

# GOOD PRACTICE GUIDE

YOUTH & EU COMING TOGETHER



Erasmus+



Co-funded by  
the European Union

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## Introduction and context

Despite of the attempts that European Institutions make to reach youth and involve it within the European feeling, likewise make evident EU impact in their lives and all the opportunities given, the truth is that young people are usually not aware of the impact and opportunities that EU offers, the truth is that around a 70% of young people, following the last survey back in 2021, think that they cannot be part of the EU decision-making. This is reinforced by a 72% of the youth who thought that they would be more listened because of the European Year of Youth.

Nonetheless, EU presents a lot of opportunities for young people in areas such as employment, entrepreneurship and mobility, all of them having a positive impact in their future and involving them in the European context. These initiatives aim to improve young European citizens professional development, encourage their innovation and creativity capacities and foster cultural exchange. By enhancing their working abilities such as practical skills, international exposure and working experience through these programmes, they create high value employers which enhances their employability.

In addition, tackling youth unemployment is one of the main concerns of the EU, therefore these programmes aim to support young people find employment and access training were put into place. Moreover, EU youth initiatives foster cultural exchange and European identity, providing opportunities to study, work or volunteer abroad in which young Europeans experience different cultures, languages and perspectives. While enhancing their sense of European identity, young people are also developing their skills and preparing to be a resilient workforce. Overall, young people present an opportunity to create a more prosperous, inclusive, and sustainable future for Europe.



## Introduction and context

Hence, it seems obvious that there is a mistake around the communication and rapprochement from the EU to youth, and its result is a youth which is not aware of the impact of the EU on their lives and future.

For these very reasons, on 2022 YOU&EU raised up with the intention of bringing Europe closer to young people, making evident its impact on their lives and opportunities and enhancing the European belonging feeling among young people, through the cooperation of 3 organisations, one from Spain, one from Belgium and one from Germany. Thus, thanks to the financing by the "Bureau International Jeunesse" within the framework of the small scale cooperation partnership action, the development of three activities has been possible. During them, participants have been able to comprehend and learn the relevance of the EU in their lives and in the time to come, as well as they have also acquired tools for the dissemination of learning through cooperation among themselves, which has led to the exchange of experiences and realities for a common goal. Likewise, they have been able to establish contact with members of European institutions in visits in which they have shared concerns, proposals and consultations on the actions of the EU, thus trying to eliminate the existing communication barriers between young people and institutions and proposing joint solutions to this problem.

In this way, YOU&EU has contributed to EU's objectives and of the EU Youth Strategy, supporting the cooperation and collaboration among participants, building links, reinforcing gender equality and opening involvement spaces for everyone.

Consequently, and as result of the whole project, this Good Practice Guide is designed to serve as an example and helping tool in the discovery of all the background that the EU covers regarding the opportunities offered, but also regarding all the projects and strategies which have acted in benefit of the communication and creation of new opportunities.



# Opportunities for youth

**As a support of entrepreneurship, learning, training, creativity, innovation and cultural exchange, the European Union offers great opportunities for young people in different areas. Hence, the main goals that UE intends to achieve by investing in youth are:**

- **Tackling Youth Unemployment and enhancing employability:** High unemployment rates are still a problem in many countries, EU programmes intend to fight this challenge providing support to young people in finding employment, accessing training and starting their career.
- **Fostering Cultural Exchange and European Identity:** By studying, working, or volunteering abroad, European youth can experience different cultures, languages, and perspectives. This exposure fosters a sense of European identity, promotion of tolerance and inclusivity, but also strengthens the social fabric of the European Union.
- **Building a Skilled and Resilient Workforce:** it is crucial to adapt youth to the continuous changing job markets and requirements, training them with the competences needed in the world of work.

