

"Meme-ing the EU: Translating Values into Digital Culture"

ENLARGE Summer School 2026



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Who Are We?

A group of 5 students from Italy, France, Slovakia, Ukraine, and Kosovo—from founding member states, newer members, and a candidate country.

"How do we make EU enlargement relevant to young people who don't care about it yet?"

Target Audience

- 👤 Age 16, high school student
- 📍 Lives in both EU member states and candidate countries
- 📱 Loves social media, hanging out with friends
- 🎯 Dreams of travelling, finding a good job, financial stability

But:

- 😞 Fears loss of identity and globalisation
- 😞 Low to no knowledge of EU values and enlargement
- 🏠 Conservative family background, personally more open

Not against Europe — just doesn't know enough about it yet.

SMART OBJECTIVES

SPECIFIC

**STUDENTS WILL
CREATE AN
ORIGINAL MEME
THAT REPRESENTS
SOME EU VALUE**

MEASURABLE

**AT LEAST 80
PERCENT OF
PARTICIPANTS
PRODUCE A MEME
AND EXPLAIN THE
EU VALUE IT
REPRESENTS**

ACHIEVABLE

**THE ACTIVITY USES
SIMPLE DIGITAL
TOOLS AND
EXAMPLES.
STUDENTS WORK
IN GROUPS WITH
GUIDANCE AND
SUPPORT**

RELEVANT

**THE ACTIVITY
PROMOTES
UNDERSTANDING
OF EU VALUES IN A
FUN, RELATABLE
AND CREATIVE
WAY,
ENCOURAGING
YOUTH
ENGAGEMENT
WITH EU
CITIZENSHIP.**

TIME-BOUND

**MEME CREATION
AND
PRESENTATIONS
WILL BE
COMPLETED
WITHIN THE
WORKSHOP (1.5-
2H), INCLUDING
VOTING AND
REFLECTION**

Equipment and Budget

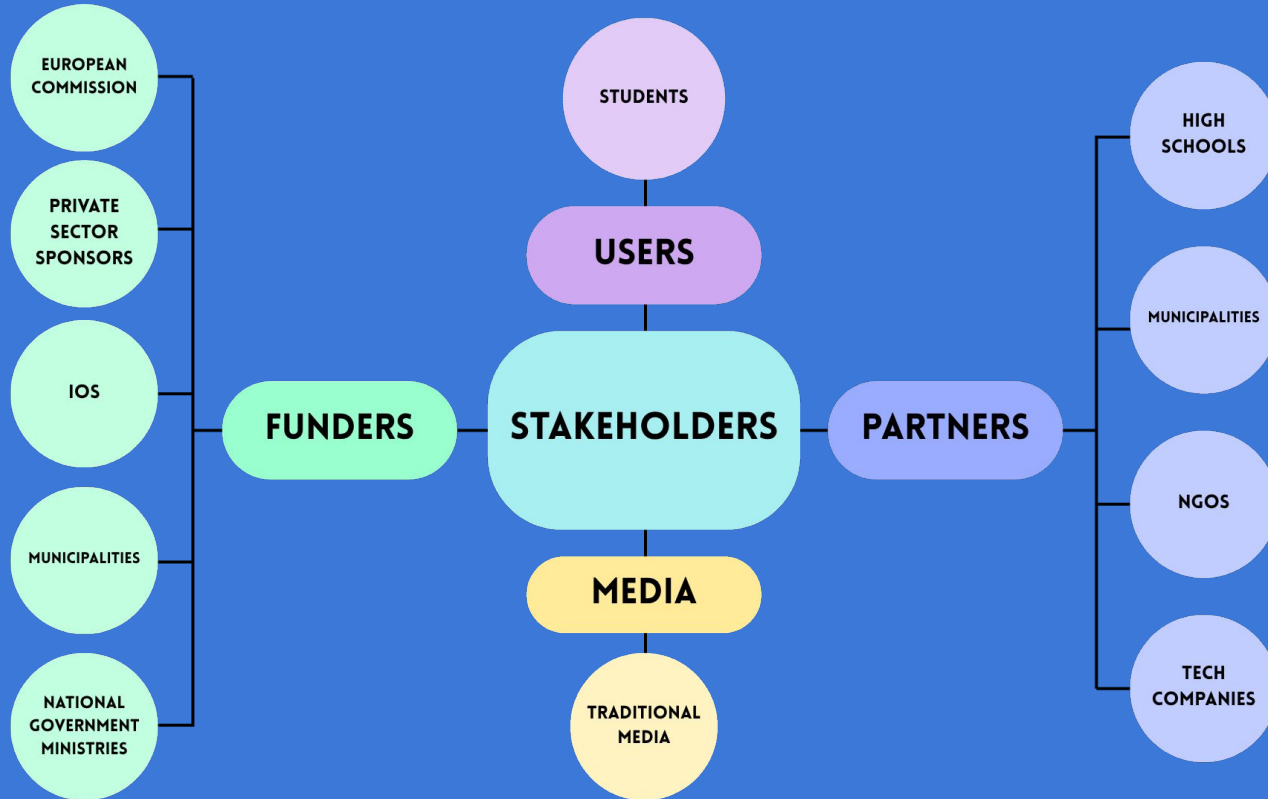
Equipment needed:

