EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.

⚠️ *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	3. ASOCIACION CONSORTIUM LOCAL-GLOBAL (COGLOBAL)
PIC number:	932408427
Project name and acronym:	Born in EU – Born in EU

EVENT DESCRIPTION		
Event number:	D15.1	
Event name:	Event 4 in Spain Report	
Type:	Workshop	
In situ/online:	In situ	
Location:	Jerez de la Frontera (Cádiz), Spain	
Date(s):	11/12/2023	
Website(s) (if any):	https://coglobal.es/born-in-eu/	
Participants		
Female:	24	
Male:	6	
Non-binary:	0	
From country 1	Spain	
From country 2	France	
From country 3	Germany	
From country 4	Mexico	
Total number of participants:	30	From total number of countries: 4
Description		
Provide a short description of the event and its activities.		
The fourth event took place as planned in terms of number of participants and workshop methodology. The young participants were students from the Faculty of Social Sciences and Communication of Jerez de la Frontera, belonging to the University of Cádiz. Specifically, they all take the subject of		

International Communication, so the contents of the workshop were of special interest to them. Some of them were also students of the Master's Degree in Strategic Management and Innovation in Communication. Given the high attendance (58 in total), two separate and parallel workshops were held. The first workshop (this one) has a more multicultural composition, with students from different countries apart from Spain, which allowed a debate with different national perspectives of the EU.. The second workshop (EDS 5) was composed of only Spanish participants.

Regarding the results obtained, the main reasons for not voting identified by the participants were: indifference, laziness, and lack of information and interest. The majority agreed that young citizens receive very little (or no) information about current European affairs, and even less about electoral processes at this level, which makes them not interested in these issues. Furthermore, they pointed out that the environment in which they live is decisive for obtaining information: if their community also does not have enough information, conversations about the EU will not be promoted nor will its mobilization be stimulated.

In the "Person" exercise, it is striking that all the work groups identified their people as "singles." The reason they gave is that single people are less likely to receive various information, unlike other young people with a partner, since their partner may be politically active and urge them to participate.

Finally, the groups agreed to point out social networks and the collaboration of influencers and artificial intelligence as the main elements to achieve an effective communication campaign that manages to mobilize european youth to vote in the next European elections.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).