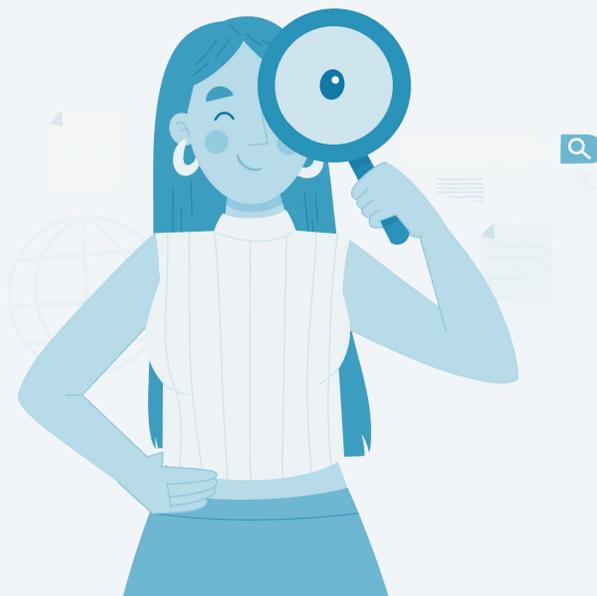


HOW TO ENGAGE YOUNG PEOPLE IN THEIR COMMUNITIES

INVOYOUTH REPORT



Cofinanțat de
Uniunea Europeană

INVOYOUTH PROJECT ACTIONS AND RESULTS

The civic engagement area needs more and more young people to stand up and involve themselves in their communities to address the challenges they face. However, many young people remain reluctant to take action and actively participate in the change they seek. This has highlighted the need for innovative ways to make civic engagement more attractive and accessible to youth.

To tackle these issues, the two partner organizations, Romanian Academic Society and Asociación EuroMuévete developed the “InvoYouth - together for civic engagement”, having the following objectives:

O1: Increasing the innovation rate of the partner organizations in implementing activities that focus on youth engagement.

O2: Enhancing the understanding of the partner organizations regarding the reasons why young people in Bucharest and Málaga do not engage in their communities.

O3: Strengthening the capacity of partner organizations to work effectively with young people.

O4: Increasing the participation rate of young people in civic activities within schools and universities in Bucharest and Málaga.

O5: Improving the ability of non-partner organizations to engage young people.

The project’s objectives align with its priority of strengthening civil society by equipping NGOs with better tools and knowledge. By doing so, young people can develop a sense of trust and security, knowing they have the support of organizations when they choose to engage in their communities. Throughout the project, we have actively interacted with young people, promoting democratic values, civic participation tools, and the opportunities available to them as European Union citizens.

IN THE FRAMEWORK OF THE INVOYOUTH PROJECT, SEVERAL ACTIONS WERE CARRIED OUT TO ACHIEVE THE PROJECT'S OBJECTIVES:



2 studies on young people aged 13 to 30 regarding youth participation in the community (Bucharest and Malaga)

Both partner organizations contributed to designing the questionnaire used to analyze young people's perceptions of civic engagement. The survey was widely promoted to reach the target number of respondents, with the support of professional sociologists who compiled and analyzed the responses. The collected data was used to create an in-depth analysis, which was later presented and discussed in the first common workshop.



First Common Workshop

The first workshop was organized by Asociación EuroMuévete in Benalmádena, Málaga. Each partner organization sent seven representatives to participate. The objective was to discuss the findings of the survey, identify key instruments to foster civic engagement, and agree on targets for implementation.



Implementation of civic engagement instruments

Both organizations were responsible for implementing the strategies and tools identified during the first workshop. The impact of these actions was carefully analyzed, and a report was prepared to assess the effectiveness of the methods used.

IN THE FRAMEWORK OF THE INVOYOUTH PROJECT, SEVERAL ACTIONS WERE CARRIED OUT TO ACHIEVE THE PROJECT'S OBJECTIVES:



Second Common Workshop – Râșnov, Romania

The Romanian Academic Society hosted the second workshop in Râșnov, Romania, with seven participants from each partner organization. This workshop focused on evaluating the effectiveness of the implemented civic engagement strategies and sharing best practices.



