

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	ActionAid International Italia ETS - AAIT
PIC number:	947194137
Project name and acronym:	JUST EU and ME - JUST EU and ME

EVENT DESCRIPTION	
Event number:	Workpackage 2
Event name:	EUROPEAN WORKSHOPS FOR YOUTH ACTIVISTS - ADVOCATING FOR CHANGE
Type:	Workshop
In situ/online:	In situ and on-line
Location:	Italy, Bologna, at Coworking Bologna (via Boldrini 18/A, Bologna)
Date(s):	<ul style="list-style-type: none"> • Wednesday, 22nd February 2023, 18.00-19.00 (CET), online • Friday 3rd March 2023 and Saturday 4th March 2023, 10.00-18.00, Bologna (Italy) • Wednesday, 15th March 2023, 18.00-19.00, (CET), online.
Website(s) (if any):	https://morethanprojects.actionaid.it/en/projects/just-eu-and-me-empowering-youth-to-advocate-for-their-social-rights-in-the-eu/
Participants	
Female:	38 (thirty-eight)
Male:	16 (sixteen)
Non-binary:	5 (five)
From country 1 [Italy]:	31 (thirty-one)
From country 2 [Bulgaria]:	10 (ten)
From country 3 [Poland]:	10 (ten)
From country 4 [Spain]:	7 (seven)
From country 5 [France]:	1 (one)
Total number of participants:	59 (fifty-nine)
	From total number of countries: five
Description	

Provide a short description of the event and its activities.

This workshop, as part of the **Just EU and Me** project, was the second event of the transnational capacity-building programme aiming at providing young people and representatives of youth associations with knowledge, skills, and opportunities for actively participating in developing recommendations to improve EU and Member States' policies implementing the European Pillar of Social Rights and addressing social justice issues such as access to education, gender equality, equal opportunities, etc.

OBJECTIVE

More specifically, the event introduced participants to the major methodologies and tools for defining their advocacy plan.

The workshop had **three objectives**:

- To provide theoretical and practical skills regarding methodologies and strategies to design advocacy campaigns addressing social justice issues.
- Provide participants with practical skills on SAD (smart advocacy design), individuate stakeholders for campaigns and carry out democratic dialogue with institutions.
- To foster exchanges and discussions between young EU citizens and campaigns development professionals and activists.

STRUCTURE

The workshop included the following sessions:

- PRELIMINARY SESSION to identify and analyze the issue of interest for each national group (Wednesday, 22nd February 2023, 18.00-19.00, CET, online)
- SMART ADVOCACY DESIGN METHODOLOGIES AND GROUP WORKS (Friday 3rd and Saturday 4th March, 10.00-18.00, Bologna, Italy)
- ASSESSMENT on each group campaign plan (Wednesday, 15th March 2023, 18.00-19.00, CET, online)

All sessions were run directly in English or promptly translated from Italian (on March 3&4).

DESCRIPTION OF ACTIVITIES

All the following sessions were run by ActionAid Italia (Antonio Liguori, Michele Restuccia and Shirin Reza Elhai) with specific speakers on March 3&4, read below.

All the activities were attended by the activists engaged in four national groups, according to in the countries where the partner organizations are based (Italy, Spain, Poland and Bulgaria), each group composed of about ten people, and a group of about twenty Italian activists.

In the PRELIMINARY SESSION (Wednesday 22nd February 2023) the participants, organized in groups, were supported to define their issue of interest within the given principles of the EPSR and started analyzing it with a shared board in Miro.

This activity helped them to identify **the issue for drafting their campaign** in the following sessions.

The sessions on SMART ADVOCACY DESIGN METHODOLOGIES (3 and 4 March, 2023, Bologna) was a combination of participatory training, presentation of case studies and group works to apply the tools and lessons shared to the issue previously chosen by each group.

The sessions were run by AAI along with

- trainers from The Good Lobby Italia (Sandro Zinani and Martina Turola) that on March 3rd trained participants and supported them on the implementation of their advocacy campaigns;
- members of Extinction Rebellion local group that on March 4th presented their advocacy initiatives and discussed it with participants.

