EUth Voices for Social Change

Final Report

Practice Brief

Empowering YOUth.

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Table of Content

Table of Content.....2

INTRODUCTION.....3

The genesis of the project.....4

The specific goals of the project.....5

TARGET GROUP OF THE PROJECT.....6

To whom is this policy brief addressed?.....8

ACTIVITIES & TRAINING.....10

The preparatory meeting in Turin.....11

Physical Events.....12

Podcast Training Kit.....13

The webinars.....14

TESTIMONIALS.....15

COMMUNICATION KIT.....19

THE SENSE OF BELONGING AS ACTIVE CITIZENS.....23

THE CHANNELS TO ALWAYS BE AWARE.....24

THE IMPORTANCE OF NONPROFIT ORGANIZATIONS.....25



INTRODUCTION

The project aims to empower youth to be visible and heard, through digital tools and narrative techniques like podcasting, not only locally or nationally, but also globally. To empower underrepresented groups and develop connections among youth from varied backgrounds, the project's reasoning is based on the need for young people to feel a sense of community and belonging, allowing deeper integration and reducing stigma associated with the latter.



THE GENESIS OF THE PROJECT

The beginning of this project can be traced back to a comprehensive understanding of the needs and challenges faced by young people in **Spain, Greece** and **Italy.**

In response to the findings of the Eurobarometer and Youth Survey reports, which underscored a prevailing feeling of unawareness of youth voices on the part of the European Union, the project emerged as a proactive solution to bridge this gap.
Recognizing the importance of providing a platform for expression and connection, especially for marginalized youth who face barriers, the genesis of the project lies in the collective effort to empower youth through digital tools and storytelling methodologies, particularly podcasting. Based on the belief that active youth engagement is vital to the future of the European community, the project seeks to address social challenges and amplify the voices of marginalized and marginalized youth, contributing to a more inclusive and empowered European youth population.





THE SPECIFIC GOALS OF THE PROJECT

The project's overarching goals encompass multifaceted aspects of **digital empowerment** and **storytelling**. By emphasizing the enhancement of digital, social, and communication skills, the initiative aims to equip youth with the tools necessary for self-expression and connection. Furthermore, the project seeks to raise awareness about **EU opportunities** and **values**, inspiring a positive attitude towards the EU among the younger generation.

The supplementary objectives, including the **promotion of gender equality**, enhancement of non-formal education practices, and the facilitation of communication between marginalized and non-marginalized groups, reflect a holistic approach to addressing the diverse needs of the youth population. Overall, these objectives collectively contribute to the project's central mission of empowering youth, breaking down barriers, and fostering a stronger sense of community and engagement within the European context.





TARGET GROUP OF THE PROJECT

The project targets a diverse range of participants, including **students** aged **18 to 24 in higher education institutions** interested in EU programs and podcasting, contributing to a creative and intersectional perspective. Additionally, a specific focus on **individuals** aged **18 to 29 with fewer opportunities** addresses barriers to participation, including disabilities, rural residence, and obstacles in education and training. A gender-based methodology ensures at least 60% female participation. The project also involves **youth workers** actively engaged in civil society, youth-led, and cultural groups, along with trainers and volunteers from non-governmental organizations interested in or participating in EU programs. This **inclusive approach** aims to empower a broad spectrum of individuals, fostering active citizenship and addressing diverse needs within the European context.



Students (18-24 years old)

Students (18-24 years old) in a **higher education institution** (HEI) who are interested in participating in EU programs; Students that are interested in creating podcasts as a kind of digital storytelling; Students concerned in issues such as diversity, accessibility, and young representation at the local, national, and European levels; Students from several fields will contribute an intersectional perspective to the project's outputs.