**In this way, the opportunities that EU offers to youth can be divided following their idiosyncrasy.**



# Opportunities for youth

## PARTICIPATORY ACTIVITIES

### European Youth Event:

- It is organised by the European Parliament and held every two years. The event brings together young people aged 16-30 from all over Europe to discuss important issues and share their ideas. Participants can attend workshops, debates and plenary sessions, and meet young Europeans. It fosters the encouragement of the active participation of young people in the European decision-making and to give them a voice in Europe's future. Young people's concerns, expectations and ideas will be reflected in the Youth Ideas Report that all MEPs will receive.
- Link: [European Youth Event \(europa.eu\)](https://european-council.europa.eu/media/en/press-areas/pages/press-releases/2018/181114-12-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000)

### European Youth Week:

- Its intention is to involve young people in politics and civil society and to encourage their active participation in decision-making. During this week, events and activities are organised across Europe to promote dialogue between young people and the European institutions. They provide an opportunity to discuss relevant issues, showcase EU opportunities in the youth field and celebrate successes.
- Link: [European Youth Week \(europa.eu\)](https://european-council.europa.eu/media/en/press-areas/pages/press-releases/2018/181114-12-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000)



# Opportunities for youth

## PARTICIPATORY ACTIVITIES

### EU Youth Dialog:

- **EU Youth Dialog** is a European Commission proposal which is directed to involve young people in the decision-making and dialogue on issues that affect them. The programme focuses on the active participation of young people in society, dialogue with youth organisations and the promotion of active citizenship. EU Youth Dialog takes place in all EU countries, and it is organised around a series of events and activities that take place throughout the year, such as consultations, debates and conferences.
- **Link:** [EU Youth Dialogue](#) | [European Youth Forum](#)

### Have Your Say:

- **Have Your Say** is a strategy from the European Commission to foster the participation of the public in European Policies, sending their own opinions and suggestions about specific regulations or proposals.
- **Link:** [Have Your Say \(europa.eu\)](#)





# Opportunities for youth

## EDUCATIONAL ACTIVITIES

### Erasmus+:

- Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. Erasmus+ offers youth opportunities to study abroad, do traineeships, participate in volunteering and embark on group projects for less than 1 month. Virtual exchange opportunities are also available.
- Link: [What is Erasmus+? \(europa.eu\)](#)

### EuroEscola:

- An educational programme held at the European Parliament in Strasbourg, aimed at students aged 16-18 and its intention is to foster the understanding of the European Union and its institutions. Students take part in debates and discussions on European issues and have the opportunity to meet other young people from all over Europe. They also visit the European institutions and learn about how they work.
- Link: [Euroscola | Youth Hub \(europa.eu\)](#)

### Erasmus + Virtual Exchange:

- The project proposes different models of Virtual Exchange activities with different formats, duration, time investment, thematic scope and number of participants. Some exchanges are open for young people, while others are designed to be integrated as part of existing courses or activities offered by universities, schools or youth organisations.
- Link: [Erasmus+ Virtual Exchange \(europa.eu\)](#)





# Opportunities for youth

## EDUCATIONAL ACTIVITIES

### European Educational Area:

- It is a space in which members can collaborate to build more resilient and inclusive national education and training systems. In this way, it is a project in development which will be achieved by: supporting EU Member States with their reforms of education and training systems, enhancing synergies with other policy areas, such as research and innovation, social policy, employment and youth, as well as with EU funding instruments to better support national reforms and identifying targets and indicators to guide work and monitor progress.
- Link: [European Educational Area \(europa.eu\)](http://europa.eu)

### EUIPO Academy:

- It is a portal where educational offers for youth can be found, from webinars to certified courses, so the formation is continually increasing. It is driven by the European Intellectual Property Office.
- Link: [EUIPO Academy \(europa.eu\)](http://europa.eu)



# Opportunities for youth

## VOLUNTEERING ACTIVITIES

### European Solidarity Corps:

- The European Solidarity Corps, a volunteering programme that replaces the former European Voluntary Service, was launched in 2018 as part of the Erasmus+ Programme. It is framed within non-formal education and social work is carried out on a voluntary and unpaid basis in a wide range of areas: environment, health, inclusion, education, etc.
- Link: [European Solidarity Corps \(europa.eu\)](https://european-council.europa.eu/media/en/press-room/pages/press-room-detail.aspx?lang=en)