- Tablets (8)
- Projector (1)
- Values cards
- Laptop (1)
- Whiteboard/interactive board (provided by the schools)

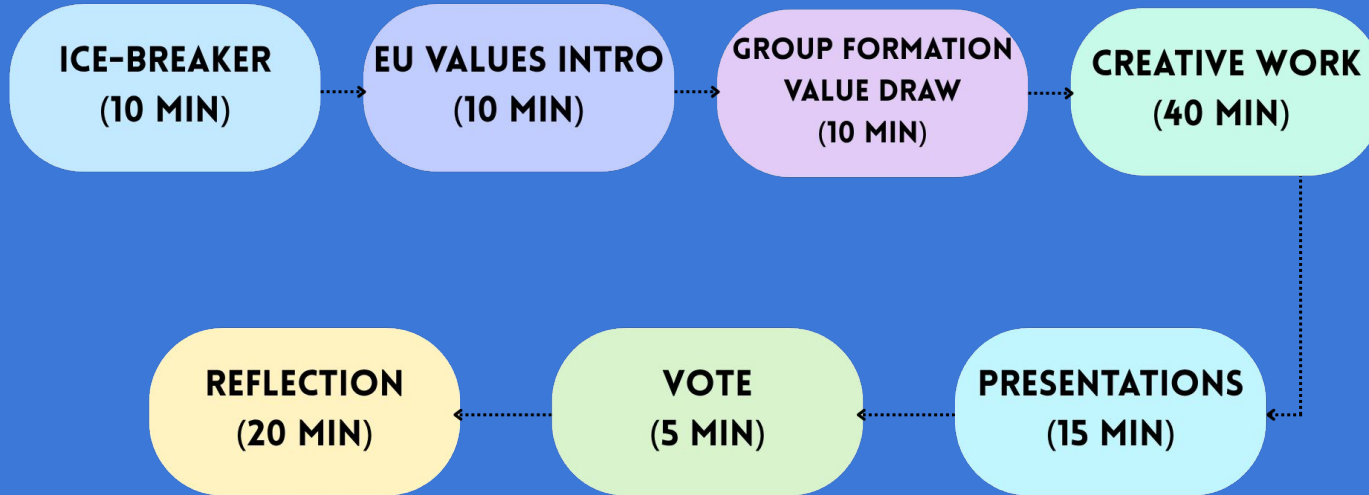
Budget:

- Laptop: 400-500€
- Tablets: 1200-1600€
- Projector: 100-150€
- Travelling: 15€/trip
- Values cards: 10€
- Leaflets (for promotion): 5€/event
- Total ranges: 2000-2500€

