

THE EU YOUTH DIALOGUE

TOOLKIT FOR NATIONAL
WORKING GROUPS

UP TO
YOUTH

Erasmus+

Youth

EUROPEAN UNION



Contents

<i>Introduction</i>	<i>4</i>
<i>Glossary</i>	<i>6</i>
<i>Timeline of an EU Youth Dialogue Cycle</i>	<i>11</i>
<i>Establish your national working group</i>	<i>12</i>
<i>Consultation and dialogue phase</i>	<i>14</i>
<i>Consultation toolkit</i>	
<i>The role of national working groups during the consultation and dialogue phase</i>	
<i>Methodology and types of consultation activities</i>	
<i>Data protection in the consultations</i>	
<i>Diversity and inclusion in the consultations</i>	<i>25</i>
<i>Identifying and addressing exclusion - a five-step process</i>	
<i>Diversity outreach planner</i>	
<i>Implementation</i>	<i>33</i>
<i>Report on planned implementation activities</i>	
<i>Give feedback to participants</i>	
<i>Monitoring impact and outcomes</i>	<i>41</i>
<i>Reporting on the impact</i>	
<i>Role of youth delegates</i>	<i>43</i>
<i>Preparing the youth delegates</i>	
<i>National working group grants</i>	<i>45</i>
<i>Communicating about the EU Youth Dialogue</i>	<i>49</i>
<i>Communication best practices</i>	
<i>Template communication plan</i>	
<i>Social media templates</i>	
<i>Visual identity and graphic guidelines</i>	



About this Toolkit About this Toolkit About this Toolkit About this Toolkit



This toolkit would not have been possible without input from many individuals and organisations involved in the EU Youth Dialogue.

The purpose of this toolkit is to provide guidance to everyone who contributes to the EU Youth Dialogue. It does not constitute a legal obligation on the part of the European Commission. Details and facts are all subject to change.

Erasmus+

Youth

EUROPEAN UNION



About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

About this Toolkit

Introduction

European Commission President Ursula von der Leyen highlighted youth participation as a priority for her second mandate (2024-2029). One of the commitments of the EU is to listen more to young people and to give them a stronger voice in policymaking. The EU Youth Dialogue is the most important way to achieve these aims.

The EU Youth Dialogue is unique in many ways. It is a youth-led, large-scale process that gives young people a chance to meet decision-makers and to influence policies that concern them. More than 30 000 young people participate in every cycle. The EU Youth Dialogue provides input for policy decisions at local, regional and national levels in 27 EU member states and at the European level.

Launched in 2010 as a ‘structured dialogue’, the Youth Dialogue has now evolved to become one of the most important ways the EU realises the goals set out in the EU Youth Strategy.

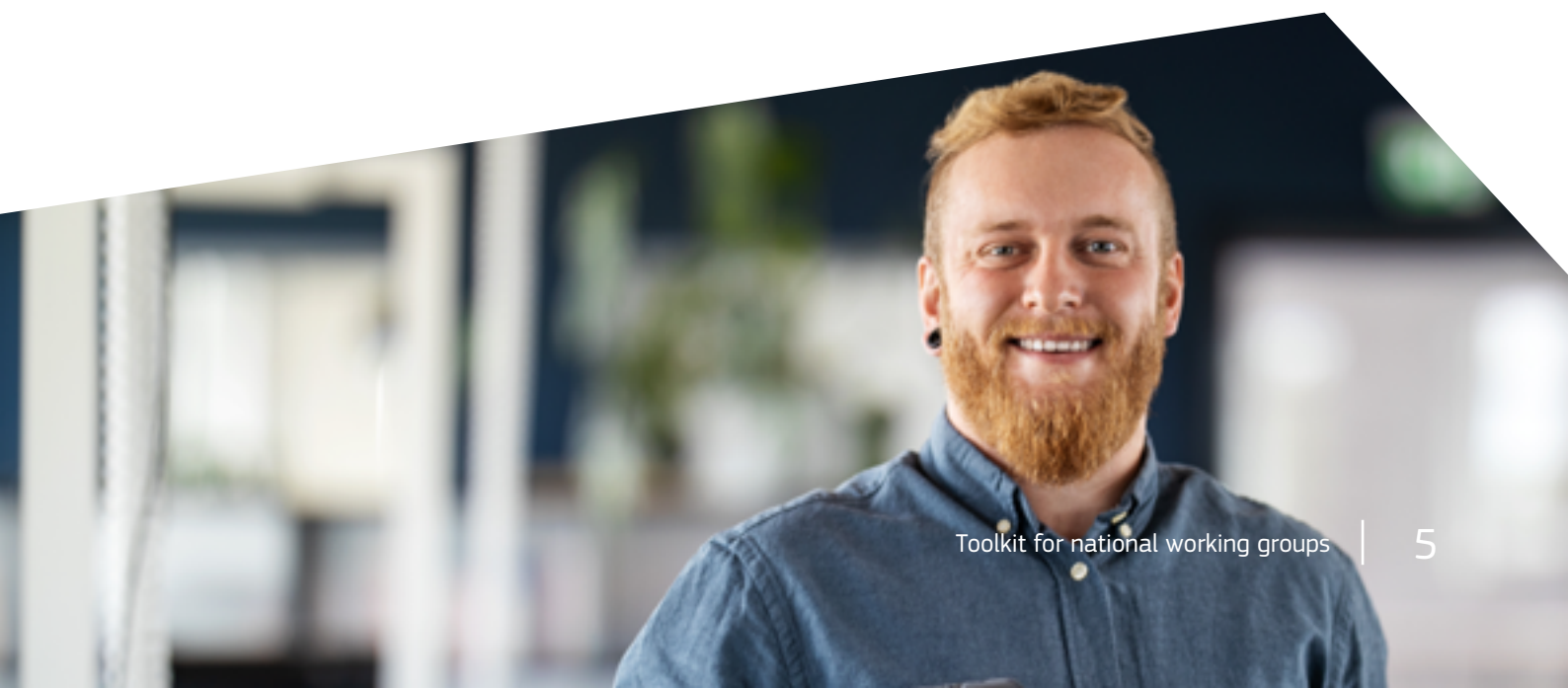
Over the years, it has led to a number of specific policy outcomes at the European level.

These include the:

- **youth guarantee** (which means that everyone under the age of 30 receives a good quality offer of employment, continued education, apprenticeship or traineeship within a period of four months of becoming unemployed or leaving education);
- **Commission youth check** (which means that the impact on young people will be considered during the policy design phase);
- **European Youth Goals** (which set out young people's vision for the EU and are part of the EU Youth Strategy 2019-2027).

One of the strengths of the EU Youth Dialogue is the fact that it is carried out by a wide range of actors. Hundreds of youth organisations contribute, together with government agencies and ministries in EU member states and beyond.

This toolkit aims to capitalise on the creativity and resourcefulness of these organisations by gathering best practices and sharing lessons learnt and knowledge. The purpose is to give specific guidance and tips on how to strengthen the EU Youth Dialogue. It is aimed at national working groups and but can also be useful to other actors involved in the EU Youth Dialogue.



Glossary

Commission youth check: an initiative aimed at ensuring that EU policies consider the impact on young people during the policy design phase.

Council of youth ministers ('the Council'): meetings between youth ministers from all EU member state.

Council resolutions / conclusion: the Council of the EU negotiates and adopts not only legal acts but also documents such as conclusions, resolutions and statements, which do not intend to have legal effects. The Council uses these documents to express a political position on a topic related to the EU's areas of activity. Council conclusions are adopted after a debate during a Council meeting. They can contain a political position on a specific topic. Council resolutions usually set out future work foreseen in a specific policy area.

DG EAC (Directorate-General for Education, Youth, Sport and Culture): Commission department responsible for education, culture, youth and sport. It manages Erasmus+ and the EU Youth Dialogue.

EACEA (European Education and Culture Executive Agency): a dedicated agency of the European Commission that manages funding for education, culture, audiovisual, sport, citizenship and volunteering.

Erasmus+: the EU's programme for education, youth and sport. It provides funding for youth exchanges, studying or training abroad and for the EU Youth Dialogue.

Eurodesk: encourages young people to become active citizens and raises awareness on European opportunities, especially Erasmus+, through information offices across the EU.

European Steering Group (ESG): a group comprising the 'trio' presidency countries (see below) and their youth councils, DG EAC and European Youth Forum. The ESG sets the subject and the consultation questions for each cycle and provides guidance on all practical matters relating to the EU Youth Dialogue.

European Commission: an institution and executive branch of the [European Union](#). The Commission is responsible for proposing legislation, implementing decisions, upholding the EU treaties and the general day-to-day running of the EU. It is also responsible for EU spending programmes (such as Erasmus+). It is made up of directorates-general (DGs) that work on different policy areas, as well as agencies that manage grants and funding.

European Youth Forum (YFJ): Brussels-based NGO and the biggest platform of youth organisations in Europe, representing over 100 youth organisations. Its vision is to be the voice of young people in Europe, where young people are equal citizens and are encouraged and supported to achieve their fullest potential as global citizens. It functions as a secretariat for the EU Youth Dialogue.

European facilitator / moderator: moderator at the EU Youth Conferences for a whole cycle, as well as acting as a bridge between the youth delegates and the organisers of the conference.

EU Youth Dialogue cycle: a period of 18 month during which the consultation and implementation on a certain youth goal will be held.

European Youth Goals: reflect the views of young Europeans and represent the vision of those active in the EU Youth Dialogue. They were developed as a result of the 6th cycle of the EU Youth dialogue and form part of the EU Youth Strategy 2019 - 2027. Will be revised ahead of the next edition of the EU Youth Strategy.

Europe Direct: a European information network designated by the European Commission. It provides information about all things related to the EU and often hosts information events and seminars targeting citizens.

EU Youth Strategy: a framework for cooperation on EU youth policy for 2019-2027. It aims to make the most of youth policy's potential and boost youth participation in democratic life.