### EU Aid Volunteers:

- The programme fosters to European citizens (over 18 years old) interested in volunteering in humanitarian aid operations in third countries experiencing humanitarian crises. It lasts between 1 and 18 months.
- Link: [EU Aid Volunteers \(europa.eu\)](https://european-council.europa.eu/media/en/press-room/pages/press-room-detail.aspx?lang=en)

### Interreg Volunteer Youth (IVY):

- Included in the European Solidarity Corps, Interreg offers young Europeans aged 18-30 the possibility to volunteer for 2-6 months in cross-border, transnational or interregional programmes and related projects in the 27 EU Member States.
- Link: [Interreg Volunteer Youth](https://european-council.europa.eu/media/en/press-room/pages/press-room-detail.aspx?lang=en)



# Opportunities for youth

## CULTURAL AND RELATED ACTIVITIES

### DiscoverEU:

- DiscoverEU is a European Youth Portal initiative that offers young Europeans aged 18 the chance of travelling around Europe. Young people can apply for a free train ticket or a discounted bus and ferry ticket to travel around Europe for up to 30 days. The initiative aims to stimulate intercultural understanding and a sense of belonging to Europe among young Europeans.
- Link: [DiscoverEU \(europa.eu\)](https://europa.eu)

### Carlomagno Prize:

- European Charlemagne Youth Prize is awarded every year to projects which point to promoting European awareness and facilitating models of coexistence in Europe that serve as a reference for young people. The first prize is 7,500€, the second prize 5,000€ and the third prize 2,500€ euros. As part of the prize, all three winners are invited to visit the European Parliament (in Brussels or Strasbourg). The Prize is open to initiatives by young people aged between 16 and 30.
- Link: [Carlomagno Prize | Youth Hub \(europa.eu\)](https://europa.eu)

### Youth4Regions:

- It seeks to involve young journalists in EU regional policy. The programme offers the chance to get involved in projects and activities related to EU regional policy and journalism to young European journalists.
- Link: [Youth4Regions](https://youth4regions.eu)



# Opportunities for youth

## EMPLOYMENT INITIATIVES

### **Eurodyssey Programme:**

- Eurodyssey is an exchange programme of the Assembly of European Regions that offers young people aged 18-30 the opportunity to do a work placement in a company or public institution in another European country for a period of 3-7 months while improving their language skills. The programme is aimed at young people who have completed their vocational training.
- Link: [Eurodyssey](#)

### **Schuman Traineeship:**

- European Parliament offers two types of traineeships: Traineeships in the Secretariat (Schuman Fellowships) and traineeships with Members of the European Parliament. Schuman grants are paid and can be taken up at one of the European Parliament's official places of work (Brussels, Luxembourg and Strasbourg) or at its liaison offices in the Member States. The requirements include being over 18 years of age and being a national of a Member State of the European Union or of a candidate or accession country.
- Link: [Traineeship in the EP \(europa.eu\)](#)



# Opportunities for youth

## EMPLOYMENT INITIATIVES

### Youth Employment Initiative (YEI):

- This is one of the main EU financial resources to support young NEETs (not in education, employment or training) living in regions with an unemployment rate higher than 25%. This helps equilibrate the differences amongst the less benefitted areas within the EU.
- Link: [Youth Employment Initiative \(europa.eu\)](https://europa.eu)

### Employment offers and traineeships in European institutions:

- In addition to the Schuman scholarships, a wide variety of internship is offered in different European institutions: the European Parliament, the European Council, the Diplomatic Service of the European Union, the European Union Agency for Fundamental Rights, the European Centre for Disaster Prevention and Control, etc.

