

# REPORT

## E-PARTICIPATION CAMPAIGNS IMPLEMENTED IN 4 LOCAL COMMUNITIES



## Title:

Reports on E-participation campaigns implemented in 4 local communities

## Project:

Critical thinking and participation as a foundation of democracy in Europe, funded by the Education, Audiovisual and Culture Executive (EACEA) within the Erasmus+ programme.

## Partners:

Youth Power Germany e.V. (Germany)

Carousel 8 (Croatia)

Youth Power / Snaga Mladih (Bosnia and Herzegovina)

NVO „Glas“ (Montenegro)

## Local community 3 days event:

Podgorica (ME) 24th-26th November 2023

Zagreb (HR) 10th-12th November 2023

Berlin (DE) 24th – 26th November 2023

Mostar (BA) 24th – 26th November 2023



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## **CritiDE**

**Critical thinking and participation as a foundation of democracy in Europe**

### **Reports**

**E-participation and Online Campaign development and implementation**

Podgorica (ME) 24<sup>th</sup> -26<sup>th</sup> November 2023

Zagreb (HR) 10<sup>th</sup>-12<sup>th</sup> November 2023

Berlin (DE) 24<sup>th</sup> – 26<sup>th</sup> November 2023

Mostar (BA) 24<sup>th</sup> – 26<sup>th</sup> November 2023

## **Report: E-Participation Campaign Development and Implementation Workshop**

From November 24th to 26th, within the premises of the Youth Center Podgorica is conducted a three-day workshop titled "E-participation Campaign Development and Implementation."

### **Day 1- 24<sup>th</sup> of December**

**Introduction:** *On the first day, participants are introduced to the concepts of democracy, political parties, and civic activism. They engaged in selecting a Dixit card that best represented their vision of an ideal democracy, followed by presentations to other participants. They then delved into forms and strategies of manipulation, the concept of media literacy, analysis of media discourse, and critical thinking. Participants watched a video presenting two different biased reports of the same event, aiming to familiarize them with recognizing manipulative media content.*

*The second part of the first day introduced participants to e-participation and campaign elements. They were tasked with identifying community issues they were passionate about, sparking the creation of the campaign "More Parking, Less Chaos – Changing the Current Situation!" The campaign focuses on addressing parking challenges in the heart of Podgorica, aiming to reduce traffic congestion, improve traffic safety, and contribute to environmental preservation.*

### **Workshop 1: Understanding Democracy and Political Participation**

**Workshop Title:** Understanding Democracy and Political Participation

**Objective:** To initiate participants into the fundamental concepts of democracy, encouraging discussion and personal reflection on its importance.

**Duration:** 1 hour

**Workshop Title:** Understanding Democracy and Political Participation

#### **Materials Needed:**

- Whiteboard and markers
- Dixit cards with visual representations of democracy
- Projector and screen (optional)
- Handouts with discussion questions
- Laptops/tablets with internet access (optional)

#### **Session 1: Introduction and Icebreaker (20 minutes)**

Commenced with participants introducing themselves, providing their names, and selecting their field of interest from options including advocacy, visual creator, researcher, executor, or decision maker/leader.

- Facilitated a discussion around the displayed words to initiate a conversation about participants' perceptions of democracy.

Questions:

1. What does democracy mean to you personally?
2. Why do you believe discussing democracy and political participation is important for young people today?
3. Can you share a personal experience or observation related to democracy or civic engagement in your community?

**Session 2: What is Democracy & Types of Democracy? (15 minutes)**

- Provided a brief definition of democracy, emphasizing that it's a government by the people, for the people.
- Introduced the core principles of democracy, such as freedom, equality, and participation.
- Introduced the concepts of direct and representative democracy, highlighting the differences between them.
- Discussed the vital role of political participation in a democracy, emphasizing that it is how citizens actively engage in shaping their government and society.

**Interactive part: (25 minutes)**

- Encouraged participants to contemplate their individual roles in democracy.
- Introduced the "Ideal Democracy" activity.
- Participants chose Dixit cards that presented visual representations of their ideal democratic society.
- Invited participants to present them to the group, explaining their choices.



## **2. Workshop 2 - Basics of Media Literacy**

**Workshop Title:** Basics of Media Literacy

**Duration:** 1 hour

**Objective:** To provide participants with essential media literacy skills through interactive activities.

**Materials Needed:**

- Whiteboard and markers
- Handouts or worksheets
- Laptops/tablets with internet access (optional)

**Session 1:** What is Media Literacy? (15 minutes)

- Defined media literacy and emphasize its significance in today's information age.

**Session 2:** Media Bias Exploration (20 minutes)

- Presented the concept of media bias and its different forms.
- Provided participants with examples of news articles from various sources.
- Instructed participants to identify potential biases in assigned articles and being ready to present their findings

**Session 3:** Fact-Checking Challenge (15 minutes)

- Explained the importance of fact-checking in media literacy.
- Presented participants with a series of headlines or claims and ask them to use their devices to verify the accuracy of each.

**Session 4:** Critical Media Consumption (10 minutes)

- Discussed strategies for critical media consumption.
- Showed a brief mute report video clip and two different writing report of it.
- Engaged participants in a discussion about the techniques used and how they can be recognized and resisted.

## **3. Workshop 3 - Building E-Participation Campaigns**

**Workshop Title:** Building E-Participation Campaigns

**Duration:** 1 hour

**Objective:** To empower participants to develop effective e-participation campaigns for engaging their communities in political activism and democratic processes.