STAKEHOLDER ANALYSIS



SUGGESTED WORKFLOW



VALUE CARDS

HUMAN DIGNITY



EQUALITY



FREEDOM



THE RULE OF LAW



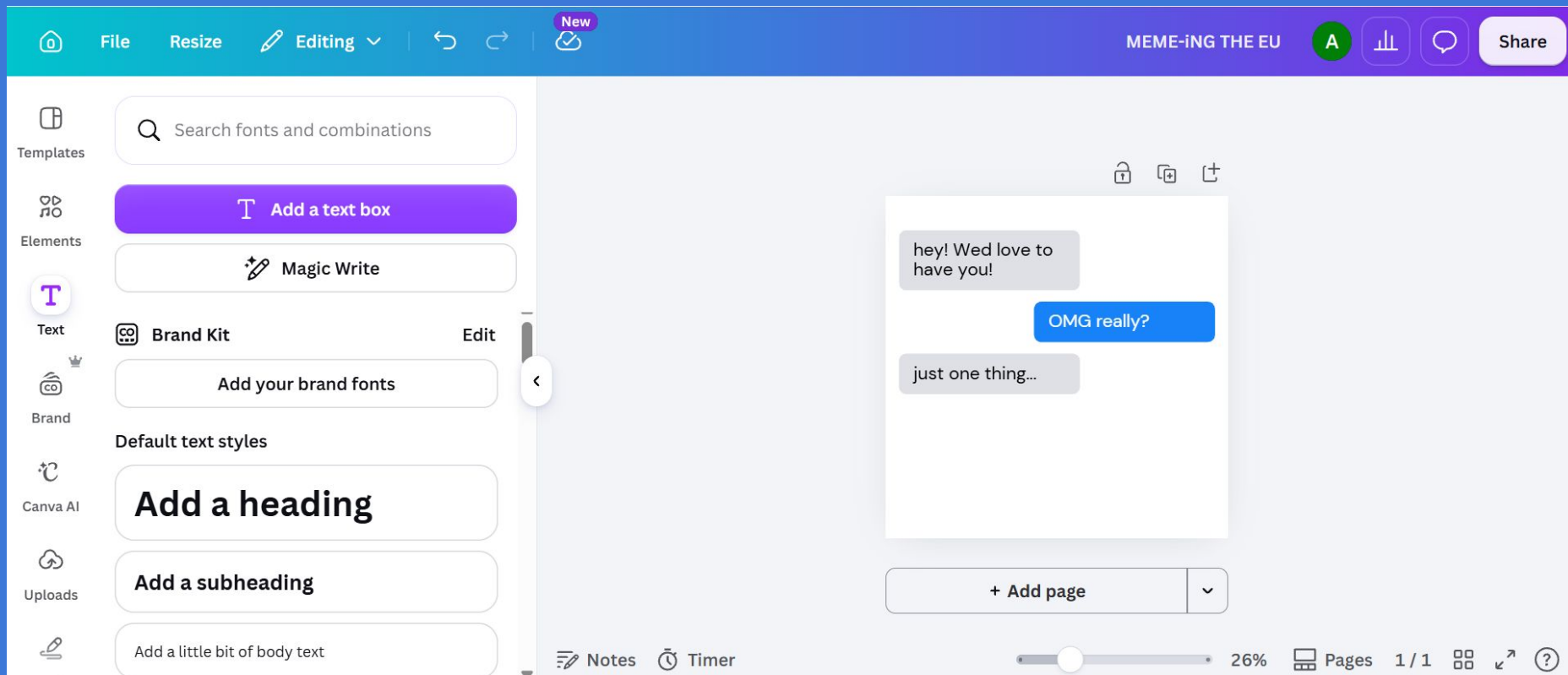
DEMOCRACY



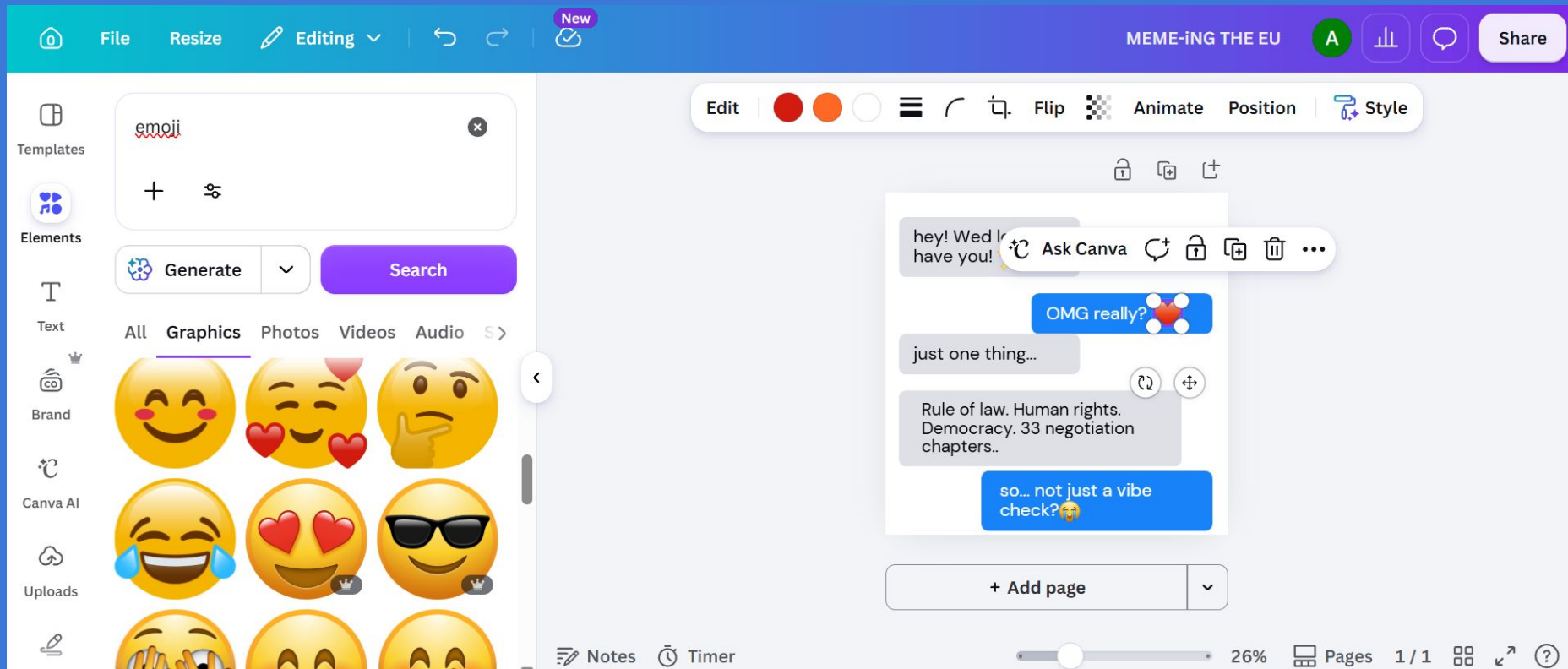
HUMAN RIGHTS



Meme prototype



Meme prototype



Examples of the results

hey! We'd love to
have you! ✨

OMG really? ❤️

just one thing...

Rule of law. Human rights.
Democracy. 33 negotiation
chapters..

so... not just a vibe
check? 🤔

Albania and Montenegro at the European Commission to discuss accession talks



⚠️ TRADE OFFER ⚠️

i receive:
EU
membership

you receive:
much love
and
dedication

Deal?



UK realizing the mistake
and starting the EU
accession procedure again:



Rule of law



Equality



**Democracy
and freedom**