EU Youth Conference: takes place three times per cycle (often in March and September) in the country currently holding the EU Council presidency. It brings together youth delegates, ministerial representatives and EU officials to discuss possible solutions to societal challenges.

EU Youth Coordinator: a position created as part of the EU youth strategy to help improve cross-sectoral cooperation, knowledge development and exchange on youth issues within the Commission departments. The coordinator works hand in hand with various stakeholders to ensure good, targeted communication towards young people.

EU Youth Dialogue: a platform for dialogue between young people and decision-makers taking place as part of the EU Youth Strategy.

INGYO: international non-governmental youth organisation.

Implementation: the process of putting into practice recommendations from the national consultations.

Harvesters: take notes and collect input in the different working groups / discussions at the EU Youth Conferences.

National agencies for Erasmus+ (NAs): agencies based in the EU member states responsible for Erasmus+. They help to choose projects and support applicants. They are also often involved in managing the EU Youth Dialogue at national level.

Find your national agency here: [National Agencies - Erasmus+](#)

National government agencies / local government: organisations and bodies that can help national working groups in implementing recommendations. Which agency or body is involved depends on the topic and the national or local context. For example the government agency for education would be relevant for a recommendation on schools.

National (youth) ministries: the ministry that is responsible for youth policy in each country.

National working groups: typically made up of representatives from the national youth council, the national youth ministries, national government agencies and youth organisations. They are responsible for making sure that the EU Youth Dialogue functions in each member state.

National youth council: the umbrella organisation for youth organisations in each EU member state, which often plays a key role in the EU Youth Dialogue.

NGO: non-governmental organisation in the non-profit sector.

Presidency of the Council of the EU: a role that rotates among all the EU member states every six months. During the six-month period, the presidency chairs meetings at every level in the Council. The country holding the presidency has a key role in the EU Youth Dialogue and hosts the EU Youth Conference.

Policy outcomes: decisions, initiatives or laws that are created as a result of the EU Youth Dialogue.

Secretariat: As of the 12th cycle, the European Youth Forum will act as a secretariat for the EU Youth Dialogue. This means they will take on a key role in the coordination of national working groups and ensure coherence and consistency between the cycles.

The (European) researchers: associated with the Dialogue to help with consultation design, evaluations, methodology and monitoring. Prepare the consultation and implementation toolkits.

Trio national youth councils: the national youth councils of the three countries in the trio presidency that are associated with each cycle of the EU Youth Dialogue. They are members of the ESG.

Trio presidency: the three EU member states that hold the rotating presidency of the EU Council. They are involved in each cycle of the EU Youth Dialogue and are members of the ESG.

Youth delegate: two or three youth delegates are selected to represent the young people of their home country at the EU Youth Conference. Their role is to convey the findings of the national consultations and contribute to the recommendations.

Youth organisations: a youth-led, non-for-profit, non-governmental organisation. They often contribute to the EU Youth Dialogue by organising consultations in collaboration with the national working group.

Youth partnership (EU – Council of Europe): long-term cooperation programme between the European Commission and the Council of Europe in the field of youth.

Youth policy dialogue: small-scale meetings between young people and a Commissioner to encourage young people to express their views on EU policy initiatives.

Youth working party: working parties are made up of civil servants of the member states, the European Commission and the General Secretariat of the Council and chaired by the member state, which currently holds the rotating Council presidency. In the meetings, the member states, represented by youth attaches, agree on key documents on youth policy and on some aspects of the Dialogue (such as its governance). The purpose is to prepare for the Council meetings of youth ministers, which take place every year in May and November.



INTERESTED IN YOUTH POLICY?

There is a lot of reading material published by the youth partnership

PUBLICATIONS
Youth Partnership



LOOKING FOR VISUALS OR GRAPHIC FILES?

These can all be downloaded here!

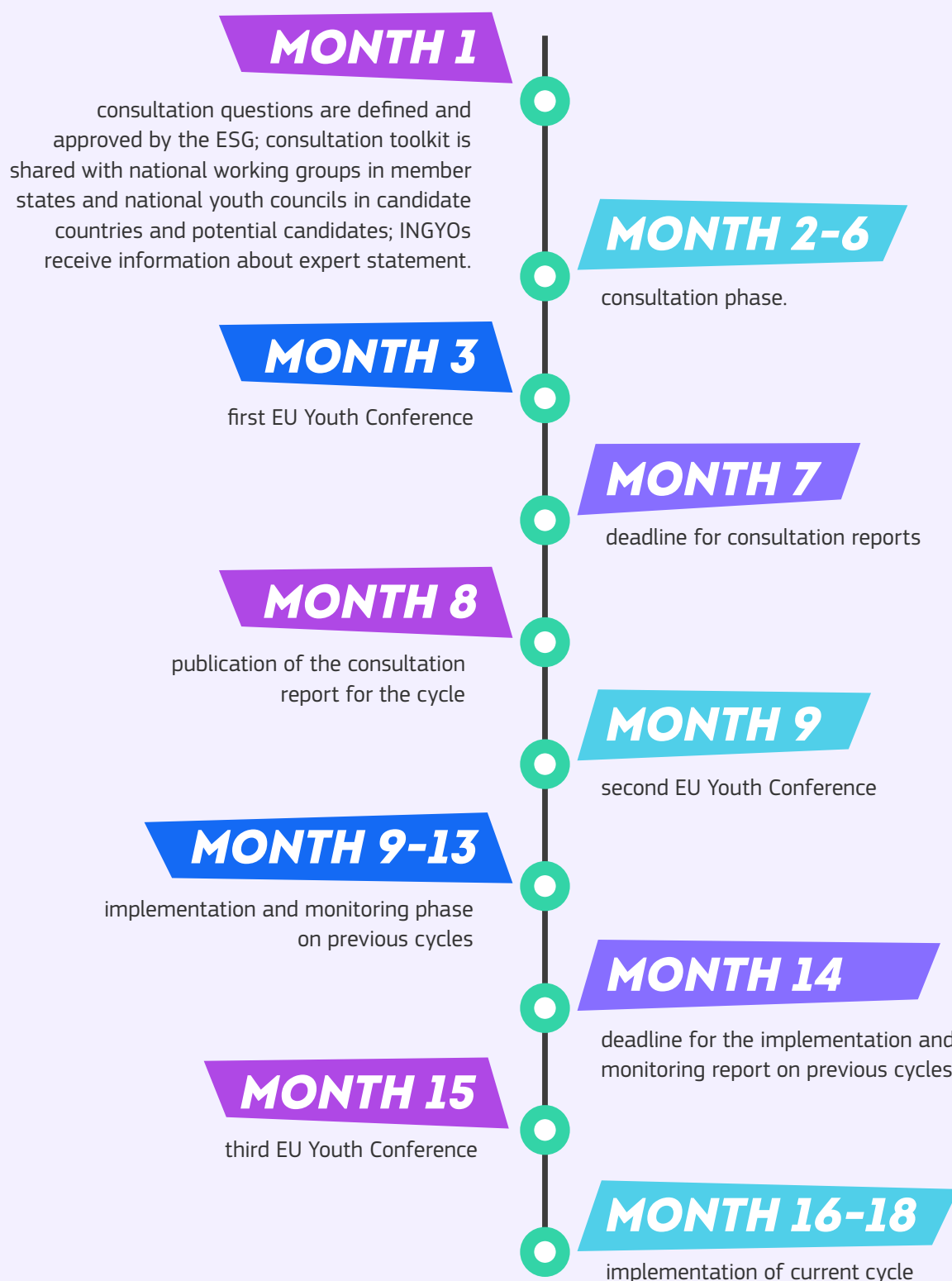
EU Youth Dialogue
Communication Toolkit /
European Youth Portal



Timeline of an EU Youth Dialogue cycle

The EU Youth Dialogue is based on cycles of 18 months. Each cycle is based on its own theme or European Youth Goal.

Below is an indicative timetable of the various steps within the cycle. Exact timings may vary.



Establishing your national working group

The national working group is the body that is responsible for the EU Youth Dialogue process at national level. It receives a grant to carry out the consultations and the implementation of the Dialogue, and reports on the outcomes of its work to the ESG and to EACEA.

National government has flexibility when it comes to the composition of the national working groups. However, as the EU Youth Dialogue is a youth-driven process, the national youth councils should be leading stakeholders in the national working group.

Other member organisations are typically representatives of ministries, national agencies for Erasmus+ and youth researchers and other NGOs with expertise on the topic of the cycle. Additional stakeholders and advisors, such as specialist youth organisations, can be invited or consulted depending on the theme of the cycle and the national context.

The members of the national working group should meet regularly throughout the cycle.

National working groups are encouraged to work across borders to exchange best practices and share ideas. For example, the Nordic and Baltic national working groups have set up an informal network that meets digitally on a monthly basis.



Sweden: Partnering with the Europe Direct Offices

To raise awareness and participation in the EU Youth Dialogue, the Swedish youth council (LSU) has partnered with several Europe Direct offices across Sweden. This partnership is informal and flexible: it can focus on specific events and campaigns or be based on on-going cooperation on communication.

Through co-hosted events and information campaigns, Europe Direct has helped the national working group reach a broader base of young people, particularly those outside formal youth organisations.

By combining the Swedish youth council's expertise in youth engagement and the Europe Direct offices' regional reach, the cooperation has helped bridge the gap between institutional EU processes and the everyday realities of young people. This partnership offers a valuable model for a more inclusive and accessible youth participation initiatives.

Does this sound interesting? There are more than 400 Europe Direct offices across the EU. You can find the one closest to you here: [Meet us, EU centres | European Union](#)

Consultation and dialogue phase

This phase initiates the dialogue between young Europeans and policy-makers at all levels. It is one of the key features of the EU Youth Dialogue – typically at least 30 000 young people are consulted in each cycle. This makes the EU Youth Dialogue the largest youth consultation mechanism in the world.

This would not be possible without the national working groups.