**Materials Needed:**

- Whiteboard and markers
- Handouts or worksheets
- Projector and screen (optional)

- Laptops/tablets with internet access (optional)

**Session 1: Understanding E-Participation (5 minutes)**

- Defined e-participation as a method of involving citizens in democratic processes through digital means.
- Discussed the significance of e-participation in strengthening democracy.
- Shared examples of e-participation initiatives or campaigns that have had a positive impact.

**Session 2: Elements of a Successful Campaign (5 minutes)**

- Highlighted the key elements of a successful e-participation campaign, such as clear objectives, identifying the issue affected audience, and creating engaging content.
- Provided case studies of campaigns that effectively utilized these elements to engage the community.

**Session 3: Identifying Community Issues (10 minutes)**

- Instructed participants to individually identify community issues they are passionate about or believe require attention.
- Encouraged open discussion to share the identified issues and their significance.

**Session 4: Defining an E-Participation Campaign (30 minutes)**

- Empowered participants to define group common community issue, roles and goal, as well as type.
- Cleared campaign objectives (e.g., raising awareness, mobilizing support, gathering input, pressure on decision makers).
- Identification of the affected audience (e.g., specific age groups, local community members, policymakers).
- A timeline for campaign execution.
- Encouraged participants to be creative and think outside the box.

**Session 5: Group Presentations (10 minutes)**

- Asked participants to present their campaign concept
- Encouraged them to explain their objectives, affected audience etc.
- After presentation, opened the floor for questions and feedback

This detailed workshop plan combined information sharing, group activities, and interactive discussions, allowing participants to actively engage with the content and practice their campaign development skills.



#### **4. Workshop 4 - Creative Approaches to Political Activism**

**Workshop Title:** Creative Approaches to Political Activism

**Duration:** 1 hour

**Objective:** To inspire participants to think creatively and develop innovative strategies for political activism and engagement.

**Materials Needed:**

- Whiteboard and markers
- Handouts or worksheets
- Projector and screen (optional)



- Laptops/tablets with internet access (optional)

**Session 1: The Power of Creative Activism (10 minutes)**

- Presented methods of spreading activism
- Shared examples of creative campaigns, protests, or initiatives that have made a difference.
- Highlighted how creative activism can capture attention, mobilize support, and effect change.

**Session 2: Brainstorming Creative Ideas (30 minutes)**

- Encouraged participants to go develop further their campaign concepts from Workshop 3 by choosing and discussing methods
- Encouraged participants to think outside the box and generate as many ideas as possible.

**Session 3: Group Presentations (20 minutes each group)**

- Asked participants to present their campaign concept.
- Encouraged them to explain their objectives, action plans, and the creative methods they've chosen.
- After presentation, opened the floor for questions and feedback.

This workshop plan provided a space for participants to think creatively, collaborate, and develop innovative strategies for political activism, fostering a sense of empowerment and inspiration.

**Day 2 – 25<sup>th</sup> of November**

*The second day began with an exploration of the role of media literacy in campaign development and advocacy. It continued with an emphasis on audience segmentation for effective communication, crafting tailored campaign messages, digital competencies, digital tools for team management and education, setting measurable goals, and digital analytics. Strategies for involving young people in local democracy were presented, and participants started creating action plans to engage youth in their campaigns.*

*The day concluded with a team-building game called "Appreciate and Address," promoting team members to value each other's strengths, foster open communication, and address minor obstacles constructively.*

**Workshop 5: Interactive Media Literacy for Campaign Development**

**Workshop Title:** Interactive Media Literacy for Campaign Development

**Duration:** 1 hour

**Objective:** This highly interactive workshop aims to deepen participants' media literacy skills in the context of ongoing campaign development. It emphasizes practical applications of media literacy, including identifying propaganda, utilizing advocacy techniques, and enhancing the ongoing campaign strategies.

**Materials Needed:**

- Whiteboard and markers
- Handouts or worksheets
- Projector and screen (optional)
- Laptops/tablets with internet access (optional)

**Session 1: Media Literacy and Ongoing Campaigns, Advocacy and Ethical Campaigning (20 minutes)**

- Presented how media literacy concepts can be applied to ongoing campaign development.
- Highlighted the connection between media literacy, identifying propaganda, and advocacy in real campaigns.
- Defined propaganda and explore its role in influencing public opinion.
- Introduced advocacy strategies for campaigns addressing social and political issues.
- Shared examples of ethical advocacy campaigns and their impact.

**Session 2: Interactive Workshop – Applying Media Literacy (30 minutes)\*\***

- Encouraged participants to analyze campaign materials for propaganda and assess their effectiveness.
- Participants developed strategies to improve media literacy in their campaign by addressing propaganda and enhancing advocacy.

**Session 3: Reflection and Action Plan (10 minutes)**

- Facilitated a discussion on the outcomes of the interactive activity.
- Encouraged participants to reflect on how they will integrate media literacy, propaganda awareness, and advocacy into their ongoing campaign.
- Participants presented their action plan.

This interactive workshop ensured that participants actively apply what they've learned to their ongoing campaign. By analyzing and countering propaganda, incorporating advocacy techniques, and enhancing media literacy, they have created more effective and ethically driven campaign.



## **6. Workshop 6: Effective E-Participation Strategies for Campaigns**

**Workshop Title:** Effective E-Participation Strategies for Campaigns

**Duration:** 1 hour

**Objective:** This workshop aims to equip participants with the knowledge and skills to effectively engage their target audience, amplify their campaign messages, and measure impact in the context of their ongoing campaign.

**Materials Needed:**

- Projector and screen (optional)
- Whiteboard and markers
- Handouts or worksheets
- Laptops/tablets with internet access (optional)

**Session 1:** Audience Segmentation (10 minutes)

- Discussed the importance of segmenting the target audience for effective communication.

