



DEBATING ENLARGEMENT

A CHAT BETWEEN YOUNG EUROPEANS

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Agency, Accessibility and Authenticity

An EU-wide Pilot Communication Campaign on EU Enlargement



Current challenge

EU enlargement is one of the Union's most consequential political priorities, yet communication about enlargement often remains:

- institutional
- highly administrative
- text-heavy
- one-directional

Young Europeans consume political information very differently. Their daily communication relies on short-form videos, messaging apps, memes, emojis and peer-to-peer discussions.

As a result, institutional communication often fails to reach the audiences that will shape the future democratic legitimacy of enlargement.

Why Does This Matter?



Young Europeans are the future electorate and future decision-makers.

Enlargement will influence:

EU's security

democracy

mobility

labour markets

EU's geopolitical
future

If young people are not discussing enlargement today, they cannot make informed democratic choices tomorrow.

Our proposal therefore addresses not a policy problem, but a communication problem.

The AAA Framework



Agency

Young people actively create discussions rather than passively consume information.



Accessibility

Information is communicated through familiar digital formats without sacrificing factual accuracy.



Authenticity

Real conversations between young Europeans increase trust and identification more effectively than institutional messaging alone.



16–29

Most active EU social media age group



Peer discussion increases political efficacy, civic engagement and future participation

Therefore, the campaign meets young people where political conversations already occur.



Short vertical video

Four young Europeans from different Member States discuss:

- Which countries could join next?
- Ukraine's accession
- Western Balkans
- Misconceptions
- Concerns
- Hopes

Authentic online communication:

- Emojis
- Stickers & memes
- Article sharing

"What does your group chat think?"

The video ends with a call to action



1

Upload Screenshots

Participants upload screenshots of discussions with friends using campaign hashtags.

2

Any EU Language

Posts may be in any official EU language.

3

Win Prizes

Selected participants receive DiscoverEU-style European rail travel vouchers.

Objective: to normalise conversations about enlargement amongst young Europeans — not simply increase content consumption.



This is an EU-wide pilot.

Digital

- Instagram
- TikTok
- YouTube Shorts

Institutional Partners

- Europe Direct Centres
- European School Ambassadors
- Universities
- Erasmus student networks

Offline Communication

- Public-spaces advertisements
- QR codes → campaign website

Target Audience



Young Europeans aged 16–29 across all EU Member States

~90M

Young Europeans in this age group

~900K

Expected reach (≈1% of target)

45K–70K

Expected interactions

~5,000

Hashtag challenge participants

Budget



As an EU-wide pilot — designed to test communication effectiveness before potential scaling.

Activity	Cost (€)
Video production	€50,000
Website & GDPR implementation	€25,000
Social media promotion	€80,000
Graphic design & campaign branding	€15,000
Advertisements	€40,000
Travel voucher prizes	€30,000
Monitoring & evaluation	€20,000
Project management	€40,000
TOTAL	€300,000

Key Performance Indicators



Digital

- Reach
- Engagement rate
- Shares
- Comments
- Video completion rate

Website

- Unique visitors
- QR-code scans
- Time on page

Participation

- Hashtag submissions
- Languages represented
- Member States represented

Public Interest

- Google search trends for enlargement-related topics



Evaluation combines quantitative and qualitative methods

- Social media analytics
- Website analytics
- Reports from Europe Direct Centres and School Ambassadors
- Anonymous survey of prize winners

Survey measures:

- Understanding of enlargement
- Campaign satisfaction
- Political discussions with family and friends
- Intention to engage with future EU topics

Results will be compared with predefined KPIs to assess the effectiveness of the communication model.

Example



Conclusion



AAA does not propose changing EU enlargement policy.

It proposes changing how the European Commission communicates that policy.

Agency

Accessibility

Authenticity

This EU-wide pilot seeks to make enlargement understandable, discussable and relevant for the next generation of European citizens.



THANK YOU FOR LISTENING

Q&A

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