
Born in EU

How to speak about EU with young adults



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**THE IDEA –
about the
project**



**WHAT
HAVE WE
DONE!?**



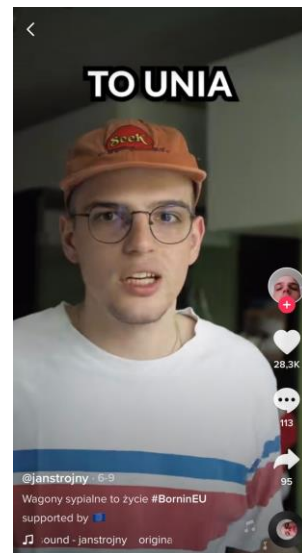


1. How it looked like?

The campaign took place on Instagram and Facebook and on TikTok, where micro and macro-influencers have been engaged. They were talking about the values of the European Union in their language, in their style.

We have managed to establish cooperation with top Polish tiktokers (Pasiak, Ewa Zawada, Way of Blonde, Marti Renti, Mama na Obrotach, Tyszka) and micro and macro-influencers.

#BorninEU on TikTok had over 11 million views.



**What would happen if
we changed the way of speaking
about the European Union?**



2. Principle: created by Young adults



Young adults make a story

They participate in the creative process of the project; they co-author both the content and the style of the campaign.

Young people speak to young people.

Influencers, with whom we cooperate to promote the project, are also the generation Z, who know best how to reach their peers on the Internet, among others on TikTok.



We micro-target to the young.

We precisely deliver all social media messages to specific young people paying attention to their age, location, and interests.

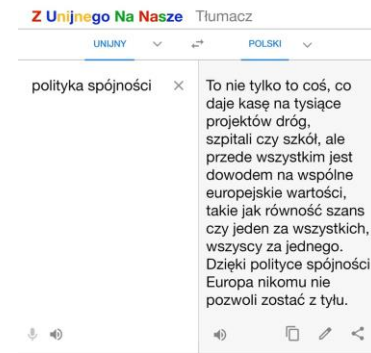


3. A new language to speak about the EU

Social media are the primary source of information for young people. According to a survey conducted by the Batory Foundation, social media are used regularly by 9/10 of the respondents. Meanwhile, only 41% of them occasionally discuss politics via social media. Almost half of the young people never do this (46%).

The Born in EU project shows that young people are interested in socio-political issues and the European Union. Instead of graphics with EU flags and statements of politicians, we create narratives that talk about European values in a lifestyle, identity, and exciting way.





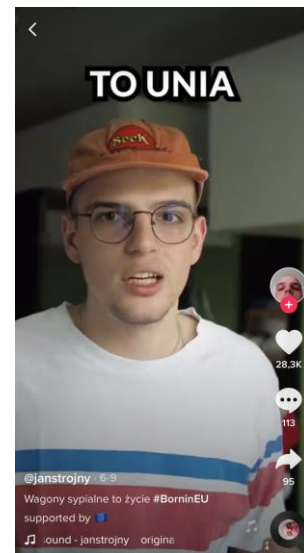


4. EU on TikTok

The campaign took place on Instagram and Facebook and on TikTok, where micro and macro-influencers have been engaged. They were talking about the values of the European Union in their language, in their style.

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5. Results

Within the first six months, the Born in the EU campaign has established itself permanently on social media.

16,7 Mill.

social media reach (Facebook, Instagram, TikTok)

111

specialty created communications on the Internet (Facebook, Instagram, TikTok)



What we want to do vs what we have to do

Reality vs deliverables





Research

What DO we have TO DO:

- Identify **main political and lifestyle topics** relevant to young adults in each project country.
- Include **desk research** and **focus groups** interviews/quantitative research.
- **overall budget for the research:** 10 000 euros

Output:

- A list of topics and narratives to be used in further actions (1-4 month)
- The Geremek Foundation, with BIPART provides other organizations with the workshops scenarios



Workshops

- **5 events for each partner/country (excl. BiPart)**, each for **25 people**, **different cities**. The **first event** will have the character of the exploratory workshop (part of qualitative research) to find narratives that could work with others and later we will proceed to other less pro-EU groups. Workshops will be held with pro-European participants.
- **Every workshop should have different topic**
- **Budget for each workshop:** you have to fit in the overall budget

Goals:

- **To test** the narratives collected during the survey on the pro-EU groups during the workshop
- **To explore** what narratives, they see and what themes convince them about the European Union



Workshops

Communication output:

- strategic **policy proposals** for the EU **and** verified **pro-EU narratives** to be used in communication campaigns
- recorded **AV material** to be used in campaigns

What do we have to remember about while reporting:

- **EDS**
- Description of the events and its activities, target groups, event duration
- Sex disaggregated data on the participation (female, male, non-binary)
- Website of the event/link



Final event

In Brussels (Geremek Foundation)

- **Presentation in Brussels** with the involvement of MEPs and media. **Most active participants of the workshops** (5 from each country) will be invited to participate in person in workshops in other countries to represent their country's point of view.

Output: to influence the decision-making process, so that it includes the perspective of young adults.



Policy proposals

Online platform to record and vote on policy proposals/narratives:

- Preparing the platform for voting (BiPart)
- Choosing the participants who take part in the final event

Policy proposals – short materials about important topics for participants that fit the social media campaign



Social media campaign

- Lifestyle based pro-EU communication, involving influencers, relating to the most relevant issues **identified during workshops**. AV material from workshops will also be used. GE with the communication agency will lead the communication proces, with input of partners (eg topics: lists of the influencers).
- The general line of the communication will be common for all the countries and partners. Moreover, **each partner can shape it accordingly to the results of the research**
- **Output: social media reach** – 3M people online
- **Costs of the work of the media agency:** 25 000 EUR (5000 EUR per organization)



TO DOS'

DELIVERABLE	DESCRIPTION
Report from research	A list of topics and narratives to be used in further actions. English & national languages, online document
Workshop scenarios	English & national documents, online document
Event/Workshop	25 participants minimum each
Event results	Strategic policy proposals for the EU, verified pro-EU narratives to be used in communication campaign, recorded AV material to be used in campaigns. English & national languages, online document + EDS!

AND THAT'S IT!



Thank you.

The Bronislaw Geremek Foundation