Dissemination and sharing of results

Both organizations are responsible for organizing dissemination events to share the project's outcomes with other organizations in their respective communities. A comprehensive guide that can be found in the second part of this document has been developed to assist other NGOs and institutions in adopting the project's findings and methodologies to encourage youth civic participation.

The InvoYouth project has made significant progress in identifying and addressing the barriers that prevent young people from engaging in their communities. By combining research, practical workshops, and implementation of civic engagement strategies, the project has strengthened the capacity of organizations to work with young people and foster active citizenship. The dissemination phase will ensure that the lessons learned and the tools developed will continue to benefit youth engagement efforts beyond the project's duration.

HOW ENGAGED YOUNG PEOPLE ARE IN THEIR COMMUNITY?

ROMANIA

In 2024, the Romanian Academic Society conducted a sociological study in collaboration with 2 researchers from the Research Institute for Quality of Life, Adriana Neagu and Claudia Petrescu. This study aimed to discover the degree in which young people in Bucharest engage in their communities. The full study can be found on the website of the Romanian Academic Society [here \(LINK\)](#). In this report we decided to only include the conclusions from the report:

 The youth's civic involvement is relatively high when considering the activities organized by schools or high schools (93%), assisting (non-monetarily) other people in need (94%), creating, or signing petitions (92%), donating money for certain social or environmental causes (87%), or volunteering for various organizations (84%).

High importance is attached by respondents to various forms of civic engagement, such as expressing opinions on social or political issues, actively participating in volunteer groups or community organizations, participating in humanitarian or charitable actions through voluntary work, and donating to various social or environmental causes.



 Although participation in the electoral process is considered extremely important by 74% of respondents, involvement in political party activities is very low among young people, most likely due to low trust in public institutions and politicians. Also, involvement in the decision-making process is low among young people, with only 26% contacting a politician about an issue, 40% participating in a public consultation, and 45% participating in protests or street demonstrations.

HOW ENGAGED YOUNG PEOPLE ARE IN THEIR COMMUNITY?

ROMANIA

The main reasons for young people's civic engagement are the need to accumulate experience (79%), opportunities for personal development (71%), the desire to help others (67%), socializing (fun) (66%), and obtaining a diploma or certificate (61%). Additionally, factors such as the desire to solve encountered problems and gain recognition are important for almost half of the respondents. At the same time, young people's participation is often motivated by self-interest (depending on the rewards or benefits received) or group-oriented (participation under peer pressure or the need for group belonging).

Civic engagement of youth is an important admission criterion for Western universities, which mobilizes young people to be involved in civic activities as volunteers or members of non-governmental organizations. Factors that hinder youth participation in community activities include the lack of confidence that they can make a difference, convenience, poor promotion of community activities, lack of necessary information on how they could get involved, and limited opportunities for personal development.

WE IDENTIFIED THAT SOME OF THE MAIN CAUSES THAT HINDER YOUTH PARTICIPATION IN THEIR COMMUNITIES ARE:



lack of confidence that they can make a difference
(76% of the respondents)



poor promotion of community activities among young people
(71% of respondents)



lack of necessary information (not knowing how to get involved)
(46% of respondents)

Other responses pointed to comfort, lack of information about personal development opportunities, lack of material rewards as being some of the reasons for low participation.

There are many other sources that point out the low engagement rates in young people in Romania, such as the “Diagnosis 2020 - The Situation of Youth and Their Expectations” study (IRES, 2020), according to which civic activism is extremely low among young people, with only 13% of youth, and 12% of vulnerable youth included in the study, being part of an association or organisation in 2020.

SPAIN

A survey conducted by EuroMuévete between February and April 2024 among 115 young people aged 13 to 30 in Málaga capital, provides a deeper and updated understanding of youth engagement in the community. The results reaffirm previous findings while also shedding light on new trends in civic participation.

One of the key takeaways from the survey is that young people in Málaga overwhelmingly recognize the importance of civic engagement, particularly in electoral processes, humanitarian efforts, and volunteering. Voting in elections was identified as the most crucial aspect of being a good citizen, followed by participation in charitable activities and involvement in youth organizations. However, when asked about their actual participation, a significant gap emerged. While 43.5% of respondents believed voting was an effective way to make their voices heard, only 40% had voted in the last elections. Similarly, although 61.7% viewed protests as a powerful tool for influencing decision-makers, only 40.9% had taken part in one.