- Provided examples of audience segmentation based on campaign goals.
- Encouraged participants to refine their audience segments for their ongoing campaign.

### **Session 2: Tailoring Messages (15 minutes)**

- Explored the art of crafting tailored campaign messages that resonate with different audience segments.
- Shared strategies for addressing diverse perspectives and concerns.
- Reviewed and refined campaign messages created in the previous workshops.

### **Session 3: Digital Tools and Platforms (15 minutes)**

- Introduced a range of digital tools and platforms for campaign amplification.
- Highlighted the strengths and weaknesses of various social media, email marketing, and collaboration tools.
- Discussed how to select the most suitable platforms for different campaign goals.

### **Session 4: Building Online Communities (15 minutes)**

- Discussed the importance of creating an online community to foster engagement and participation.
- Shared techniques for building and sustaining online communities.
- Encouraged participants to brainstorm ways to integrate community-building into their campaigns.

### **Session 5: Monitoring and Evaluation (10 minutes)**

- Introduce key performance indicators (KPIs) for measuring campaign success.
- Discuss the use of analytics tools to track and evaluate the impact of e-participation efforts.
- Guided participants in setting measurable goals for their campaign and planning for evaluation.

This workshop focused on refining e-participation strategies tailored to different audience segments, optimizing campaign messages, selecting the right digital tools, building online communities, and effectively measuring the impact of e-participation efforts within the context of ongoing campaigns.

## **7. Workshop Title: Engaging Youth in Local Democracy**

**Workshop Title:** Engaging Youth in Local Democracy

**Duration:** 1 hour

**Objective:** The workshop aims to equip participants with practical strategies and approaches for engaging and empowering youth in local democracy through interactive activities.

**Materials Needed:**

- Projector and screen (optional)

- Whiteboard and markers
- Handouts or worksheets
- Laptops/tablets with internet access (optional)

**Session 1: Understanding Youth Engagement (10 minutes)**

- Defined the concept of youth engagement in local democracy.
- Shared key benefits of involving young people in community decision-making processes.

**Session 2: Youth-Friendly Democracy (10 minutes)**

- Discussed the characteristics of a youth-friendly democracy.
- Explored youth-friendly policy development and decision-making.

**Session 3: Strategies for Youth Engagement (10 minutes)**

- Presented a range of strategies for engaging youth in local democracy, including youth councils, participatory budgeting, and collaborative projects.
- Participants were encouraged to relate these strategies to their ongoing campaigns and identify areas for integration.

**Session 4: Fostering Leadership (10 minutes)**

- Explored the role of youth leadership in local democracy.
- Highlighted opportunities for youth to take on leadership roles.
- Participants discussed strategies to identify and empower emerging youth leaders in their communities.

**Session 5: Applying Strategies to Ongoing Campaigns (20 minutes)**

- Participants worked to brainstorm how the discussed strategies can be applied to their ongoing campaign.
- They created action plans for incorporating youth engagement into their campaign.

This workshop fostered interactive participation and provides practical strategies for engaging youth in local democracy, empowering participants to take the lead in creating youth-friendly democracy initiatives in their communities.

**I Team Building Game: Appreciate and Address**

**Objective:** To foster a deeper understanding of team members, encourage open communication, and address potential issues in a respectful and constructive manner.

**Materials Needed:**

- Paper and pens

## Instructions:

### 1. Appreciate Your Teammates:

- In group of all participants, one person began as the "Appreciator."
- The Appreciator took a moment to think about and write down three things they genuinely appreciate about each of the participants.
- These appreciations were skills, traits, qualities, or contributions.

### 2. Share Appreciations:

- After writing down their appreciations, the Appreciator shared them with the respective participants.
- Encouraged participants to express their appreciations sincerely, and the participants receiving the appreciations listened actively.

### 3. Address Annoyances:

- Next, it was a time to address potential annoyances or issues.
- The roles switched, and each participant took a turn being the "Addresser."
- The Addresser thought about one minor annoyance or issue (not a major problem) they have faced within the team. They wrote it down.

### 4. Constructive Addressing:

- The Addresser shared the issue with the relevant participant in a respectful, constructive, and non-confrontational manner.
- The goal was to discuss the issue openly and work toward a solution. Encouraged using "I" statements (e.g., "I felt" or "I observed").

### 5. Team Discussion:

- After addressing the issue, the participants had an open discussion about it.
- Emphasized active listening and empathy during the discussion.

