



NHOW Bloom Hotel
250 rue Royale – 1210 Brussels

Working together to reach out to young Europeans

Day 1 – 27 March 2025

- 08:45-09:15 **Registration**
Experience floor (-1)
- 09:20-9:40 **Welcome and icebreaker**
by Anita Pannebakker,
European Commission, Directorate-General for Communication
Plenary session – Inspire meeting room
- 09:40-10:10 **Keynote speech: Getting young people to engage in society and democracy**
by Sophia Eriksson-Waterschoot,
Deputy Director-General, Directorate-General for Communication
Plenary– Inspire meeting room
- 10:10-10:30 **Scene setter: Empowering young people to recognise information manipulation**
by Zbigniew Gniatkowski, Information and Communication officer,
Task force for Strategic Communication and Countering Information Manipulation,
Directorate-General for Communication
Plenary – Inspire meeting room
- 10:30-11:00 **Coffee break**
Out of the box area

11:00-12:30 **Parallel sessions:** Online environments – Helping young people to stay safe and thrive online

How to tackle cyberbullying inside and outside the classroom? <i>Inspire meeting room</i> <i>Session for secondary school teachers and Europe Direct representatives</i>	Teaching students to fact-check online content <i>Creative room 3</i> <i>Session for secondary school teachers and Europe Direct representatives</i>	Teaching lower-primary students about information manipulation <i>Creative room 4</i> <i>Session for primary school teachers</i>
Paola Pepe, Donatella Nembrini, Magda Luminska Directorate General for Communication Networks, Content and Technology	Romina Brondino, EUROSTAT	Klimentini Diakomanoli, Task force for Strategic Communication and Countering Information Manipulation, Directorate-General for Communication

12:30-14:00 **Lunch** - Restaurant

14:00-15:00 **Parallel sessions:** Engaging young people in sustainable action

Large carnivores and you(th)! <i>Inspire meeting room</i> <i>Session for secondary school teachers and Europe Direct representatives</i>	Talking to children about climate change and engaging them in climate action <i>Creative room 3</i> <i>Session for primary school teachers</i>
Nicole Wanders-Wengler, Mariana Furtado, Sophie Evers and Emilie Tamo Kamguia Directorate-General for Environment	Elias Matthiessen and Martina Ceccarelli Directorate-General for Climate Action

15:00-15:15 **Family photo**
(In the park if possible)

15:15-15:45 **Coffee break**
Out of the box area

15:45-17:15 **Plenary session:** Exchange of good practices among testing panel members
Plenary – Inspire meeting room

17:15-17:30 **First day's conclusions and announcements**
Plenary – Inspire meeting room

18:30-21:30 **Cocktail and dinner**
Restaurant

Day 2 – 28 March 2025

- 09:00 - 09:15 **Welcome**
by Annegret Ziller
Acting Director, Citizens Communication, Directorate-General for Communication
Plenary – Inspire meeting room
- 09:15 – 10:30 **Brainstorming session: Closing the gap between the EU and young citizens**
moderated by John MacDonald, Deputy Head of Unit, Internal Communication,
Directorate-General for Communication
Plenary – Inspire meeting room
- 10:30 - 11:00 **Coffee break**
Out of the box area
- 11:00 - 12:15 **Parallel sessions: Diverse formats for diverse audiences**

Presentation of different formats <i>Inspire meeting room</i>	Virtual role play game <i>Into the box area</i>
» Podcasts Luisa Zeidler, former trainee at DG COMM B.2	» Step into the shoes of a Member of the European Parliament! Tamara Gojkovic and Chiara Bellone de Grecis, European Parliament
» Specific EU campaigns and possible re-use in the classroom: ▪ Challenging gender stereotypes: a communication case study Helena Soares and Daniel Makonnen, Directorate-General for Justice and Consumers ▪ Circular economy #ForOurPlanet: get involved with your class! Mariana Furtado, Directorate-General for Environment	

- 12:15 - 12:30 **Final conclusions**
Plenary – Inspire meeting room
- 12:30 - 13:30 **Lunch**
Restaurant
- 13:30 - 15:30 **Social activity** – Visit of Palais Coudenberg



About the programme sessions

Cyberbullying: how to tackle activity beyond the classroom

With Donatella Nembrini and Paola Pepe, Directorate General for Communication Networks, Content and Technology, and Hans Martens, European Schoolnet

This workshop is about understanding and addressing cyberbullying. Donatella, Paola and Hans are seeking your input, to learn from your experiences and understand your roles, needs and responsibilities. Your insights will feed into the preparation of the Commission action plan against cyberbullying which was announced by President von der Leyen in her Political Guidelines.