**Me starting a lecture on EU
Enlargement**



Me after hearing “rule of law” for the 47th time

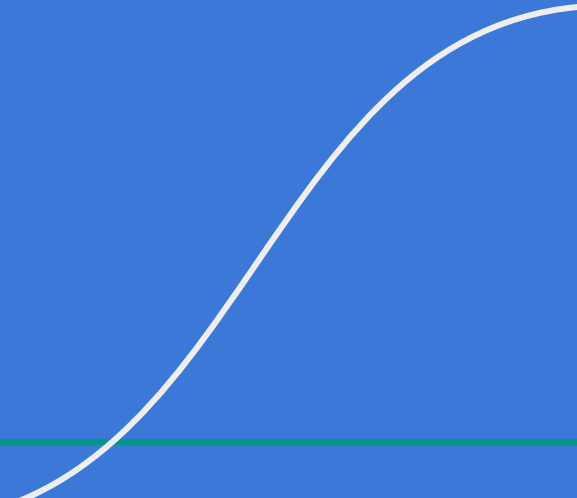


Project boundaries

Geographical scale: we plan to work on a regional level

Time scale: short to medium term

Social scale: we're targeting high schools (of all types)



Verification of effectiveness

Google Forms survey:

- one for the staff at schools (teachers, principals)
- one for the participating teens

Free gifts will be provided to the participating groups in exchange for active response to the surveys after the project

After the project → continuous engagement with school teachers and principals

Conclusion

*Fostering interest in European integration
among younger generations and high school
students through memes creation*