### 6. Resolution and Appreciation:

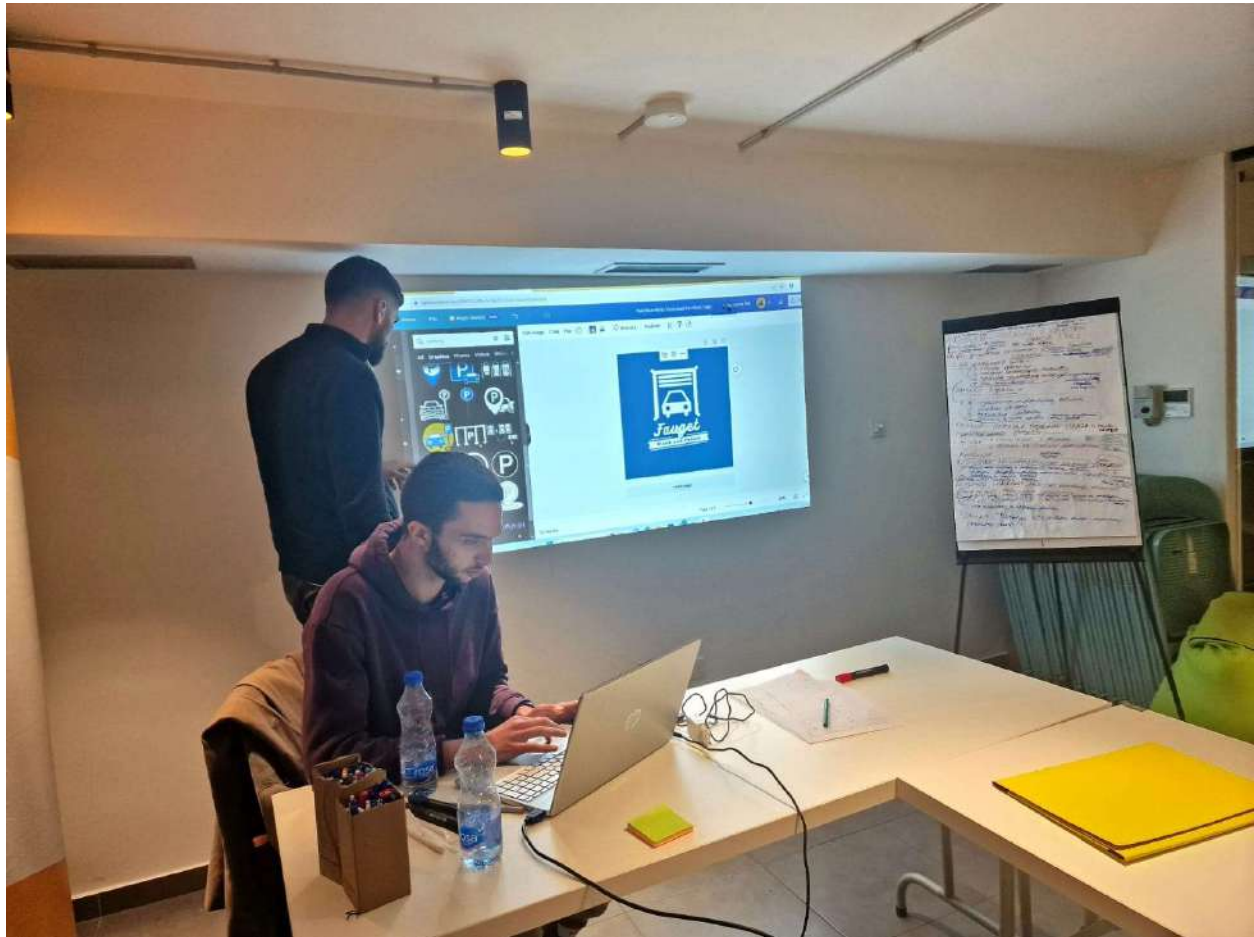
- Once the issue was discussed and resolved (or at least addressed with a plan for improvement), the Appreciator took another turn.
- This process has continued until each participant has had a chance to appreciate and address.

### 7. Debrief and Reflect:

- Gathered all participants for a debrief session.
- Discussed the game's outcomes, what they've learned about effective communication, and how addressing minor annoyances can prevent major conflicts.

- Encouraged participants to share their experiences and insights.

"Appreciate and Address" encouraged team members to appreciate each other's strengths, foster open communication, and address minor annoyances in a constructive way. It helped build trust and understanding within the team while ensuring that potential issues are dealt with in a proactive manner, promoting a successful and cohesive team.



## **8. Workshop 8: Designing and Launching E-Participation Campaigns**

**Workshop Title:** Designing and Launching E-Participation Campaigns

**Objective:** This workshop aims to equip participants with essential skills for designing visually appealing campaign materials, crafting effective communication plans, building partnerships, and preparing for the successful launch of their e-participation campaigns.

**Duration:** 1 hour

**Materials Needed:**

- Projector and screen (optional)
- Whiteboard and markers

- Handouts or worksheets
- Laptops/tablets with internet access (optional)

**Session 1: Designing Campaign Materials (15 minutes)**

- Discussed the importance of visually appealing campaign materials.
- Introduced design tools and techniques for creating engaging graphics and content.

**Session 2: Crafting an Effective Communication Plan (15 minutes)**

- Defined types of media channels.
- Explored the components of a comprehensive communication plan.
- Discussed the use of various channels and techniques for reaching the campaign's target audience.

**Session 3: Building Partnerships and Alliances (15 minutes)**

- Highlighted the significance of forming collaborations with local organizations and stakeholders.
- Encouraged participants to identify potential partners and discuss how to approach them.

**Session 4: Preparing for Launch (15 minutes)**

- Discussed the logistical aspects of campaign preparation, including scheduling and resource allocation.
- Shared tips for troubleshooting potential issues before the campaign launch.

This workshop provided a platform for participants to fine-tune and enhance their e-participation campaign plans, ensuring they are well-prepared for successful launches. It leveraged the work done in Workshop 3 to bring these campaigns to fruition effectively.







