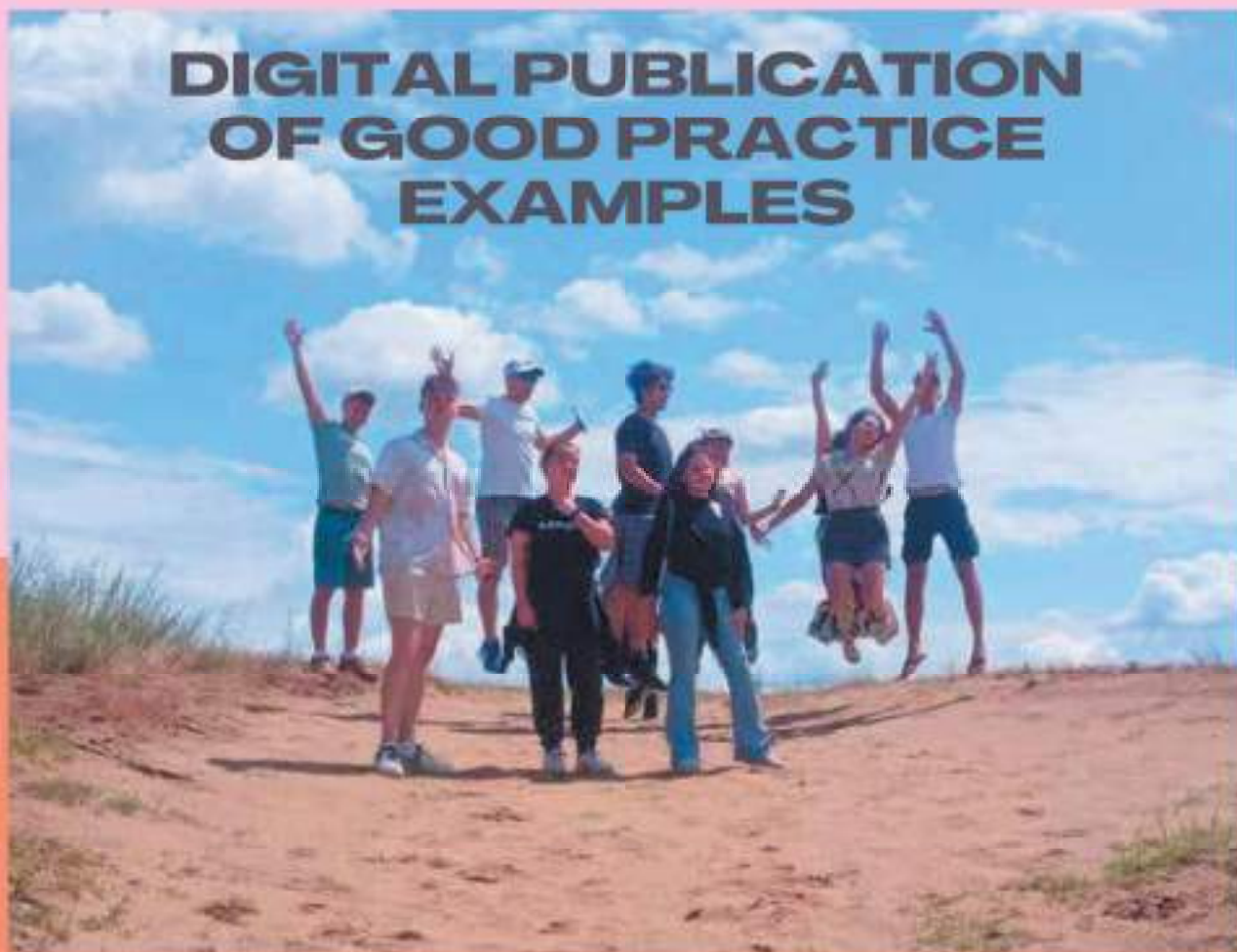


DIGITAL COMMUNICATION MAKEOVER POWERED BY GEN Z

DIGITAL PUBLICATION OF GOOD PRACTICE EXAMPLES



Inspiration, Tools and Experiences for Improving Digital Communication Between Young People and Decision-Makers

This publication has been developed as part of the Erasmus+ project
Digital Communication Makeover powered by GenZ
(Project No. 2024-3-PL01-KA154-YOU-000291207)

Project Coordinator: Fundacja Coronat (Poland)

Project Partner: SUMA – Association for Sustainable Development (Croatia)

Project Duration: 2025–2026

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SUMA

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1. INTRODUCTION

WHY WAS THIS PUBLICATION CREATED?

