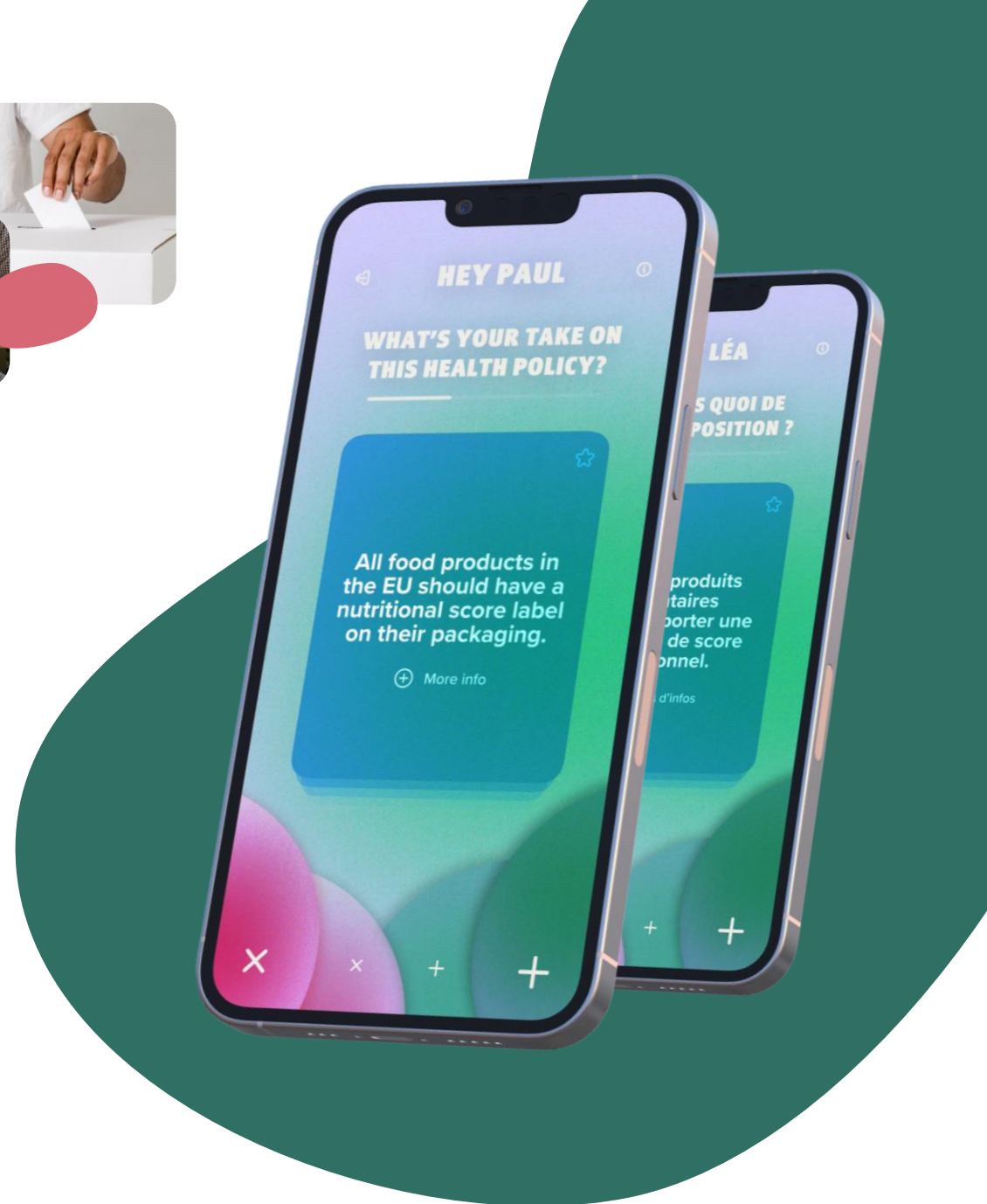




PALUMBA.EU

Helping young first-time voters take centre stage at the 2024 European Elections



Main sponsors:



European partners:



Dear friend,

If you are reading these lines, it probably means that we share at least two things: a concern about **the decisive upcoming European Elections in 2024** and a sense of the **risks and opportunities that digital technologies imply for democracy**.