National working groups play a key role in organising the consultations and offering a platform for meetings and dialogue. The purpose is to discuss how the subject covered by the cycle could be explored and implemented at local, regional, national and European levels.

International non-governmental youth organisations are selected for their expertise in the subject.

Consultation toolkit

With the help of the researchers, the ESG produces a consultation toolkit at the start of each cycle. This contains:

- a thematic framework for the cycle and guiding questions
- a set of expected outcomes for the cycle
- practical tools and methods for consulting and monitoring.

The guiding questions are intended to help you design and plan your national dialogues and consultation activities. But they should not be sent directly to people. There is a set of simpler questions which can be discussed directly with people. Try to find a balance between using the questions and allowing people to set the themes for discussion.



Spain: Local networks that drive change

 [Website](#)  [Instagram](#)  [X](#)  [Youtube presentation](#)

In Spain, the EU Youth Dialogue is implemented through a decentralised model led by the Spanish Youth Council (CJE) in collaboration with the Instituto de la Juventud (INJUVE). The objective is to increase youth political participation and institutional engagement with non-organised youth.

Its structure relies on regional “Youth Embassies.” These are composed of a diverse range of volunteers aged 13 to 30, which are divided into 19 groups (one for each autonomous community and city). These Embassies are the operational backbone of the programme, organising consultations and promoting youth participation. The model is efficient thanks to decentralised coordination, a stable network of trained volunteers and targeted financial support. Spain also provides guides, training, and event funding mechanisms.

In the 10th cycle, the programme involved 3 214 young people and 60+ decision-makers in 42 consultation events across all regions. It gathered valuable input on sustainability and inclusion. The fact that young participants are active both in the consultations and in the design of the programme has increased civic engagement and expanded the reach to non-associated youth.

The model has created new participatory spaces in regions that previously lacked youth representation structures, establishing a unified national framework for youth engagement. Furthermore, it has connected local actors with national and European institutions. The programme’s visibility and legitimacy have been improved through enhanced transparency and digital presence, positioning Spain as a model in youth participation.

The role of national working groups during the consultation and dialogue phase

You can organise your work flexibly, but we recommend following these steps during the consultation phase:

1. Determine how to make use of EU Youth Dialogue within the national context

The EU Youth Dialogue is relevant at both the national and European levels. The national working group is responsible for ensuring that national, regional and local circumstances and opportunities are taken into account. This could include identifying upcoming national policy initiatives which young people might connect to and influence or choosing which sub-topics that are a priority in the national context.

When planning the activities it is important to consider the expected outcomes and themes for the cycle. Local and national objectives can then be developed in line with these.

Adapting to the national context – an example from the 7th cycle

“We cooperated with the Ministry of Economic Affairs and Communications. Before drawing up a new strategy on quality employment and the future of employment, we were able to discuss specific proposals that were based on the answers of young people to the questions of our consultation. The proposals included the creation of a quality workspace for young people, which would encourage those who strive for high qualifications. In addition, the workplace should be tolerant of minorities and people with special needs. An important factor is also the ability to work remotely, on a project basis.”

— The national working group of Estonia

2. Identify target audiences

Taking into account the theme of the cycle, national priorities and national diversity data, you should also consider how and where the consultation should take place. The aim should be to maximise outreach to young people, including those with fewer opportunities, and to create meaningful youth participation (see also the section below on diversity and inclusion).

3. Decide on practicalities

Within your national working group, decide which stakeholders will be responsible for conducting the consultation activities and draw up a timeline. It is important to read the consultation phase reporting template and guidance before starting the consultation.

4. Conduct the consultations

The consultation toolkit, which is produced for each cycle, is the best source of information on how to organise the consultations. The Handbook on tools and methods contains many tips for how to run consultations as well as example activity templates.

HAVE YOU HEARD ABOUT SALTO?

SALTO stands for support, advanced learning and training opportunities for youth.

It is a network of resource centres working on priority areas within the youth field. SALTO provides non-formal learning resources. It organises training and networking events to support organisations and national agencies as a part of Erasmus+ youth and the European Solidarity Corps.

SALTO Participation & Information is the centre that specialises in youth participation. It has a lot of resources on consultations.

Resources on democratic participation & media literacy - participation and information centre.



5. Document the results of the consultation

All national working groups are expected to complete a consultation report and submit it to the ESG (with the assistance of the European Youth Forum). The report should include a summary of messages linked to each guiding question. National working groups are welcome to produce their own national publication as well, though this is not compulsory. Recording the results helps.

- shape national discussions and guides implementation;
- influence and shape the national discussion and the implementation phase;
- make sure youth delegates are prepared for the EU youth conferences;
- share results of the national consultation with the ESG;
- contribute to advocacy and policy change that will help improve the lives of young people.

The results of the EU Youth Dialogue are read widely and used by policy-makers throughout the EU at all levels of governance. They are crucial in shaping policy narratives and decisions that affect the lives of millions of young people.

Methodology and types of consultation activities

Each national working group is free to choose their own methods and approach to the consultation activities. Examples are given in the consultation toolkit. Qualitative consultation methods should be prioritised to ensure meaningful and inclusive participation. This can include methods such as youth dialogue events, workshops and similar discussion-based formats.

Consultations can take a range of different forms, depending on the topic and national context. More details are provided in the consultation toolkit. A few examples include:

- **Youth dialogue events** can range from workshops or focus groups lasting a couple of hours, to an entire day's event or longer. They can be delivered either face to face or online.
- **Low threshold inclusive methods** are creative ways to reach new groups, such as 30 second street interviews, moving debates or a graffiti / arts wall.
- **Participatory photos and video methods** enable participants to use video, film and photography to express their points of view and experience.
- **Polls on Instagram or Facebook** provide a simple insight into the views of young people. They can also be used to advertise more in-depth opportunities such as face-to-face workshops.
- **Online surveys** using, as a basis, the questions in the consultation toolkit, which would also enable comparisons between countries. Online surveys should not however be the main tool of the consultation phase, as they do not offer any opportunities for face-to-face dialogue and meetings between young people and decision-makers.

The logo for EU Survey is a purple parallelogram containing the text 'EU SURVEY' in white, bold, sans-serif capital letters. To the right of the text is a white icon of a square with an arrow pointing diagonally upwards and to the right.

EU SURVEY

EU Survey is a free tool that can be used for surveys.

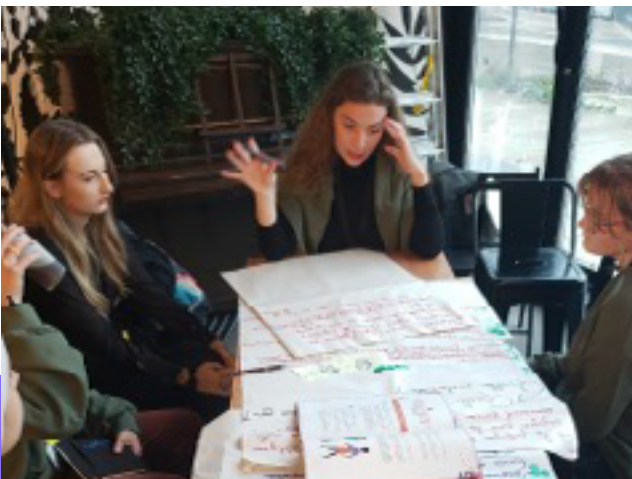
France: Prouvox Festival

[Website](#)[Instagram](#)[Facebook](#)[Youtube](#)

The Prouvox festival is a central and key event of each cycle of the EU Youth Dialogue in France. It is one of the main deliverables in France and was the highlight of the 9th cycle. The festival took place in Paris in November 2022. It welcomed around a hundred people between the ages of 13 and 30. As in every cycle, it was an opportunity to debate with politicians and experts and to make relevant political proposals. The festival was also part of the European Year of Youth. It had three main objectives:

- transform the consultation into a political proposal;
- exchange, meet and debate with political decision-makers;
- and participate in drafting a European resolution.

Discussions focused on one key question: what are the public youth policies that young people would like to see put in place by the EU Council? For this, the three delegates of the youth campaign from Lille, Toulouse, and Réunion participated in these exchanges in Paris. The Prouvox festival proposals were brought forward by delegates during the Youth Conference which took place in Sweden in March 2023. They were also presented to the Secretary of State for Youth on 9 May just before the EU Council on 15 May 2023.



Ireland: A deck of cards to spark active citizenship



[Website](#)



[Download the card deck for your communication!](#)

How can you support meaningful youth engagement and participation in decision-making? Ireland has come up with one answer to that question! The Irish national working group has developed a deck of cards that has become one of their most reliable tools during the consultations.

Grounded in the values of inclusion, equity, and global awareness, the deck acts as both a practical toolkit and a guiding compass for youth workers and young people alike. Each card invites users to explore themes such as connection, human rights, climate justice and global solidarity through reflection, conversation and action. Rather than following a linear programme, the deck encourages flexibility: it can spark dialogue, deepen understanding, guide project planning, or support advocacy. Visual cues, QR codes linking to further resources, and thought-provoking prompts make sure that young people are met where they are.

Ultimately, the cards are rooted in a belief that young people have the right to be heard and that youth participation should be informed, empowered, and transformative.

The card deck was developed through a process informed by youth voices, practitioner insights, and international frameworks on participation and global youth work. It responds to the need for accessible, flexible tools that support youth workers in facilitating deeper, value-based participation. Its design makes it time-efficient: rather than requiring long training programmes, it equips workers and young people with on-the-spot prompts, reflection tools, and guiding principles that can be used across diverse settings.

The card deck has proven to be an empowering tool for both youth workers and young people, building confidence and enhancing participation quality and project outcomes. It has been used across Ireland in workshops, consultations, training sessions, and community projects. It has a strong potential for international adaptation and use.

If you are interested in more information and inspiration for creating your own version, you can contact international@nyci.ie



Data protection in the consultations

National working groups remain responsible at all times for the activities they arrange as part of the EU Youth Dialogue and any accompanying data collection they undertake.