This publication has been developed as one of the outcomes of the Erasmus+ project **Digital Communication Makeover powered by GenZ**. Its purpose is to collect, document and share examples of good practice developed during the implementation of the project in Poland and Croatia.

The project brought together **young people and decision-makers to improve their communication** through the use of digital tools and innovative participation methods. The publication presents the experiences of project partners and participants, highlighting successful approaches, challenges encountered and lessons learned that can inspire other organisations, local authorities and young people interested in strengthening youth participation in decision-making processes. At the same time, it contributes to the dissemination of the project's results and supports their long-term sustainability beyond the project's lifetime.

The publication aims to encourage open, inclusive and two-way communication between young people and decision-makers while demonstrating how digital tools, when used in a meaningful and participatory way, can increase young people's engagement in the social and democratic life of their local communities.

WHY IS COMMUNICATION BETWEEN YOUNG PEOPLE AND DECISION-MAKERS IMPORTANT?

Effective communication between young people and decision-makers is one of the key foundations for building inclusive, democratic and sustainable local communities. Young people bring fresh ideas, perspectives and needs that should be recognised and considered when designing public policies and making decisions that directly affect their everyday lives.

Open and two-way communication enables young people to actively participate in social processes, express their opinions and contribute to community development. At the same time, it allows decision-makers to better understand the interests, challenges and expectations of younger generations. Such dialogue builds mutual trust, reduces the distance between citizens and public institutions, and promotes more transparent and accountable governance.

In today's digital environment, communication has changed significantly. **Generation Z primarily relies on social media and digital platforms for information and interaction.** Consequently, adapting communication tools and content to young people's habits and preferences is essential for their meaningful participation in decision-making processes. Modern digital channels make communication faster, more accessible and interactive, encouraging greater interest and more active youth engagement.

Strengthening cooperation between young people and decision-makers creates the conditions for better-informed decisions that reflect the real needs of local communities. It also contributes to active citizenship, reinforces democratic culture and supports the development of communities where young people are recognised not merely as beneficiaries of public policies but as equal partners in shaping them.

PURPOSE OF THE PUBLICATION

The purpose of this publication is **to present examples of good practice developed during the implementation of the Erasmus+ project Digital Communication Makeover powered by GenZ**, while sharing the knowledge, experiences, working methods and recommendations gained throughout the project. It is intended to serve as both a source of inspiration and a practical guide for other organisations, local and regional authorities, decision-makers and young people.

The publication documents the activities carried out in Croatia and Poland, showcases successful models of cooperation between young people and decision-makers, and highlights how digital tools and innovative approaches can enhance communication, increase youth participation in democratic processes, and strengthen the role of young people in the development of their local communities.

A key objective of the publication is to ensure the sustainability of the project's results by facilitating the transfer of knowledge and experience to other stakeholders and encouraging the development of new initiatives aimed at strengthening youth participation and modernising communication between public institutions and young people. At the same time, the publication contributes to the dissemination of the project's outcomes at the local, national and European levels while promoting the core values of the Erasmus+ Programme, active citizenship and cross-sectoral cooperation.

TARGET AUDIENCE

This publication is intended **for all stakeholders interested in improving communication between young people and decision-makers** and fostering the active participation of young people in social and democratic processes. It is particularly relevant for:

- Civil society organisations working with young people and implementing projects focused on youth participation and local community development,
- Local and regional authorities, including cities, municipalities and counties, seeking to develop modern, youth-friendly communication models,
- Decision-makers, public administration officials and representatives of public institutions wishing to strengthen dialogue with young people and increase their involvement in decision-making processes,
- Young people, as well as representatives of youth councils, youth organisations and informal youth groups, looking for inspiration to launch their own initiatives and develop digital campaigns,
- Educational institutions, teachers and educators working to strengthen young people's civic, digital and communication competences,
- Researchers and experts specialising in youth participation, digital communication and local governance,
- Other organisations and institutions interested in applying innovative approaches to youth work and strengthening cooperation between citizens and public authorities.