The report *Democracy in a Digital Society* by Reimagine Europa evidences the need for innovative, **bold actions for democratic involvement in the digital sphere**. Manuel Castells highlighted that “Europe is in danger because of a lack of ideas”. Well, we have one. And we believe its both powerful and feasible.

For the past months we have been working to develop a comprehensive app engaging European citizens, especially the youngest, in European politics. We are convinced that **we can reach millions of citizens** through a Voting Advice Application (VAA) at the EU level.

There is ample evidence that **younger European citizens (16-28) have a differentiated electoral behavior**. This phenomenon has been thoroughly studied –both its

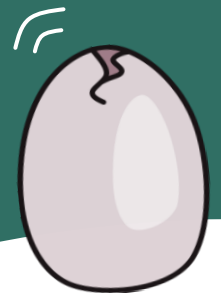
causes and consequences– but the current strategies to increase youth turnout are not always aligned with the empirical diagnosis.

Such an app would serve a triple purpose: being a vote mobilization device (1), informing its users about the European political debates while combatting both disinformation and polarization (2) and generating valuable knowledge for social research purposes (3).

Please keep reading this presentation to discover more about our project, its origins and how will we make it happen. We are already on the right track, and, with your financial support and expertise, **we can have a positive long-term impact** on the European conversation about digitalization and democracy.

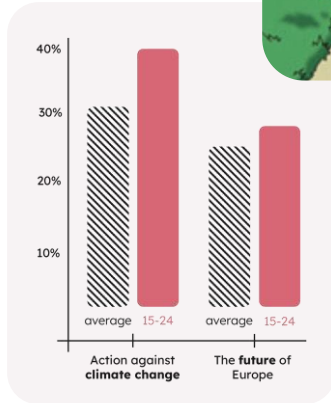
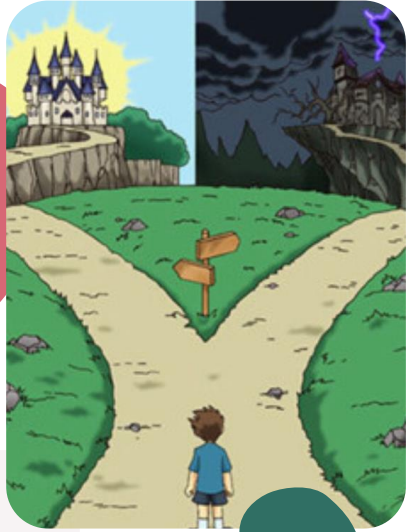
Enthusiastically,

The team behind Palumba EU



- 1. Why the youth is crucial for EE24**
- 2. How our digital tool will make a difference**
- 3. About us and our network**
- 4. Ways to support this project**

1. WHY THE YOUTH IS CRUCIAL FOR EE24



*Preference for European Parliament priorities by age.
Source: Eurobarometer (2023)*

Investing in youth turnout today means caring about democracy tomorrow. Why?

Voting is a social habit that can and should be learnt. If a youngster votes in their **first elections**, they're very likely to keep doing it all their life.

Younger generations are more pro-European. Their **political preferences are differentiated** and **aligned with strategic priorities for the EU**.

Schäffer et al. (2019); Dinas (2012); Zeglovits & Aichholzer (2014); Bhatti et al. (2018); Eurobarometer (2023)

Our mission is making young Europeans vote more than ever at the 2024 Elections

1. WHY THE YOUTH IS CRUCIAL FOR EE24

How is our generation different?

A.

Decision to vote made days before the election



Young Europeans have a **unique electoral behaviour**, they hesitate above average between parties and 48% of them do European issue-based voting (above average).