Teaching students to fact-check online content

With Romina Brondino, Eurostat

In this session we will explore how to equip young people with the skills to effectively fact-check online information through the power of statistics. In an age where misinformation is rampant, how can we guide students to use statistical data as a reliable tool for verification? What are the strategies that can help them discern truth from falsehood in the digital environment? This session will introduce various techniques and resources for incorporating statistical data into fact-checking practices, helping you find the best fit for your educational needs.

Teaching lower-primary students about information manipulation

With Klimentini Diakomanoli, Task force for Strategic Communication and Countering Information Manipulation, Directorate-General for Communication

How should we talk to very young children about the false information they might come across when they navigate TikTok or Instagram? How can we alert them about the hidden dangers and traps now it is easier than ever for them to access these platforms? What is the best way to make them more conscious of their social media use? This session will review some of the tools available to help us with this task - let's see together which one fits your needs best.

Large carnivores and you(th)!

With Nicole Wanders-Wengler, Sophie Evers and Emilie Tamo Kamguia, European Commission-Directorate-General for Environment

While the recovery of Europe's populations of large carnivores like bears, lynxes and wolves can be viewed as a success, it has also resulted in the resurgence of conflicts in European landscapes shared by animals and people. In this session you can become a shepherd, hunter, nature conservationist or local politician through a fun and interactive [role play game](#) in order to find joint solutions for coexistence, while at the same time learning more about the wolf and its territory.

Talking to children about climate change and engaging them in climate action

With Elias Matthiessen and Martina Ceccarelli, European Commission Directorate-General for Climate Action

In this session, Elias and Martina will invite participants to give feedback on how to best adapt existing materials for the 9–12-year-old audience. After a short introduction about the European Climate Pact, they will guide participants through a selection of Climate Pact tools, such as ‘How to talk to people about climate action’, that may be adapted and considered for the 9-12 audience, and see what kind of supporting material/short guide might be needed to help 9–12-year-old classes explore possible actions and engage.

Challenging gender stereotypes among young people: a communication case study

With Helena Soares and Daniel Makonnen, European Commission Directorate-General for Justice and Consumers

Gender stereotypes can limit our ability and our aspirations to choose a field of study or training, and pursue a professional career. That is why it is important to challenge them. The European Commission’s DG JUST took up this task by designing and rolling-out an EU-wide campaign countering gender stereotypes, focusing on young audiences.

In this session, Helena and Daniel will present the campaign and share lessons learned – as well as ideas on how you could use the campaign in the classroom.

Circular economy #ForOurPlanet: get involved with your class!

European Commission, Directorate-General for Environment

Going into its third season, #ForOurPlanet is an EU campaign aimed to engage citizens all over the world to protect, restore and care for our beautiful planet. The topic of the 2025 edition is the circular economy. Circularity focuses on keeping resources in use for as long as possible, reducing waste, and promoting sustainability. It's about reusing, repairing, and recycling.

In this short information session, you will discover how your classroom can get involved. Running from 22 April to the end of June, the campaign will be an occasion to raise awareness amongst your pupils and get the whole classroom engaged in concrete actions to contribute to a circular economy.

Virtual role play game – Step into the shoes of a Member of the European Parliament

With Tamara Gojkovic and Chiara Bellone de Grecis, European Parliament

In this role play game, you will step into the shoes of a Member of the European Parliament (MEP) and be assigned to one of four fictional political groups.

Together with your fellow MEPs, you will debate, negotiate, find compromises and vote on a law proposal on the topic of food labelling to improve the lives of people across the European Union. In the game, you will interact with EU institutions, citizens, civil society representatives and other stakeholders. By offering a simplified version of the EU legislative procedure, the game aims to make it easy to understand Parliament’s role in the overall process and MEPs’ work and responsibilities as directly elected representatives of the people.

The goal is to give you a first-hand experience of democracy and encourage you to be an even more engaged citizen!"