On March 3rd, participants were introduced to the main methodologies and reviewed them through case studies; contextually they drafted their advocacy plan to be implemented in the coming months. Specifically participants were introduced to the SMART advocacy strategy detailed explained by Good Lobby Italia, which provided technical tools to design campaigns and identify goals, targets and stakeholders (allies and partners such as influencers, institutions, activists, and NGOs), understand the feasibility of a campaign, the desired spectrum of action, imagine the possible channels for communication and predict outcomes and eventually design a petition.

To do so, after attending an interactive lesson concerning the aforementioned topics, participants were asked to work in smaller groups and practically design their own campaigns on the topics

chosen in the preliminary session (22 february) and present them to the other groups, which gave them the opportunity to exchange good practices and share feedbacks among peers.

On Saturday 4th March, the session gave participants the chance to get to know a real-life case of a bottom up advocacy campaign with members of Extinction Rebellion Bologna that presented the group's campaigning strategies, using a participatory approach to present and discuss the methodologies. The presentation tapped on the main design flow explained by Good Lobby and highlighted challenges, mistakes and achievements by the local group advocating for participatory policies on climate crisis in the city of Bologna in the last few years, also referring to the latest steps of their campaign (Citizens Assembly on Climate).

Participants were able to observe how the theoretical knowledge they gained on the previous day could actually be concretized, understanding real-life obstacles and tactics to overcome them. The participants were then asked to review their campaigns and work on them by implementing the new perspective gained through the workshop with Extinction Rebellion.

The session ended with a collaborative review of the advocacy plans and the completion of the EU Survey – Justice, Rights and Values 2021-2027.

During both days a poster was available in the room for gathering feedbacks and proposals from participants.

In the aftermath of the sessions, participants received the slides **with** presentations delivered by the speakers, experts and trainers, for their future reference and groups were invited to keep on working in shared spaces updating regularly the Miro Board where campaigns had been drafted.

After the in situ workshop the participants gathered on Wed March 15th for an online ASSESSMENT session to share each group's plan and discuss the impact of the methodologies.

As detailed in the Advocacy Plan Summary attached to this document, the groups elaborated the following campaigns:

- Bulgarian group drafted an awareness raising campaign to make all interested stakeholders understand the difficulties that students face when they have to process the information provided in the textbooks.
- Italian group defined a campaign aimed at raising awareness in civil society and particularly in educational organizations to adopt new teaching methods to eradicate prejudice acting through education to differences.
- Polish Group elaborated a wide campaign for promoting the request for a comprehensive Sex Education in Poland getting support from like-minded organizations.
- Spanish group drafted a campaign aimed at integrating non-formal education into the high school grade curriculum as a mean to counter drop out. They couple the campaign with a pilot project.

PARTICIPANTS

Most of the participants were members of CSO's, social movements, educational org's, political parties, etc.

The workshop was attended by **59 (fifty-nine) people from five eligible countries** as indicated by the attendance register (available upon request).

The total number of people who actually participated to more than 70% of the activities was 59 (fifty-nine); the number of people who attended between 50% and 70% of the workshops was 6 (six) and the number of people who participated to less than 50% was 14 (fourteen).

Overall, we had **79 people registered** for the sessions.

The participation to each session are detailed below:

- 62 participants on 22nd of February;
- 64 participants on 3rd of March;
- 66 participants on 4th of March;
- 34 participants on 15th of March.

Youth participants constituted approximately **88%** of the overall audience, as 52 of the 59 participants (those who attended more than 70% of the events) are in the age group of 18 to 30 years old.

EVALUATION

Organisers shared the Survey link with the participants and included the link in the follow-up e-mail as well. The number of people who completed the survey so far is fifty-five (55).

