

A PODCAST FOR YOUNG EUROPEANS

On Common European Ground

Making Europe accessible, one conversation at a time.

Youth · Democracy · Europe



Why This Podcast?

02



Accessibility

EU integration touches every aspect of young people's lives, from jobs to climate. Yet the conversation remains too technical, too distant, and too exclusive.



Bridging the Gap

We bring experts and engaged young people together in an honest dialogue, breaking down complex EU policies into meaningful, relatable conversations.



Real Impact

Young Europeans deserve to understand how EU decisions shape their future: migration, housing, climate, jobs. This podcast gives them the tools to do so.

★ *Our mission: make European integration meaningful for the next generation.*

Who Are We Talking To?

OUR TARGET LISTENER



Studies something unrelated to international affairs or EU politics



Engaged politically (votes, protests, cares about the world)



Wants to understand EU policies without feeling judged for not knowing the whole picture



Looks for quality content that respects their intelligence and curiosity

15–25
years old



Student



Politically engaged

Season 1: Six Episodes

04

Each episode tackles one of the most pressing issues facing the European Union today.

01

Enlargement



02

**Security &
Defence**



03

**Environment &
Climate**



04

Migration



05

**Technology &
AI**



06

**Fundamental
Rights**



Who's in Each Episode?

05



THE HOSTS

Two Journalists

Two journalists guide the conversation, asking the questions a curious young listener would ask, and keeping the discussion grounded and accessible.



THE EXPERT

One Specialist

A domain expert (analyst, lawyer, historian, political scientist, or economist) brings his knowledge and insights to each episode.



THE GUEST

A Young European

A young person from a European country, bringing a unique outside, in perspective on what European integration means for her generation and her country.

★ *Every episode is a conversation between knowledge, experience, and fresh eyes.*

Young Europeans aren't just the audience, they shape every episode, in two ways.

1

Before Each Episode



In light of political events or happenings, we ask the young generation on social media of how they perceive the topic and how they feel.



We want our followers to share their questions, doubts, curiosities and reflections on the topic.



Their questions are collected and lay the groundwork for our podcast, and for which kind of expert to invite.

2

On the Podcast



A young person is selected through schools, universities and local organisations in a European country.



One sequence of the podcast contains a feature from the young person's perspective, their fears and hopes for the European integration.



We want to connect the expert's knowledge with the young person's questions and fears, as geopolitics are in a constant transformation.

Episode Structure

🕒 20 – 25 min

07

New episode every two weeks

01

2-3 min

What is happening?

An introduction to important news happening. We are confused with the bigger picture around big political events. What are the implications? What does this mean? Context-time!

02

8-9 min

Chat with the Expert

The journalists interview the episode's expert, guided by questions collected from the audience on social media.

03

4-5 min

The Young Voice

The young guest from a European country takes the floor and shares her generation's hopes, fears, and doubts on the episode's theme.

04

3-4 min

Would you rather???

A lighter moment: "Would you rather?" between European leaders and tier lists.

05

2 min

Conclusions

Hosts wrap up, thank guests and tease the topic and the guests of the next episode.

01 WHAT IS HAPPENING · 2–3 min

1

EU–Western Balkans Summit in Tivat, Montenegro (5 June 2026): the highest-profile enlargement gathering in years, attended by von der Leyen, Macron, Merz and Costa. Montenegro leads as frontrunner (EU membership targeted by 2028). Key message: enlargement is a “geostrategic necessity”, but delivery remains slow, especially for Serbia, Bosnia, Kosovo.

2

Iceland's EU referendum (August 2026): Icelanders will vote on whether to reopen accession negotiations, suspended since 2013. Driven by Trump's threats over Greenland and US tariffs. Polls are neck-and-neck (~42% yes, 42% no, 16% undecided). A “yes” would only restart talks, a second referendum would follow on actual membership. Key issue: fishing rights.

02 CHAT WITH THE EXPERT

· 8–9 min

Context questions

- › What does a country need to do in order to go through an accession process?
- › Can you explain why political, security, and economic factors play a role in enlargement?
- › Why do the Western Balkans struggle to join the EU?

Curiosity questions

- › If you could fast-track one candidate country into the EU tomorrow, which one?
- › If Iceland joins faster, would that upset the Western Balkans?
- › Can the EU create a “premium membership” for Ukraine?
- › Is it harder to get into the EU than into Harvard?
- › If Moldova joins, will Russia join too?

03 THE YOUNG VOICE · 4–5 min

A young guest from Albania shares their generation's hopes and fears about accession.

04 WOULD YOU RATHER??? · 2–3 min

“Going on a camping trip with limited resources, would you rather bring with you Ursula von der Leyen or Mark Rutte?”

05 CONCLUSIONS · ~1 min

Teaser: next episode (Security & Defence).

