

June 04, 2018

Young people sharing ideas for a better Europe

YouthMetre team held two seminars during the EYE 2018 in Strasbourg

On 1 June 2018 the YouthMetre team organised two seminars during the European Youth Event 2018 in the seat of the European Parliament in Strasbourg. Karl Donert, Rafael de Miguel, Martin Maska, and Mariell Raisma introduced the participants into topics such as e-participation, data-visualisations, communication with media, and political marketing. Both sessions have been fully booked and attended by 50 and 30 EYE participants coming from across the EU. This interest proves importance of topics and usefulness of YouthMetre and GeoCitizen tools.

First session called **"Explore e-participation tools to get your voice heard"** was opened by panel discussion. Karl Donert (YouthMetre Coordinator and President of EUROGEO) presented YouthMetre – the tools, concept, and whole idea behind it – and mobile application GeoCitizen. He also talked about importance of structured dialogue, simple insights into open data for evidence based decision making and advocacy, and e-participation at all geopolitical levels. Mariell Raisma (Board Member of the European Youth Press) shared Estonian experience with usage of e-tools in democratic processes and public administration.

Rafael de Miguel (Professor of geography at University of Zaragoza) presented YouthMetre dashboard and all sections it includes: Youth Development Index, various visualisations of data from Eurostat and Eurobarometer, map of best practices, visualisations of data gained during Study Groups' meetings. He also highlighted that YouthMetre can be updated by local data on youth. The discussion was moderated by Martin Maska from the European Youth Press.

Second half of the session was dedicated to practical use of e-participation tools Rafael de Miguel showed the participants how they can use YouthMetre and they were able to test the YouthMetre on the spot with their smartphones or laptops. The participants were also encouraged to download GeoCitizen and publish their ideas there.

Martin Maska presented principles of political marketing and how they apply at European level during second session called **"90 seconds of European campaigning"**. He talked about specifics of European campaigning and methods that can be used to decode, but also create, political and advocacy messages. Mariell Raisma then explained principles and methods of effective communication with media, which is also an important part of youth advocacy process.

Last but not least, YouthMetre and GeoCitizen were presented by European Youth Press and Young Europeans - France (Jeunes Européens - France) during the EYE2018 as tools that shall be used to collect feedback on first draft of the **European Youth Convention Citizen's Constitution** and new proposals for the EU's future.

For more information about the YouthMetre, contact the Project Coordinator Karl Donert, President, European Association of Geographers (EUROGEO) — kdonert@yahoo.com.

The YouthMetre team believes that citizens, and not only the young ones, need access to information and especially suitable insights into matters that concern them, should be connected with other citizens and receive their feedback, and be involved in discussions with decision makers in order to effectively promote and advocate for their ideas for public good. The YouthMetre (including mobile application GeoCitizen) is addressing all these needs and providing solutions to them. By combining online and offline tools it aims at helping all citizens to get their voice heard and make a change.

The YouthMetre provides accessible information to young people living in the EU and empowers them with tools so they are able to interact with policy makers as well as other citizens, and use these connections and information to make a positive change in areas that concern them. Also public authorities shall use the YouthMetre tools to get feedback from citizens and connect with them.

The YouthMetre has been funded by the **European Commission's Erasmus+ Program** (Key Action 3) as one of the Forward Looking Projects. These projects are innovative and have a potential to be multiplied and further implemented. Any results of any project can be sustainable and without their authors making efforts to keep them visible and ensure their wider usage. Having this potential in mind, the YouthMetre team has identified several future opportunities for the YouthMetre.

The **European Youth Event 2018 (EYE2018)** took place on 1-2 June 2018 in the European Parliament's seat in Strasbourg. It was a unique opportunity for young Europeans to make their voices heard. During the event, participants came up with ideas for the future of Europe, discussed with European decision makers, and met more than 8,000 young people from all over Europe.