People with fewer opportunities (18-29 years old)

People with fewer opportunities (18-29 years old) will be targeted in order to stimulate participation, engagement, and support for underrepresented populations who are less likely to participate in EU projects due to a lack of information and available options. In terms of access to information, movement/mobility (where necessary), and involvement in project efforts (both online and offline, using a "phygital" approach), accessibility and inclusion are key concerns for all target groups. - People with disabilities; people living in rural and peripheral locations with less developed services (due to geographical limitations); people who confront barriers related to education and training systems, particularly NEETs. The participants will be chosen using a gender-based methodology, with women accounting for at least 60% of those taking part in the activities.

Youth workers

Youth workers - active in youth work; through civil society, youth-led, and cultural groups with an interest in EU affairs and opportunities; trainers and volunteers working for non-governmental organisations that have participated in or plan to participate in EU programs).



To whom is this policy brief addressed?

Youth workers and people involved in youth work

Youth workers, active in the field of youth work through civil society, youth-led groups and cultural groups, play a key role in the project. They are trainers and volunteers affiliated with nongovernmental organizations, who have participated or plan to participate in EU programs. Their involvement brings valuable skills and insights to the project, contributing to its success by **sharing experiences** and **knowledge** gained through their work with young people.



Young people with fewer opportunities

The project takes into account the importance of **18-29** year olds who face **fewer opportunities** and aims to stimulate their participation, engagement, and support. This inclusive approach targets people who may be less likely to engage in EU projects due to information gaps and limited options. This group includes people with disabilities, individuals in geographically disadvantaged areas, and people who face barriers in education, particularly NEETs. The project uses a **gender-based methodology**, ensuring at least 60 percent female participation, to create an inclusive environment that addresses specific needs and promotes active citizenship opportunities among youth with fewer opportunities.

Stakeholders and Policymakers

Stakeholders and policy makers are a **key contributor,** as they provide valuable insights and shape the direction. The involvement of stakeholders from various sectors, including **education** and **youth advocacy**, ensures a comprehensive understanding of the needs of the target groups. Policymakers play a crucial role in aligning the project with regional and national priorities, promoting a collaborative approach that empowers youth and promotes active citizenship in the European context. Their involvement is critical to achieving project goals and creating lasting positive impacts.



ACTIVITIES

Digital Storytelling and Skill Enhancement:

The project offers young people a unique opportunity to improve their digital, social and communication skills through the powerful tool of podcasting. By creating their own digital storytelling spaces, participants can amplify their voices, fostering a deeper sense of belonging to the European community. This not only empowers them locally, but also positions them as active contributors on a European scale.

Inclusivity and Empowerment for Marginalized Groups:

Addressing the challenges of accessibility and inclusion, the project strategically targets people with fewer opportunities (18-29 years old), including people with disabilities, individuals from rural areas, and NEETs. Through a gender-based methodology that ensures diverse representation, the initiative provides a platform for underrepresented voices to be heard. By actively engaging with marginalized groups, the project aims to stimulate their participation and support, promoting a sense of empowerment and active citizenship.

Transnational Learning and Networking:

The collaboration between Fundacion Farrah, YMH and Microkosmos introduces participants to a transnational learning and networking environment. The "glocal" approach recognizes regional variations and adapts strategies to different demographics. This collaborative effort not only facilitates learning but also exposes participants to innovative solutions, methodologies and practices. By actively engaging in the project, young people contribute to a more cohesive, competitive and integrated Europe while building positive attitudes toward the European Union and its shared values.



TRAINING ACTIVITIES

The preparatory meeting in Turin

The **Preparatory Meeting in Italy** involves a **transnational training** for trainers and researchers to exchange good practices, develop a reference framework, and plan activities. The target group is **professionals working in training and education**, enhancing their theoretical framework. Connected to most project objectives, this meeting will contribute to empowering youth through digital skills, particularly those with fewer opportunities. The expected results include improved professional backgrounds, a cohesive group, and a basis for subsequent design work.



TRAINING ACTIVITIES

Physical Events

Physical Events, from M9-M15, include **three country-specific events** dedicated to topics aligned with project objectives. The target group is young people with fewer opportunities, with a gender approach. These events contribute to youth empowerment, awareness, and network building. Expected results include data collection, raised awareness, and improved soft skills.

