



European
Commission

A European adventure by youth for youth



On the road to **experience** Europe



- deployed by the DG REGIO in 2017-2018

- designed as **an experience to share** on social media

Web-hub: <https://roadtripproject.eu/>

Facebook: @EUinMyRegion

<https://www.facebook.com/EUinmyregion/>

Instagram: @EUinMyRegion

YouTube: @EUinMyRegion

<https://www.youtube.com/user/RegioNetwork>

- 4 duos on 4 European routes

- on the road: visit to EU-enabled projects, but not only

How it all began?

- A pilot project as part of a collective effort
- Focus groups to test the concept (qualitative and quantitative)
- 2000 applications from all over Europe



The Road Trip travellers

Luisa & Louis



Yldau & Fabian



Susann & Kenneth



Luna & Achilleas



Routes

Mediterranean

Civilisation, culture ("route of the roots")

Atlantic

Exploration, innovation (great explorers)

Danube

Nature, resources (several countries, one river)

Baltic

Same geography, different history (past and present)



Featuring peoples' projects



<https://roadtripproject.eu/discovery-details/tornion-panimo-brewery/>



<https://roadtripproject.eu/discovery-details/atelier-des-gens-de-mer-social-inclusion-paying-its-way/>

Set up



Working with a consortium of 3 Belgium based agencies

Leveraging input from the regions

Cooperating with local interlocutors and networks

EC Representations, Regional communication network, EDICs

Main results

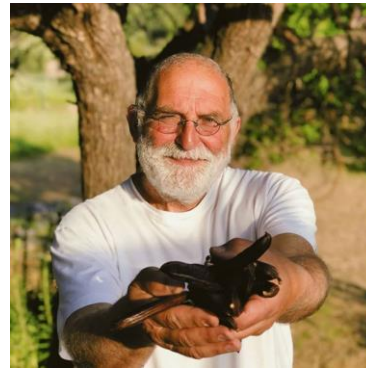
- More than 20 countries crossed.
- Over 50 EU co-funded projects visited.
- Over 60 video stories produced
- Over 30 million video views generated.
- An active online community of more than 10 000 young Europeans
- Extensive local press coverage



What's next?

- Alternative tour guide:
"99 things to do in Europe"
- 4 short video
documentaries "looking back"

*" I realised that the EU is not only taking place in Brussels – it is also people who recognise problems in their regions and who get active to make a change, and it is them who really make the EU alive."
– traveller quote*



3 Tips to reach Generation Z

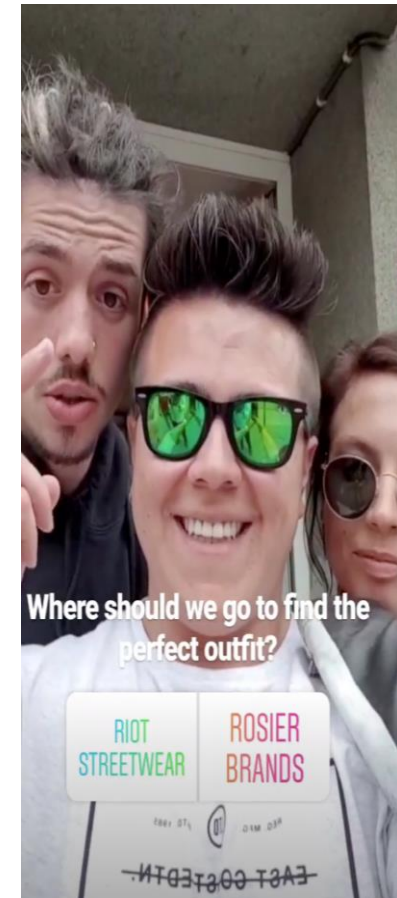
- *Be authentic*



- *Grab attention*



- *Test & Analyse*

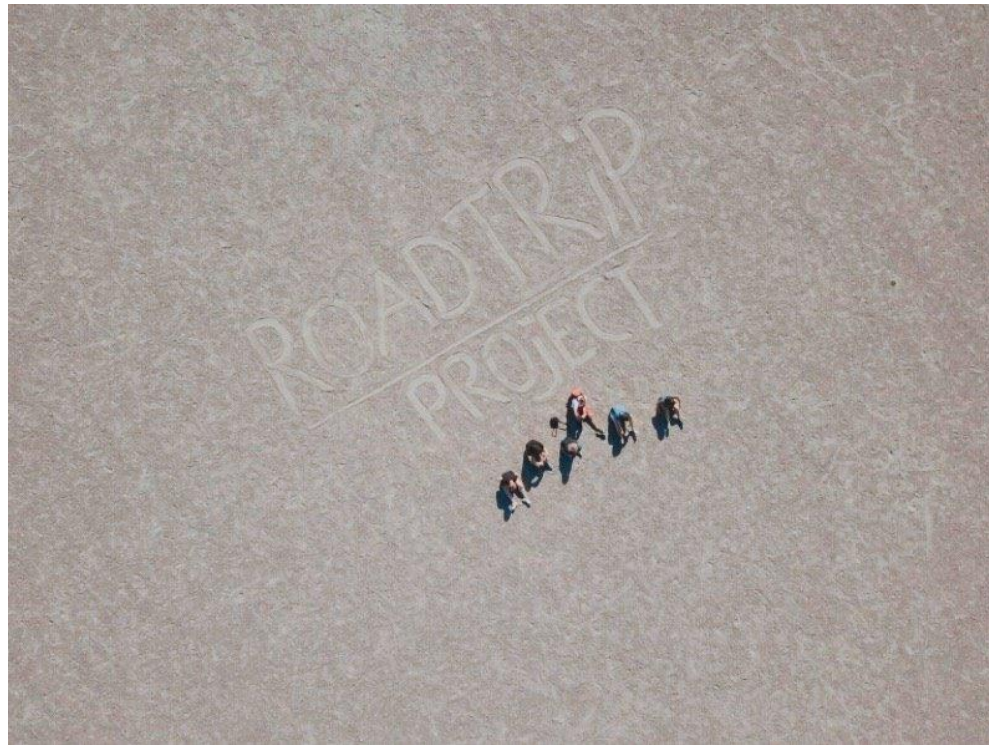


Lessons learnt

- social media accounts
- languages
- timing
- workload
- products
- local influencers
- local media



Thank you!



<https://roadtripproject.eu/>