WHEN IT COMES TO VOLUNTEERING



the data suggests that while young people are willing to help others, formal involvement in organizations remains limited. Nearly 88% reported having helped someone in need, yet only 46.1% had volunteered for an organization or campaign. Gender differences were evident, with 62% of female respondents having engaged in volunteering compared to just 33.3% of males. This indicates that while the spirit of community service is present, structured participation in civic initiatives requires further encouragement and accessibility.

Beyond traditional forms of civic engagement, the survey also highlighted the growing role of digital activism. Over half (55.7%) of respondents had shared political or social opinions online, and 31.3% had used hashtags or profile pictures to show support for a cause. Ethical consumerism also played a role, with 37.4% stating that they had boycotted or supported specific products based on political, environmental, or ethical considerations. These forms of participation suggest that young people are finding alternative ways to express their civic engagement, even if they are not actively involved in institutionalized community activities.

Despite this interest, several barriers continue to hinder youth participation. The most frequently cited obstacle was the lack of awareness, with 49.6% of respondents stating that community activities are not well-promoted among young people. Additionally, 50.4% expressed doubt about their ability to make a meaningful difference, reflecting a broader issue of political and social disillusionment. Another major challenge is access to information, as 31.3% of young people reported not knowing where to find opportunities to get involved.

On a more positive note, the survey also revealed strong motivations for participation. The primary drivers for engaging in community activities were gaining experience (60.9%), helping others (54.8%), and socializing (53%). These findings suggest that creating more accessible and visible engagement opportunities, particularly those that offer skill-building and networking potential, could significantly increase youth participation in Málaga.

Ultimately, while young people in Málaga demonstrate a strong willingness to engage with their communities, structural barriers and a lack of accessible opportunities continue to limit their involvement. By addressing these challenges, such as improving outreach, increasing awareness, and reinforcing the tangible impact of participation, Málaga can foster a more engaged and proactive youth population, ensuring that young voices play a meaningful role in shaping the city's future.

INSTRUMENTS IMPLEMENTED



Creation of instruments

Asociación EuroMuévete played a key role in organizing and implementing the first common workshop, which took place in Benalmádena, Málaga, and gathered 14 participants (seven from each partner organization). The workshop served as a space for exchanging experiences, analyzing youth participation challenges, and developing tailored solutions. The workshop was structured over three days and focused on several key activities:

Understanding youth engagement barriers:



Participants analyzed the results of the survey on youth civic participation, identifying key obstacles such as lack of time, lack of interest, and lack of information. Through root cause analysis, they explored the deeper issues preventing young people from engaging in their communities.

Developing civic competencies



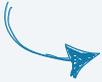
A session was dedicated to identifying the knowledge, skills, and attitudes that young people needed to become active citizens. Participants discussed how these competencies impacted both individuals and their communities.

Exploring multi-level civic engagement



Through the World Café method, participants examined how young people could be active at the local, regional, national, and European levels, exchanging ideas on effective strategies for engagement.

INSTRUMENTS IMPLEMENTED



Creation of instruments

Simulating a structured dialogue



Participants took on different roles (decision-makers, NGO representatives, journalists, and young people) in a structured debate on how to support youth civic participation. This activity helped illustrate how different actors could contribute to increasing youth engagement.

Brainstorming and creating engagement instruments



The final sessions focused on finding practical solutions to increase youth participation. Participants developed concrete youth engagement instruments tailored to their local realities.

THE MAIN OUTCOME OF THE WORKSHOP WAS THE CREATION OF 6 ENGAGEMENT INSTRUMENTS, 3 SPECIFICALLY DESIGNED FOR BUCHAREST AND 3 FOR MALAGA, TAKING INTO ACCOUNT THE RESULTS OF THE SOCIOLOGICAL STUDIES CONDUCTED BY THE TWO ORGANIZATIONS IN THEIR RESPECTIVE CITIES.

INSTRUMENTS IMPLEMENTED IN ROMANIA



THE CIVIC ENGAGEMENT GUIDE

Two members of the Romanian Academic Society's project team have written a comprehensive civic engagement guide tackling multiple aspects of civic engagement, such as:

-  The importance of voting and participation in the local decision-making process
-  How to implement an advocacy campaign
-  How to raise awareness on different topic on social media
-  Humanitarian activities and donations

The ways in which the NGO's can help young people participate

The guide's purpose was to be shared on social media and via physical means in the school workshops and other activities that the Romanian Academic Society will organize. The resulting guide has 40 pages of useful advice for young people that want to engage in their communities .