Budget

09

Item	Cost
AUDIO	€510
3x ATR2100x microphones	€255
Headphones	€165
Stands	€60
Pop filters	€30
VIDEO	€1035
Sony ZV-E10 camera	€750
Tripod	€35
Softboxes	€160
SSD storage	€90
MARKETING	€250
Branding	€150
Promotion	€100
TOTAL	€1795

Total Budget (indicative)

€1,795

Audio

€510 (28%)



Video

€1035 (58%)



Marketing

€250 (14%)



Example

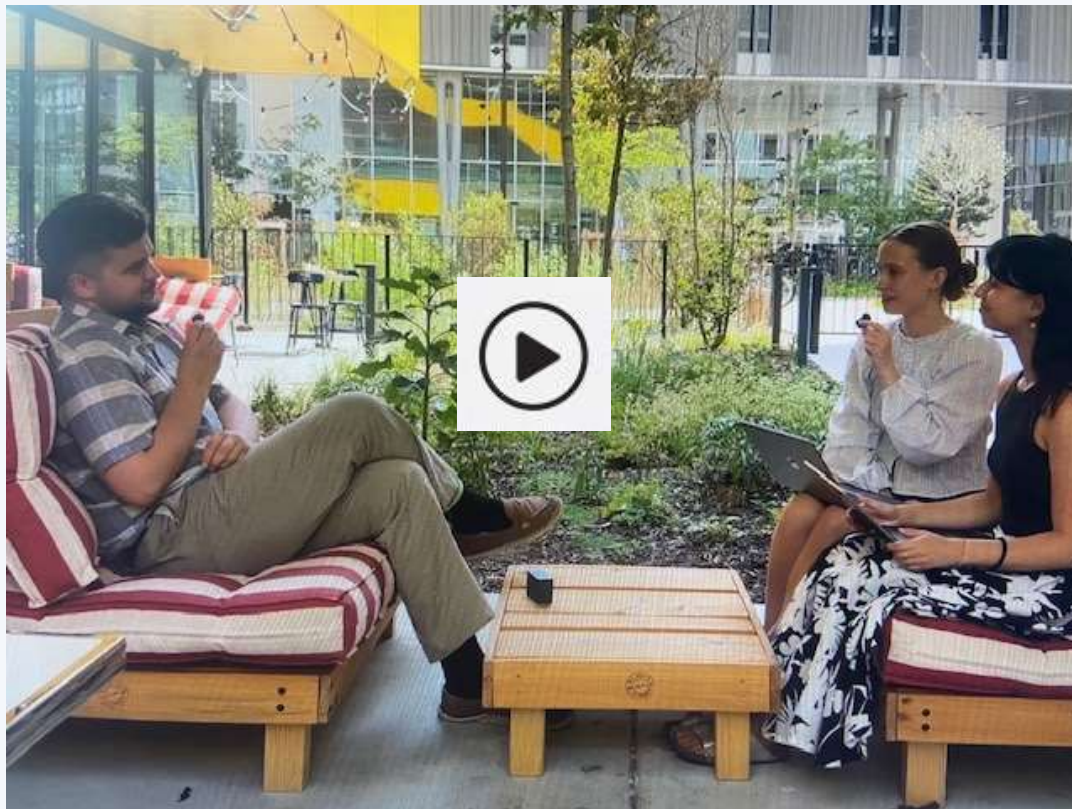
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TOTAL

Example

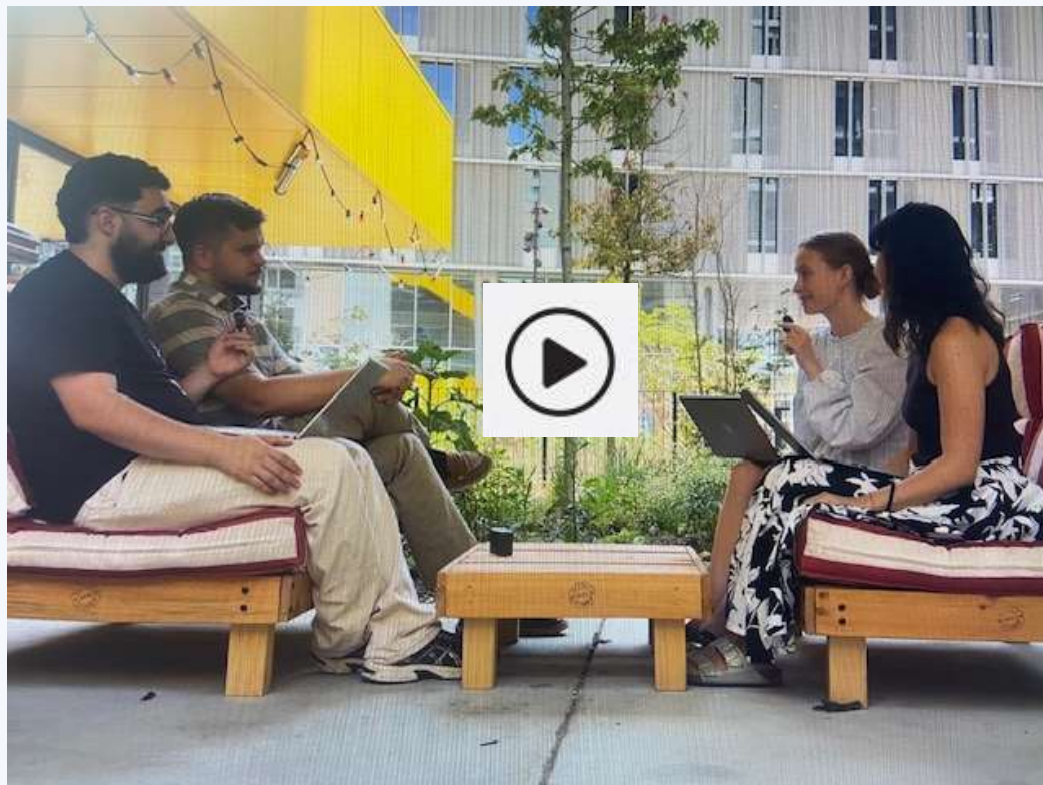
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Example

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Thank you for your attention!

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