

Title of the Challenge

How much EU are you?
Communication concept to strengthen democracy and raise awareness of the EU

What is the main issue the challenge addresses?

We are surrounded by the accomplishments of the European Union everyday: We have a common currency, we can travel within the EU without visa regulation, there are no roaming charges and many more. But many of us who grew up with these accomplishments as a normality – are not aware of that.

The aim of the Europe Direct Munich as a European information center is to advise and inform about these accomplishments, the EU in general and its activities. The objective is to break down this information in an easy and interesting way and make the value of the European Union understandable in order to strengthen EU institutions and therefore democracy.

Call to Action

We invite you to develop ideas for a communication concept that conveys the importance of the European Union to young people under the age of 30. The concept should be catchy and invite people to learn about the impact of the EU in their daily lives.

The choice of topics and communication channels are up to the students. Of course, Europe Direct is happy to help in narrowing them down. The communication topic can range from covering broad topics like democracy in general to being specific like for instance climate action based on the European Green Deal or the regulation of online content based on the Digital Services Act (DSA) (which means among other things fighting disinformation on social media). The same applies to communication concepts, which can range from a social media campaign to an event on-site at an information stand, for example with Europe Direct's "Europa-Mobil": <https://europa-mai.de/das-europa-mobil-auf-tour-in-muenchen/>

The Europe Direct Munich will support the student team with EU-knowledge as well as event and citizen engagement expertise. Depending on the type of idea, we're happy to execute the concept during or beyond the duration of the project.

We're looking forward to innovative ideas!

What is the desired impact of the challenge?

We are often not aware of the achievements of the EU and its impact on our society and every single individual. When people perceive the EU as unimportant, EU-critical voices are raised and populist as well as nationalist tendencies are strengthened, hindering the European project, as we know it.

An active mindset about the EU's values and achievements strengthens the EU and what it stands for, including democracy, equality, rule of law, human rights and many more. With communication actions, we can sensitize people to EU issues.

In the best case, they go home with a more positive image of the EU or with more awareness on how the EU influences their lives positively.

Related SDGs



Who is behind this challenge?

Europe Direct Munich is an EU information center that provides citizens with guidance on European policies, funding opportunities, and rights, as well as promoting dialogue on EU-related topics through events and consultations. It serves as a local contact point for the European Union, helping individuals and organizations access official EU resources and engage with European initiatives.