SCHOOL WORKSHOPS

The school workshops were an instrument that was designed in order to ensure an early intervention in the lives of the young people. Most of the times, young people who engage in their school years will be more inclined to keep being active citizens across their lives.

With that in mind, the Romanian Academic Society project team has constructed a workshop structure in order to help young people better identify the causes of the problems that they encounter in their communities and how they can contribute to their solving.

The workshops were held in 2 highschools, to young people from 14 to 18 years old, totalling a number of over 100 school students. If at the beginning of the workshop, the students were redundant to express their problems and needs, after the workshop they started identifying problems and looking for solutions in order to solve them.



THE CIVIC ENGAGEMENT LIVING EXHIBITION

The civic engagement living exhibition, entitled „Portraits of change”, took place in December, 12nd and 13rd. The Romanian Academic Society identified 6 young people that actively engaged in their communities and managed to produce change. We had a photo shoot with them, collecting information about their activities, while also creating portraits that would be displayed at the exhibition.

The structure of the event consisted of a beginning part, where each of the young activists would hold a speech about their past involvement and answer some questions from the participants and a second part, where young people could network and talk directly to the activists, learning their stories.

This exhibition was designed in order to address the issue that young people raised, about not having enough examples that their actions can matter. In total, there were over 60 young people who participated, many of them connecting with the activists and establishing potential collaborations.

INSTRUMENTS IMPLEMENTED IN SPAIN



CIVIC ENGAGEMENT WORKSHOP FOR TEACHERS: MOVE YOURSELF!

A workshop aimed to educate teachers on how to introduce the concept of civic action to students aged 13-16. The objective was to create a ripple effect, where teachers would equip students with the knowledge and motivation to engage in their communities.

Our initial goal was to have five teachers implement the workshop for students aged 13 to 16. The reality was slightly different but still successful:

- Four teachers conducted the workshop between October and December 2024.
- The actual student age range was 14 to 20 years old.
- A total of 48 students participated.

The teachers highlighted several strengths of the workshop:

- The workshop was well-structured in terms of timing and methodology.
- It effectively raised awareness about social issues and the concept of civic action.
- Students were eager to develop civic initiatives in groups.



One teacher remarked: "After completing the workshop, students realized they could be active members of society and carry out impactful projects in their communities, something they were not aware of before."

The areas for improvement are:

- More time for discussion: Allowing for a more natural flow and deeper exploration of topics that students find particularly interesting.
- Space for debate: Giving students more time to reflect and express their views on civic engagement.
-

This workshop serves as an accessible and effective first step to encourage youth civic participation. By refining its implementation and expanding outreach, it has the potential to engage even more young people in future editions.



ONLINE AWARENESS CAMPAIGN: KTMUEVE

The campaign focused on the most relevant data from the sociological study conducted in Málaga. Its goal was to raise awareness among young people about civic participation and encourage them to join volunteer initiatives and local activities.

The KTMueve campaign was a huge success, generating impressive engagement across all posts. The most viral reel got:



The overall engagement of the campaign was:

- All reels exceeded 4,000 views.
- Instagram followers increased.
- Three young women reached out to become volunteers.
- More participants joined local and international activities.
- Two young women organized local workshops with our support.



The KTMueve campaign successfully raised awareness about youth civic engagement, inspired action, and attracted new participants to our projects. Its success highlights the power of relatable, high-quality video content in reaching and engaging young audiences. Future campaigns can build on this strategy, further expanding EuroMuévete's impact on youth civic participation.

INFORMATIONAL FLYER AND AWARENESS SESSION "BE THE CHANGE IN MÁLAGA"

A flyer containing a QR code linking to the full report of young people aged 13 to 30 in Málaga capital on youth participation in the community.

This material was distributed at the University of Málaga, targeting students aged 18-25, with the aim of reaching young adults who might be interested in getting involved.

The flyer distribution concluded with an informative Erasmus+ session at the university, promoting further opportunities for youth engagement.