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### Day 3 – 26<sup>th</sup> of November

**Introduction:** *The third day commenced with an understanding of the importance of testing campaign elements and basic data analysis techniques for evaluating campaign performance. Participants analyzed the performance of their campaigns launched on Facebook and Instagram.*

*The day continued with an exploration of key campaign components, such as goal-setting, target audience analysis, storytelling, visual aids, consistent branding, effective communication techniques, building confidence, responding to questions, and considering feedback.*

*Subsequently, participants worked on creating a visual presentation of their campaigns developed during the three-day workshop and prepared for their oral presentations.*

*Towards the end of the event, participants had the opportunity to interview Aleksandar Novović, the Chief Editor and Founder of the Kombinat portal, a political science graduate with extensive experience in conducting political campaigns and a long-time civic activist.*

### 9. Workshop 9: Finalizing and Testing E-Participation Campaigns

**Workshop Title:** Finalizing and Testing E-Participation Campaigns

**Objective:** This workshop is designed to guide participants through the crucial steps of testing, collecting and analyzing data, incorporating user feedback, making final adjustments, and preparing for the official launch of their e-participation campaigns.

**Duration:** 1 hour

**Materials Needed:**

- Projector and screen (optional)
- Whiteboard and markers
- Handouts or worksheets
- Laptops/tablets with internet access (optional)

**Session 1:** Campaign Testing (15 minutes)

- Emphasized the importance of testing campaign elements before the official launch (use, common facebook group).
- Instructed participants to access the campaign's digital platforms and evaluate user experience.
- Encouraged participants to test the campaign's features, including registration, content sharing, and feedback submission.

**Session 2:** Data Collection and Analysis (10 minutes)

- Guided participants on data collection methods during the testing phase.
- Discussed the significance of collecting user feedback, bug reports, and other relevant data.
- Introduced basic data analysis techniques for assessing the campaign's performance.

**Session 3:** User Feedback and Iteration (15 minutes)

- Discussed the importance of actively seeking user feedback during the testing phase.
- Encouraged participants to invite a small group of peers or target audience members to interact with the campaign and provide feedback.
- Shared best practices for implementing necessary improvements based on user feedback.

**Session 4:** Final Adjustments (10 minutes)

- Instructed participants to make final adjustments and refinements to the campaign based on testing outcomes and feedback.
- Discussed the importance of ensuring that all components of the campaign are ready for the official launch.

**Session 5:** Launch and Ongoing Support (10 minutes)

- Outlined the steps for launching the campaign and monitoring its initial progress.
- Highlighted the role of facilitators and partners in providing ongoing support during the launch phase.



## **10. Workshop 10: Campaign Presentation Skills**

**Workshop Title:** Campaign Presentation Skills

**Duration:** 1 hour

**Objective:** To equip participants with the skills and confidence to effectively present their E-Participation Campaigns to various stakeholders and the public.

**Materials Needed:**

- Projector and screen
- Campaign presentation created by participants
- Whiteboard and markers

**Session 1:** Preparing a Compelling Campaign Presentation (15 minutes)

- Provided an overview of the importance of effective campaign presentations.
- Discussed the key components of a compelling campaign presentation, including clear objectives, target audience analysis, and storytelling.

- Provided insights into structuring presentations for maximum impact.

**Session 2: Designing Engaging Visuals (10 minutes)**

- Emphasized the importance of using visual aids effectively.
- Shared tips on creating engaging slides or visuals to support the presentation.
- Highlighted the significance of consistent branding in campaign materials.

**Session 3: Effective Communication (10 minutes)**

- Discussed effective communication techniques, including voice modulation, body language, and connecting with the audience.
- Offered guidance on building confidence and managing presentation anxiety.

**Session 4: Handling Questions and Feedback (10 minutes)**

- Prepared participants for potential questions and feedback from the audience.
- Shared strategies for addressing questions confidently and gracefully.
- Discussed the importance of considering feedback for campaign improvement.

**Session 5: Practice and Peer Review (15 minutes)**

- Instructed participants to practice their campaign presentation, with one participant presenting and the others providing feedback.
- Encouraged constructive feedback on content, delivery, and visual elements.

This workshop focused on honing the participants' presentation skills, ensuring they can effectively communicate their campaign's objectives, strategies, and impact to various stakeholders and the public. The combination of practical exercises, peer review, and group rehearsal helped build confidence in presenting their campaigns.

## **11. Workshop 11: Finalizing E campaigns**

**Workshop Title:** Finalizing E-Campaigns

**Objective:** The objective of Workshop 11 is to guide participants through the critical steps of refining and preparing their e-participation campaigns for a successful launch.

**Duration:** 1 hour

**Materials Needed:**

- Projector and screen
- Whiteboard and markers
- Handouts or worksheets
- Laptops/tablets with internet access

### **Session 1: Fine-Tuning Campaign Elements (60 minutes)**

**Introduction (5 minutes):** Recapped the importance of this workshop in the overall campaign development process.

**Discussion (15 minutes):** Facilitated a collaborative session where participants have shared insights and challenges encountered during the testing phase. Discussed any issues raised and provided guidance on addressing them.

**Guided Activity (40 minutes):** Encouraged participants to make any necessary final adjustments to their campaign design, content, or functionality based on the insights gained, as well as create a campaign presentation.



## **12. Workshop 12: Interview and Campaign Launch Event**

**Workshop Title:** Interview and Campaign Launch Event

**Objective:** Conclude the e-participation campaign development program with a unique event where participants interviewed Aleksandar Novović and present their campaigns to a jury of experts

**Duration:** 1.45 hours

**Materials Needed:**

- Stage or presentation area
- Projector and screen
- Microphones
- Whiteboard and markers
- Handouts or programs for the audience
- Camera or recording equipment for documentation

**Session 1: Interview with Aleksandar Novović (1 hour)**

- Conducted an insightful and engaging interview session with Aleksandar Novović, focusing on his experiences, advice, and thoughts on effective e-participation campaigns.
- Encouraged participants to ask questions and engage in a dialogue with Aleksandar.