This activity included three physical events, one per country which was held during the project, in which participants were involved in the activities planned during the transnational meeting.
Each event was dedicated to a specif topic of interest linked with the objectives of the project:

- Fundacion Farrah:

Digital skills for youth empowerment

- YMH:

non-formal Storytelling Activities

- Microkosmos:

An inclusive & accessible future

n of participant		
20 - 21/06/2023 15/03/2024	spain	50
3-5/10/2023	greece	50
7- 8-9/02/2024	Italy	51



TRAINING ACTIVITIES

Podcast Training Kit

The Podcast Training Kit, scheduled from M2-M17, involves 12-hour podcast creation workshops in three countries. The target group is young people with fewer opportunities, emphasizing gender balance. Aligned with project objectives, this activity contributes to youth empowerment through digital and communication skills. Expected results include enhanced digital skills, empowerment of women, and the creation of podcast series.

n of participant	
137	71% women 29% men

Moreover, 5 online podcast training sessions were developed, between italy and greece. podcast trainings have been very successful, receiving feedback from participants in the overall very enthusiastic, high level of participation and willingness to develop these skills



TRAINING ACTIVITIES

The webinars

The Capacity Building for EU, spanning M2-M7, comprises three webinars aimed at raising awareness of EU opportunities and empowering youth. The target group is young people with fewer opportunities, and the activity aligns with project objectives, especially in fostering digital, social, and communication skills. Anticipated results include informed youth and expanded networks.

n of participant	
177	60% women 40% men

TESTIMONIALS : The preparatory meeting held in Turin



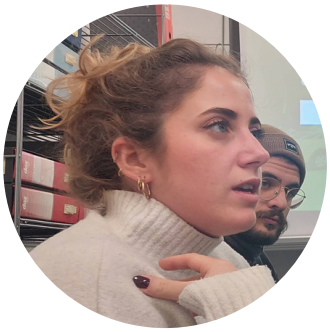
Spyridoula Loukopoulou - YMH

"The meeting revealed a shared commitment to empowering youth through tailored initiatives, providing valuable insights and setting a promising tone for the program's future endeavors."

Sara León López - Farrah Foundation



You can always learn from other people. Sharing knowledge enrich the mind of the people that take part in this project.



Irene Valachis - Microkosmos

The event took place in a dynamic way, a collection of people full of energy ready to plan and put the first piece of what we already knew was a project with a strong impact on young people, a project to believe in!



TESTIMONIALS Training activities in the Canary Islands

Marilena Maragkou - YMH



"In Las Palmas, we didn't just attend an event; we embarked on a journey of storytelling discovery, where every word spoken and every pixel captured echoed the power of our digital voices."



Selena Caballero León - Farrah Foundation

“What i’ve learned? We inmersed ourselves in what technology can offer us through storytelling.”

Konstantinos Maragkos - YMH



“The event illuminated the power of storytelling as a force for change, leaving us with the knowledge that our narratives can shape the world."





TESTIMONIALS Training activities in Greece:

Pinelopi Katsigianni - YMH

"From 'Let's Get Digital' to 'Greening the Digital Revolution,' the event was a masterclass in leveraging digital prowess to tell stories that echo environmental stewardship."





Natalia Lorenzo Pérez - Farrah Foundation

We create very positive relations between people from different countries. We shared different problems and experiences, helping each other to find new solutions and to have a broader vision.

Spyridon Dimopoulos - Microkosmos

It was interesting and innovative to learn how to tell, develop, and adapt stories using specific elements through storytelling training







TESTIMONIALS : The webinars



Irene García Fernández - Farrah Foundation

These webinars open up a world of possibilities to encourage young people to learn and work in an intercultural context. How much I wish they had existed when I was preparing my future!