The national working group and the organisations within it are fully responsible for ensuring local, national and European laws are followed in these activities and data collection. This includes:

- Make sure you meet all data protection requirements under the EU's GDPR.
- Ensuring appropriate procedures for securing participants consent are in place (including, where necessary, parent / guardian consent) to participate in activities and for participants data to be gathered.
- Ensuring that participants understand how the information they give is shared on an anonymised basis with the European Youth Forum for the purposes of informing the findings of the EU Youth Dialogue process.

Under no circumstances should data collection be advertised as being collected for, or conducted on someone else's behalf.

In general, do not share or send personal data of EU Youth Dialogue participants through the national working group reports, or by any other method, to any organisation connected to the ESG. The only exception to this is when sharing the contact names and details of working group members, as indicated on the reporting templates.

Quotes from participants can be included in the national working group reports. But please ensure that these are anonymised in such a way that individuals cannot be identified.

Diversity and inclusion in the consultations

The EU Youth Dialogue should be representative at all levels. This includes participation in the consultations, the composition of the national working groups and the youth delegates themselves. Minorities and disadvantaged young people should be able to participate fully.

While important progress has been made in this area in the past few years, there is still room for improvement. Young men, young people from poorer economic backgrounds, those who are not in education, employment or training and, to a lesser extent, people from rural areas may be under-represented within the EU Youth Dialogue. However, there are still large national variations.

It is important therefore that each national working group looks closely at their national data and takes steps to improve diversity and inclusion. A focus on diversity and inclusion should be a part of your work at all stages, including in terms of outreach and raising awareness about the process as well as in the actual participation. This means that you should ensure that you always cater for diverse needs and profiles.

However, being able to access and take part in the EU Youth Dialogue is only one dimension of social inclusion. The views and situation of one group of young people may be substantially different to the views and situation of another group.

Pay particular attention to how the answers to the consultation differ for different groups and bear this in mind when designing and reporting on the consultation, especially with regard to young people with fewer opportunities.



Belgium: Giving a voice to those who need it most

Community Institution De Grubbe is a secure facility for young people who have committed a criminal offense. The institution operates under strict conditions: young residents are not allowed to leave without juvenile court approval, cannot move freely within the facility (e.g., they cannot open doors themselves), and are always accompanied during transfers. As a result, their education, employment, and extracurricular activities outside the institution are temporarily suspended during their stay.

A volunteer working within this framework proposed an innovative idea: to organise consultations with the young people inside the institution. The aim was to listen to them, give them a voice, and offer an opportunity for open dialogue. The participants — aged between 14 and 17 — had either committed crimes or come from backgrounds marked by significant hardship. They were described as having strong opinions and resilient personalities.

The institutional staff were very supportive, helping to create a safe and welcoming atmosphere. It was the first time that people from outside the typical circle of doctors, psychologists, or family members had visited for such a purpose.

The consultations revealed several key areas to address. Above all, the teenagers expressed a strong sense of powerlessness about their situation and their future. They called for greater solidarity and empathy from the wider community — a message they hope will resonate at the European level. They are asking not only for better support, but to be seen, heard, and included in a society that often marginalises them.

The consultation reporting tool contains a dedicated section for reporting the interests and concerns of young people from different social groups.

Here are a few ideas on how you can reach different groups:

- Try to strengthen your network in the areas where you need to improve diversity, e.g. by including organisations that represent youth minority groups in your national working group.
- Establish, either formally or informally, target groups for inclusion
- Contact schools and local authorities, especially in remote areas and areas where youth organisations are less active.
- Organise activities in places where young people are most exposed to exclusion and marginalisation.
- Work proactively with specialised youth workers in planning and implementing outreach activities.
- Cooperate with social workers to reach young people that are beneficiaries of social services, economically and socially marginalised or excluded.

Luxembourg: Using the EU Youth Dialogue to support disadvantaged young people toward a fulfilling future



[Website](#)



[Website](#)



[Facebook](#)

Since 1968, SOS Kannerduerf Lëtzebuerg (SOS Children's Village Luxembourg) has been a key actor in childcare in Luxembourg and is officially recognised by the Ministry of Education, Children and Youth. The SOS Children's Village cares for children from birth who, for various reasons, can no longer live with their parents. When necessary, children can stay with their SOS Children's Village family until they become independent, benefiting from arts, music or animal-assisted pedagogy.

Their mission is to support children and young people toward a self-sufficient, responsible, and fulfilling future. Support comes in many forms, including providing development plans that SOS Kannerduerf Lëtzebuerg tailors to each young person's personal situation and needs.

The SOS team offers youth security through stable and reliable relationships, temporarily or for a longer period, through a warm, family-like environment, whether in an SOS Children's Village family or any other suitable accommodation.

They also train professionals who work with children, young people, and their families. To better understand how to make inclusion work for the young people involved, five consultations were conducted by the national working group at the Kannerduerf in Mersch, Luxembourg. Following guidelines aligned with the EU Youth Dialogue call to action, young people from diverse backgrounds and care structures shared their perspectives on inclusion in Luxembourg.

Each focus group was assigned a different topic, for example personal experiences of exclusion, barriers, needs or support. The experience offered the participants the chance to be heard and to start an honest dialogue in a safe setting. As a result, a leaflet outlining all outcomes is now in the works. The plan is to further develop the method, testing new approaches that align with the young people's needs.

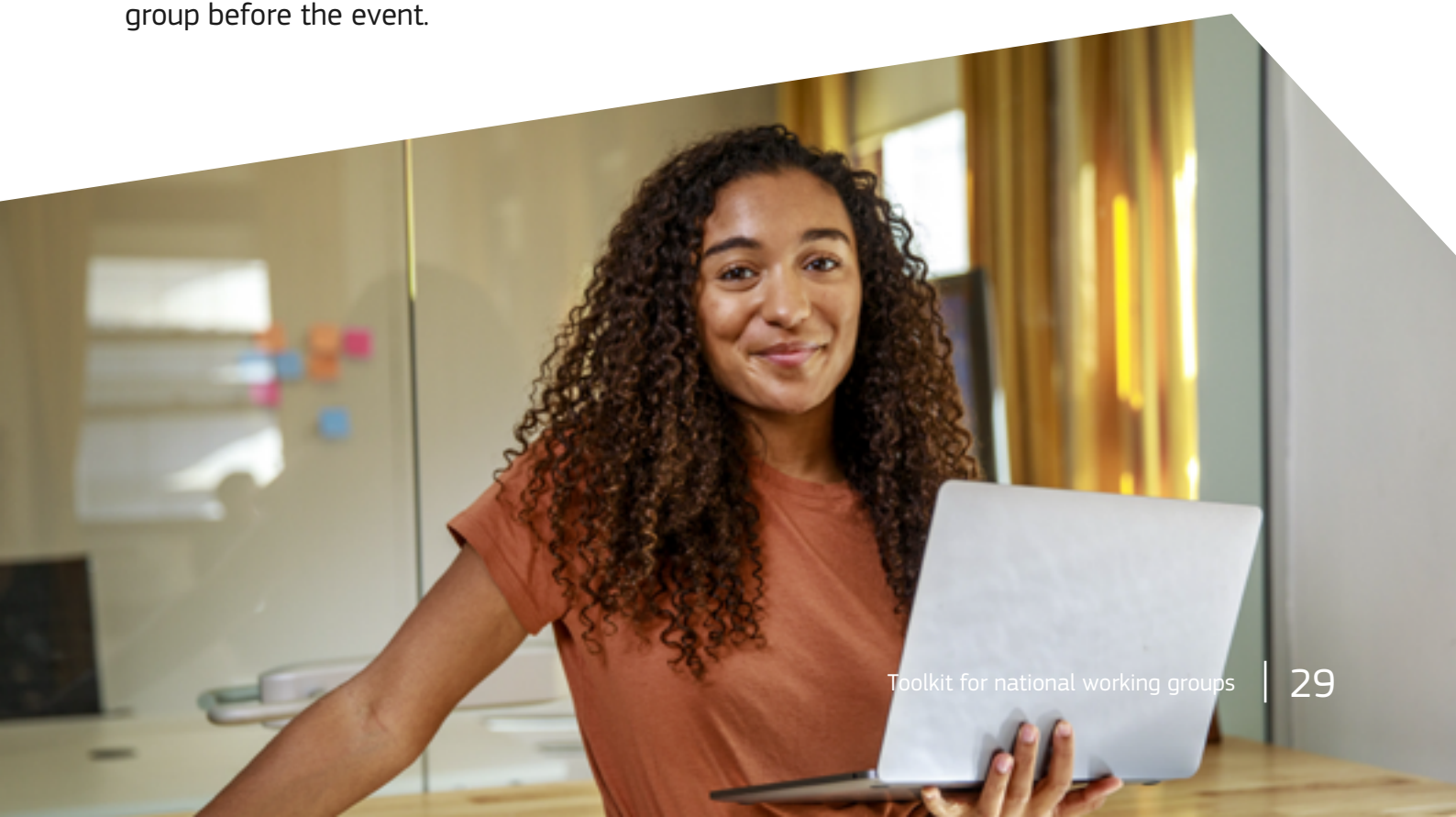
Make the consultation process more inclusive: a five-step process

Each national working group should aim to ensure that its EU Youth Dialogue consultation activities, as a whole, engage with young people from a diverse range of backgrounds. The national working group should take steps to ensure the makeup of participants across the entire consultation reflects the national youth population (demographic representation). This should be the case when the background of participants across all the activities is considered together. So while activities might still be targeted at, or more popular with, specific groups of young people, the overall trend should be that the profile of consultation participants matches the profile of the youth population.

It is highly unlikely that consultations will be demographically representative unless active attention is paid to the inclusion of young people with fewer opportunities. Be proactive in identifying which groups of young people have been excluded from their consultation activities in previous cycles, and then put in place measures to promote the inclusion of these groups. Achieving this requires removing any barriers to participation that exist in the way the consultation activities are run. It also requires taking steps to counteract wider structural, social or cultural barriers faced by young people with fewer opportunities.

