

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	
Project name and acronym:	From the GroundUp: Fostering Rural Youth Participation in the EU Agenda
Participant:	Sdruzeni SPLAV, z.s.
PIC number:	939372736

EVENT DESCRIPTION	
Event number:	WP1
Event name:	From the Ground Up: Fostering Rural Youth Participation in the EU Agenda. Current political narratives that impact rural, peripheral areas in Europe.
Type:	internal training on the Project Management methodology, webinar
In situ/online:	online, hybrid
Location:	Czech Republic, Rychnov nad Kněžnou
Date(s):	28. - 29. 2. 2024 (+ a n online survey and 'Vote EU' competition in January/February)
Website(s) (if any):	https://www.sdruzenisplav.cz/projekty-mas/mezinarodni-projekty/from-the-groundup-fostering-rural-youth-participation-in-the-eu-agenda/aktivity/
Participants	
Female:	88
Male:	47
Non-binary:	2
From country 1 [Czech Republic]:	48 (18 students preparing their videos as a part of the 'Vote EU' competition)
From country 2 [Finland]:	4
From country 3 [Austria]:	8

From country 4 [Poland]:	3		
From country 5 [Portugal]:	4		
From country 6 [Italy]	15		
From country 7 [Bulgaria]	19		
From country 8 [Sweden]:	7		
From country 9 [Germany]	1		
From country 10 [Spain]	4		
From country 11 [Greece]	9		
From country 12 [Slovakia]	5		
From country 13 [Ireland]	6		
From country 14 [Holland]	4		
Total number of participants:	137	From total number of countries:	14
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>- Target groups:</p> <p>Project partners, policy makers, civil society organizations, youth, local actors, European Parliamentarians and other high policy makers.</p> <p>- Description of the event and its activities/ context.</p> <p>The event comprised two parts. Part 1 (first day) was reserved for project partners, focusing on mutual introductions, defining key thematic areas for ongoing attention, and internal training on Project Management methodologies and tools. The expected impact of the project was addressed thoroughly and in practical terms the project's expected impact, which are:</p> <ul style="list-style-type: none"> - To empower youth from rural areas and engage them in local decision-making processes, and civic life at local, transnational and EU levels. - To reinforce mutual understanding through cross-cultural exchanges and dialogues between citizens of different backgrounds and nationalities with a policy-related approach. - To engage local citizens and policy makers in outlining a long-term vision for the future of European integration that will be embedded in the implementation of local and regional strategies, priorities and working practices of the involved partners. <p>We discussed how will the project work to achieve the goals:</p> <ul style="list-style-type: none"> - by including activities with the objective of directly or indirectly influencing the formulation or implementation of policy or legislation or the public decision-making processes; - by highlighting the problems and needs of rural youth to focus the attention of international and national bodies, as well as the general public; 			

- by referencing to local development strategies;
- by engaging city practitioners/ decision makers in the project.



Common rules:

- 8 events: 3 online, 5 face-to-face
- 2-3 participants in each face-to-face event per partner, 4 in each online
- the budget is linked to participation
- 1 local activity per partner: an Oxford Debate or a Citizen's Dialogue (simplified project schedule)
- a plan of **engaging the youth along the project**: transnational events -> local activities -> GroundUp Parliament (online) -> Brussels study visit (more is possible and very much welcome!)
- Steering Committee as a decision making body
- Task Force as a consultative body



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As a part of this Work Package, the project partners took part in [a survey](#), which helped us get to know each other more, to map the resources each Partner brings into the project, their preferred engagement into the project and finally to better understand the context of their countries. The discussion of the survey's results during the online meeting helped us build a common understanding of the topic of the project.

What is more, the project team is also planning to put together a team of dedicated partners in a form of a **Task Force** to plan together how to approach the great diversity of topics we want to address during the project, i.e.: which topics should be covered, how and when during the international project events); which experts, organisations, training opportunities we could engage; how to best plan the interactive formats (citizens dialogues, oxford debates, youth Parliament, etc.). The Task Force would meet along the project online: first to plan and set up the framework and then to contribute to its implementation. During the event we discussed all these aspects.



