

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	[2] - [Alternatives Européennes] (AE)
PIC number:	[941964479]
Project name and acronym:	[Speak-Out] — [SO]

EVENT DESCRIPTION	
Event number:	[T4.1] Deliverable 4.1
Event name:	[Webinar Series on democracy promotion and alternative to foster active participation]
Type:	[Webinar series]
In situ/online:	online
Location:	online
Date(s):	18/2, 25/2, 4/3, 11/3/25
Website(s) (if any):	https://euroalter.com/speaking-out-for-our-rights-loud-and-clear/
Participants	
Female:	126
Male:	38
Non-binary:	12
From country 1 [Austria]:	4
From country 2 [Belgium]:	6
From country 3 [Bulgaria]:	6
From country 4 [Denmark]:	1
From country 5 [Estonia]:	1
From country 6 [France]:	4
From country 7 [Germany]:	7
From country 8 [Greece]:	17
From country 9 [Hungary]:	5
From country 10 [Italy]:	30
From country 11 [Latvia]:	3
From country 12 [Lithuania]:	1
From country 13 [Netherlands]:	5
From country 14 [Poland]:	19
From country 15 [Portugal]:	11
From country 16 [Slovakia]:	2
From country 17 [Slovenia]:	2
From country 18 [Spain]:	9

From country 19 [Sweden]:	1	
Total number of participants:	134	From total number of countries: 19

Description

Provide a short description of the event and its activities.

Background

In February and March 2025, EA implemented a webinar series for trainees of the Speak-Out project, aimed at strengthening their skills on how to promote democracy and foster active participation - theirs and that of those around them. This webinar series complements the trainings delivered under WP2 and WP3 for local and national changemakers. It took place several months after those in-person trainings, which were led by two ESN entities; this change of framework offered EA with an opportunity to expand and diversify the pool of changemakers to include individuals with different backgrounds.

The series aimed specifically to increase the skills of participants in the fight against discrimination, aligned with the EU strategic frameworks and the objectives of the CERV programme.

METHODOLOGY FOR THE SELECTION OF PARTICIPANTS

Participants were selected through a call open for a month (15/1-13/2). The call was disseminated through various means: newsletters and social media outlets of EA and of each ESN entity member of the Speak-Out project; network of former participants; word of mouth. The call emphasized the practical elements taught in the webinar and meant to be used in future campaigns and programmes. Participants were selected based on their interest, motivation and availability to attend the entire course.

OUTPUTS

Sessions

Sessions were held on 18th February, 25th February, 4th March and 11th March from 6 to 7.30pm CET. This timing was chosen to accommodate a diversity of profiles, including working students, and to allow participants to complete the program within a month and not be too time consuming. Each session opened with a brief musical introduction to put everyone at ease, and some chat-based interaction to enable people to know each other despite the high number of attendees.

Throughout the course moderators noted a high degree of interest and of involvement of participants, in the number of questions and general engagement in the chat throughout the sessions. It was also noted that participants reused the topics and arguments covered in the webinars for use in their own social media outputs and communications, an indication that the content is effectively being used for raising citizen engagement within their communities.

No recording of the sessions was made, due to some participants refusing to feature on the recordings. Priority was given instead to live interaction, engagement and networking among participants.

A complementary, fifth session, aligned with the webinar goals but targeting a different audience, was held at the Erasmus Generation Meeting (4th April 2025, Ancona IT), around how to build tight-knit communities across borders, using mainly online tools.

92% of surveyed participants estimate that the topics were addressed in a way that is valuable and impactful to their work.

Pedagogical material

The series consisted of four 90-minute sessions covering a sequence of topics aimed at providing participants with theoretical and practical tools to identify discrimination, effectively oppose their consequences on their respective communities and provide support through collective action and citizen engagement. Topics covered included:

1. Discrimination and how to act against it (18/2)
 - a. Introduction to the Speak Out project: goals, tools, webinar topics and rules
 - b. What are discriminations: history and legal tools
 - c. How does it work in society
 - d. What can we do about it
2. Building Bridges: Activating levers of influence (25/2)
 - a. Bringing about policy change
 - b. Defining your problem (and your answer)
 - c. Pick your course of action
 - d. Examples from Aleanca LGBTI

3. How to organise your community to build power (4/3)
 - a. Theoretical background: advocacy, mobilising, organising
 - b. Structure-based vs self-selecting organising
 - c. Building a team
 - d. Structuring recruitment conversations
 - e. Testing and gaining practice
4. Advocate! Plan your campaign (11/3)
 - a. Stakeholder analysis
 - b. Engagement strategies
 - c. Shape your message
 - d. Guest: Tina Tomšič, My Voice My Choice
 - e. Resources and next steps

Apart from the first session which included an introduction segment setting the rules of the space, including for interaction and networking among participants, all sessions included an intervention from an external and experienced campaigner, who presented key elements from their campaigns. The main presented established a dialogue between the more pedagogical moment and the illustrative segments of the 90-minute session. Furthermore guest speakers all agreed to stay in touch with participants to provide further guidance after the end of the series.

The final session included a review of useful resources to go beyond the course content, for anyone looking to dig further into the topics covered: advocacy, campaigning, research on discriminations in the EU, videos on project and resource management, other online courses. The resources include guidelines, manuals and checklists designed by EA but also published by partner organisations.

NEXT STEPS

Participants were issued certificates of attendance sent via email. With their consent, email loops were created to establish contact between participants from the same country, so they can engage with each other and possibly launch initiatives or campaigns together. Due to privacy concerns no further loops were created but participants can ask to be put in touch with other webinar attendees upon request to the EA webinar lead, which has been made clear at the end of each session.

The webinar stood as a prerequisite of the communications campaign, led by ESN; its advancement is covered in a dedicated report.

EA dedicated the first quarterly issue of its Transeuropa Journal to youth participation, including elements covered in the webinar series and references to the Speak Out project.

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