For example, public transport systems that are not wheelchair friendly or affordable make it harder for someone who is disabled or on a low income to travel to an EU Youth Dialogue event. This might be countered by providing digital events, providing accessible transport, or reimbursing travel costs to participants. Experiencing discrimination in school might mean that a young person from an ethnic minority background would not feel safe attending a nearby EU Youth Dialogue event. This might be counteracted through outreach youth work before the event to establish a trusting relationship with young people from this group.

This might be prevented by establish a trusting relationship with young people from this group before the event.



1. Monitor who is participating EU Youth Dialogue activities

This means asking participants for information about their background when they take part in EU Youth Dialogue activities. This information should be collected anonymously, and should be optional for a young person to give. A template 'participant monitoring' form for collecting this data from participants is produced as part of the consultation toolkit within each cycle.

2. Compare the backgrounds of EU Youth Dialogue participants to the general youth population at the national level

National working groups can produce an analysis of the backgrounds of participants based on the monitoring data gathered at the end of each EU Youth Dialogue cycle. This can be compared to the profile of young people in the general population within the relevant country, which can be sourced from national statistical offices or similar. If there are substantial differences in the two profiles, this will indicate which groups of young people are excluded and underrepresented from EU Youth Dialogue events. For example, if 20% of young people in the country are from rural areas, but only 10% of consultation participants are from rural areas, there is likely to be some sort of barrier excluding rural youth from taking part.

The report 'Evaluation of participant inclusion levels within the EU Youth Dialogue youth dialogue' (produced by the youth partnership) can be used to identify groups who are over or under-represented within your country.

The [EU Youth dashboard](#) can also be a useful resource.

3. Identify the specific groups of young people excluded from EU Youth Dialogue and the barriers that exclude them.

Based on the results of step two, it is possible to identify the specific groups of young people that have previously been underrepresented in EU Youth Dialogue consultations (e.g., young people from religious minorities, young people from rural areas). Building on this, it is possible to identify the particular barriers that are likely to be affecting these groups. Different groups of young people with fewer opportunities are affected by different exclusion barriers. Further guidance on this can be found in the [Implementation Guidelines for the Erasmus+ and European Solidarity Corps Inclusion and Diversity Strategy](#). It might also be necessary to conduct small consultation exercises with young people from these excluded groups to discuss and explore their experiences of participating in EU Youth Dialogue.

4. Dedicate resources to removing specific barriers in future consultations and to targeting excluded groups

Once you have identified the excluded groups and the barriers affecting them, it is necessary to dedicate part of your consultation resources toward removing these barriers and reaching these excluded groups. There is no one-size-fits-all solution to removing barriers; different barriers and groups require different solutions. However, committing a dedicated proportion of consultation resources to reaching these groups is nearly always necessary.

This could mean:

- running specific activities in rural areas to reach rural youth, including thinking about the timing of your event if young people rely on parents/guardians for transport;
- creating low-threshold, easy-to-access consultation activities for young people with disabilities;
- running activities in different languages to reach different language groups;
- dedicated outreach, youth work and communication activities to inform specific groups about the possibility to take part in EU Youth Dialogue;
- cooperating with relevant youth organisations.

Advice and resources on working with specific groups of young people with fewer opportunities can be found via [the SALTO Inclusion and Diversity Resource Centre](#).

5. Review and Repeat

By implementing changes to reduce barriers and target excluded groups, the profile of participants in each EU Youth Dialogue cycle should become more demographically representative and more inclusive. Continued monitoring of participants (as in step 1) allows this impact to be seen. New excluded groups might then be identified and further targeted in future cycles.

Want more advice on how make your consultations more inclusive?

Contact SALTO Inclusion!

They support and promote inclusion and diversity in Erasmus+ and the European Solidarity Corps, offering non-formal learning resources to youth workers and youth leaders and organising training and contact-making activities to support organisations in this field.



Diversity and outreach planner

Which groups are under-represented in your country?	<p>Please consider, for example, the following barriers:</p> <ul style="list-style-type: none"> • disabilities • health problems • barriers linked to education and training systems • cultural differences • social barriers • economic barriers • barriers linked to discrimination • geographical barriers
What can be done to contact and reach that target group to make them aware of the possibility to participate?	<ul style="list-style-type: none"> • events in a particular geographical location, organisation or community • cooperation with youth organisations who are active in a particular area or work extensively with the under-represented group • targeted social media advertising • language versions of key documents • advertising opportunities • other
What barriers will that target group face in trying to access the consultation activities?	<ul style="list-style-type: none"> • accessibility barriers • communication barriers • financial barriers • discrimination barriers • transport barriers • language barriers • lack of a safe space • concerns about not being welcome • lack of awareness about the activity • lack of interest in the opportunities offered • other
What measures should be put in place to make the consultation accessible to that target group and to remove the barriers above?	<ul style="list-style-type: none"> • adaptation of consultation methods • provision of transport • safe space policies • working with local youth workers or organisations who have an existing relationship of trust with the participants • changes to timings and locations of activities
Describe the benefits for young people joining the participation activity? What would motivate them to take part?	
What channels could be used to inform young people about the possibility of joining?	

Implementation

The implementation phase is the moment when national working groups should focus on sharing the findings of the consultations phase with key parties at the relevant national levels (e.g. national, regional and local). The objective is to make sure that the findings and the recommendations have an impact on policy so that there is real change on the ground as a result of the EU Youth Dialogue.

Remember that it can sometimes take several years to see the impact of the implementation activities. Not every request made by young people will be fully realised. In a pluralistic democratic society, the needs and desires of young people must be set alongside the needs and desires of other stakeholders, as well as political and resource limitations.

“There is a certain humbling moment when young people begin engaging with the process. We tend to enter this process full of energy and hope for a swift change and improvement of the world around us. And then we are met with a rigid, hard-to-change system. Rigid by design and for good reasons. If we would like to adapt and be effective, the swift change that must happen is actually also with us - we must become more patient. Patient but persistent. With a clear strategy and dedication to building a resilient network of young people (as well as sustainable and capable youth organisations) to ensure that progress continues with each cycle, even beyond our own involvement in youth policy. To an extent, I guess it prepares us for life really well, for which I will always be grateful.”

— **Dimitar Ferdinandov**, former youth delegate from Bulgaria

While change is often slow, it is by no means impossible. A good starting point is to make full use of the resources and networks that are available to the different members of your national working group.

As a first step, think about which recommendations to prioritise. Consider the following questions when you draw up your strategy for implementation:

- Which recommendations are relevant at the national, regional and local levels?
- How important is the recommendation to your community?
- Which recommendations had the most support in your consultations?
- Are minority voices reflected in the recommendation?
- How realistic is the recommendation?
- Do any of the recommendations align with ongoing debates or policy developments?
- How likely are you to get support for the recommendation?
- Who can help you – and in what areas do you need support?

Then consider what implementation activities might be relevant. Some examples include:

- **Policy development and high-level dialogue**, including dialogue with national stakeholders such as meeting with ministerial representatives, and structured policy development process, such as incorporating results from the EU Youth Dialogue into national strategies.
- **Other dialogue activities** between policy makers and young people, such as activities that facilitate a general dialogue between decision-makers and young people, including youth conferences and consultation activities.
- **Capacity-building of stakeholders**, including training, support programmes and other activities to develop the competencies of stakeholders who work with young people.
- **Programmes and activities for young people** where the main aim is to educate, support or, in some way, provide benefits to the young people taking part in the activity.
- **Youth information / awareness raising campaigns**, such as information campaigns to inform young people about their rights and opportunities.
- **Advocacy and campaigns**, such as lobbying activities by national youth councils.
- **Development of structures for youth participation**, such as the creation or improvement of local youth councils and youth advisory groups.
- **Funding-related initiatives**, such as the development of new funding schemes.
- **Resource production**, such as the creation of guides and toolkits for youth workers.

There may be additional funding available from the Erasmus+ youth chapter for activities that fall outside the scope of the grant to the national working group. Speak to your National agency or Eurodesk for advice.

Given that policy processes are often slow and complex, the implementation of the EU Youth Dialogue should not be limited to the second half of the cycle. Instead, implementation should be an ongoing process, where the outcomes of several past cycles are considered simultaneously. Activities which last beyond the current cycle are encouraged.

Report on planned implementation activities

Before the start of the implementation phase, you will receive a short reporting template. This template will ask for information on your plans for implementation activities and can be completed quickly without the need for consultation with young people. The report should be sent to the ESG.

Give feedback to participants

Meaningful participation is based around transparency, visibility and accountability. It is therefore important to give young people feedback (especially the consultation participants) on what has happened as a result of the consultation. This should not be limited to actual policy outcomes; you can also share, for example, information on how you have implemented the recommendations. Social media posts, web articles or youth-focused feedback reports might be used for this. These could identify the key messages from the consultation, and the steps taken at national and European levels to implement the ideas and suggestions made through the consultation. It might also be necessary to provide information on why there was no progress or follow-up on certain ideas or recommendations.



Slovenia: Voices of Maribor – an event with an impact

Making sure that the EU Youth Dialogue has an impact is a challenge for all national working groups. One success story of this can be found in Slovenia, and their event Youth voices of Maribor. We reached out to Mojca Galun, who was responsible for the event and its follow-up.

Mojca told us that “Voice of Maribor Youth” was a two-day event funded by the European Commission that engaged 30 young people in shaping local policies. It focused on topics such as employment, housing, entrepreneurship, sports, social spaces, and international mobility. At the event, participants were able to develop proposals which were later presented to city officials, including the deputy mayor, who provided feedback and pledged support. The event concluded with a joint document of recommendations for the Local Youth Programme 2015–2020.