Q: How would you briefly explain the topic of the project?

active agenda aims areas awareness begins challenges citizen closer considered continent
 countrys deeper delve democratic different dynamics engaging EU eu-level europe
 european expressed far focusing fosters given ground groundup involved key
 local opinion opportunity participation people peripheral
 processes project rights rural shaping something succinct title understanding
 union values youngyouth



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Part 2 (second day) was a webinar open to the public, addressing the current political narratives affecting rural, peripheral areas in Europe. It was organized in a hybrid format – online for foreign partners and their guests, and in situ at the Rychnov nad Kněžnou city library for local students and residents. The agenda included a moderated “Debate on current political narratives that impact rural, peripheral areas in Europe”, a workshop with the organization Million Moments for Democracy, a lecture on the EU's functioning and institutions, and an online speech prepared for the project by the **EU Commissioner Věra Jourová**.

As a part of the first online event, Sdružení SPLAV organized a video contest for **secondary school students** from their region. Project partners were requested to vote to choose the winner prior to the event. The conference announced the '**Vote EU**' competition results, featuring one-minute spots from 18 students in the Rychnov region. The top three awarded teams will be invited to join the GroundUp's study trip to Brussels in March 2025. The winner was announced during the event.

Under this link you can find 8 short videos that took part in the competition:

<https://docs.google.com/forms/d/e/1FAIpQLSf4vnUW66h-BTfAV83zovphoUFoQvX0biDqhlde4a9Ndhk-TQ/viewform>

- **Agenda of the event.**



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From the Ground Up: Fostering Rural Youth Participation in the EU Agenda

is UP

9:30	Virtual coffee
10:00 – 10:15	Opening – welcome from the host, event introduction
10:15 – 11:00	Meet the project partners
11:00 – 12:30	Training on the Project Management methodology and tools used in the project
12:30 – 12:45	Break
12:45 – 13:00	What are the GroundUp key topics, content questions, Discussion, closing



Online

Feb 28th 2024,
10 – 13 (CET)

The poster features a teal background with a vertical purple stripe on the right. At the top left is the European Union flag logo with the text 'Co-funded by the European Union'. Below it is a disclaimer: 'Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.' At the top right is a small cartoon frog logo. The main title 'From the Ground Up: Fostering Rural Youth Participation in the EU Agenda' is written in a large, stylized font, with 'is UP' in a very large, bold font to the right. A schedule of events is listed on the left side, separated by a vertical line. At the bottom left is the 'GROUNDUP' logo with the tagline 'FOSTERING RURAL YOUTH PARTICIPATION IN THE EU AGENDA' and 'Co-funded by the European Union'. At the bottom right, the event details are: 'Online', 'City library Rychnov nad Kněžnou', and 'Feb 29th 2024, (9:50) 10 – 13 (CET)'.

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From the Ground Up: Fostering Rural Youth Participation in the EU Agenda **is UP**

9:30	Opening
10:00 – 10:05	Hello from the partners!
10:05 – 10:15	Online entry of the European Commissioner Věra Jourová
10:15 – 11:30	Debate on Current political narratives that impact rural, peripheral areas in Europe
11:30 – 11:45	Break
11:45 – 12:00	Workshop reflection and introduction of the organization A MILLION MOMENTS FOR DEMOCRACY
12:00 – 12:20	Introduction to the European Union institutions
12:20 – 13:00	Screening of competition videos and announcement of results Discussion, closing

GROUNDUP
FOSTERING RURAL YOUTH PARTICIPATION IN THE EU AGENDA
Co-funded by the European Union

Online
City library
Rychnov nad Kněžnou

Feb 29th 2024,
(9:50) 10 – 13 (CET)

- Main takeaways/ findings from the event with the focus on:

“Debate on current political narratives that impact rural, peripheral areas in Europe”

The debate started with highlighting the central aspects of the project which were addressed by the project in [the survey](#)



Q: How would you briefly explain the topic of the project?

“EU is considered - especially in rural areas - as something far away that impacts our lives without us having a word in its policies or even understanding how they are imposed. GroundUp aims to assist the youth understand the EU operation and how they can participate in it and their opinion been heard”.

“So far my perspective on Ground Up is that it is a unique opportunity for young people, and the project partners, to delve deeper into the various EU agendas that are shaping how young people can get involved in European affairs. It will be a great opportunity to explore some of the key areas of interest for young people that should ideally feed into EU decision making - especially given the high % of the EU population being youth”.



