

Coordinators Meeting – #StandForSomething

Meeting notes – 4 May 2021

1. Meeting presentation, recording & next meeting

The PowerPoint slides and recording of the meeting are available on the coordinators' google drive:

https://drive.google.com/drive/folders/149LoMU6vb_rRw9EvGRxKy_APIB3zXL2R?usp=sharing

The next coordinators meeting has been set for Tuesday 15 June, 11.00 CEST.

2. Updates on the CoFoE

The conference on the future of Europe is official being launched on 9 May. However, the online platforms that will support this process are already available.

- <https://futureu.europa.eu/> is the official platform of the conference.
- www.youthideas.eu is the EP's platform focused on youth involvement

Multiple outreach activities are being organised as part of the conference: citizens panels, youth agoras, events in Member States, etc.

3. National budgets

EYCA office has already transferred to several partners their national budgets. For this, an invoice and signed cooperation agreement are required (for the reporting process to the EP). Please see Julien's email to each coordinator on 14 April 2021 and get back to us asap.

4. Update on the survey

The survey has been delayed to June 2021, as securing a cooperation with a university research has proved difficult. A call for tenders will most likely be opened shortly, with the aim of designing & setting up the survey for June.

5. Facebook group & gathering the views of young Europeans

The objective of the campaign is to encourage young people to share their views/thoughts/ideas. To do so, a Facebook group called [We #STANDFOR SOMETHING conversations](#) will be moderated to gather the input of young people.

This Facebook groups, the survey and the insights identified during your events (which should be included in the monthly reports) will enable us to determine a clear message of what people want from policy makers.

The monthly reports will here be key to understand what topics can be developed further and the type of engagement activities that offer the best return. Feedback from the coordinators and Youth Activists is key.

6. Campaign launch

The campaign is being launched on social media on 6 May 2021 at 13.00 CEST. Each partners & Youth Activist is encouraged to share this opening post to draw maximum impressions. A launch meeting is being held at 12.40 CEST to coordinate and answer last minute questions (see Julien's email on 29 April for details).

The campaign channels are as follow:

- Instagram: [@standforsomething.eu](https://www.instagram.com/standforsomething.eu)
- Facebook: [@standforsomething.eu](https://www.facebook.com/standforsomething.eu) and the group where youth will have the chance to speak up on the issues they care about: [facebook.com/groups/standforsomething.eu](https://www.facebook.com/groups/standforsomething.eu)
- TikTok: [@standforsomething.eu](https://www.tiktok.com/@standforsomething.eu)
- Twitter: [@istandfor_eu](https://twitter.com/istandfor_eu)
- YouTube: [STAND for Something](https://www.youtube.com/STANDforSomething)

7. Comms planning

In addition to re-sharing the launch post, the coordinators are invited to share 3 posts per month via their organisation's accounts. The draft posts will be shared with partners one week in advance.

To maximize the campaign's outreach, the coordinators are also invited to do the following:

- 6 newsletter mentions (2 per phase)
- 6 website articles (2 per phase)
- Permanent project section on website with features of the Campaign
- Engage local media
- Encourage partner organisations to re-share content and spread the message.

8. Youth Activist

On the whole, the youth activists have been responsive and feedback of their work with coordinators is positive. As the project is long, retaining their engagement will be key. To do so, workshops are being planned every 6-8 weeks to build on the skills developed during the Gran Canaria training and enable them to share their feedback.

9. Events

Events should be the opportunity to gather the views of young people. They can be centred around a specific topic or offer a more spontaneous conversation. The element of engagement is key, as hearing from young people is the centre piece of this first phase of the project.

When planning an event, coordinators (and youth activists) are invited to send the information to EYCA office, so as to provide feedback and share the event details on social media. Please update the events google calendar so that everyone is

aware of when an event is taking place:

<https://calendar.google.com/calendar/u/0?cid=c3RhbmRmb3Jzb21ldGhpbmcyMDIxQGdtYWIsLmNvbQ>

10. Participants lists & KPIs

For every event, a list with the details of the participants is needed. This is to verify to the project funders that the said number of people actually joined said events. The template for participants lists can be found on the [coordinators google drive](#).

Some coordinators noted the difficulty of reaching the 650 young pax needed to be engaged directly during events. There are two issues at hand:

- Data for these young participants will need to be collected, which might be an issue for some and discourage participation.
- Young people are tired of online events, and getting them to register to participate in a debate is tricky.

Some solutions were offered:

- For the participants lists, only the Name, Surname and assurance that they are part of the age group (16-30 years old) is crucial. If the event is in a school, the teacher could sign on behalf of all student. For online events where a screenshot is needed (as a replacement of the signature), participants can switch their cameras off if they wish, showing only their names. However, a list of participants with their full name and age, is needed for online events, in addition to the screenshot.
- To encourage young people to join an online debate, a 'scene setting' debate could be followed by a 'closed room discussion' enabling those who wish to contribute to the topic.
- If in person events are possible, drawing participants could be achieved through offering food and drinks, etc.

This point will be rediscussed at the next coordination meeting to see how the situation has evolved.

11. Monthly reporting

A reminder of the monthly reporting of events, activities and social media stats reached during the previous month. The template for this report is on the [Google Drive](#), and the first should be sent to Julien.tatesmith@eyca.org on the 15 June (i.e. For activities and social media stats of May).

12. Special edition EYC

The Special edition of the European Youth Card will be made available from June. The special edition app is currently being developed. All orders will be made through the istandfor.eu project website, with the registration data, CCDB & issue date being sent to partners every week.

Once registered for the card, the person will receive a notification stating that they will receive the card within several days. For some countries (Portugal, Malta), this



information will be sent on a daily basis to enable them to deliver the card more rapidly to young people.

This free card is to be used to encourage young people to participate in the campaign survey or through social media competitions, etc.