These tours were be complementary to the regular local actions, because they covered new areas of Europe, and reached a bigger amount of people in a short time.

3	8
tours	Trainers
14	355
cities	young people reached

During the Local actions and Local Actions Tours, 229 people filled in the impact measurement survey. A key finding is that 4 out of 5 can see themselves sharing information about the European Institutions with their surroundings, however 1 out of 4 say it takes a lot of effort to understand the European Institutions

Online Actions

The second, audiovisual part of the project, had a central role in order to increase the impact and reach as well as to unite all the offline actions carried out.

A social media campaign was launched, consisting of the produced materials during the project by all parties. Noteworthy are

- 1. Pictures: The connection between offline- and online actions was a priority for us. Therefore, all our actions were documented and shared with the online community on multiple platforms
- 2. EU News: As the EU often is perceived as being far away from citizens, we decided to make our own weekly EU News - by young people for young people. By approaching the topic with a bit of humor, yet staying close to what affects us, we hit a nerve, accounting for more than 24.000 people reached
- 3. Interviews: During our offline actions, we did more than 100 interviews with young people. Grouped into sets of questions, 25 compiled interviews show the views of young people on topics related to youth participation and the EU

For social media, we chose the most liked and used social media channels: Facebook, Twitter and Instagram. We chose to use the Y Vote platform, which will be responsible for a sustainable continuation of the project, as account to publish on.

Total reach on Social Media

115777 1389 Facebook

3643 Instagram

300+ published images 180+ GB

video material

The target group of young people was well-reached, with 88% of new followers on Facebook being in the age group 18-34 and more importantly, 47% are first time voters (age 18-24). Overall, all EU countries but Luxemburg were reached, but our campaigns also reached Eastern Partnership countries such as Ukraine and other neighbouring countries like Turkey. The main growth of new followers was in the following countries (in order): Germany, Italy, Belgium, Netherlands and Spain.

The more the project progressed, and Local Actions took place, the sharing of pictures and videos increased, and Facebook became increasingly popular. Twitter however was used extensively to communicate the news about the project and to communicate towards stakeholders, peaking in June at the European Youth Event by the European Parliament and the European Youth Forum in June.

Results

The broadest result is an increase of awareness and participation of young people regarding the European Parliament and its functioning. This is the line that will connects all the stages of the project as well as orientate all the actions and materials that were be carried out.

We developed a set of workshops and local actions toolkits, which the multipliers (but not only those) can use to put their gained knowledge into practice. For this, we also set up a material sharing platform, which will continuously will be updated.

We empowered a large amount of young people to be multipliers. Starting from the project team, all the people involved in the regional and local meetings form are trained to be multipliers to further carry out local actions and share the materials produced in order to raise awareness on the European Parliament activities.

We involved more than 1.000 people face-to-face and more than 120.000 people online. The social media campaign raised the awareness on the European Parliament and disseminated the project's results and materials created.

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Regional Meetings Local Actions

15 **Activities** Countries

1199 807 People reached directly Multipliers created

Workshops created Youth Participation Day

120809 People reached online Videos produced During the project, we carried out intensive impact measurement. Among 308 filled response forms by participants of our workshops, these were the some of the most noted results

54%

Is the average increase in knowledge about the EU Institutions

90%

Of participants (strongly) agree that the political institutions of the EU are important for young people

94%

(Strongly) agree that participation is important and can change outcomes

80%

Say that our workshops can help increase ones participation

93%

See the importance of the European institutions

0%

Say active participation of citizens is not important for society

The team

The project team was assisted by multiple volunteering teams for the implementation of the project.

The Comité Directeur, also known as Board of Directors, is the governing body of AEGEE-Europe.

They supported the project throughout the time with expertise, time and materials.

The Y Vote Project strives to inform people in Europe, especially the youth, in order to equip them with the needed knowledge and to encourage them to be engaged in the democratic process in the future. The project team was part of the core team of the Why European Parliament project to ensure a sustainable follow-up.



The Summer University Project is currently the biggest project in AEGEE which involves more than 2000 young people every year. Through the high number of people reached, our Local Action Tours ran in cooperation with this project.

The Network Commission is the entity entitled to strengthen, support and help the Network. In close cooperation with all the AEGEE locals, the cooperation enabled us to organise our Regional Multiplier Meetings together.

The Civic Education Working Group aims at learning the competences, i.e. skills, knowledge and attitudes, required to be an active, democratic, responsible and critical citizen. Together, we organized the Conference on Youth Participation.

AEGEE-Krakow is a local group of AEGEE in Krakow, Poland. Together, we organized a Youth Participation Day for hundreds of students all over Europe.

We want to thank all people and bodies involved in organising events, especially the countless local groups of AEGEE hosting and co-organising events.

Project Team Meetings

The project team had two scheduled meetings. One meeting was ahead of the project launch, in January. This was not only the occasion to plan ahead, but is also the opportunity to train the project team and the board of directors. Intensive team-building and training helped the core team to speak in public, to moderate discussions, to deliver non-formal education and to step into the feet of young people with less knowledge on the European Parliament. In July,the team members gathered again in Brussels to discuss the outcomes of the multipliers training phase, the impact of the project and the follow up.

Follow-up and sustainability

The Why European Parliament project has come to an end, but the European Parliament elections are yet to come. Therefore, the project has created knowledge and strong tools that have the possibility to reach thousands of new (young) people.

The created network of multipliers, which are trained and with extensive experience in carrying out educational activities and awareness campaigns related to the European Parliament, is expected to carry out many more activities throughout the coming months.

Besides, the data collected will serve as a basis for a policy paper in European Citizenship, setting AEGEE / European Students' Forum opinion on the inclusion of youth in the European processes and specifically in the European Parliament, the knowledge that young people have about it and how to increase youth participation in this regard.

The results of the project are presented in the general assembly of AEGEE-Europe, which takes place in October 2018 in Istanbul, Turkey, in which around 1000 people will gather to discuss the future of our organisation and Europe. In this event, the visual materials of the project will be exhibited during the five days that our assembly lasts.

Partnerships have been established with the European Youth Forum, the Young European Federalists and the Erasmus Student Network to ensure better dissemination and collaboration between networks of young, active citizens.

To follow-up the direct work, a new project and a broader platform, Y Vote has been established to serve and protect the legacy of this project. The aims of Y Vote are to Develop, Empower and Involve young people in the democratic process and turn them into educated voters. These aims fit perfectly with our previously mentioned results.

FINAL WORDS

The European Parliament and other institutions within the European Union are important, but for many not easy to understand. In our efforts to reach and educate young people about the functioning of the European Parliament, we have reached over 20.000 people monthly, and increased knowledge on the European Parliament and the elections in 2019 significantly.

The EU needs young, informed citizens - and this campaign was our contribution. We hope these efforts will be continued.

We once again want to thank all people involved in the project, in particular María Ballesteros Melero and Loes Rutten, who applied for this project to happen and have supported the project through time.

Europeanly yours,

Nadia Deis

Philipp Blum







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