### Junior Professional Programme:

- Junior Professional Programme is aimed at young professionals with two to three years of professional experience after graduating from university. The main purpose of the JPP is to recruit and develop proven junior talent on the job. The programme is open to young professionals already working in the Commission or one of the agencies.
- Link: [Junior Professionals Programme \(JPP\) | Traineeships \(europa.eu\)](https://europa.eu)



# Opportunities for youth

## EMPLOYMENT INITIATIVES

### EURES:

- The aim of this program is to create a network of employment services by providing opportunities to avoid linguistic and cultural barriers. With this cooperation programme, European citizens can benefit from other potential labour markets in the EU through the free movement of workers.
- Link: [EURES \(europa.eu\)](https://europa.eu)

### #SHEULEADS:

- It is an initiative that seeks to promote gender equality and women empowerment. It is aimed at women under 30. The initiative focuses on female entrepreneurial leadership and the creation of opportunities for women in the labour market. The initiative is carried out through a series of activities and programmes.
- Link: [#SHEULEADS \(europa.eu\)](https://europa.eu)

### Erasmus for young entrepreneurs:

- This cross-border programme facilitates the exchange of entrepreneurial and management experience by implementing a stay of a newly established or potential entrepreneur with a well-experienced entrepreneur running a small or medium-sized enterprise (SME) in another country. The main objective is for young entrepreneurs to acquire first-hand experience and practical skills.
- Link: [Erasmus+ | Entrepreneurs](https://erasmus.europa.eu/programmes/young-entrepreneurs/)





# Opportunities for youth

## GREEN INITIATIVES

### EUTeens4Greens:

- It fosters to the stimulation of the decision-making in EU cohesion policy. It focuses on regions that will be most affected by the transition to climate neutrality, as they are highly dependent on fossil fuels or carbon-intensive industries. The project offers financial support to actions that promote the green transition in their area.
- Link: [EUTeens4Greens](#)

### EESC Youth Climate and Sustainability:

- The Youth Climate and Sustainability Round Tables are a space for regular, structured and meaningful dialogue between youth and EU decision makers. They take place twice a year and are hosted by the European Economic and Social Committee with the collaboration of Generation Climate Europe, European Commission and European Youth Forum. In this way, each round table consists of a discussion among 10 youth representatives and a Commissioner, in which a specific topic regarding the environment and sustainability is addressed.
- Link: [EESC | Youth Climate and Sustainability \(europa.eu\)](#)



# Good Practice

## INTRODUCTION

Communication and results dissemination are transversal mandatory aspects to carry out in every project, and that is because it strengthens the impact of the activities and fortify the results. In this way, communication can make two projects distinguish themselves; there are project which communication plans are not efficient enough to mark target groups or be different from other projects.

For these very reasons, it is very important to strategically define communication plans in projects and carry out communication projects for a greater impact. In this way, Good Practice are therefore defined as innovative ideas which have been previously implemented and are proven to be successful and, in this way, the knowledge and incorporation of good practices in the methodology has three important consequences:

- Success Guarantee.
- Response to specific problems.
- Risk Reduction.

By this means, we have elaborated a full guide with implemented Erasmus+ projects which have been based on the cooperation between partners to achieve proposed goals, but also on the external communication to reach as much young people as it was possible. This way, we can have a list of successful cases which have been aligned with some of YOU&EU purposes and contribute as well to the youth integration within EU and favour interpersonal and external communication, placing it as a pillar to achieve proper results.



# Good Practice

## SUCCESSFUL PROJECTS

### "Youth: Participation and empowerment" Project:

- It came up from the interest on increasing the participation of young people in politics, in their communities and in general, in social relations, including the difficulty of their entry and participation in the world of work. Thanks to this project we can have a look at an original form of communication, based on a collaborative platform where you can find information about the project itself, the tools that young people can use to facilitate their access to political participation, platforms to facilitate their entry into the labour market, etc.
- Link: [Youth: Participation and empowerment](#)

### "Upskilling youth workers in managing religion in social mediation and leading generic prevention toward risk of violent radicalisation":

- It maintains a totally different communication approach, based on national and international conferences, having professionals from certain organisations that are committed to young people as speakers. The main objective of the project is the free religion practising defence without any kind of radicalisation or violence.
- Link: [Upskilling youth workers in managing religion in social mediation and leading generic prevention toward risk of violent radicalisation](#)



# Good Practice

## SUCCESSFUL PROJECTS

### “Generation d-Liberation”:

- This project intends to provide tools to general education and vocational training school students so that they can debate the future of Europe, with a special focus on the issues that concern them the most. This project bases its communication on assemblies of school students around the European territory. They work to engage young people on the topic of Europe and support them with the resources they need to form their vision and make it heard.
- Link: [Generation d-Liberation](#)

### “Celebrate Europe”:

- In this case, the project came up from the idea of putting together young people from 10 different countries in order to achieve a multicultural exchange of ideas from their different experiences and to increase their EU belonging sense. By these terms, the interpersonal communication was not only necessary but also strengthened in a multicultural environment.