Through these actions, EuroMuévete strengthened its ability to engage young people in Málaga by developing structured and targeted interventions. The three instruments created were implemented to increase awareness, provide education on civic action, and facilitate access to participation opportunities.

These efforts contributed to the broader goal of InvoYouth: fostering a stronger, more engaged civil society by equipping young people with the tools and motivation to take action in their communities.

Results and impact:

- 140 unique QR scans from students accessing the youth participation report for Málaga.
- Increased awareness among university students about civic engagement opportunities.
- Several students signed up for an upcoming Erasmus+ project, expanding youth participation in our initiatives.
- New connections with young people interested in civic engagement and international opportunities.
- Enhanced visibility of EuroMuévete and InvoYouth among students at the University of Málaga.

The 'Be the Change in Málaga' initiative effectively combined awareness-raising and direct engagement to inspire university students to take action. By using a simple yet strategic approach—flyers with a QR code leading to valuable information and an informative session—we successfully introduced new young people to local and international civic opportunities, reinforcing the importance of youth participation in the community.

RECOMMENDATIONS FOR THE AUTHORITIES AND THE CIVIL SOCIETY

Based on everything we have learned from the InvoYouth project, the survey results, and our own experience running civic engagement activities, EuroMuévete and the Romanian Academic Society have identified key recommendations to help more young people get involved in their communities. These suggestions are aimed at both authorities and civil society organizations. Our goal is to remove barriers, create new opportunities, and make civic engagement more appealing and accessible for young people.

RECOMMENDATIONS FOR AUTHORITIES



Make information on civic engagement easier to find

One of the biggest challenges young people mentioned in the survey was not knowing where to find opportunities to get involved. We suggest that local, regional, and national authorities **create clear and easy-to-access online platforms where young people can learn about volunteering, activism, and civic projects.**

In Málaga, the Ayuntamiento de Málaga (Youth Department) could work more closely with youth organizations to spread the word in schools, universities, and on social media.



In Bucharest, Direcția Generală Tineret, Familie și Politici Demografice could take this responsibility, as they are the local division of the Family, Youth and Equal Opportunities Ministry.



Bring civic education into schools

From our 'Move Yourself! - Introduction to Civic Action' workshop and the workshops organized in the schools of Bucharest, we realized that many young people don't realize how much of a difference they can make in their communities, as well as how they can begin producing change.

Schools should include practical civic education that focuses on real-world participation, like organizing student councils, running local projects, or learning how decision-making works.

The Consejería de Educación de la Junta de Andalucía could support and fund workshops on youth engagement in schools in Malaga, while in Bucharest the school management could invite NGO's to come and talk to students about this type of opportunities

Give more support to youth-led projects



Many young people want to take action but don't have the resources or guidance to make their ideas happen. **Authorities should create more funding opportunities for youth-led initiatives** and make it easier for them to start projects with help from municipal resources.

In Málaga, the Centro de Innovación Social La Noria (Diputación de Málaga) could be a key space for mentoring young people, providing small grants, and connecting them with other changemakers, while in Bucharest the local authorities should start calls for funding youth projects led by NGO's.

Get universities and vocational schools more involved

The 'Be the Change in Málaga' initiative showed us that direct conversations with students can make a real difference in getting them interested in civic engagement. Authorities should work with universities to set up youth participation offices, where students can get advice on volunteering, Erasmus+ projects, and local initiatives. At the University of Málaga (UMA), working with the Vicerrectorado de Innovación Social y Emprendimiento could help make civic engagement a bigger part of student life.

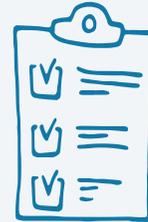
In Bucharest, there are many universities that can promote social entrepreneurship and civic engagement more, such as University of Bucharest, Universitatea Politehnică din București, Academia de Studii Economice etc.

Recommendations for civil society organizations

Provide real examples of change



When asking young people to engage in your activities, show them other successful examples of youth-led initiatives, thereby reinforcing the impact young people can have in their communities.



Promote civic engagement opportunities

Improve the promotion of your civic activities through targeted social media campaigns and collaborations with local schools and universities to ensure information reaches young people directly.

Formal recognition

Offer structured recognition such as diplomas, certificates, or digital badges to formally acknowledge youth participation, directly linking civic engagement with personal and academic benefits.