**Session 2: Campaign Presentations to Jury (30 minutes)**

- Settled up a formal presentation space for participants to present their campaign to a jury of experts, including Aleksandar Novović.
- Each participant is given a specific time to showcase their campaign, highlighting key elements and strategies.
- The jury provided feedback, critiques, and evaluates the campaign.
- Encouraged an interactive Q&A session between the participants and the jury.

**Conclusion and Recognition (15 minutes)**

- Concluded the event by acknowledging the hard work and dedication of the participants throughout the program.
- Expressed gratitude to Aleksandar Novović and the jury for their valuable contributions.
- Provided a recognition for participants who have successfully completed the program.
- Encouraged networking and collaboration among participants, experts, and the audience.

Presentation of participants' campaigns, showcasing their acquired creative and presentation skills, marking the culmination of this impactful event.

[https://docs.google.com/presentation/d/1dPNh7gFHLi5SOOqB-rL9DpTprmESzjY-/edit?usp=drive\\_link&ouid=107463873260986614617&rtpof=true&sd=true](https://docs.google.com/presentation/d/1dPNh7gFHLi5SOOqB-rL9DpTprmESzjY-/edit?usp=drive_link&ouid=107463873260986614617&rtpof=true&sd=true)



# **Report – workshops E-participation campaign development**

## **Zagreb, Croatia**

### **Day 1: Active Political Participation**

#### Session 1: Name and Teambuilding Games

- Fun team activities to build rapport and foster collaboration among participants

#### Session 2: Understanding Political Activism

- Overview of different forms of political activism
- Case studies of successful youth-led activism movements
- Brainstorming session on local issues that participants are passionate about

#### Session 3: Workshop on Effective Advocacy and Campaigning

- Practical exercises on developing advocacy strategies and campaign messages
- Group work to create e-participation campaigns targeting local issues
- Guidance on utilising digital tools and social media for campaign outreach

#### Session 4: Brainstorming ideas

- Brainstorming which topics to cover in the social media campaign

### **Day 2: Understanding Democracy and Media Literacy**

#### Session 5: Introduction to Democracy and Media Literacy

- Brief overview of democracy and its principles
- Discussion on the importance of media literacy in a democratic society
- Interactive activities to explore media biases and misinformation

#### Session 6: Workshop on Critical Thinking and Analysing Media

- Hands-on exercises to identify and analyse different types of media content
- Group discussions on how to critically approach news and information
- Introduction to fact-checking tools and techniques

#### Session 7: Expert Interview

- Interview with a youth activist with experience in social media campaigning
- Q&A session with participants to deepen understanding

#### Session 8: Brainstorming ideas

- Brainstorming which topics to cover in the social media campaign

### **Day 3: Campaign Development**

#### Session 9: Campaign Planning

- Planning campaign, posts, visuals, timetable



Session 10: Division of roles and evaluation of the campaign

- Discussion on practical steps for implementing the campaigns in local communities
- Allocation of roles and responsibilities within campaign teams
- Introduction to evaluation methods for assessing campaign impact

Session 11: Next steps

- Discussion and agreement on the plan and steps for the campaign

Session 12: Evaluation and Reflection

- Reflection on personal and collective learning throughout the workshop
- Collection of feedback from participants for future improvement



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## Report on E-participation and Online campaign development and implementation

Berlin, 24<sup>th</sup>-26<sup>th</sup> November 2023

### Day 1: E-Democracy and the Importance of Modern Democracy

**Method:** Working in group, presentation, brainstorming sessions.

**Duration:** 120 min

**Participants:** 20

### Workshop: E-Democracy and Modern Democracy

#### **Goals:**

- Educate participants on the principles and practices of e-democracy and modern democracy.
- Empower participants with knowledge and tools to engage in e-democracy initiatives.
- Encourage the development and implementation of e-democracy solutions to enhance democratic participation and governance.

#### **Objectives:**

- Understand the concept of e-democracy and its significance in enhancing democratic processes.
- Explore the impact of digital technologies on political participation, transparency, and governance.
- Identify challenges and opportunities presented by e-democracy.
- Discuss and develop strategies for promoting effective e-participation in participants' communities.

### Session 1: Understanding E-Democracy and Modern Democracy

The participants navigated the topic through group work, presentations, and brainstorming, the first session became crucial for understanding e-participation. Though a collaborative learning process we tackled:

- *Defining E-Democracy*

Participants worked in groups to define e-democracy, distinguishing it from traditional democratic practices. Through discussions, they highlighted how e-democracy utilizes digital technologies to enhance democratic processes, making participation more accessible and efficient compared to conventional methods that require physical presence.



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- *Evolution of Democracy with Digital Technologies*

Presentations on the evolution of democracy showcased the transformative impact of digital technologies. Participants examined the shift from traditional voting and communication methods to online platforms, emphasizing how this transition has broadened public participation and engagement in the democratic process.

- *Role of E-Democracy in Promoting Transparency and Accountability*

In brainstorming sessions, groups delved into how e-democracy fosters transparency and accountability. They explored examples of open data initiatives and live streaming of government proceedings, discussing how these practices allow citizens to monitor government actions closely and hold officials accountable.

- *Enhancing Citizen Engagement through E-Democracy*

Through interactive workshops, participants tackled the ways in which e-democracy boosts citizen engagement. They debated the effectiveness of various e-participation tools, from social media to online forums, in encouraging active public involvement in policy-making and civic life.

- *Challenges and Solutions in E-Democracy*

Addressing challenges was a key part of the group work, where participants identified common hurdles such as the digital divide and misinformation. Collaboratively, they brainstormed potential solutions to overcome these obstacles, emphasizing the need for inclusive access and accurate information dissemination.

