



Palumba, wrapped.



For almost a year, **150+ young talented volunteers** from all EU member states worked on creating Palumba from scratch: a non-partisan / open-source / non-profit app with the ambitious goal of massively reducing the abstention of first-time voters in the 2024 European Elections, by helping them understand which candidates best support their priorities in a gamified manner.



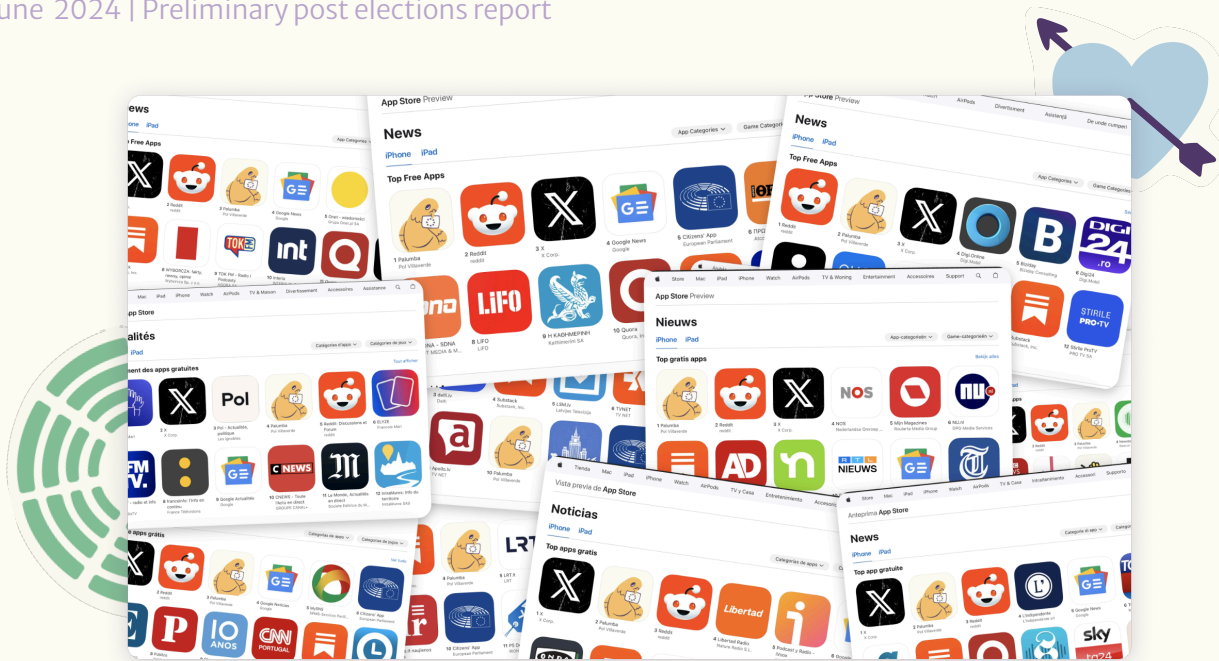
This cute pigeon called 'Palumba' matched 170,000+ young first-time voters with their most compatible European Parliament Group and local candidate lists; that's over 5,000,000 swipes on key European topics made accessible in 20+ languages translated by native speakers, even regional dialects.

Palumba became **the first pan-European voting application designed specifically by and for young voters**, taking inspiration in viral features from dating apps and [smoothly embedding Taylor Swift references](#) – to depollute the complex epistemic environment of these elections in a different and complementary way with the other **#UseYourVote** campaigns.



The project was supported by **a fantastic ecosystem**, including but not limited to: the SPARK consortium and partners, the European Youth Card Association and its More in 24 campaign, the European Forum Alpbach, the Culture of Solidarity Fund (Evens Foundation, Allianz Foundation), the European Capital of Democracy, Debating Europe, La Caixa Foundation, AKWien/ÖGB; as well as many National Youth Councils, the European Youth Forum, a Scientific Council and an Advisory Board, and endorsements from officials such as Jaime Duch (DG for Communication and Spokesperson of the European Parliament) or Philip Schulmeister (Director for Campaigns at the European Parliament).

For questions, reach out to: thomas.garnier@palumba.eu



Palumba was in the **Top 5 of Most Downloaded Apps** in the News category of many Member States and **Number 1** in .

- Social Media campaign included dozens of collaborative posts/Reels/Stories/TikToks with influencers promoting the app as much as possible outside the usual 'bubble'. **Estimated total views: 500,000.**
- **Activation of large on/offline communities:** all regional Erasmus Student Networks, universities' newsletters, Taylor Swift fan accounts, Facebook groups with thousands of students, NGOs' local chapters. Educators also had access to an [Educational Kit](#) to run workshops, while volunteers in 10+ countries received flyers, posters, and stickers in their language to distribute around.
- **Participation in multiplier events (on top of city-level ones):** Level Up!/EU Youth Week in Brussels , Forum Alpbach Network's Spring Conference in Budva , International Youth Peace Forum in Paris , European Youth Events (Berlin  / Vilnius  / Forlì  / Brežice ) , and even the Cannes Festival!
- **Press coverage by over a hundred media** (TV, print, radio, online), including major newsrooms and [official Press Releases of the European Parliament](#) translated and disseminated to its [34 Liaison Offices](#).



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WIRED



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DERSTANDARD

Some first learnings: 'Empower young changemakers, they can impact things at scale!'

- ★ No matter the size of campaigns, citizens still (seem to) consider European elections as a proxy for national ones. The success of projects like Palumba should be considered with this insight in mind;
- ★ Building a Scientific Council proved very relevant to build trust with the users, partners, and media;
- ★ The project relied on intense volunteer work (e.g. translation), which sometimes created discrepancies between expectations and resources; healthy balancing and back-up plans will be key for Palumba 2.0;
- ★ Most initiatives consider Gen Z as homogeneously progressive, whilst [it is not the case](#) and this fact should not be ignored by designers of youth engagement/depolarisation campaigns;
- ★ **What's next?** The Association will continue exploring underleveraged formats at the intersection of youth civic engagement and EFA's Thematic Tracks, with the network we have now built + elaborate a longer report in the summer with insights on the (anonymised) data collected by the app;

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