Make youth engagement more exciting and relatable

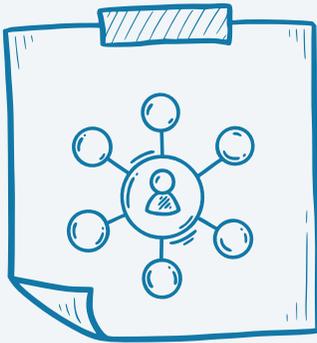
The KTMueve campaign showed that young people engage more with short videos and relatable stories than with traditional outreach methods. Organizations should prioritize social media campaigns, especially on Instagram and TikTok, to reach young people where they already are.



Recommendations for civil society organizations

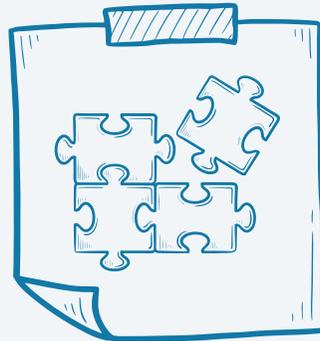
Offer flexible and short-term volunteering options

A major reason young people don't get involved is lack of time. NGOs should offer one-time volunteering experiences and more flexible opportunities that fit into students' schedules.



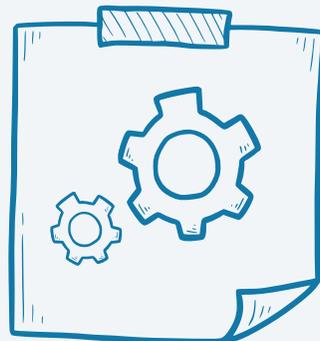
Show how volunteering can help build careers

One of the top reasons young people get involved in civic activities is to gain experience for their future careers. NGOs should highlight how volunteering develops useful skills and offer certificates, mentorship, and networking opportunities to help young people see the value of civic engagement in their professional lives.



Build stronger partnerships with schools and universities

Our 'Move Yourself!' workshop experience showed that bringing civic engagement into classrooms works. Youth organizations should team up with teachers and university staff to make sure students learn about participation and get real opportunities to get involved.



CONCLUSIONS

By putting these recommendations into action, both authorities and civil society organizations can make it easier and more appealing for young people to participate in their communities.



Better communication, stronger support, and more flexible engagement options will help more young people take part in civic life and feel empowered to shape their communities.

By working together, we can create a city and a country where young people feel heard, supported, and ready to make a difference.





GUIDE TO THE IMPLEMENTATION OF YOUTH ENGAGEMENT INSTRUMENTS

In this section we decided to include step-by-step instructions of implementing the instruments defined above and propose ways you can adapt them for your particular needs.

YOUTH ENGAGEMENT WORKSHOPS

For NGO's



The youth engagement workshop for NGO's is a tool that every NGO can use in their attempts to engage young people in their communities. The workshop we organized tackled a more general approach, but this instrument can be adapted to serve your own needs as an organization and to the specific field you are active in.



Duration: 1 hour and 15 minutes (with possibility of extending if there is time)

Target group: School and highschool students from 13 to 18 years old.

Objectives:



- Help young people properly identify the problems they encounter in their community
- Teach young people how to properly analyze a problem and find out its causes, relevant stakeholders and possible solutions
- Present tools that young people can use in order to tackle the problems they encounter
- Encourage young people to practice by analyzing a problem and proposing solutions

YOUTH ENGAGEMENT WORKSHOPS

Instructions:

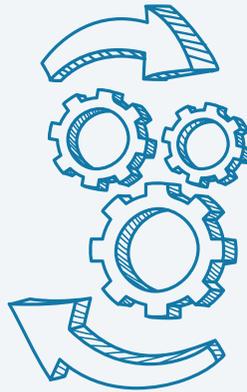
-  1. **Identify schools who are willing to collaborate with your organization** - we e-mailed all of the highschools from Bucharest offering them to collaborate with us and then called them to negotiate how many workshops they would allow us to organize
-  2. **Prepare your workshop** - Make a presentation that encompasses what you want to communicate to the young people (you can find ours here (LINK)), prepare some materials (flipchart, markers etc.) and have 1-2 representatives of the NGO prepared
-  3. **Conducting the workshop:**
 - Open up the presentation by creating an interactive environment for the students (mutual dialogue, asking what they think youth engagement entails etc.).
 - Continue by explaining the information contained in the presentation, while being careful to keep the students attentive and involved (encourage clarifying questions, provide relevant and relatable examples and offer positive reinforcement for those who are implicated).
 - After the theoretical part, divide the students in teams of maximum 5 people and encourage them, based on the newly learned things, to think about an issue in their community and work together on finding a solution and preparing a plan of action. They shall write their ideas on the paper sheets you provided and present them in front of the class in the last part of the workshop.
 - After everyone finishes up with the presentation, make sure to end up by giving each team feedback and recommendations.