What set this consultation apart was the fact that it had concrete tangible outcomes. For example, after the group raised concerns about the safety risk of students exiting the Medical Faculty directly onto the street, a speed bump was installed within two weeks to address the issue. When the group highlighted the need for more spaces for youth organisations, a vacant municipal space was made available and when the group asked for better communication on youth activities, a dedicated responsive web portal was upgraded. In addition, several clean-up and renovation projects were organised through a youth work brigade and the Leon Štukelj Square were revitalised through several youth projects. These initiatives were all later included in the Local Youth Programme.

Mojca explained that there were several factors behind this success. These were her top five tips:

1. Strong facilitation is crucial to help the participants develop clear, realistic proposals that offer decision-makers straightforward and actionable options. While broader ideas can be discussed, focus should remain on feasible ones.
2. Prepare the participants in advance
3. Choose authentic group presentations over formal slides
4. Informal interactions with decision-makers (such as shared meals) build trust,

strengthen communication and create a sense of ownership.

5. Identify a local point of contact to ensure consistent follow-up after the event.

Finally, a word of advice from Mojca:

“This is a great example of fast implementation, so let’s remember: the speed of implementation is important to keep young people’s hope alive. If it’s not followed by meaningful impact, it’s simply not enough.”

Latvia: A long-term impact on regional and local youth participation



During the 9th cycle, more than 400 young people from five of Latvia's regions were consulted. Many of them highlighting the need for youth councils in each municipality. This was something that the EU Youth Dialogue ambassadors, who are deeply involved in both the consultations and the implementation in Latvia, decided to pick up on.

As a first step, the ambassadors developed practical guidelines for municipalities on how to establish and support youth councils. To encourage active participation, the EU Youth Dialogue ambassadors from Kurzeme region invited representatives and young people from all eight municipalities to share best practices at an event.

From Autumn 2022 to Spring 2023, the ambassadors, alongside local youth workers, helped draft council statutes and supported the establishment of the youth councils.

The initiative culminated in a final consultation event in February 2024 at the Saldus Youth House. Attendees included representatives from the Liepāja Youth House Council, Kuldīga County Youth Council, Talsi Youth Association, Ventspils Youth House, and Saldus County Youth Workers and young people who were actively working on the establishment of a youth council in Saldus Municipality. Participants discussed the role of youth councils and exchanged examples of best practices, encouraging mutual learning.

This consultation in Saldus became a catalyst for change. During the event, participants agreed on the main tasks to be carried out in the first year of the Youth Council of Saldus. Youth workers then developed the council's statutes and began outreach to other student councils.

The Youth Council in Saldus officially launched in September 2023 with the mission to promote youth participation and personal growth, involve young people in local and national developments, including policymaking, and represent their interests within the municipality.

This case shows that when young people are offered a platform to speak their mind, they can create a real and lasting change.



Monitoring impact and outcomes

New guidelines for monitoring will be developed during 2026 and 2027. This section therefore only provides an overview of this important aspect of the EU Youth Dialogue.

Impact refers to the effect that the consultations and the implementation activities have had on concrete policies. This can involve, for example, changes in political decisions, the introduction of new initiatives or the re-adjusting of priorities in line with the outcomes of the consultations.

Monitoring the impact of the implementation activities can be the most challenging part of the work. Sometimes it takes many years before anything changes, and it can be difficult to show that a change is the direct result of the EU Youth Dialogue. Insofar as possible, national working groups are responsible for monitoring activities and communicating on their impact at the national level.

Monitoring should be considered an extension of your implementation activities and all decision-makers involved in the implementation should report to you on their follow-up. Please reach out proactively to them to check on progress.

Reporting on the impact

Keeping young people informed about the impact of their proposals is equally important. Here are a few methods to consider:

- Use online reporting, for example through a traffic light system.
- Start consultations by summarising past activities and successes, as this will inspire confidence in the process.
- Be transparent about your priorities and why they were chosen.
- Use social media to keep your audience informed about your implementation activities, not just the impact and results.

Germany: Young people working to change the EU Youth Dialogue itself



[Website](#)



[Instagram](#)

Making sure that the EU Youth Dialogue functions well is the starting point for making sure that young people have an impact on policy. So when evaluations of the youth conferences and the EU Youth Dialogue process showed that there was room for improvement some youth representatives in Germany decided to take the matter into their own hands.

They came together to draft a joint position paper outlining why and how a monitoring process could be implemented within the EU Youth Dialogue. Signatures were collected from EU youth delegates to demonstrate broad support for the recommendations.

The paper was first presented and discussed within the German national working group. The paper was then shared widely, for example with other national working groups, the European Youth Forum and the European Commission.

This approach is an example of an initiative that directly originated from young people and inspired further processes and discussions. In this way, the delegates were able to share their ideas directly, actively participating and taking the initiative to express their perspectives and needs.

The paper sparked a debate about the need for better routines for monitoring and follow-up of the EU Youth Dialogue. Partly as a result for this debate, all member states and the European Commission have decided to develop these routines in cooperation with national working groups. The new routines will be finalised in 2026/ 2027. The position paper also shows how the EU Youth Dialogue can have an impact – the position paper may not be the whole reason why there was a decision to strengthen monitoring and follow-up but it highlighted the need for this and contributed to building a momentum.

Role of youth delegates

Youth delegates are chosen by each national working group as representatives at the EU Youth Conferences. Youth delegates are responsible for representing the views of their peers, as presented in the national consultations. Together with youth delegates from other countries, ministerial delegates and other policy experts, they discuss the findings in subject-based groups and then agree on specific policy recommendations for all policy levels.

The process for selecting the youth delegates should be youth-led.

The language used at the conference is English. In order to participate fully, it is important that all youth delegates have a good level of English. The age of the youth delegates should be between 16 and 35, but this can vary between cycles.

Youth delegates should ideally come from diverse backgrounds, making the EU Youth Dialogue as accessible and inclusive as possible. Make sure that the organisers of the Youth Conference are aware of any special needs of your youth delegates so that they can ensure additional resources for this.

The length of the youth delegates' mandate can vary according to the working methods of your NWG. Youth delegates should not be replaced all at the same time, to make sure that there is continuity, knowledge transfer and opportunities for mentorship.

The most common selection process is through advertising, just like you would when recruiting for a job. Make sure that the call is also advertised outside your organisation to ensure a broad representation of young people.

Preparing the youth delegates

Youth delegates have an important and challenging role and should be well prepared. In many cases, the national youth councils can play an important role in this.

1. Youth delegates need to understand fully their role. Ensure there is a good onboarding process (ideally both in writing and through meetings with more experienced youth delegates and the national youth council) for newcomers. Emphasise the fact that they represent their communities, rather than their personal opinions or views.
2. Youth delegates need to be fully briefed on the outcomes of the national consultations, including from previous cycles. Include them in meetings in the national working group as much as possible and discuss the outcomes of the consultation and the

implementation strategy together.

3. Youth delegates need to have a good understanding of policymaking processes at both the national and European levels. There are several tools available for this:
 - The Commission's website [Learning Corner](#) has a wealth of resources and learning materials on how the EU functions.
 - This [video on how you can make your voice heard in the EU](#) and [this video which explains the EU Youth Dialogue](#), produced by Belgium, give a good introduction to the EU Youth Dialogue.
 - Local Europe Direct offices can provide presentations or briefings about the EU. Commission representation offices or the Experience Europe exhibitions that are present in many countries may also be helpful.
 - The [European Youth Forum advocacy handbook](#) provides tips and tricks on how to influence decision-makers and prepare for exchanges with stakeholders.
 - Online information about the [EU Youth Dialogue](#).

For example, for the 9th cycle **Germany** prepared its delegates with an introductory workshop on each EU Youth Dialogue cycle. Each youth delegate attended all three EU youth conferences of the cycle. There was also a two-to-three-day preparatory workshop priming them for the conference and training them in their role as youth delegates. After each conference there was an online follow-up and after every EU Youth Conference the youth delegates produced written reports.

After each conference, the youth delegates are responsible for presenting the takeaways from each EU Youth Conference to their national working groups.



National working group grants

The EU Youth Dialogue is funded through Erasmus+. This means that the European Commission, through DG EAC, provides funding for the work that is done at the national level, such as the consultations. The money is distributed through a grant. The grant application process is managed by EACEA.

Nomination process

Approximately eight months before the start of the grant period, DG EAC will invite members to nominate the recipient of the grant in their countries. This invitation is sent via letter to the permanent representation of the EU member state in Brussels. The nominated recipient is typically the national youth council.

The recipient is responsible for administering the grant, including applications and reporting, as well as organising all EU Youth Dialogue activities in the EU member state.



Ideal timeline for grant

- *Invitation to nominate grant recipient:* eight months before the start of the grant period
- *The publication of the Erasmus+:* annual work programme is the starting point for the grant application process, as this is the document that confirms the budget for all activities under Erasmus+
- *Invitation to apply:* approximately four months before the start of the grant period pending the publication of the Erasmus+ annual work programme
- *Shortly after the invitation to apply:* EACEA holds a webinar to give information about the grant
- *Deadline for applications:* approximately two months before the start of the grant period
- *Notification of the outcome of the application:* beginning of the grant period
- Grant application signature
- *Reporting:* done at the end of each cycle of the EU Youth Dialogue

The current grant period covers the 11th and 12th cycles, i.e. the period from 1 January 2025 to 31 December 2027.

Top tips

- Keep EACEA posted about any changes to the team (new LEAR, legal representative etc.), so that they can ensure their contacts list and Teams channels are up to date.
- Request amendments, as necessary, especially if they concern bank details.
- Check posts, news or requests regularly on EACEA's Teams channel.
- Communicate only through the portal via the communication centre.
- Follow the deadlines for submitting the additional and final payments, i.e. two months after deadline.
- Be explicit and comprehensive when reporting on the deliverables (e.g. give full details, links, photos, qualitative and quantitative information, procedures taken for activities, results etc.).
- Remember to insert the EU logo and the disclaimer / funding statement on all your communication material.

