

# READY Training | Report

Training in Lucca (IT), 2-7 July 2023

## Summary

On 2-7 July, young participants and youth workers from Croatia, France, Germany, Greece and Italy met in Lucca to take a new step in the READY project together.

After a first training in December in Strasbourg, during which they learned about the policies of the European Union and trained to design efficient infographics, the training in Lucca was about giving the participants an opportunity to share their own expertise with the EU!

On the one hand, young participants finalised the draft infographics that were first sketched in the Strasbourg Training, and then digitalised during local activities, to **create a set of “EU visuals” adapted to a young audience** as they were created in a participatory way by young people with diverse backgrounds themselves.

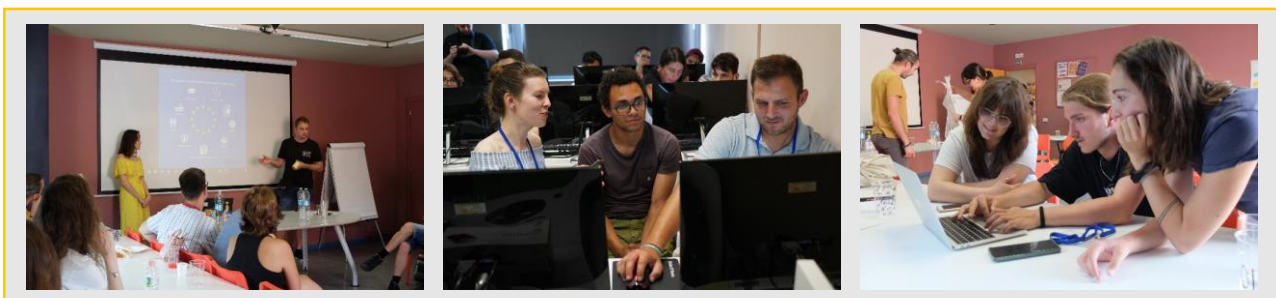
On the other hand, the participants also agreed on several **“Key Messages” intended to the European Union institutions, as a recipe to help these improve their own communication towards youth**, thanks to feedback and advice from an intercultural group of young people.

Some participants wrote their own “online diary” to present the training with their own words, you can check that here! [1](#), [2](#), [3](#), [4](#).

## Infographics Workshops – Finalizing the project’s own set of EU visuals

Six months after the first READY Training in Strasbourg, participants started by recollecting their main achievements and learning outcomes at that time. Former participants could also, that way, help the few new participants to catch up and engage in the rest of the activities on an equal footing!

The rest of the training was split in two different kinds of activities. Half the week was focused on **adding the final touches to the EU infographics produced by the young participants themselves**. Many sketches were prepared during the Strasbourg training as part of a hands-on learning process, and the best were digitalised through local activities afterward.



To conclude their own learning-by-doing experience while turning all sketches into publishable content, participants went through several feedback rounds with the whole group, and received in-person coaching from the project partner Framework and a trainer collaborating with Zefiro as well. This avoided some dreaded “symbolic pitfalls”, helped creating consistency among the diversity of sketches (e.g. common set of colours, size and place of the logo...), and overall allowed to bring all original drafts close to perfection!

The results will now be compiled and used to improve EU awareness raising online: **with infographics produced by and for young Europeans, even a topic as complicated as the EU policies can become understandable!**

## “EU Ready to See” Activities – Preparing messages for the European Union

The training’s second main objective was to help young participants **providing their own expertise to the EU to help its institutions improve their own communication towards youth**: as young people targeted by EU communication and freshly trained experts in visual communication, they also had much to teach the EU!



Activities were designed to help participants reflect and express themselves in a progressive way. On the first day for instance, the focus was on assessing how far or close youth among the participants’ communities feels towards the EU, and imagining the future of the EU if such feelings do not change thanks to improved EU communication ... in a creative way, by writing their short political fictions as “Star Wars-style introductions”! On the third day, participants also presented their own “case studies” of the best and worst public communication they are exposed to in their daily life.

Finally, this all helped them to express themselves in a critical yet constructive manner, and **identify the “DOs & DON’Ts” they think that can help the EU institutions to improve their communication, and in turn better connect with European youth** thanks to more youth-friendly content.

## Next Steps – Towards “EU Ready to Discuss” !

During the next few months, project partners will focus on compiling and publishing all results. These include not only the wealth of “youth-accessible” infographics on the European Union and its policies and the “Key Messages on how to improve EU communication” produced in Lucca, but also a translation of the EU treaties in a “youth language”!

These results will all be presented and feed into **discussions at the READY EU Showcase Event** titled “*EU Literacy and European Citizenship: the READY Concept*”, *organised as a part of YES Forum’s 2023 Policy Event on 14-15 November in Brussels so ... Save the date already!*

# Annex 1 – Programme

## Arrival Day – Sunday 2 July

(...) Arrivals

## Day 1 – Monday 3 July

### Welcome & Introductions

Morning

#### Building a link with Strasbourg: A live participatory summary

Recollecting the main achievements and learning outcomes of the previous Training in Strasbourg, and sharing with new participants to help them participating on an equal footing.

Afternoon

#### "What if ... the EU does not learn talking your language?"

Reflecting about the future of the European Union as imagined by the young participants assuming that the EU does not change how it communicates.

## Day 2 – Tuesday 4 July

Morning

#### Infographics Session #1

Presenting the results of each partner’s group and their local activities, through which the sketches prepared in the Strasbourg Training were fine-tuned a first time.

Afternoon

#### Infographics Session #2

Based on the feedback gathered during the earlier presentations, participants split in small groups to improve each draft infographic digitally, with the coaching of professionals.

## Day 3 – Wednesday 5 July

Morning

#### EU & Friends’ Communication: YOUR “Best & Worst of”

Presentation of the case studies of each partner’s group, discussing examples of the “best” and “worst” communication by public entities in their local environment. Followed by reflections on the impact of good, clear and understandable communication with a focus on clichés about the EU.

Afternoon *Free time!*

## Day 4 – Thursday 6 July

Morning

#### Infographics Session #3

Finalizing the READY infographics, and presenting the results to the whole group with recommendations for the final touches before results are published.

Afternoon

#### World Café | Let’s Teach them now! Tips & Tricks on How to improve EU Communication

Compiling and completing all brainstormed ideas to turn them into Key Messages for the European Union institutions, including concepts for a creative way to present this recipe.

## Day 5 – Friday 7 July

Morning

#### Conclusions, Evaluations & Youthpasses Ceremony!

## Departure Day – Saturday 17 December

(...) Departures

## Annex 2 – Evaluation by participants

As shown by the summary of participants’ feedback below, the READY Training in Lucca **clearly achieved its objectives!**

Two questions highlight this success. On the one hand, participants reported an average **3.96 out of 5 for “Compared to the project start, how much did you learn about infographics?”**. On the other hand, they also reported an average of **4.25 out of 5 for "Achieving your objectives"**.

For a complete overview of the evaluations’ results, you can [simply check here!](#)

6. I was able to reach my goals for the Training

[More Details](#)

Insights

**4.25**  
Average Rating

