

THIS IS HEYEUROPE



"We believe that only an informed, democratic and actionable Europe with the youth at the heart of it has the power to overcome the challenges we face in the 21st century."

Hello!

We are HeyEurope, a non-profit student-led organisation that aims to enable young Europeans to understand the European Union and unlock its full potential.

Vision

Our vision is to provide a network of digital channels where we can effectively reach young people to increase

- transparency and trust towards the European Union,
- educate them on EU related matters,
- connect them with people from all around Europe
- and empower them to live with the opportunities offered by the EU and thus accelerate it towards achieving its aims.

These channels will first include tools already existing like Instagram, YouTube, Discord, Spotify ... and much more!

Through these we are going to provide our community with a centralised source of information to different EU related

- news - EuroNews, EU Institutions/Agencies & their socials
- events - Conference on the Future of Europe & much more
- opportunities - study, work, travel, decision-making...
 - Erasmus+
 - European Solidarity Corps
 - EuroDesk
 - & much more!

We know that now the question arises in you: how are we going to get all this information into one place?

"IF WE TRULY WANT CHANGE, WE NEED TO BEGIN BY EMPOWERING THE YOUTH.."



Our Master Tool

Well, meet our master tool: The Nexus Algorithm. This algorithm is going to be capable of collecting and organising all EU related information into one, central source, thus enabling us to easily see all EU related news, events, discussions and opportunities - and share it with our community on our channels.

Our Current Progress

As you can hopefully see - we have set up our website along with our Discord server (don't forget to join it, if you haven't yet!), and currently we are setting up our social media channels.

Also, we are currently going through our second large recruitment phase (yes, we are looking for you! - link below). Meanwhile, we have been working hard behind the scenes to restructure our organisation and set up our internal processes to serve our community the best we can. Now it's time for us to crystallize our vision.

Meanwhile, we have already begun developing our own tool: the Web Platform that is going to host an extended version of all the information available on our social media accounts. And much more. For example, an education feature where our community will be able to access bite-sized education with gamification elements. Developed using Flutter, so that our Mobile App can be released as soon as possible.

Yupp, you read that right.

"THE EUROPEAN UNION HAS MUCH MORE POTENTIAL. SO LET'S UNLOCK IT. TOGETHER."



After our Web Platform is ready, and we get the funding available to us, we are going to be releasing a mobile app with all the features available on our Web Platform (and more!) in a more compact form, always available to our community with only 2 taps on their screen.

Our Partners

Are we going to achieve all these steps alone?

Not without our community and other youth organisation. we are going to partner with other, already established European Organisations and Agencies to offer ever more opportunities, including the connection to decision-making opportunities through, for example, The EU Youth Dialogue (TBC).

At this point you must be wondering: are we just yet another youth organisation trying to engage young Europeans with the European Union? We are different. Trust us.

The qualities of our target audience are very well reflected in our core thought process, which has 3 steps:

Inspire. Engage. Enable.

Essentially, this process makes sure that we really answer the most fundamental question: "Why should young people even care about the EU?"

"INSPIRE. ENGAGE. ENABLE."



Inspire

The first step is inspiring. We believe that many young people are either unaware of the aims and the opportunities offered by the EU or they do not know their real benefits. So we identify this as the key step in our process where we answer the question "Why should young people even care?"

- real-world examples on all the different ways the EU is already affecting young people's lives: policies, regulations, opportunities – study, volunteer, work, travel ...
- The values of the EU, its goals, and its functions
- And the different ways they could be affecting the EU

Engage

Step number 2. Engaging. This is where we are going to be providing education on the EU and the challenges it faces + connecting young people with each other from all around Europe so that we can foster meaningful discussions about current challenges and the future of Europe. We are going to be actively engaging our community with these on our Discord and on virtual meet platforms, such as AirMeet.

Enable

This is the ultimate step we'll aspire to enable all our community members to reach. This is where we are going to be empowering them to take action by providing and equipping them with the tools to excel in the opportunities (by European Institutions, Agencies, NGOs etc.) which they can access through our platform, in one centralised source. These tools will range from self-mastery to leadership practises as we believe, as Bill O'Brien, the former CEO of Hanover Insurance said, "The success of an intervention depends on the interior condition of the intervenor."

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Our goals

- 1.become the central provider of the largest selection of EU related information
- 2.connect young people with all the available opportunities offered by the EU, enable them to contribute to decision-making processes and help the EU achieve its goals
- 3.inspire young people for positive action through education, and connect them together from all around the Europe to flourish the creation of socially and environmentally positive projects within the EU

Our past

We began our journey during the SOLVE THE GAP-48H Hackathon in March 2021. We achieved 3rd position which enabled us to continue with our journey with the help of our mentors. We spent the first few months setting up our project. This included clarifying our mission, setting up our business plan, and recruiting members.

In September 2021, we participated in ALT+F Hackathon and achieved 1st position, that has given us another boost for us to continue on our venture.

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Our Team

We are a diverse, multicultural team of members from all around Europe, representing 12 countries already, and counting!

We formed our core team during the SOLVE-THE-GAP-48h Hackathon back in March 2021. Since, we have been continuously expanding our team and working all remotely.

Our Subteams

Core Content Team

They are the core team responsible for answering the question "What content to deliver to our followers & users so that they get engaged with the EU?".

Marketing Team

They are responsible for increasing and maintaining the awareness and outreach of our project using existing tools ie. platforms. They are also responsible for answering the question "How to engage young Europeans given the content by the Core Content Team?"

Education Team

They are responsible for educating the youth based on the content suggestions of the Core Content Team.

They are in charge of the videos, articles and podcasts we release.

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Tech Team

They are responsible for developing our own platform including our website and the mobile platform.

PR Team

They are responsible for communicating with, organising and managing the HeyEurope community, and contacting potential partners.

HR Team

They are responsible for maintaining the good relations between the team members, creating a pleasant atmosphere and making sure everyone feels safe. On top of that they handle the interviews of new members and coordinate team building games.

To see the list of our board team members, please visit our [website](#).

The European Union has much more potential.

So let's unlock it.

Together.

Are you as excited as we are?

Do you want to be part of our mission?

Join us on the form below!

CALL FOR TEAM MEMBERS



Our offer:

- Join a young and multicultural team (we already represent 12 countries!) remotely;
- Advance the popular knowledge about the EU, making it available and comprehensive to everyone;
- Develop soft skills: team work, critical thinking, communication, collaboration, creative problem-solving and time management;
- Develop hard skills: copywriting, technical skills, storytelling and others (just tell us what you wish to get better on);
- Seeing your work on our App, Website and social media channels (and being recognized for that).

To apply is simple: just fill in this [form](#) so we can get to know you a bit better and we will reach you as soon as possible



Read more on our [Website](https://heyeurope.org/)
<https://heyeurope.org/>

And [Instagram account](#)
[@heyeurope_official](#)