Further information

The application process, including all contractual and financial matters, is managed by EACEA. The best way to contact EACEA is through the Teams group: [GRP-EACEA-EXT-EUYD 2025-2027 | General | Microsoft Teams](#).

Communicating about the dialogue

The EU Youth Dialogue is a powerful tool for shaping European youth policy, by young people and for young people. Good communication ensures that this process is visible, inclusive, and impactful.

Your communication activities should aim to:

- raise awareness of the EU Youth Dialogue and its goals;
- encourage more young people to participate in consultations;
- highlight the outcomes and the real-world impact of young voices in youth policy.

Belgium, : A waffle bake for the future of youth work



The Waffle Bake for the Future of Youth Work was an innovative campaign aimed at drawing attention to the urgent need for investment in youth work in Flanders and Brussels. At present, less than 0.1% of the Flemish budget is spent on youth policy, at a time when challenges facing young people and youth organisations continue to grow. 100 youth organisations came together to call for €7 million in funding to continue supporting all children and young people.

On 9 June 2021, a symbolic waffle bake was held for policymakers. Each basket contained seven waffles, representing the sector's budget ask, and came with an ambitious plan for the future of youth work. The campaign attracted public attention and generated broad support thanks to the strategic press coverage.

Armed with fresh waffles, youth sector advisors also visited the Ministry of Youth in Brussels and the Flemish Parliament's Youth Committee to personally present their case. Policymakers showed strong commitment and support for the request, especially in light of the challenges faced by young people after COVID and years of stagnant budgets. However, they also noted the current budget constraints within the Flemish government.

The campaign ensured that the issue of youth work funding was discussed at the political level. While no firm commitment was given during the Youth Committee meeting on 10 June, the dialogue was constructive. Additionally, the Minister announced further financial support for the youth tourism sector and youth organisations impacted by the pandemic.

Communicating about the EU Youth Dialogue

Communication best practices

What constitutes good communication is highly dependent on the national (or even local) context. In general, working with multipliers can save time and extend the reach of your communication beyond the usual audiences.

In practice, this can mean working with influencers, being given space on someone else's communication channel (e.g. newsletters, websites, social media channels) or working with partner organisations (such as an umbrella organisations for youth workers or teachers).

It is very important that you follow the visual guidelines set out in the grant agreement and that you acknowledge that your activities take place thanks to co-funding from the European Union. On social media, this can be done in the text or in the image, depending on what solution works best for you. If you do this in the text itself, it would be sufficient to include the words "Supported by the EU" or "Funded by the European Union." In any other print or visual products (such as posters or roll-ups) you must include the EU flag and the words "co-funded by the EU" as described in the grant agreement with EACEA.

Social media: by using existing accounts, rather than setting up accounts specifically for the dialogue, you will reach a much broader audience (over and above just those already familiar with the Dialogue) and this will save time and resources. Posting once or twice a month is a good benchmark, although this will depend on where we are in the cycle and what is happening locally.

*Make sure to always tag the youth Instagram account of DG EAC:
@european_youth_eu*

Traditional media: newspapers are great but sometimes challenging communication channels. Getting coverage in local press can be easier than national press (local press could, for example, run a feature on the youth delegate from a small town).

Website: make sure there is clear information on your website about the Dialogue. Priority should be given to how young people can register to be involved in the Dialogue (either to apply to be youth delegates or to participate in consultations). Add a link to the European


Youth Portal for more information about the Dialogue: [EU Youth Dialogue | European Youth Portal](#).

Outreach: contacting potential partners directly is often the most effective way to communicate, especially to reach new and more diverse organisations and young people.

Multipliers: try to involve everyone in your network (such as the different members of the national working group, youth delegates or participants) in the communication work. They can both act as multipliers and share your messages and provide useful feedback on your communication based on their areas of expertise.

Newsletters: consider your target audience carefully – perhaps you need different newsletters for different audiences? Making sure that the content is relevant and useful is more important than frequency. Also consider whether you can adapt existing content for other newsletters so that you can share information about the EU Youth Dialogue with other audiences (including in the newsletters of partner organisations).

France: Giving the mic to young people

 Check out the videos on YouTube: [Video1](#) [Video2](#)

Supporting youth to actively participate in democratic life is not just important - it is essential. Without their input, policies risk overlooking the very people they aim to champion — the younger generation.

In line with the goals of the EU Youth Dialogue (EUYD), a series of video interviews was produced to highlight this key message. With the help of a professional videographer, the project made youth participation more visible and impactful, especially on social media, where young voices resonate most.

The campaign posed a simple yet profound question: “Why are youth voices important?”

Delegates from the EU Youth Dialogue in France, young people, and policymakers each shared their views. Their answers created a safe space for reflection on the importance of youth participation in shaping decisions today that will affect lives tomorrow. The campaign also highlighted the role of EUYD delegates and explained how the EU Youth Dialogue (known as Provox in France) process works.

The campaign adopted a mix of short-form clips and longer videos. This allowed participants to express themselves fully, while also catering to different online audiences and engagement styles.

The videos centered on five powerful themes:

1. **Empowerment:** When given the opportunity, young people grow in confidence and skills;
2. **Engagement:** Low voter turnout among young people often stems from a lack of trust in politics and a feeling of being overlooked, making their voices even more crucial to democratic discourse;
3. **Awareness:** Youth bring fresh, urgent perspectives on major societal issues such as environment, mobility, and discrimination;

4. **Citizenship:** Young people are citizens with the same rights as others, and they represent the future generation affected by today's policies. They do deserve a seat at the table;
5. **Policy relevance:** Listening to youth helps build policies that are future-oriented and grounded in real-life experiences.

The campaign was shared widely across social media, websites, and through a network of partner organisations. This initiative stood out not only for its content but for its innovative approach, the first of its kind from the campaign's promoters.

Using compelling visual storytelling with authentic perspectives, the campaign succeeded in raising awareness, deepening understanding, and boosting visibility of the EU Youth Dialogue process in France.



Template communication plan

This plan is written for the 11th cycle but could easily be adapted to any cycle in the future. It outlines the milestones in the cycle which may be important occasions for communication. There may, of course, be many other more opportunities for communication, such as national events or developments.

The milestones below are usually highlighted on the European Youth Portal or EU Youth social media accounts. Please feel free to share or link to content on these channels.

DATE	EVENT	KEY MESSAGES	SUGGESTED ACTIVITIES
Jan. / Feb. 2025	Start of the 11th cycle	<ul style="list-style-type: none"> subject of the cycle consultation activities done locally / nationally 	<ul style="list-style-type: none"> social media post op-ed/press release web article
March 2025	Lublin EU youth conference	<ul style="list-style-type: none"> the story / experience of the youth delegate links with national consultations outcomes of the conference explain the phases of the cycle 	<ul style="list-style-type: none"> social media (reels or post), e.g. interviews with the youth delegates, impressions from the conference or highlights from the outcomes web article, e.g. on the outcomes outreach to (local) print media for possible interviews with the youth delegates
May 2025	Youth council, policy documents adopted by EU youth ministers	<ul style="list-style-type: none"> outcomes of the Dialogue, including the link with national consultations explain that the council document is a milestone in the EU policy process 	<ul style="list-style-type: none"> social media post
Sept. 2025	Copenhagen EU Youth Conference	<ul style="list-style-type: none"> the story / experience of the youth delegate links with national consultations outcomes of the conference explain the phases of the cycle, i.e. the starting point of the implementation phase 	<ul style="list-style-type: none"> social media (reels or post), e.g. interviews with youth delegates, impressions from the conference or highlights from the outcomes web article, e.g. on the outcomes outreach to (local) print media for possible interviews with the youth delegates
Nov. 2025	Youth council, policy documents adopted by EU youth ministers	<ul style="list-style-type: none"> outcomes of the dialogue and the link with national consultations explain that the council document is a milestone in the EU policy process 	<ul style="list-style-type: none"> social media post

March 2026	Cyprus EU Youth Conference	<ul style="list-style-type: none"> • the story / experience of the youth delegate • links with national consultations • outcomes of the conference • explain the phases of the cycle 	<ul style="list-style-type: none"> • social media (reels or post), e.g. interviews with youth delegates, impressions from the conference or highlights from the outcomes • web article, for example on the outcomes • outreach to (local) print media for possible interviews with the youth delegates
May 2026	Youth council, policy documents adopted by EU youth ministers, including on the outcomes of the 11th cycle	<ul style="list-style-type: none"> • outcomes of the Dialogue and the link with the national consultations • explain that the council document is a milestone in the EU policy process 	<ul style="list-style-type: none"> • social media post
June 2026	End of the cycle	<ul style="list-style-type: none"> • outcomes of the cycle • planned follow-up • possible results of previous cycles • thanking participants and partners 	<ul style="list-style-type: none"> • social media post • op-ed / press release • web article

Social media templates

These templates are written for Instagram but can be easily adapted to other platforms. You are of course free to adapt the text to your channels and your target audiences. These templates are only intended to serve as inspiration.

Please, always tag the European Commision's official channels:

FB @EuropeanYouthEU
IG @european_youth_eu
X @EuropeanYouthEU

General information about the Dialogue

Instagram

Have you been told that young people have no power? Wrong!

Every year EU Youth Dialogue gives more than 30 000 young people the chance to:

- Meet decision-makers
- Shape the future
- Exercise fundamental rights
- And raise your voice when it is time

If we want to make a difference, we can't stay silent! Read more about the EU Youth Dialogue in the link in our bio.



Download visuals here

General information about the Dialogue

Ever feel like no one is listening to your ideas and aspirations for the future?

Think again!

Across Europe, young people have different chances to speak up and drive change. From climate action to human rights and digital innovation, your voice matters.

And yes, you can bring your energy and passion to the table – we want you to!

Stay tuned to learn more about the EU Youth Dialogue. Get involved via the link in the bio.



Download visuals here

Beginning of the cycle

Option 1:

The EU Youth Dialogue consultations are starting!