Designed as a practical guide, this publication **presents concrete examples of good practice both from Poland and Croatia** that can inspire the development of similar initiatives in other local communities and countries.

2. ABOUT THE PROJECT

Project Title: Digital Communication Makeover powered by GenZ

Programme: Erasmus+ KA154 – Youth Participation Activities

Project Duration: 2025–2026

Project Partners

- Fundacja Coronat, Poland (Project Coordinator)
- SUMA – Association for Sustainable Development, Croatia (Project Partner)

PROJECT OBJECTIVES

The **Digital Communication Makeover powered by GenZ** project aims to strengthen communication between young people and decision-makers through the use of digital tools including social media platforms such as **Instagram, TikTok and Reddit** and innovative methods of youth participation.

The project's main objectives are to:

- empower young people to actively participate in local decision-making processes,
- strengthen the digital communication skills of both young people and decision-makers,
- develop new, youth-friendly communication channels between local authorities and young people,
- foster dialogue, cooperation and mutual understanding between young people and decision-makers,
- encourage greater use of digital tools and social media by public institutions when communicating with young people,
- facilitate the exchange of experiences and examples of good practice between Croatia and Poland,
- develop recommendations and sustainable models to ensure high-quality communication continues beyond the lifetime of the project.

Participating Cities:

The project was implemented in eight cities: four in Croatia and four in Poland.

Number of Young Participants

A total of 1052 young people participated in the Digital Communication Makeover powered by GenZ project.

- 192 young people took part in 16 local Youth Participation Activities (without mobility)
- 60 young people participated in 2 mobility activities
- an additional 800 young people were reached through the project's digital campaigns and dissemination activities

Special attention was given to the inclusion of young people with fewer opportunities, with 139 participants from this target group actively involved in the project.

Number of Decision-Makers

A minimum of eight decision-makers, at least one representative from each of the eight participating cities, took part in the project's workshops, digital activities and the final conference.

3. PROJECT PARTNERS

The **Digital Communication Makeover powered by GenZ** project was implemented through the collaboration of two organisations from Croatia and Poland, united by a shared mission: **to empower young people, encourage their active participation, and improve communication between young people and local decision-makers through the use of digital tools and innovative approaches** to youth engagement.

Through international cooperation, the project partners exchanged knowledge and experience, developed examples of good practice, and jointly contributed to building more inclusive and digitally connected local communities.



FUNDACJA CORONAT (POLAND)

Fundacja Coronat is a non-governmental organisation based in Warsaw, Poland. It operates primarily in the Bielany district, particularly in the Wrzeciono neighbourhood, an area facing a range of social and economic challenges. Fundacja Coronat was established to support vulnerable groups, especially young people and older adults, through initiatives that promote social inclusion, community development and active citizenship.

The organisation's mission is to reduce social inequalities, empower citizens to participate actively in society, and promote European values, solidarity and intercultural cooperation. Its work places particular emphasis on preventing social exclusion, strengthening civic competences, and fostering a sense of belonging to both the local community and Europe.

The Foundation is led by two Board Members, Marcin Tempczyk and Adam Bialek, with the support of regular members and a team of six to eight young volunteers aged between 17 and 23 who actively participate in planning and delivering the organisation's activities.

Working with Young People

Before its official establishment in 2023, the Foundation's members operated as an informal youth group organising volunteer initiatives and community support activities. Formal registration enabled the organisation to expand its work and participate in international programmes and projects, including Erasmus+.

The Foundation's regular activities include:

- organising humanitarian campaigns to collect clothing and essential supplies for families in need,
- delivering language education programmes that help young people develop their competences and improve their educational and employment opportunities,
- organising inclusive sports events designed for people facing different barriers to participation, promoting both inclusion and healthy lifestyles,
- collecting aid for older people and providing support to the local community,
- organising intergenerational cooking workshops where older people share their knowledge and experience with young people, strengthening solidarity and social cohesion between generations.