### “Dialogue for future: building communication bridges”:

- The project was directed to increase and develop the communication of participants and young people in general at the time of expressing themselves, with the intention of building cooperation for their own good. It also managed to develop a digital assistant which helped young people to get advice on the improvement of communication skills and problem-solving in establishment of communication.
- Link: [Dialogue for future: building communication bridges](#)



# Good Practice

## SUCCESSFUL PROJECTS

### “Youth Dialogue Academy”:

- Its intention was to boost dialogue between young people and institutions and among youth, letting participants to express their views and positions and creating spaces of debate and cooperation.
- Link: [Youth Dialogue Academy](#)

### “E-tick: platform on ethical communication for Young Volunteers”:

- The project intended to point young volunteers and interested young people and teach them how to communicate ethically and its importance, through an online platform. In this way, E-tick stands up for the interpersonal communication to reach profitable results.
- Link: [E-Tick: Platform on ethical communication for Young Volunteers](#)

### "YOUth on AIR - developing active participation and intercultural dialogue among youth through online media tools":

- YOUth on AIR had the development of the youngsters' digital radio skills purpose, building a safe space for them to practise their rights for freedom of expression in multicultural environment and from a respectful perspective. Furthermore, it intended to revitalise the radio use and encourage young people to create radio content.
- Link: [YOUth on AIR](#)



# Good Practice

## SUCCESSFUL PROJECTS

### "PLAY4CHANGE":

- This project has created a tool based on a strategy game which has been developed by the cooperation of participants of the project, and its intention was the work allowance for young people with fewer opportunities, including institutionalized and / or in vulnerable situations. In this process, participating organizations, respective staff and volunteers were also empowered by enhancing their internal communication and exchange of ideas.
- Link: [PLAY4CHANGE](#)

### "New Answers for Youth – Better Future for Europe":

- The project was intended to the integration of disadvantaged (economic, ethnic, minority, rural...) people within the labour market, and it was conceived as a drive of the partnership cooperation, exchange of good practices and innovative solutions. It also included public authorities at local and regional level carrying out activities that are transversal to different fields, which led to enhance the potential for a widespread impact.
- Link: [New Answers for Youth – Better Future for Europe](#)





# Good Practice

## SUCCESSFUL PROJECTS

### “Are We Europe”:

- The Are We Europe foundation works towards a borderless European media landscape. In the process, they produce stories that (re)discover the ever-changing European continent. The project aims to develop a Pan-European media space with new journalistic voices and cross-border teams telling innovative and creative stories on underreported topics.
- Link: [Are We Europe](#)

### “Humans in the EU”

- The project aims to take a more inclusive approach of presenting the human face of Europe. It is a multimedia platform that tells human stories through a pro-European narrative by individuals and projects. They bring creators, storytellers, and influencers together to tell personal human stories and give a voice and a platform to underrepresented groups in Europe.
- Link: [Humans in the EU](#)

### ENTR – The European Content Creator Network

- It is a European content creator network, producing journalistic content with a European dimension for social media. ENTR provides a space for open discussions about the present and the common future in many European languages, showcasing the richness of diverse perspectives in Europe. ENTR's distribution channels are digital platforms such as Facebook, YouTube, Twitter, TikTok, and Instagram, where young Europeans are used to obtaining information.
- Link: [ENTR](#)



# Good Practice

## SUCCESSFUL STRATEGIES

Apart from projects, there are more examples of actions which contributed to the youth integration within the European frame and create more opportunities for them. Thus, some European international strategies can be underlined because of their contribution for youth.