Post-electoral Eurobarometer Survey (2019)

B.

Gen Z spends 8+ hours a day of screen time



In the runup of EE24, only our project will be ready in time to **leverage scalability and the viral power of digital communication.**

HOW OUR DIGITAL TOOL WILL MAKE A DIFFERENCE

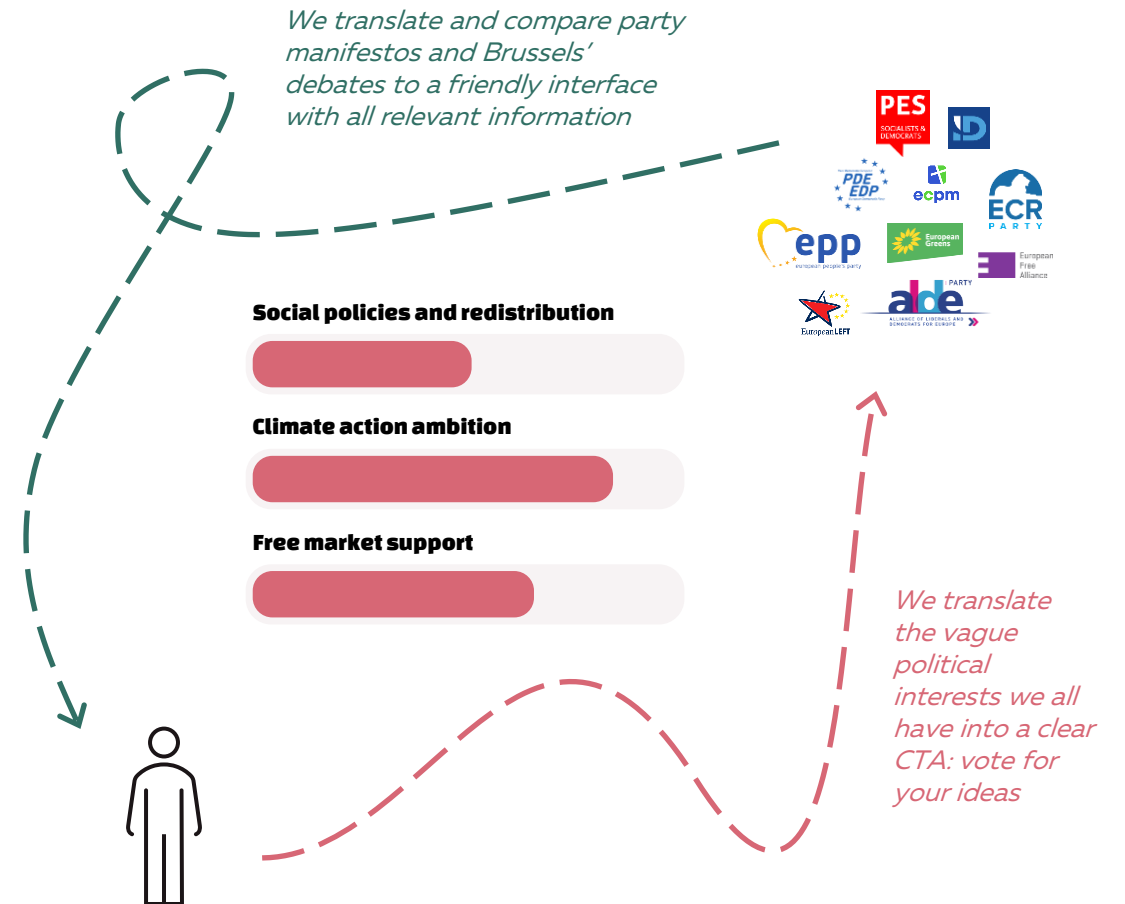
IMPACT AT SCALE

50+ million potential users

Voting Advice Applications (VAA) have a proven track record of increasing election turnout. Up to 50% of voters use them to make informed voting decisions.