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The debate highlighted significant challenges such as the aging population, declining youth population, and the impact of climate change on rural communities. Youth migration for education and job opportunities exacerbates underpopulation issues, while climate change adds complexity to settlement and work in rural areas.

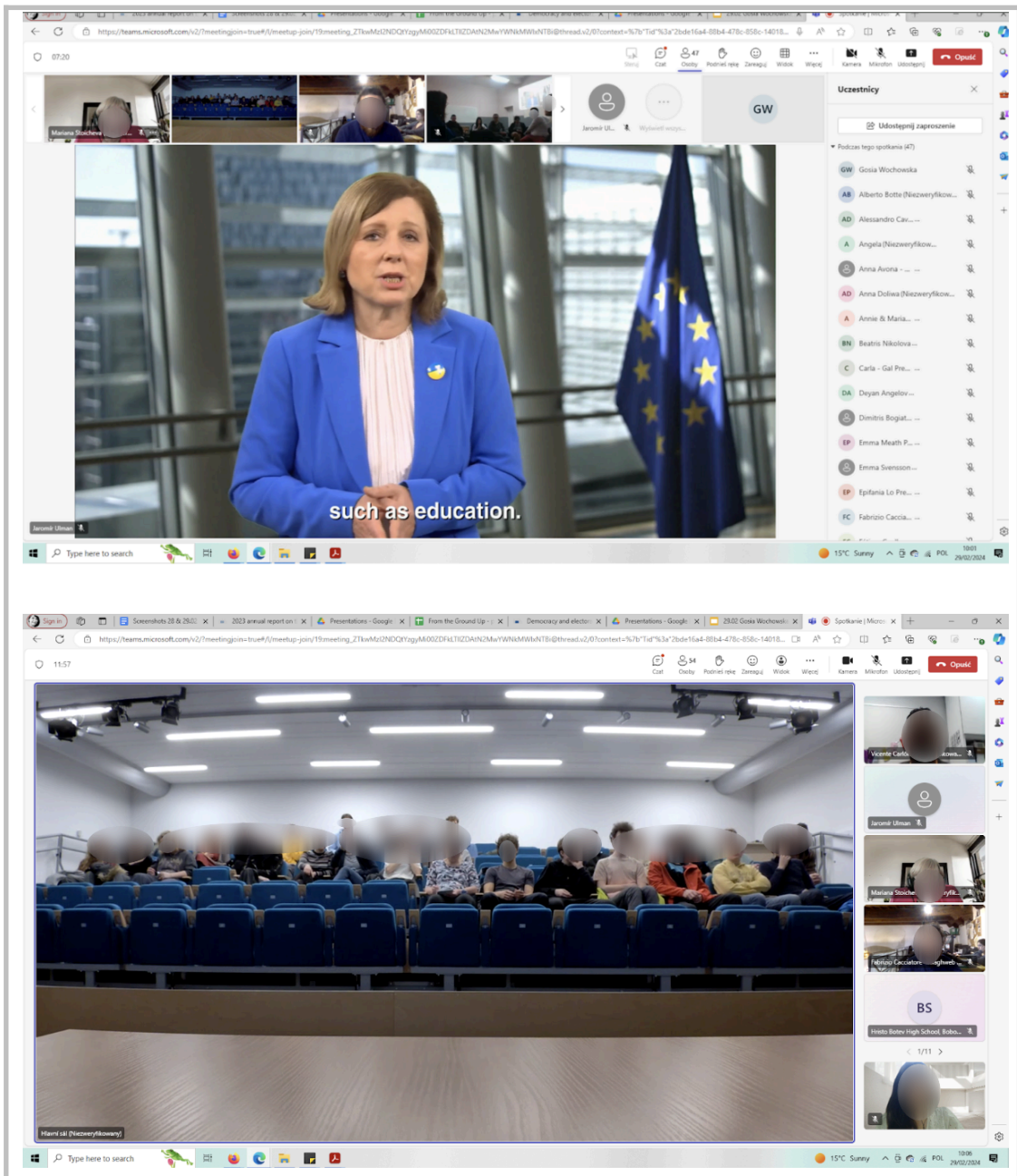
Despite challenges, there's a positive shift in attitudes among young people towards rural living. Many express a desire to reside in rural areas, start businesses, and take pride in rural living. This presents an opportunity for addressing challenges collaboratively.

