



Societal and Political Engagement of Young People in Environmental Issues

Concept

STEP will develop and pilot test a cloud eParticipation platform (available as a mobile application and through a web platform) enhanced with web / social media mining, gamification, machine translation, and visualisation features, which will promote the societal and political participation of young people in the decision-making process on environmental issues. The project will employ innovative social media analytics and monitoring tools as part of effective strategies that will be developed, in order to engage young citizens in its activities and increase their motivation to participate.

Objectives

- To enable public authorities to quickly open their decision-making processes to young people
- To enable young citizens to participate in decision-making on issues with environmental impact
- To develop engagement and motivation strategies for increasing youth participation in environmental decision making
- To pilot test the services in an operational environment in terms of technical, organisational and legal feasibility, with the participation of young citizens and policy makers
- To assess the usability, effectiveness and impact of the project in embedding open engagement in public sector processes, and to identify the key barriers for wide scale deployment

Key features

The STEP eParticipation platform will facilitate the interaction between end users (policy makers and young people), combining trend spotting and foresight with idea creation and innovation management, and will enable policy makers to analyse and discover new insights, based on well proven analytical methods. The STEP platform will be enhanced by:

- A social media / web mining component that will present users with enriched information from emerging topics, currently trending in social media and the web, relevant to the content of the platform they are visiting
- A machine translation component that will enable users to view all information available in the platform (user input, social media / web feeds, reports, etc.) in their own language
- A visualisation component that will present the external content in a visually stimulating way, and will help policy makers to identify the origin of certain trends and their evolution over time
- Text-to-speech technology, enabling text to be read to the user
- Gamification features, which will increase the engagement of young users

Benefits

- Increased transparency and accountability of public organisations by facilitating access to information and engagement of young people in decision-making
- Increased efficiency and quality of policy development
- Bringing young citizens closer to decision-making

Project coordinator

Draxis Environmental S.A., Greece

Project partners

Partner	Country
Centre for Research and Technology Hellas	Greece
Linguatec GMBH	Germany
University of Abertay Dundee	United Kingdom
Inmark Estudios Y Estrategias S.A.	Spain
Region of Crete	Greece
Sampas Bilisim Ve Iletisim Sistemleri Sanayi Ve Ticaret A.S.	Turkey
Hatay Metropolitan Municipality	Turkey
Comune di Sant'Agata del Bianco	Italy
Youth and Environment Europe	Czech Republic
Ajuntament de Mollet del Vallès	Spain
Kairos Future AB	Sweden
Ayuntamiento de Valdemoro	Spain

Website

www.step4youth.eu



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