Academic research highlights “a strong **mobilizing effect among groups that typically vote in relatively small numbers, such as young voters and those less knowledgeable about politics**”.

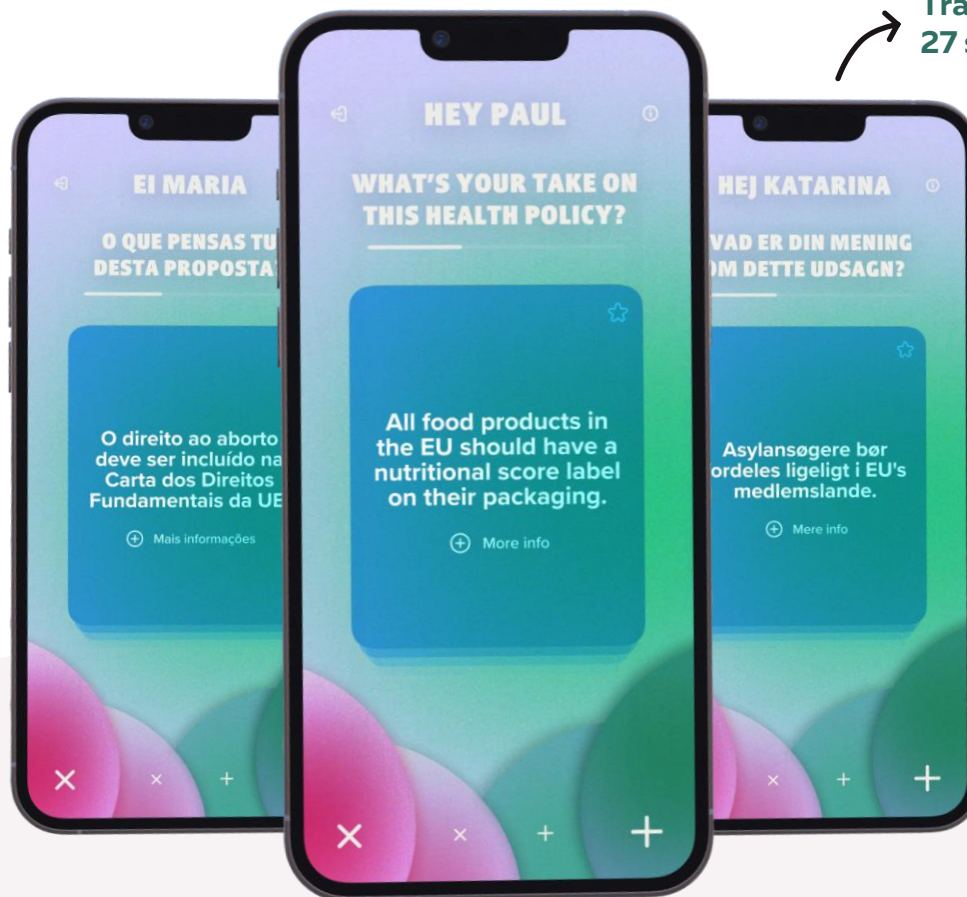
Garzia & Marschall (2019); Gemenis & Rosema (2014)



2. HOW OUR DIGITAL TOOL WILL MAKE A DIFFERENCE

CONTENTS

- ✓ **Youth-oriented**
Focusing on the policies that matter to young people and using a plain language
- ✓ **Truly European**
Focusing on the EU agenda, sparking conversations about European topics and parties
- ✓ **More than a VAA**
Featuring educational content on EU democracy and connecting users with relevant organizations



Translated and localized to 27 states and 24 languages!

FORMAT

- ✓ **Viral by design**
VAAs already get millions of users despite being made by researchers without a marketing mindset
- ✓ **Social and sharable**
The results page is formatted to be screenshotted and shared with friends
- ✓ **Snowball effect**
Influencers and youth organizations will develop an online communication campaign with offline impact

We empower users to match with European policies and **vote for them!**

2. THE APP COMPLEMENTS AND MULTIPLIES THE IMPACT OF ALREADY-EXISTING INITIATIVES

December 2023



Step 1 Gathering the political priorities of young Europeans

We are getting input from several reports, youth organizations and content validation experiments.