### EU Youth Strategy:

- It is the framework for EU youth policy cooperation for 2019-2027. is aimed to increase youth participation in democratic life; it also supports social and civic engagement and aims to ensure that all young people have the necessary resources to take part in society, and so to enhance the EU belonging feeling among young people. The strategy is based on three concepts, which are: **ENGAGE – CONNECT – EMPOWER**. In this way, eleven goals have been set to be achieved by the strategy:
  - **Connecting EU with Youth**
  - **Equality of All Genders**
  - **Inclusive Societies**
  - **Information & Constructive Dialogue**
  - **Mental Health & Wellbeing**
  - **Moving Rural Youth Forward**
  - **Quality Employment for All**
  - **Quality Learning**
  - **Space and Participation for All**
  - **Sustainable Green Europe**
  - **Youth Organisations & European Programmes**
- **Link: [EU Youth Strategy \(europa.eu\)](https://european-council.europa.eu/media/en/press-room/pages/press-room.aspx?IPID=pr_20-191)**



# Good Practice

## SUCCESSFUL STRATEGIES

### European Year of Youth:

- 2022 was declared the European Year of Youth with the objective of enriching youth with the creation of new opportunities and participatory ways, and so motivate young people to have an active role within EU. Throughout the year, a series of activities were planned in close cooperation with the European Parliament, Member States, regional and local authorities, youth organisations and young people themselves. By these terms, one of the most outlined activities was “youth voices” platform, through which young Europeans could record their own personal message, expressing their vision of Europe, how close or far they felt from EU employment policies, as well as other issues such as mobility or climate, so in this way young people were able to communicate themselves, exposing their opinions, concerns, viewpoints and experiences with the rest, supporting the communication and comprehension among youth.
- Link: [European Year of Youth \(europa.eu\)](https://european-council.europa.eu/media/e300042/1/1920122main_en.pdf)

### Together.eu:

- It aims to encourage citizens' participation in building a more united and democratic Europe. The platform provides information on the rights and opportunities offered to citizens by the EU, as well as tools to participate in EU-related debates and activities. It connects people from across Europe to meet, share knowledge and learn new skills, all while encouraging others to vote in 2024.
- Link: [Together.eu \(europa.eu\)](https://together.eu)



# Good Practice

## SUCCESSFUL STRATEGIES

### Eurodesk opportunity finder:

- In addition to the above-mentioned opportunities, there is a wide variety of youth participation opportunities that can be found through the Eurodesk search engine: volunteering, scholarships, democratic participation events, internships, and more. More can be found in this
- Link: [Eurodesk Opportunity Finder](#)

### Youth Wiki:

- It is a portal where everybody can find European and national strategies for youth, so they can be aware of all the youth-related policies among Europe. There are currently 34 countries participating in this portal, and it aims at the allowance of exchanging information and innovative approaches and can substantiate peer learning activities.
- Link: [Youth Wiki \(europa.eu\)](#)



## Results and Conclusions

**After carrying out YOU&EU, all the different activities and actions taken place have given consistent results and conclusions regarding the concept of the project.**

**By these terms, the most important and remarkable results have been collected.**



# Results and Conclusions

## FIRST ACTIVITY: FRANKFURT

In the first activity in Frankfurt, some important youth related topics such as human rights, the Green Deal and digitalisation were addressed. Thusly, human rights were handled from a viewpoint exchange perspective, making evident that the reality of each one can distort a message. From this, it can be learnt that in different parts of the world and groups of people, the meaning of human rights can be different, and it influences the communication.

It is important to know this, so we can learn to listen and understand what human rights are to other people in different situations. In relation to the Green Deal, an easy-going activity was set out in order to make participants understand that they can contribute with the environment preservation.

Regarding to the digitalisation a same age group speaker was selected to avoid generational breaches among them, so the communication would be closer, and it worked since the beginning, favouring a proper and lively discussion during all the duration.