You haven't heard about it? Let us tell you:

- It's the biggest platform for young people to speak their minds AND advise legislators on relevant topics.
- It's been around for 15 years now and this time the theme is... Connecting the EU with youth.
- Over 18 months, people aged 16 to 30 will be sharing their ideas and aspirations across the continent, directly shaping Europe for future generations.

Learn more and get involved through the link in bio!

Option 2:

Are you ready? 16 – 30 years old, it is you that we are looking for!

We strive to give young people the tools to speak up, and we've been doing it for 15 years.

The new cycle of the EU Youth Dialogue is THE chance for young Europeans to have a say in issues that directly affect them, exchanging views with policymakers and, ultimately, shaping Europe's future.

If you are curious and want to know how to get involved, check out the link in our bio.



Download visuals here

Meeting of EU Youth Ministers about the EU Youth Dialogue

More than 30 000 young people raise their voice through the EU Youth Dialogue. But what happens next?

Twice per year, EU youth ministers meet to discuss how to follow-up on the recommendations from the consultations and the youth conferences.

This time, they discussed how to strengthen the EU Youth Dialogue to give young people an even greater say on their future. The result is better monitoring of the outcomes the Dialogue, more communication and an even greater link between what young people asked for and policy out-comes.

In short, this is great news for young people!

EU Youth Conference

Hey you! Pop quiz: what should policymakers focus on? Like, what are the most relevant issues – what concerns young people today, what do they aspire to?

These are all questions that 300 young people from nearly 40 countries will reply at the European Youth Conference taking place in Lublin next week.

For 3 days their voices will be the decision-makers favourite sound, as they listen and take notes.

If you'd like to get your hands on it, follow the link in bio to find out how you too can make an impact!



Download visuals here

End of the consultation phase

The consultations of this cycle of the EU Youth Dialogue are now coming to an end. The consultations focused on how to connect the EU with young people, with topics such as values, democracy and trust – as well as Erasmus+ and the European Youth Goals.

These are some of the things that young people in country X have said: XXX.

Now we are starting the next phase of the cycle – these messages will be passed on to politicians and decisions-makers as a first step towards making sure that your opinions matter.

Implementation phase

Question: What does the youth guarantee (every unemployed young person should receive an offer of employment, education or traineeship), the youth check (the impact on young people will be considered in policy making) and the European Youth Goals (which set out young people's vision for the EU) have in common?

Answer: they are all the result of previous cycles of the EU Youth Dialogue!

The EU Youth Dialogue consultations are now coming to an end and it is time for the next phase. We will now be hard at work passing on your message to politicians and policy-makers.

We'll keep you posted on the outcomes of this cycle's consultation!

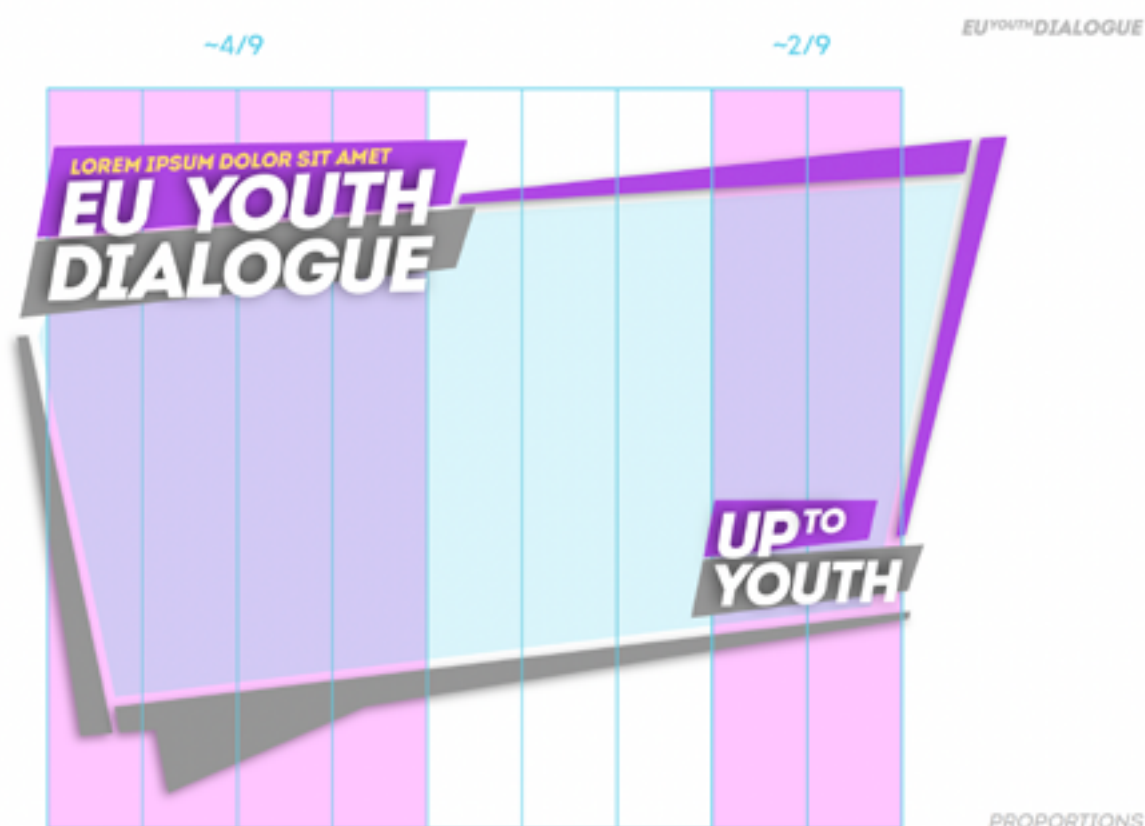
Visual identity and graphic guidelines

About this visual identity and the visual guidelines

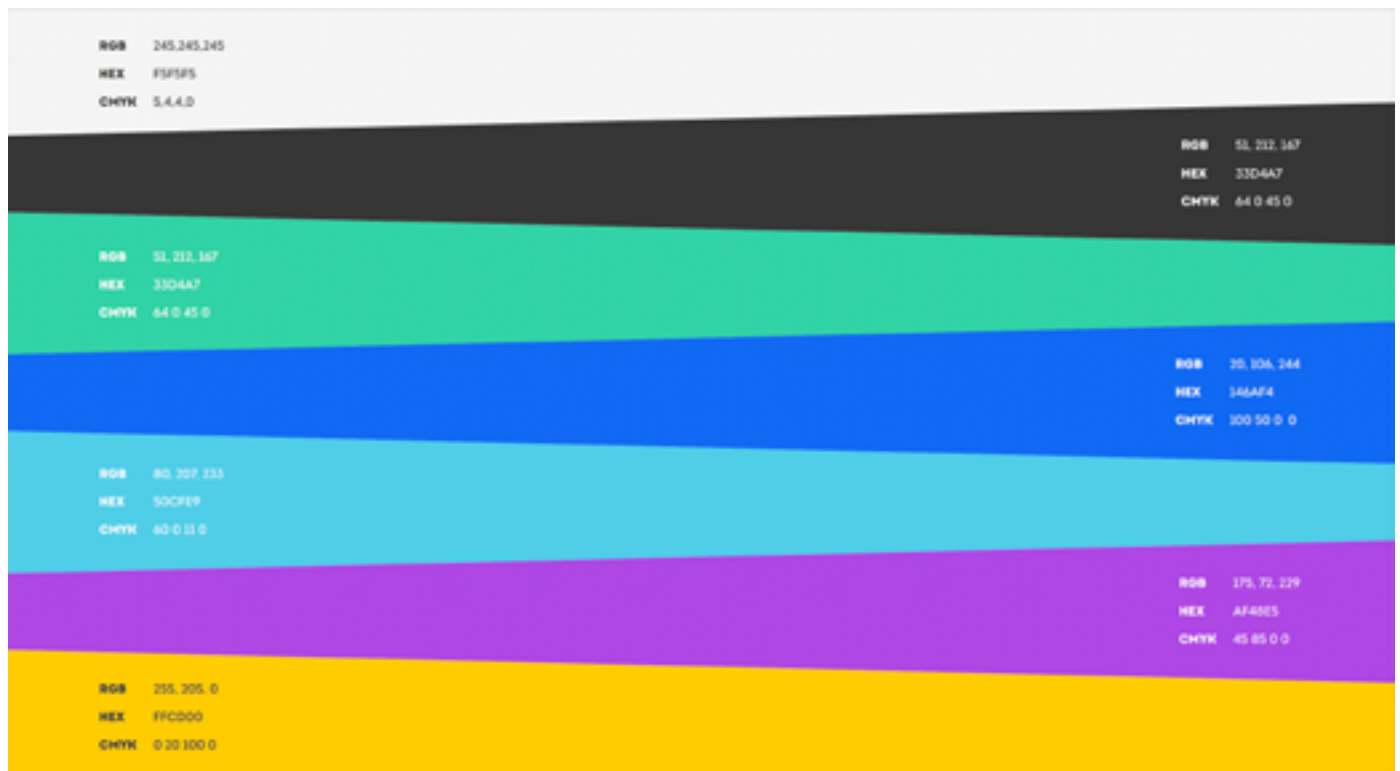
This visual identity is intended to help and support your communication work. It is not obligatory and you are free to use it whenever it suits you. You will still need to respect the visual guidelines set out in EACEA's grant agreement.

The layout

The lettering EU YOUTH DIALOGUE will be editable and it can be translated into national languages. The yellow tagline offers an opportunity to provide additional information or context, for example if you want to include the name of your organisation in print material, or display a slogan. Using it is optional and it can be deleted if not necessary.



Color palette



HEADLINES

Intro

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
a b c d e f g h j k l m n o p q r s t u v w x y z

BODY

EC Square Sans Pro

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
a b c d e f g h j k l m n o p q r s t u v w x y z

Visuals





Erasmus+

Youth

EUROPEAN UNION