- *Future Prospects of E-Democracy*

In the final presentations, groups shared their visions for the future of e-democracy. They speculated on emerging technologies like blockchain for secure voting and AI for analyzing public opinions, considering how these innovations could further enhance democratic engagement and efficiency.

## **Conclusion and Evaluation first day:**

This workshop explored the potential of e-democracy to improve democratic practices. Participants discussed both the challenges (such as the digital divide and misinformation) and opportunities (such as increased citizen participation, transparency, and accountability) associated with e-democracy. They emphasized the need for inclusivity and good mechanisms to ensure that e-democracy benefits all citizens. The workshop ended on a positive note, with participants expressing optimism about the future of e-democracy.



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## Day 2: Democracy and Media literacy (realities in Germany)

Duration: 120 min

Goals:

- To deepen understanding of the role media plays in shaping democratic processes in Germany.
- To equip participants with critical media literacy skills to navigate and assess media content critically.
- To foster informed discussions on the impact of media on public opinion, political polarization, and democratic participation.

Objectives:

- Analyse the current media landscape in Germany and its influence on democracy.
- Identify challenges and opportunities presented by social media and digital news platforms.
- Develop critical thinking and analytical skills for evaluating the accuracy and bias of media sources.

### Session 1: The Media Landscape in Germany and Its Democratic Implications

This session explored the structure of the media landscape in Germany, focusing on the diversity of news sources, the role of public broadcasting, and the impact of digital transformation on news consumption and dissemination.

**Activities:**

- **Presentation:** An overview of Germany's media landscape, highlighting key players, media regulation, and the role of public broadcasting.
- **Group Discussion:** Participants reflect on their own media consumption habits and discuss how media shapes their understanding of politics and democracy.
- **Case Study Analysis:** Examination of recent news events covered in different media outlets to identify biases and differences in reporting eg. Conflicts in Israel and Palestine that came from participants interest in how Germany report the information.

**Learning Outcomes:**

The participants leave with a sense of achievement and a newfound depth of understanding. They've gained a comprehensive insight into Germany's media ecosystem, recognizing the diversity and roles of various media outlets and the critical importance of public broadcasting for balanced reporting.

Participants now understand how media consumption shapes political knowledge and opinions, having explored their own media habits and the broader impact on societal



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perceptions. They've acquired essential skills in critically assessing media sources, learning to distinguish between reliable information and bias, an invaluable asset in today's information-rich society.

### **Feedback**

Participants appreciated the activities and collaborative learning environment, which fostered the sharing of knowledge and experiences. Empowered with this knowledge and abilities, they can now critically navigate the media landscape, contributing to a more knowledgeable and democratic society in Germany.

## **Day 3: online Campaign**

**Duration:** 90 min

### **Session 1: Campaign Creation Workshop**

#### ***Part 1: Strategy and Message Development***

**Mini-Lecture:** Key components of a successful campaign strategy, including target audience identification, message crafting, and platform selection.

Activity: Participants brainstorm and outline their campaign's core message and objectives.

#### ***Part 2: Content Creation and Deployment***

**Workshop:** Techniques for creating engaging and informative content, including visuals, text, and multimedia.

Group Work: Teams work on developing content for their campaigns, focusing on creativity and adherence to media literacy principles.

### **Evaluation**

Participants progressed from theoretical discussions on democracy to creating campaigns against fake news. The workshop effectively imparted skills in campaign conceptualization and execution, addressing the societal need for reliable information and media literacy, leaving a transformative mark on the participants.

- Participants have gained a range of abilities that allow them to create and deploy successful online campaigns. They can recognize crucial problems related to democracy and misinformation, devise strategic aims for campaigns, and create captivating content that resonates with various audiences. The training guaranteed that everyone had the skills to handle the complexities of message creation, from initial concept development to final content production.

- This workshop has highlighted the negative impact of misinformation on democracy, with participants gaining a deeper understanding of its mechanisms and consequences. Discussions and case studies have illuminated how misinformation propagates and erodes public trust and societal cohesion. This knowledge is essential for crafting effective campaigns to combat the spread of fake news and protect the integrity of democratic processes.
- The workshop encouraged collaboration and creativity, where participants shared ideas and perspectives. This teamwork fostered innovative approaches to creating campaigns that tackled issues such as democracy and false information. It highlighted that working together is essential for addressing complex societal issues.
- Participants learned the importance of their role in shaping online discussions as responsible digital citizens. They realized how well-crafted online campaigns can influence public opinion. With this understanding comes the responsibility to use this power thoughtfully. This awareness is essential for anyone striving to use the internet to create a positive societal impact.



# **Report – E-Participation Campaign development and implementation**

**Mostar, 24.11.2023 – 26.11.2023**

## **Friday 24.11.2023**

Workshop 1: Understanding E-Participation and Its Role in Campaign Development

Duration: 120 minutes

Format: Presentation + Interactive Discussion

Number of Participants: 20

Workshop Goals:

1. Introduce participants to the concept of e-participation and its significance in modern campaign development.
2. Provide an overview of different e-participation tools and platforms.
3. Foster understanding of the benefits and challenges of e-participation in campaign implementation.

Workshop Objectives:

1. Define e-participation and explain its relevance in contemporary political engagement.
2. Identify various e-participation tools, such as social media, online forums, and mobile applications.
3. Discuss the advantages and limitations of using e-participation in campaign development and implementation.