Georgianna Chondrou - YMH

We absorbed not just knowledge but the alchemy of turning ideas into compelling stories, gaining lessons that would echo in their future podcasts.





Sofia Mastrokoukou - Microkosmos

We shared and achieved one of the goals of European projects: to create a community to help us grow as people!





COMMUNICATION KIT

The communication kit comprises a **user-friendly website**, three customized **animation videos**, and six **infographics** designed every four months. Targeting young people with fewer opportunities, including those with disabilities and facing geographical barriers, the kit aims to empower youth through **digital** and **social skills**. The materials, emphasizing EU opportunities, contribute to establishing **storytelling digital spaces,** fostering initiative, and raising awareness about EU values.

The results focus on a holistic communicational approach, leveraging both physical and digital tools. Expected reach includes 400 direct visitors/month and 1,000 indirect young beneficiaries for the website, 500 direct views and 2,000 indirect views for the videos, and 300 direct participants and 1,000 indirect views for the infographics. The **"phygital" approach** ensures inclusivity, environmental sustainability, and broad accessibility across diverse backgrounds.



PROJECT'S BRAND IDENTITY

Creating the brand identity of the project involved crafting a cohesive set of assets that visually represent the essence of the brand. This included designing a **distinctive logo**, selecting a harmonious **color palette**, choosing appropriate **typography**, and curating imagery that reflects the project's values and personality. These assets are carefully integrated into various touchpoints such as the **website**, **social media accounts**, and **marketing & promo materials** to ensure a consistent and memorable brand experience. Regular evaluation and refinement of these assets were necessary to keep the brand identity fresh and aligned with our target audience's preferences and trends.

EUth Voices
for Social Change

PROJECT LOGO



STANDARDS MANUAL



PRESENTATION TEMPLATE



PITCH DECK



NOTEPAD



DOCUMENT TEMPLATE



STICKERS



SOCIAL MEDIA - FACEBOOK PAGE

The social media strategy for the project is carefully crafted to empower youth through digital, social, and communication skills. Aligned with international days, our campaigns celebrate diversity, fostering a sense of global solidarity among our youth participants. Collaborations with partners working directly with the project amplify our impact, showcasing the collective effort to drive positive change.

Through a comprehensive approach, our social media strategy aims to not only promote the project but also cultivate a dynamic online community that empowers youth to be agents of social change.

FB DATA | October 2022 - March 2024

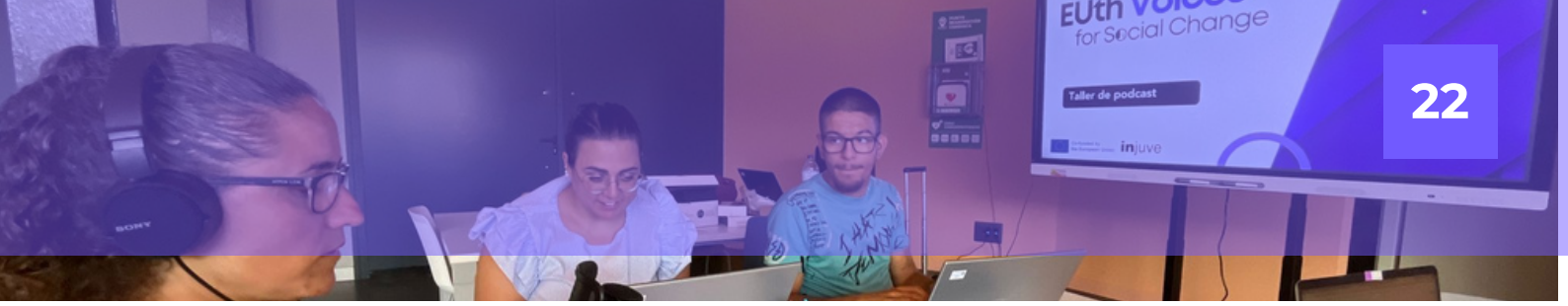
Total page Followers **339**
Total page Likes **285**
Engaged People **757**
Page Reach **11K**
Post engagement **1.438**
Reactions **952**
Shares **24**
Total Impressions (page & post) **25.449**











