



MILLENNIAL DIALOGUE ON EUROPE

Brussels, 26-27 November 2018

FEPS Activity Report

FEPS

November
2018

FOUNDATION FOR EUROPEAN
PROGRESSIVE STUDIES
FONDATION EUROPÉENNE
D'ÉTUDES PROGRESSISTES





Millennials aged 18 to 35 make up roughly a quarter of Europe's entire population. But do Europe's leaders listen to their voices and respond to their needs? Do they know their hopes and dreams for the future? Are leaders encouraging this generation to exercise their growing political power? To address these burning issues FEPS in cooperation with ThinkYoung and partners (Institut Emilie Vandervelde, Stichting Gerrit Kreveld, BCW, The Coca-Cola Company and Microsoft) produced and launched a report that captured Millennials' views on the big challenges facing Europe at a decisive moment for the European project and just as the 2019 European elections arrive.

SURVEY & REPORT

The Millennial Dialogue on Europe report has been one of the most comprehensive research projects ever completed on European Millennials with over 10,000 survey participants and 72 people engaging in focus groups across 10 Member States. 10 countries (France, Germany, Belgium, Spain, Greece, Poland, Sweden, Portugal and Hungary) were selected. They represent a balance of the EU's 28 Member States: from West to East, South to North. These countries jointly account to 77.85% of the EU population, 16 excluding the United Kingdom whose citizens will not participate in the upcoming European elections. All participants were between the ages of 18 and 35.

The survey questionnaire included 26 questions. It was originally written in English by FEPS and ThinkYoung and translated into each relevant language. Participants completed the questionnaire digitally between 27 August 2018 and 12 September 2018. The set of questions was disseminated by GfK Belgium's Social and Strategic Research team with a multi-sourcing panel model. Such a model increases reach and capacity, as well as improving consistency and minimising bias. The online sample was composed of a number of different proprietary panels (GfK trusted partners). All online panel survey participants underwent rigorous quality controls before being included in the sample. To increase diversity, a variety of contact methods for recruitment were employed: online banners, TV ads, e-mails, apps, social media influencers, and websites, among others. The survey reached over 1,000 respondents in each country, with a total sample size of 10,138. Hard quotas were applied on the basis of age, gender, socio-economic status and region. Data were weighted to ensure representativeness using a Random Iterative Method, based on Eurostat (2017) and European Social Survey (2016) statistics. Considering the weighting and hard quotas, the margin of error is 1.05 percentage points.

Focus groups

We held a total of eight focus groups in four European capitals from 29 June to 14 September 2018. Skilled facilitators led two focus groups in centrally located conference rooms in each city. The groups included an average of nine participants resulting in a total of 72 participants in. To minimise inhibition risks, the groups were split by age (18-26 and 27-35).

To ensure a sufficient degree of heterogeneity, participants were selected on the basis of gender, occupation, and educational level. Facilitators conducted the focus groups in the local language. The sessions lasted between 90 and 120 minutes, and were voice recorded with the participant's consent.

Stages

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| Preparatory administrative and research work | 17/04/18-01/06/18 |
| Questionnaire preparation | 26/04/18-15/06/18 |
| Focus groups (preliminary work, interviews, translation and analysis) | 17/04/18-30/09/18 |
| Quantitative data gathering process | 01/06/18-12/09/18 |
| Report writing | 17/09/18-09/11/18 |
| Report layout and printing | 15/10/18-23/11/18 |
| Audiovisual content | 17/04/18-23/11/18 |



CONFERENCE

SESSION I: MILLENNIAL WORLD CAFÉ (ELZENHOF, 26 NOVEMBER)

Five thematic discussions took place in parallel among European Millennials:

- Democracy & European Integration
- Europe's Global Role: Foreign Policy, Migration & Environment
- Gender Equality & Education
- Social Europe
- Future Priorities & The New EU Agenda



SESSION II: MILLENNIAL DRAGONS' DEN (MICROSOFT EXECUTIVE BRIEFING CENTRE, 27 NOVEMBER)

Interactive discussion between policymakers and Millennials on the topics discussed the previous day



SESSION III: PECHAKUCHA ABOUT MILLENNIALS AND EUROPE (MICROSOFT EXECUTIVE BRIEFING CENTRE, 27 NOVEMBER)

PechaKucha speeches by ThinkYoung, Coca-Cola, Microsoft and BCW



SESSION IV: A MILLENNIAL FISHBOWL DISCUSSION (MICROSOFT EXECUTIVE BRIEFING CENTRE, 27 NOVEMBER)

Discussion between Millennials and S&D MEP Arne Lietz on the topics discussed the previous day