For these very reasons, some takeaways could be pointed as outcomes of the activity. So, some conclusions which favour communication with youth would be:

- Less frontal / one way teaching.
- Interactive discussion and activities.
- Playful methods/teaching methods designed like games.
- Moderators with little age gap give less barriers for understanding
- Encouragement to be proactive (surf on internet to inform about the topics, on google or YouTube and other sources) before discussions or such events take place





# Results and Conclusions

## SECOND ACTIVITY: BENAGUASIL

During the second activity in Benaguasil, some youth concerns were addressed. In this way, there was an environmentally friendly activity, in which participants could plant some trees as a way of contributing for the climate change fight. There was also a conference about European Funding and opportunities for youth, so participants could understand better the EU. From this activity, participants could have a better perspective of their role in the EU and how they can participate on it, having some main conclusions:

- Youth can actively participate in huge problems through small acts.
- Youth is the future; youth need to be aware of the opportunities that are given.



# Results and Conclusions

## THIRD ACTIVITY: BRUSSELS

Third activity in Brussels was completely aimed at analysing the European Institutions' communication and their youth policies. In this way, participants could know nearby all the attempts that institutions carry out for youth, their opportunities and their future, and could elaborate criticism towards institutions following their ideas and perspectives.

Thusly, during the first day of the activity, participants learnt by Finnova's communication team what is communication and how it changes through different social media and target groups. By these premises, participants collaborated in groups to assess all the mistakes and defects that EU and its institutions can have, following their own beliefs and viewpoints.

Later on, participants had the opportunity to visit European institutions and learn deep inside how communication works in each of them, understanding the efforts that they make to reach youth and disseminate their policies and opportunities. Furthermore, participants could manifest their concerns and opinions about strategies and policies for youth, giving institutions members a youthful view of their work so they can improve or modify the methods.



# Results and Conclusions

## THIRD ACTIVITY: BRUSSELS

Hereby, having participants' statements about their positions regarding EU communication and institutions' communication policies and strategies explanations, some conclusions of the activity have been raised heading for a rapprochement between youth and EU:

- Inclusive communication, everybody has to be reflected at EU communication strategies.
- Young people creating content for young people - Removing age barriers.
- Influencers and youth icons could be involved into the communication policies.
- More casual and carefree communication for youth.

Moreover, there are two main remarks that must be considered from the visits:

- EU provides a wide range of opportunities for youth that remain unknown.
- There is something missing in the communication policies and strategies, youth is not aware of EU's work, relevance and impact.



# Results and Conclusions

## CLOSING EVENT

Finally, the closing activity, again in Brussels, consisted in a closing event at Finnova's headquarters, in which some institutions' members participated to share speeches about youth, skills, opportunities and future. Having these speeches was a way to understand institutions' compromise with youth and its future. There was also participation from some volunteers within EU volunteering programme, so participants could have a better understanding about what is an EU volunteering programme, how it works and the advantages that present.



# Results and Conclusions

## CONCLUSIONS

**From all of these activities, it could have been concluded that young people need a Europe capable of communicating all the work it does on a daily basis, all the strategies and opportunities it provides, because of the great effort this entails and the impact it has on their lives and futures. There is a need to critique the basis of communication and the methods used to reach young people and to listen to them in order to change for the better.**

**From all the conferences, workshops and visits there is another evident outcome, and it is the effectiveness and importance of the social media regarding communication and dissemination. It is well known the high youth percentage that currently uses social media, so it is made necessary to develop strong communication campaigns through these media and use them as tools to reach youngsters.**

**It is clear that young people are the future of the European Union and there is agreement that they should be aware of the policies and relevance of the Union in their lives, as well as the need to increase EU belonging sense. Therefore, youth must also be heard in the development of strategies to reach out to young people. In addition, youth must be provided with useful and efficient tools that enable communication between youngsters, in order to make peer-to-peer dissemination effective and real.**

# GOOD PRACTICE GUIDE

## YOUTH & EU COMING TOGETHER

This Good Practice Guide is the main result of the Erasmus+ Project "Youth & EU coming together" - YOU&EU -, whose goals have been aimed at enhancing EU-belonging sense among youth, addressing problems with communication from the institutions to youth and reinforcing dissemination of EU affairs among youth. In this way, The Guide aims to serve as a tool for young people who want to learn about all the opportunities that the EU offers, as well as to provide them with effective means to better understand how Europe works and its impact on their lives and futures.

The Guide has been elaborated thanks to the progress of the project since 2021, relying on the experiences and testimonies of young people who have participated in the different activities organised.



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