



The EU

impacts your life

#HAVEASAYINHOW



FOR YOUNG
EUROPEANS
BY YOUNG
EUROPEANS

A social media initiative

What is ?

You&EU is a fresh initiative to engage young Europeans in EU parliamentary elections in May 2019. Young Europeans are invited to think about how EU policy impacts many areas of our everyday life such as travel, food and internet use.

Behind You&EU is a group of EU citizens that launched this voluntary initiative to engage young Europeans under the age of 30 in the European parliamentary elections. The initiative consists of a multimedia campaign including short videos, a blog, and social media posts. Key to our approach is to invite young Europeans to share views on how the EU matters. By sharing what the EU means to them, they participate in an online community that highlights our shared experiences as a European community. We encourage young Europeans to express what they want the EU to look like in the future and link this to participation in the upcoming elections.

We are a multidisciplinary group of doctoral students from different universities across the EU working in the context of the Europaeum Scholars Programme, which is a multi-university programme for researcher working on European issues. We first met in January 2018 and during our first discussions we were puzzled by forms of Euroscepticism, EU myths and political disengagement. We were particularly taken aback by the fact that the European Parliament as co-legislator is an increasingly powerful institution and votes on many policy matters that matter to EU citizens, while at the same time voter turn-out in EU elections has decreased. The low voter turn-out is particularly visible among young people with only 28% of the 18 to 24 year olds having voted in the 2014 EU elections.

Puzzled by this dilemma, we concluded that a major problem could be that many of our daily EU benefits are not visible to us as such. Consequently, in January 2019 we launched our You&EU campaign to engage with young EU citizens. The aim is to trigger a reflection process on how the EU is impacting our everyday life, with the goal of motivating young EU citizens to participate during the upcoming EU elections and to keep them engaged in policy matters of the European Parliament - and other EU institutions - afterwards through fun, interesting and accessible initiatives.



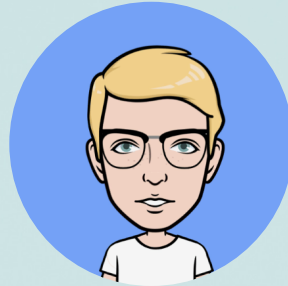
Meet the team

Steph Haywood



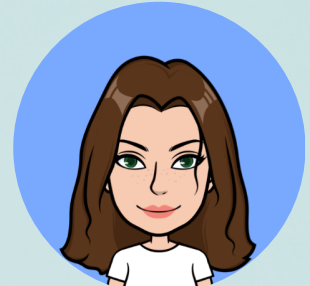
Steph is researching philanthropy for her PhD at the University of St Andrews in Scotland. She is also passionate about EU politics and progress, and how we can work together to secure a more transparent, representative union. Beyond her work, she loves hiking, hill-walking and all things outdoors.

Frederik Behre



Frederik is doing a PhD in European Law at Leiden University. For him, the EU is about discovering new places, customs, and meeting new people. Today, European cooperation has many benefits and yet improvements are necessary. But the EU can only improve if we participate and deliver the input needed for change.

Anna Simbartlová



Anna is a PhD candidate at Charles University in Prague. Her academic and personal interests lie in International Relations and European Union issues. Through her affiliation to the Department of European Studies, she gets the opportunity to put her enthusiasm into practice in everyday life.

Thomas Gidney



Although raised in the UK, Thomas has always had strong roots to Europe thanks to his French mother. He is currently working towards becoming a historian; for him, history reveals how closely connected Britain has been to the continent rather than myths about 'splendid isolation'. For him; even if the EU isn't perfect, it's best to work together to change it, rather than cut ourselves off from our closest partners.

Claudia Hartman



Claudia is a PhD candidate at the University of Oxford. While her research concerns migration, she is also interested in social media campaigns and learning more about people's personal experience with different aspects of the EU. She loves cats, debunking EU myths and reading about anything food related.

What to expect from ?

'You don't know what you've got...'

In our main content video, we address one of the EU benefits that affect our daily life. We show what a trip to the local shop looks like when the products we use for our Instagram worthy meals get stuck at customs. The video will illustrate how much we are used to our product diversity that is mainly resulting from the free movement of goods. The video will contain a disruptive element that aims at triggering a reflection process on how the EU is impacting our everyday life. While our current budget allows for one of these videos, we would like to make a series of them to showcase different aspects of EU policy in daily life.

Testimonies of Europeans

In a video series, we merge testimonies of EU citizens that share how the EU impacts their life. The resulting videos are authentic collages of the answers provided by young EU citizens to the question: How is the EU impacting your life? The ways that the EU has impact on our lives are diverse and different. We aim to capture this diversity, which channels finally in the call to vote in the upcoming EU elections

Follow-up

Although our immediate goal is to motivate young EU citizens to vote during the upcoming European Parliamentary Elections in May 2019, we aim to continue the project after the election and stimulate further engagement. Specifically, we want to create a mobile cabinet of curiosities that contains different objects related to the EU and EU policy fields. This cabinet includes a discussion-table where everybody can share own ideas on these objects, discuss them with others and finally develop own opinions on EU policies

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