This allows us to focus on the policies that are most relevant to younger generations.



We will run a content validation experiment with 400 students



Festivals, round tables, sessions in schools, etc.

Step 2 Activation events and school workshops

There will be hundreds of events across the European Union connected with the elections which are not always linked with voting itself. Our app makes that connection.



Step 3 Social media and communication

Social media content has a clear Call To Action (CTA): use the app to think about your vote!

Content in social media platforms



GO VOTE
GO VOTE
GO VOTE
GO VOTE



June 6-9th 2024

The app acts as a natural and smooth bridge, connecting and giving cohesion to many activities about the EU elections!

3. ABOUT US AND OUR NETWORK

We are a **nonprofit association** with 15 core team members and 80+ volunteers present in 12 EU states focused in leveraging digital tech for tangible impact.

Born in Alpbach, Strasbourg and Torino, our team is diverse, but we share an obsession: **bursting the bubble** and really reaching unusual suspects.



Maria Serra
Adviser

Climate activist and co-founder of Fridays for Future in Barcelona. European Climate Pact ambassador. International Relations student.



Alberto Alemanno
Board of Advisers chair

University professor (HEC Paris, College of Europe, University of Tokio), civic advocate (founder of The Good Lobby) and media commentator (Le Monde, The Guardian, Politico).



EYCA
Network member

The European Youth Card Association promotes youth engagement and manages a large cardholder network of over 7 million young Europeans



Youth Sounding Board
Network member



3. WE'RE ALREADY ON THE RIGHT TRACK



STATEMENT CREATION WITH PARTNERS

✓ **VAA mapping**
We analysed relevant academic literature and compared 10+ existing VAAs to learn from good practices and problems.

✓ **Scientific Panel Oversight**
Along the way, a panel of academic experts from reputable institutions advises us to achieve excellence and neutrality while making a research contribution.


SOCIALHACK 23' WINNERS

✓ **Building up the organization**
We established working groups, elected a board, built partnerships and went public on social media and developed a website.

✓ **Focus groups**
Interviews are conducted with potential users of different profiles

✓ **Campaign**
Content creation and snowball start by influencers and national partners


EFA HACKATHON 23' WINNERS

✓ **Statement guidelines**
An internal team at Palumba EU defines the guidelines for how statements should look like and provides examples.

EVENTS: MADRID, LISBON, VIENNA, BARCELONA, PORTO, BRUSSELS...


LAUNCH EVENTS

✓ **Development and localization**
The software team does its magic, including a semi-open Beta testing for feedback and translation.

APP ROLLOUT!  

September October November December January February March April May June 6-9th

4. WAYS TO SUPPORT THIS PROJECT

Main sponsors



European partners



National partners



Media partners

(coming soon)



Should you be here?

Your financial contribution will be decisive to allow the project reach its true potential scale. Are you in?

4. WE CAN ALSO HELP YOU

1.

Join a powerful European network

Collaborating in this project will bring you closer to our network of partners, bringing many opportunities for joint ventures, funding and shared projects in research, civic engagement and youth outreach among others. We can also make your organization present at the prestigious European Forum Alpbach.



2.

Early access and beta testing

We can allow your members to gain exclusive early access to the digital solution. By becoming beta testers, they can shape the look and feel of the final result.



3.

Make your community heard

Our digital tool may reach millions of people in Europe, which offers a great opportunity to put the focus in those areas that matter the most to you. We can open our questionnaire design process to your organization's input. Do you have any topic suggestions?



LET'S WORK TOGETHER. A GREAT LEAP FORWARD IN EUROPEAN CIVIC ENGAGEMENT IS POSSIBLE!

hello@palumba.eu