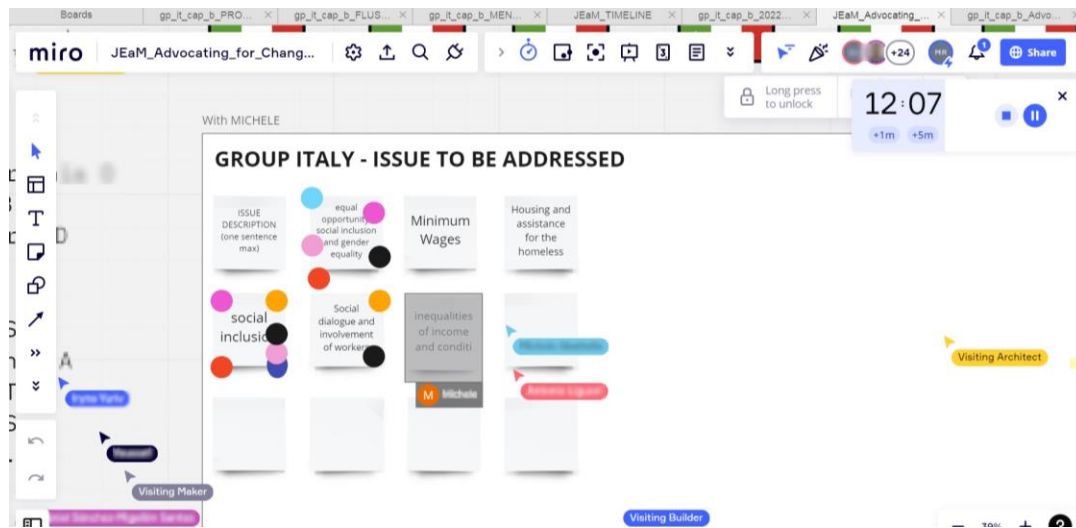
Overall, through the Survey the overall assessment of the event was positive (3,7 out of 5) while participants elaborated in their comments several useful inputs regarding the organization (e.g. they would have preferred to have more shorter breaks) and the interaction modalities (e.g. a preliminary induction on groups management, coordination rules, conflict management, etc.; more opportunities for group debriefing).

The event represented on one hand the first opportunity for members of each national group to get to know each other's skills and backgrounds as well as discuss values and potential conflicts. On the other hand it was an effective opportunity to align each other on priorities, discuss methodologies and tasks. Both dimensions were crucial to start up the capacity building program that will follow.

LINKS:

- <https://morethanprojects.actionaid.it/en/projects/just-eu-and-me-empowering-youth-to-advocate-for-their-social-rights-in-the-eu/>

