



## “A Voice for the Youth”

*How to speak up and make yourself heard*

An online workshop for Generation Y and Z

ZOOM, 27 - 29 November 2020

### ABOUT THE EVENT

Generations Y and Z feel increasingly frustrated because their voice remains unheard too often. This is valid for both the formal political process in Brussels and European capitals as well as the public sphere in general. Many young people do feel they not yet have sufficiently developed their skills and means for effective lobbying and are in a rather reactive state of mind instead of making their case proactively. This weekend workshop targets politically interested Youth and members of political Youth organisations willing to work on policy proposals with relevance on EU level and to learn how to make themselves heard. With the current COVID-19 crisis, heavily impacting younger generations now and in the years to come, it is even more important to strengthen young voices and to create sustainable alliances for today and the future.

Selected participants will go through the complete lobbying cycle: from policy design to campaign development and lobbying with stakeholders. You will learn from practitioners and social innovators about skills and tools in order to refine your policy proposals, target your audience and adapt your messages to your goals. The workshop consists of **three learning modules** (policy entrepreneurship, communication and lobbying), **training opportunities and various social elements** such as a welcome package for every participant.

At the end of the workshop, a jury will designate the most successful teams with promising ideas and campaigns. They will receive a prize and have the opportunity to test their proposals and strategies during e-meetings with high-level political stakeholders in Brussels in December 2020 as well as a high-level political event in 2021 to be announced at a later stage..

“A Voice for the Youth” targets participants between 20-35 years from all over Europe disposing either of an advanced level of studies or first work experiences. You will work in teams, learn about successful policy development and stakeholder engagement and work on your own policy proposals in the field of economic progress or social inclusion. In your application, you are requested to briefly state your idea for a policy proposal with relevance on EU level which can be either your own one or taken from your parties’ manifesto.



## (DRAFT) EVENT SCHEDULE

### Preparatory phase

Participants receive material to read and welcome packages.

### 27.11.2020 – Day 1

17:55 Participants join Zoom meeting

18:00 *Welcome !*

**Svenja Hahn (tbc)**, MEP (FDP/Germany) and ELF First Vice-President, Renew Europe and European Liberal Forum

**Josef Lentsch**, Managing Partner, Innovation in Politics Institute Berlin

**Carmen Descamps**, external Project Consultant, Friedrich Naumann Foundation for Freedom Madrid

18:20 Joint Kick-Off

**Facilitator: Josef Lentsch**, Managing Partner, Innovation in Politics Institute

- outline and aim of the workshop
- getting to know each other
- introduction to the Case Study
- presentation of policy proposals
- Matching teams

19:30 **END OF DAY 1**

### 28.11.2020 – Day 2

10:00 *Wake up your inner voice!*

Online energizer & programme of the day

**Facilitator: Josef Lentsch**

10:15 **Input:** *'Stand up, speak up' – LYMEC policies and projects in favour of economic progress and social inclusion (tbd)*

**Ines Holzegger**, Outreach and Cooperation Officer, LYMEC

Q&A



**10:40** **Module I:** *The “classical” lobbying cycle – Where & how are decisions made?*

- planning & strategy
- education & advocacy
- insights from Brussels lobbying

**Speaker: N.N.**

Q&A

**11:30** **COFFEE BREAK**

**11:45** **Working session I** – virtual breakout rooms

Teams work on their policy proposals

**Facilitators: Josef Lentsch & Carmen Descamps**

**12:30** **LUNCH BREAK** (individually)

**14:00** **Module II:** *Policy entrepreneurship – How to think the overall process*

- Build a platform and alliances for my lobbying proposal
- Budget
- Design and management of an online campaign
- State-of-the-art online marketing tools

**Speaker: Josef Lentsch**

Q&A

**15:10** Next steps: where do we come from and where do we want to go?

**15:15** **COFFEE BREAK**

**15:30** **Working session II** – virtual breakout rooms

Teams continue working on their policy proposals and lobbying strategies, preparation for pitches

**Facilitators: Josef Lentsch & Carmen Descamps**

**16:15** Trial pitch round



Each team pitches its proposal and gets feedback from the group

17:30 END OF DAY 2

### 29.11.2020 – Day 3

10:15 *Welcome back!*  
*Online energizer & programme of the day*

**Facilitator: Josef Lentsch**

10:30 **Module III:** *Speaking to convince – wrapping ideas into a clear message*

**Speaker: Anna Vetter (tbc)**, Managing Partner, Vetter & Partner

Q&A

11:30 **Working session II** – virtual breakout rooms

Teams continue working on their final pitch. building on the trial pitch and the learning modules

**Facilitators: Josef Lentsch & Carmen Descamps**

12:15 **LUNCH BREAK** (individually)

13:30 *It's the final countdown!*  
Final Pitches & voting round

- all teams pitch their ideas
- winners for each of the two policy fields are chosen (voting among participants)
- evaluation and award ceremony
- next steps

**Evaluators: Josef Lentsch & Adrián Vázquez (tbc)**, MEP (Ciudadanos/ Spain), Renew Europe)

14:45 **Conclusion, evaluation\* and farewell**

15:00 **END OF THE EVENT**

\* evaluation of the whole event by participants during the jury meeting



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