A little recap

Memes : modern approach through internet culture

- Memes are a part of Gen Z native language, it offers an experience that is both educational and fun



Promote values from EU

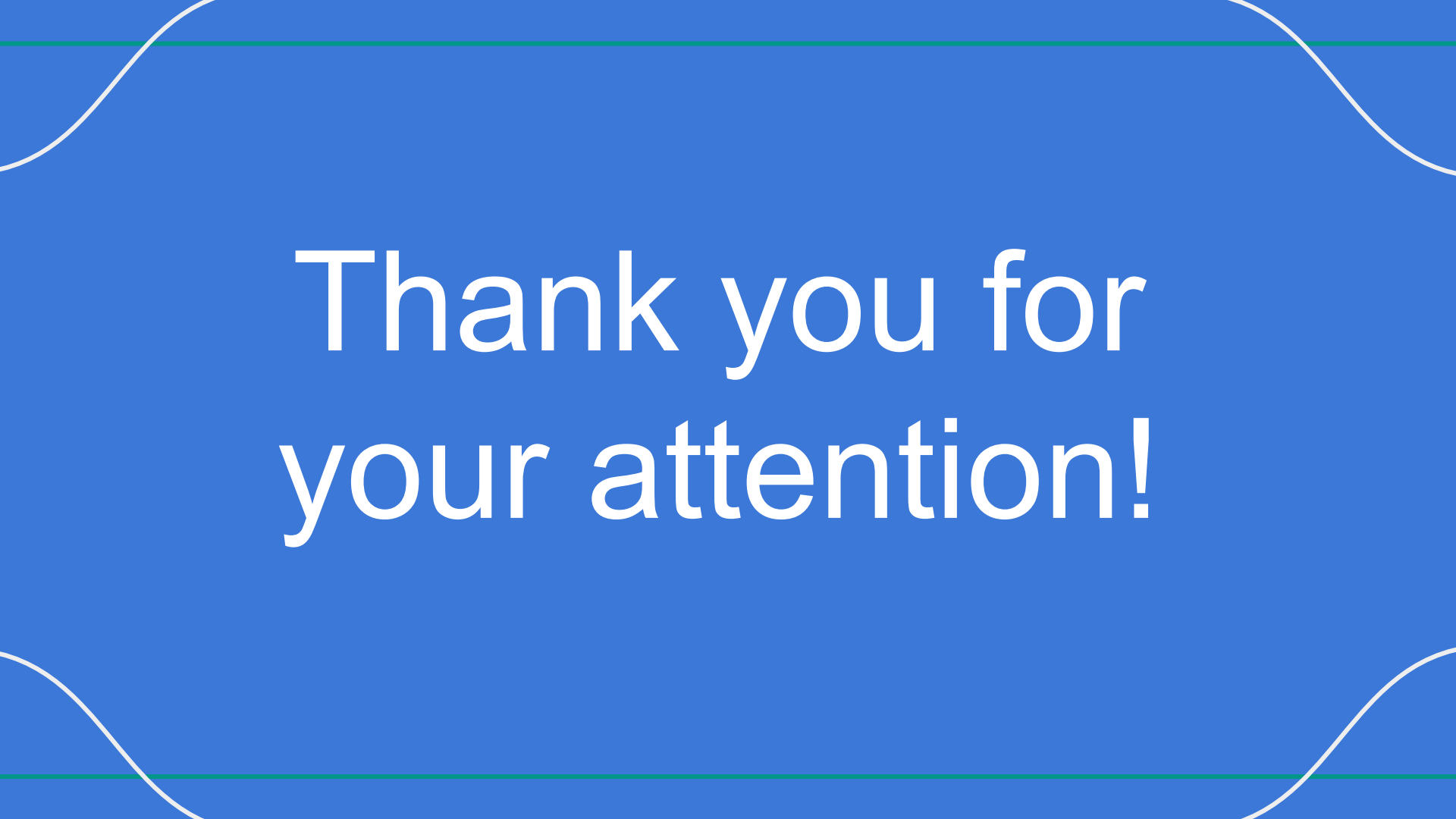
- Memes topics will be based on these values like human dignity or equality

The High School students

- Young people don't know well EU, high School students are also targeted

The Workshop itself

- A group creative process followed by a vote
- Helps to deepen and better understand one of the EU's values



Thank you for
your attention!