

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:	D16.1		
Event name:	Event 5 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:	25		
Male:	3		
Non-binary:	0		
From country 1	Spain		
From country 2	-		
From country 3	-		
...			
Total number of participants:	28	From total number of countries:	1
Description			
<i>Provide a short description of the event and its activities.</i>			
The fifth event was held on the same day as the fourth, in parallel. 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 and			

some of them were students from the Master's Degree in Strategic Management and Innovation in Communication. Given the high attendance (58 in total), two separate and consecutive workshops were held. The first workshop (EDS4) had a more multicultural composition, with students from different countries apart from Spain. The second workshop (this one) was composed of only Spanish participants, which allowed a debate more focused on Spanish youth specifically.

Regarding the results obtained, the participants agreed with other participants from other locations in pointing out the lack of information and interest in European electoral processes (and in electoral processes, in general) as the main reasons for not voting. They pointed out that Spanish youth do not know the importance that the EU has in their daily lives, and that they think that if they do not vote, they will not make any difference, so they do not make the effort.

They also added as reasons: the lack of social responsibility and the individualism prevailing in our current society.

In the "Person" exercise, two different profiles were identified, but both working groups identified as a prototype young people whose family and friends do not show interest in political issues in general, or European issues in particular.

As strategies to mobilize youth to vote in the next European elections, the results were similar to those of other groups from the previous workshops: they considered very important to inform youth about what the EU is, what functions and powers it has, and especially,, what benefits being a member of the EU has for young people and how European policies impact their daily lives. This was because they considered that young people live day to day and have little (or no) interest in their future or that of society.

Also as an idea for an effective campaign, they agreed with other young people in prioritizing social networks and working with influencers. In this case, the idea of creating posts where fashion influencers present the MEPs candidates stands out, so that young people see them as something attractive.

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