YOUTH ENGAGEMENT WORKSHOPS

1. For teachers

Workshop: "Move Yourself! – Introduction to civic action"

The "Move Yourself! – Introduction to Civic Action" workshop was designed to introduce secondary school students to the concept of civic action, emphasizing its importance for both their community and society. It provides practical examples of how young people can actively participate in their environment and develop concrete civic initiatives.



Objectives of the Workshop:

- To introduce participants to the concept of civic action and its societal impact.
- To raise students' awareness of their role as citizens and global issues.
- To encourage active civic participation.
- To help students define civic actions and identify local issues they can address.
- To prepare students to design and implement civic initiatives.
- To strengthen students' confidence in their ability to take action.

Duration: 1 hour

Target group: Secondary school students (ages 13-16)

The workshop materials are available in English and Spanish, each version consisting of four pages.

Implementation process

To effectively implement this workshop in your community, follow these steps:

1. Create a database of schools

- Your local city hall should have a list of schools and their districts.
- Visit each school's website to collect direct contact details (emails of teachers, administration, or the civic engagement coordinator).
- Reach out to schools.

Based on our experience, direct contact with a teacher is more effective than general school emails, which often do not reach the right person.

2. Start sending emails to schools introducing:

- Your organization and its mission.
- The purpose of the email (the workshop proposal).
- A summary of the workshop (duration, target group, methodology).
- The workshop materials attached in PDF format for teachers to review.
- Be prepared to answer follow-up questions from teachers and school staff.

3. Facilitate teacher implementation

1. The online campaign

The KTMueve campaign was developed within the framework of the InvoYouth project with the goal of inspiring young people to take action and become part of something bigger. Through engaging and relatable content, the campaign aimed to show how civic participation connects individuals, fosters learning and personal growth, and provides valuable experience. Additionally, the campaign sought to attract new volunteers and increase youth involvement in EuroMuévete's activities.

We provide the link to the most viral video of the campaign here:



The entire campaign was launched exclusively on Instagram, consisting of:



Implementation process

To create an effective awareness campaign, we followed these key steps:

Brainstorming with young people

Gathering a team of young people was crucial, as brainstorming together allowed us to tap into current trends and youth interests. This process helped define content ideas that would resonate with the audience.

Content creation and task distribution

Once the content ideas were clear, tasks were assigned to ensure everyone was involved, especially in reels. Even if not everyone wanted to appear in front of the camera, responsibilities were distributed so that all team members contributed in some way.

Essential equipment and tools



Microphone - Improves audio quality, making videos more engaging.



A smartphone with a good camera - Essential for capturing high-quality footage.

Canva Pro - Free for NGOs, useful for designing visuals.

CapCut (Pro Version) - We highly recommend investing in CapCut Pro for the campaign duration. It is a user-friendly video editing tool that saves significant time for those with little editing experience.



Patience is key in the editing process. High-quality, well-edited videos attract more engagement.



Campaign timeline and content strategy

The campaign ran from November 20 to December 5, strategically aligning with International Volunteer Day on December 5. The content was structured around the three main reasons young people engage in civic activities, based on the survey we conducted. Chronology of posts.

1. Informational post - Introducing the campaign and its purpose.
2. Reel: Announcement of the next reel - Engaging the audience by revealing when the next post will be published.
3. Reel: Volunteering to career - How volunteering can help young people gain experience and transition into employment.
4. Reel: A day at a local workshop - Showcasing how participating in a workshop helps develop skills.
5. Reel: Erasmus+ projects for socializing - Demonstrating how these projects help young people make meaningful connections.
6. Reel: Storytelling - My best friend - A personal story illustrating how socializing through civic engagement creates lasting friendships.
7. Reel: Street interviews - What is a good citizen? - Exploring how volunteering helps people contribute to society.
8. Reel: A day in an Erasmus+ project - Highlighting the positive impact of participating in international projects.
9. Reel: Campaign conclusion on December 5 (International Volunteer Day) - Featuring our volunteers sharing why they are part of EuroMuévete.