Workshop Introduction:

In this workshop, participants will explore the concept of e-participation and its crucial role in campaign development. Through interactive discussions, we will delve into different e-participation tools and platforms, examining their potential benefits and challenges. By the end of the session, participants will gain insights into how e-participation can enhance their campaign efforts and contribute to broader civic engagement.

## **Friday 24.11.2023**

Workshop 2: Utilizing Social Media for E-Participation Campaigns

Duration: 120 minutes

Format: Presentation + Hands-on Activities

Number of Participants: 20

Workshop Goals:

1. Explore the role of social media platforms in e-participation campaign development.
2. Provide practical guidance on leveraging social media tools for effective campaign outreach and engagement.
3. Empower participants to create and implement social media strategies tailored to e-participation goals.

Workshop Objectives:

1. Identify key social media platforms and their respective strengths for e-participation campaigns.
2. Discuss strategies for maximizing reach and engagement on social media platforms.
3. Develop practical skills in creating and implementing social media campaigns for e-participation initiatives.

Workshop Introduction:

In this workshop, participants will delve into the world of social media and its significance in e-participation campaigns. Through hands-on activities, we will explore various social media platforms and learn how to harness their capabilities for effective campaign outreach. By the end of the session, participants will be equipped with the skills and knowledge needed to develop and implement impactful social media strategies for e-participation initiatives.

**Saturday 25.11.2023**



## Workshop 3: Engaging Stakeholders Through Online Forums and Discussion Platforms

Duration: 120 minutes

Format: Presentation + Group Discussions

Number of Participants: 20

### Workshop Goals:

1. Introduce participants to online forums and discussion platforms as tools for stakeholder engagement in e-participation campaigns.
2. Facilitate discussions on best practices for fostering meaningful dialogue and collaboration online.
3. Provide practical tips for moderating and managing online discussions effectively.

### Workshop Objectives:

1. Define the role of online forums and discussion platforms in e-participation campaigns.
2. Discuss strategies for engaging stakeholders and fostering productive conversations online.
3. Develop skills in moderating and managing online discussions to ensure inclusive participation.

### Workshop Introduction:

In this workshop, participants will explore the use of online forums and discussion platforms for engaging stakeholders in e-participation campaigns. Through interactive group discussions, we will examine best practices for facilitating meaningful dialogue and collaboration online. By the end of the session, participants will gain practical insights into how to effectively leverage online forums and discussion platforms to enhance their e-participation initiatives.

**Saturday 25.11.2023**

Workshop 4: Leveraging Mobile Applications for E-Participation Campaigns

Duration: 120 minutes

Format: Presentation + Case Studies

Number of Participants: 20

Workshop Goals:

1. Introduce participants to mobile applications as tools for enhancing e-participation in campaign development.
2. Showcase real-world examples of successful mobile app-based e-participation campaigns.
3. Provide guidance on designing and implementing mobile app-driven e-participation initiatives.

Workshop Objectives:

1. Discuss the role of mobile applications in facilitating e-participation and civic engagement.
2. Analyze case studies of mobile app-based e-participation campaigns and extract key learnings.
3. Develop strategies for designing and implementing effective mobile app-driven e-participation initiatives.

Workshop Introduction:

In this workshop, participants will explore the potential of mobile applications in driving e-participation and civic engagement. Through the analysis of case studies and interactive discussions, we will examine successful examples of mobile app-based e-participation campaigns. By the end of the session, participants will gain practical insights into how to leverage mobile applications to enhance their e-participation initiatives and mobilize communities for social change.

**Sunday 26.11.2023**

Workshop 5: Data-Driven Decision Making in E-Participation Campaigns

Duration: 120 minutes

Format: Presentation + Data Analysis Activities

Number of Participants: 20

Workshop Goals:

1. Introduce participants to the concept of data-driven decision making in e-participation campaigns.
2. Provide practical guidance on collecting, analyzing, and interpreting data for campaign optimization.
3. Empower participants to make informed decisions based on data insights in their e-participation initiatives.

Workshop Objectives:

1. Define the importance of data-driven decision making in e-participation campaigns.
2. Explore methods for collecting and analyzing data from various digital platforms.
3. Develop skills in interpreting data insights to inform strategic decision making in e-participation initiatives.

Workshop Introduction:

In this workshop, participants will learn about the significance of data-driven decision making in e-participation campaigns. Through presentations and hands-on data analysis activities, we will explore different methods for collecting, analyzing, and interpreting data from digital platforms. By the end of the session, participants will be equipped with the skills and knowledge needed to leverage data insights for optimizing their e-participation initiatives and achieving campaign objectives.

**Sunday 26.11.2023**

Workshop 6: Evaluating and Sustaining E-Participation Campaigns

Duration: 120 minutes

Format: Presentation + Group Reflection

Number of Participants: 20

Workshop Goals:

1. Discuss the importance of evaluating e-participation campaigns for effectiveness and impact assessment.
2. Provide strategies for sustaining engagement and momentum in e-participation initiatives beyond campaign periods.
3. Foster reflection and learning among participants to inform future e-participation efforts.

Workshop Objectives:

1. Define key metrics and indicators for evaluating the effectiveness of e-participation campaigns.
2. Explore techniques for sustaining engagement and maintaining momentum in e-participation initiatives.
3. Facilitate group reflection and discussion to identify lessons learned and best practices for future e-participation endeavors.

Workshop Introduction:

In this workshop, participants will explore strategies for evaluating and sustaining e-participation campaigns. Through presentations and group reflection activities, we will discuss the importance of assessing campaign effectiveness and sustaining engagement beyond campaign periods. By the end of the session, participants will gain valuable insights into how to evaluate, sustain, and continually improve their e-participation initiatives for long-term impact and success.