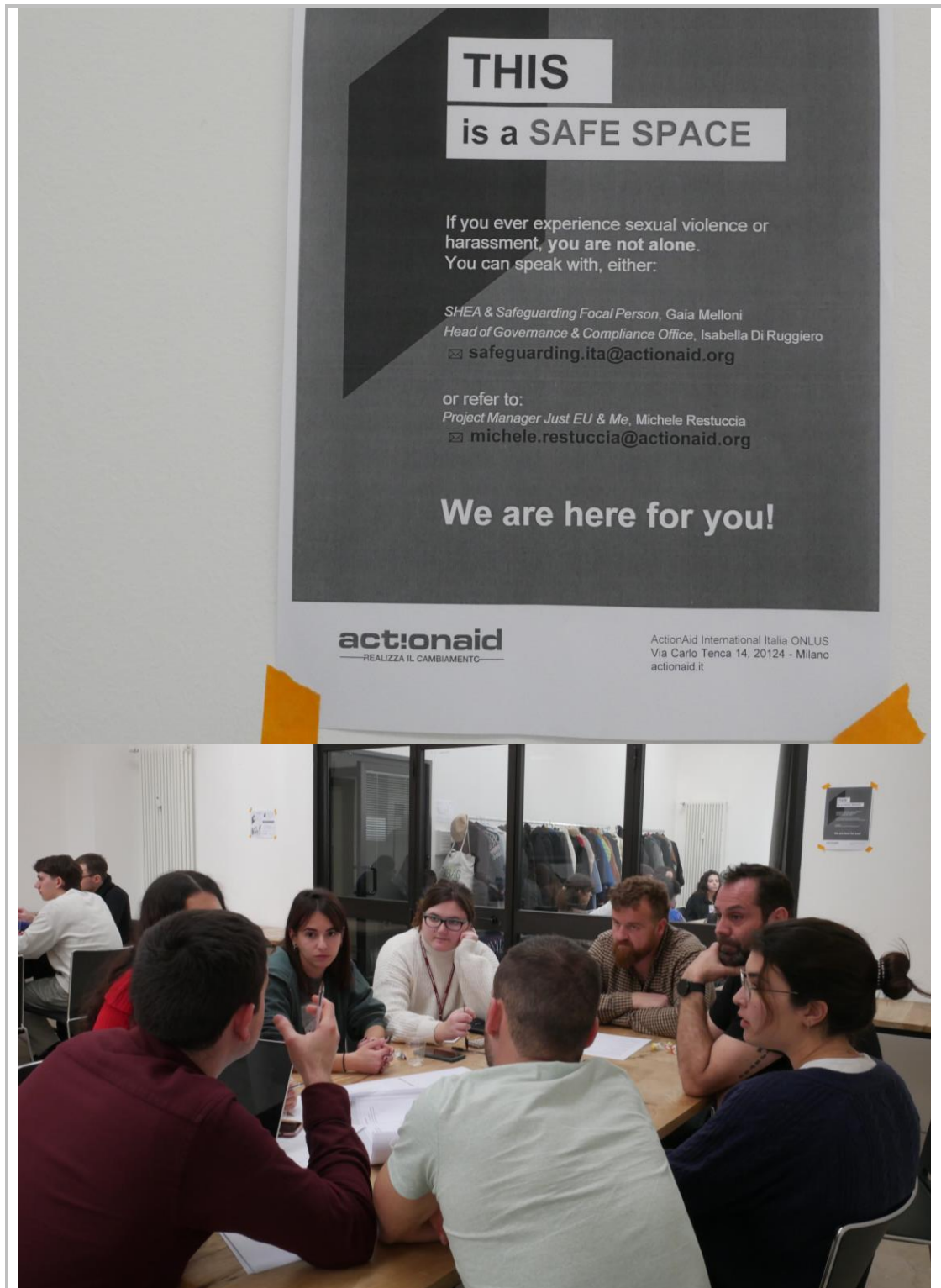
HIGHLIGHTS from the workshop sessions



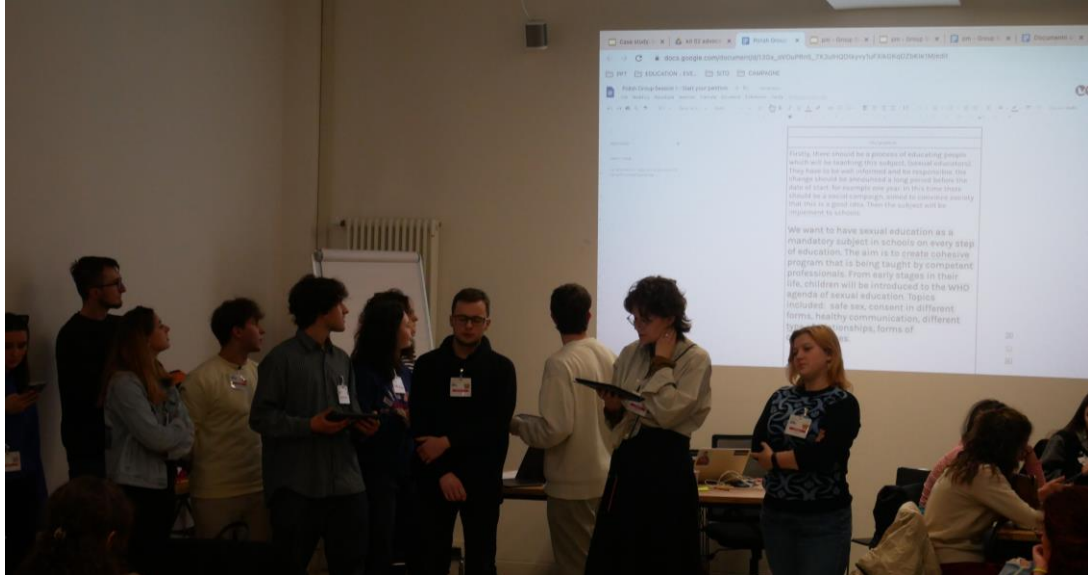
Highlights from the WORKSHOP / session bologna













HISTORY OF CHANGES

VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).
2.0	24 April 2023	Final version by ActionAid Italia