By focusing on three key engagement motivators—gaining experience, socializing, and helping others—we ensured that the campaign directly addressed what young people find most valuable in civic participation.

Informational flyer and awareness session: "Be the Change in Málaga"

The 'Be the Change in Málaga' initiative was developed as part of the InvoYouth project to raise awareness among university students about civic engagement opportunities. The main objective was to connect young people with information on how they can actively participate in their community through a visually appealing and accessible format.

To achieve this, we designed and distributed 200 flyers with a QR code linking to the youth participation report for Málaga. The campaign was carried out at the University of Málaga, where our team engaged directly with students across different faculties. The action concluded with an informative session during the Erasmus Days at the Faculty of Law, where we presented the InvoYouth project and discussed the various opportunities for civic participation and Erasmus+ programs.

This initiative combined strategic outreach and direct engagement, successfully reaching a broad audience and generating interest in youth participation opportunities.

Implementation process

1. Brainstorming flyer design

- A group of young people gathered to discuss how to create a flyer that would stand out. Since flyers are often ignored, the challenge was to design a visually attractive and engaging format that would encourage students to scan the QR code.
- Two flyer versions were created, both featuring the slogan "Be the Change in Málaga" to inspire action.

2. Printing and distribution strategy

- 200 flyers were printed (100 of each design).
- A team of eight young volunteers was formed to distribute the flyers at the University of Málaga on October 16. Instead of simply leaving the flyers in common areas or handing them out passively, the volunteers **personally approached students, engaging with them one-on-one**. They explained the purpose of the flyer, the importance of civic engagement, and how students could get involved, ensuring that the message behind the initiative was clearly conveyed. This direct interaction helped spark interest and encouraged meaningful participation.
- The volunteers worked in pairs, covering various faculties for one hour before regrouping.

3. Informative Erasmus Days Session

- Following the flyer distribution, we held a conference at the Faculty of Law as part of the Erasmus Days.
- During the session, we introduced the InvoYouth project, explained youth engagement opportunities, and presented Erasmus+ mobility programs.

- **Portraits of change - an youth activism exhibition**

The youth activism exhibition was an idea that originated from a desire to show young people examples of other youth such as them that not only engaged in their communities, but also managed to achieve change. Our exhibition had 6 activists from different fields, such as: youth organizations, human rights, environmental activism, digital activism, education and non-discrimination. Your exhibition can have a more specific approach, such as 5 environmental activists, you decide your own objective.

Duration: 1-2 days (according to how many days you want people to be able to attend)

Target group: mainly, young people, but it can be extended to your specific TG

Objectives:

- Provide young people with examples of others like them who engaged in their communities and managed to achieve change
- Acknowledge the young people who serve as examples by enabling them to tell their stories
- Provide networking opportunities for young people who want to engage
- Promote other NGO's/initiatives while also promoting yours

Instructions:

1. **Identify the models** - Find the young people whom you want to be your rolemodels in the event, approach them and fix a date for the event when they could be available
2. **Find a venue** - it can be as big as you feel like you would need it to be, just make sure it does not feel too crowded or too empty taking into account how many people you are expecting to come
3. **Prepare the portraits:** - find a photographer and make some photo shoots with the young people who will be models, these photos can be simple portraits of maybe present them in action (while protesting, writing a post online, teaching etc.)
4. **Make preparations for the event (optional)** - If you want the event to be even better, you can always add extra features such as a youth music band that could sing at the event, providing food and drinks etc.
5. **Promote the event:** - make sure the young people in your community know about the exhibition and can easily participate. You can also make a participation form to help you keep track of the number of persons you are expecting to come
6. **The day of the event:** - open up by presenting the event and its structure, then invite the young people to present their stories. Make sure you allow some time for questions and be flexible on the time, allow everyone the space to talk. After the initial speeches are over, let people interact and network for one hour or two, while also enabling conversations if you feel like it is needed.

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