INFOGRAPHICS

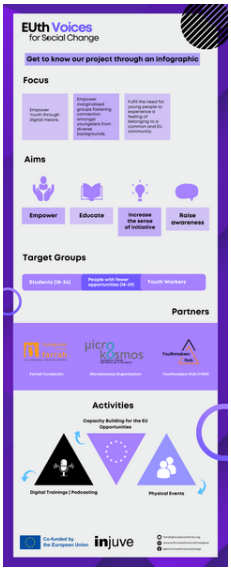
Our series of infographics represents key milestones in the EUth Voices for Social Change project, each offering a unique perspective on our mission to empower young individuals. These infographics serve as vital tools, offering a visual narrative that complements our animation videos, collectively embodying the essence of our project and inspiring positive transformations among the youth.











INFOGRAPHIC #1

Get to know our project

Introduces our initiative, laying the foundation for understanding the project's objectives and impact.



INFOGRAPHIC #2

podcasting101: From Idea to Earbuds

Serves as a guide, demystifying the podcasting process and encouraging young minds to share their stories.



INFOGRAPHIC #3

Webinar Series: Capacity Building for EU

Showcases our dedication to knowledge-sharing, fostering a community well-versed in EU opportunities.



INFOGRAPHIC #4

Training: Transforming Ideas into Sound

Encapsulates our commitment to skill development by illustrating how we transform creative ideas into impactful audio content.



THE SENSE OF BELONGING AS ACTIVE CITIZENS

Young people in Europe have various opportunities to enhance their sense of belonging as active citizens at the European level. By taking advantage of these opportunities, young people in Europe can deepen their sense of belonging as active citizens and contribute to building a more cohesive and inclusive European society.

- Erasmus+ Program
- European Youth Portal
- European Youth Forums
- European Solidarity Corps
- Youth Exchanges



THE CHANNELS TO ALWAYS BE AWARE

Staying informed about the European situation and developments in different countries can be achieved through various channels. Here are some effective ways:

- **News Websites and Apps:** Regularly checking reputable news websites and using news apps that cover European affairs can help individuals stay updated on current events and developments in their own country and across Europe. Websites like BBC News, EuroNews, Politico Europe, and Euractiv provide comprehensive coverage of European news.
- **Social Media:** Following European institutions, politicians, journalists, and organizations on social media platforms such as Twitter, Facebook, and LinkedIn can provide real-time updates and insights into European affairs. Many European leaders and institutions actively use social media to communicate with the public and share news and updates.
- **European Union Websites:** Websites of the European Union institutions, such as the European Commission, European Parliament, and Council of the European Union, offer official information, press releases, reports, and updates on EU policies, legislation, and initiatives. Subscribing to newsletters or RSS feeds from these institutions can ensure regular updates.

By utilizing these channels, individuals can stay informed about the European situation in their own country and across different countries, enabling them to better understand European dynamics and contribute to informed discussions and decision-making.



THE IMPORTANCE OF NONPROFIT ORGANIZATIONS

Nonprofit organizations that engage in international activities and serve young people play a crucial role in fostering global citizenship and empowering youth. Here's a point highlighting their importance:

Nonprofit organizations conducting international activities aimed at serving young people are instrumental in promoting cross-cultural understanding, tolerance, and cooperation among youth from diverse backgrounds. By facilitating educational exchanges, skill-building workshops, and community development projects on a global scale, these organizations empower young individuals to become active global citizens who are equipped with the knowledge, skills, and perspectives needed to address pressing global challenges and contribute positively to their communities. Additionally, such organizations provide valuable opportunities for young people to develop leadership abilities, cultivate empathy, and build networks with peers from around the world, ultimately fostering a sense of interconnectedness and shared responsibility for shaping a more inclusive, equitable, and sustainable future.

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