



NavigatEUR

A web platform to increase young people's engagement with the European Parliament

Young people have faith in the EU – yet they do not participate actively in its political processes

2019 post-election data shows, that there is a low turnout of young voters despite very positive views on the EU in general¹⁾

Young people feel disconnected from the European Parliament and do not see its impact on their daily lives

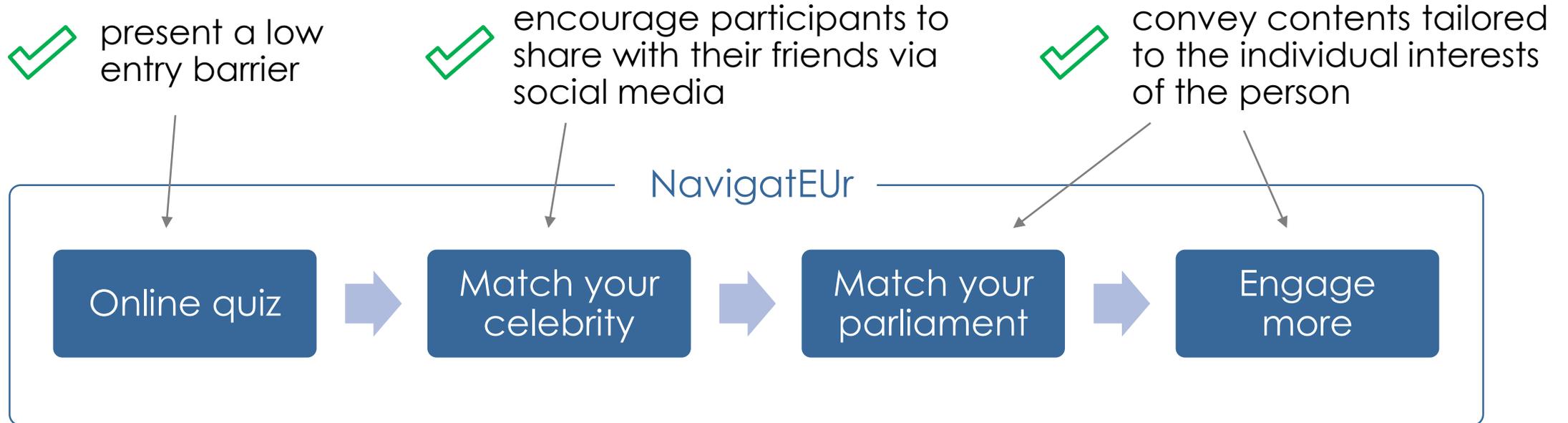
There are many offers for young citizens, but few people know about them



How can the EU offer an engaging, low-entry-barrier platform that connects youth with the European Parliament and keeps the young people involved?

Our solution: **NavigatEUr**, a web platform engaging youth with MEPs, petitions and upcoming votes

We believe that a successful solution must



An online quiz is used to identify political positions – the results are matched with celebrities for shareability

Online quiz

A short quiz (15-20 questions) helps identify the person's situation and their political profile

- How old are you?
- Where are you from?
- What are you working / studying?
- Which topics are important for you?
- What is your opinion on ...?
- Etc...

Match your celebrity

The quiz returns:

- Where in the political spectrum are you?
- How do you compare to your friends?
- Which celebrity is your “political twin”?
 - ↳ European celebrities & influencers have taken the test in advance

➤ Shareable on social media



Successful example:

16personalities test



Image source: 16personalities.com

Based on the political profile, the most relevant MEPs, votes and petitions will be displayed

Match your parliament

Based on the political profile, the user is shown:

- Which MEPs most closely match you and your position?
 - ↳ Possibility to directly follow the MEPs' social media channels
- Which upcoming votes could have an impact on your day-to-day life?
 - ↳ Possibility to “layman vote” and receive a feedback later, how other users and the parliament voted
- Which ongoing petitions could be of interest for you?

Engage more

Based on the personal situation, the user is shown:

- Which EU programs could be of interest to you?



- Which local events in your area could be of interest to you?



What is HATCH?

We are a non-profit initiative, which brings together students and young professionals at workshop weekends to tackle challenges shaping today's society.

The challenges are sponsored by experts from NGOs, public institutions or private companies, and comprise a real-world problem the sponsors are facing.

During the weekends, we teach and apply Design Thinking methods to enable the participants to ideate and develop a novel solution to the sponsors' challenges. At the end, the developed solutions are handed over to the sponsors for them to implement.

HATCH – Hansenberg Thinktank for Change

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