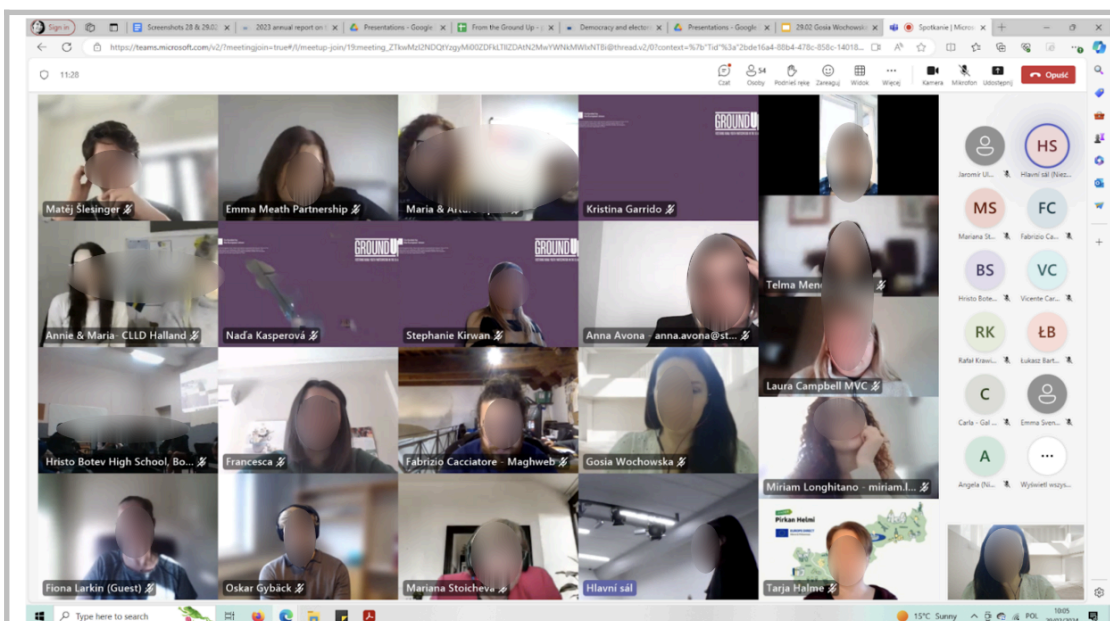
Lack of basic infrastructure investments and digital work opportunities hinder rural development (transport infrastructure also is a big deal). Local authorities and boards must prioritize digitization efforts to attract and retain residents, especially youth.

While politicians acknowledge rural development, it often takes a backseat to other pressing issues like climate change. There's a call for greater attention and investment in rural areas to unlock their growth potential.

It's evident that addressing rural challenges requires collaboration and innovation. By working together and finding creative solutions, we can promote sustainable development and create a vibrant and inclusive future for rural communities.

- Graphical elements and photos of the event





- Feedback from participants

Most of the participants represented formal project partners of GroundUp and also the youth with which they regularly engage.

Overall satisfaction with the event varied, an average of 4 (5 is the highest).

The project generally met the objective of providing information on Project Management methodology and tools, with ratings averaging around 4.

The project's success in debating current political narratives impacting rural, peripheral areas in Europe was generally well-received, with ratings averaging around 4.

Participants suggested allocating more time for debates, enhancing interactivity during breakout sessions, addressing technical issues, and incorporating more practical activities.

Participants generally rated logistics positively, with an average rating of 4 or higher for information received prior to the meeting and online tools used.

Moderation and facilitation methods were generally well-received, with an average rating of 4 or higher.

Suggestions included better management of hybrid event challenges, utilizing online boards for note-taking during breakout sessions, and improving presenter engagement for more interactive sessions.

Participants expressed interest in exploring various aspects of the project in future events, including enhancing youth participation, combating fake news, and delving deeper into narratives and counter-narrative work.

Overall, while the event received positive feedback on various aspects, there are opportunities for improvement in interactivity, technical management, and session content for future events.

- Website and/or FB page of the event.

Facebook page: <https://www.facebook.com/profile.php?id=61556445323406>

Instagram page: <https://www.instagram.com/groundupproject/>

Links where the beneficiaries (project partners) published this report: [GroundUp - links where the beneficiaries published the deliverable ... of the project.docx - Google Docs](#)

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