International Activities

Through Erasmus+ projects, Fundacja Coronat develops initiatives aimed at promoting active citizenship, strengthening young people's key competences and encouraging European cooperation. Its work focuses on:

- encouraging young people's active participation in democratic processes and community life,
- developing communication, digital and intercultural competences,
- strengthening European identity and international cooperation,
- preventing hate speech while promoting dialogue, tolerance and mutual respect.

All activities are based on non-formal learning methods, enabling young people to acquire practical knowledge and skills through experiential learning, teamwork and active participation. This approach contributes to their personal development, builds self-confidence and prepares them for active roles in society and the labour market.

Website: www.coronat.org

SUMA - ASSOCIATION FOR SUSTAINABLE DEVELOPMENT (CROATIA)

SUMA - Association for Sustainable Development was established in 2020 in Podravske Sesvete, Croatia, on the initiative of young people from the Đurđevac Podravina region. Its mission is to promote sustainable development, active citizenship and youth empowerment in both rural and urban communities in Croatia and abroad. Today, SUMA is an internationally recognised organisation bringing together predominantly young members and volunteers while implementing projects focused on sustainable development, youth participation and rural community development.

The Association operates at the local, national and international levels and brings together young people from a wide range of educational and professional backgrounds, including psychology, social work, law, economics, marketing, agriculture and international business. Through its work, SUMA has developed a strong culture of volunteering, with members and volunteers regularly participating in training courses, international exchanges, conferences and educational activities that continuously strengthen their competences and expand the organisation's international partnership network.

Working with Young People

Since its establishment, SUMA has organised more than 300 activities for young people, with a particular focus on non-formal education, sustainable development, climate action, active citizenship and youth participation in decision-making.

The Association's regular activities include:

- organising workshops and educational programmes on sustainable development, environmental protection and climate change,
- delivering activities that strengthen young people's civic, digital and entrepreneurial competences,
- encouraging volunteering and active participation in local community development,
- organising local and international events that promote intercultural learning and European values,
- developing programmes tailored to the needs of young people living in rural areas.

International Activities

Over the years, SUMA has gained extensive experience in implementing international projects funded by the Erasmus+ and CERV (Citizens, Equality, Rights and Values) programmes, both as a project coordinator and as a project partner.

The organisation has particular expertise in implementing Erasmus+ projects under the following actions:

- KA152 – Youth Exchanges
- KA153 – Mobility of Youth Workers
- KA154 – Youth Participation Activities
- KA155 – Youth Participation Activities

Through these projects, SUMA develops innovative approaches to non-formal learning, international cooperation and youth engagement in social and democratic processes.

Some of the Association's most notable projects include:

- Youth as Eco-Lobbyists - an international youth exchange dedicated to environmental protection and climate action,
- Building a Sustainable Future: Inspiring the Next Generation - a project promoting sustainable lifestyles and raising awareness of human impact on the environment,
- I am OUT and I am OUT a_Gain - projects promoting sustainable living, nature conservation and digital detox,
- ECOlogical - a project focused on developing innovative methods of youth work in the field of environmental education,
- YOUTH4SDGs - Youth for Sustainable Development of Podravina - a CERV-funded project empowering young people to actively monitor the implementation of the Sustainable Development Goals (SDGs) within their local communities.

SUMA has also received international recognition through its From Dump to Art project, which was selected among the five best projects out of eighty submissions across Europe within the Civics Innovation Fund, funded by the Robert Bosch Stiftung. As a result, SUMA became the first, and so far the only, organisation from Croatia to be recognised as one of the NECE Impact Spots.

SUMA bases its work on the principles of sustainable development, active citizenship, inclusion and international cooperation, creating opportunities for young people to develop personally, acquire new competences and actively contribute to building more sustainable and resilient local communities.

Website: www.udrugasuma.hr

4. PROJECT METHODOLOGY

The **Digital Communication Makeover powered by GenZ** project was based on the principles of non-formal education, active youth participation, and experiential learning, combined with the extensive use of digital tools and social media. All project activities were designed to strengthen cooperation between young people and decision-makers, enhance participants' digital and civic competences, and establish sustainable communication models at the local level.

The project was implemented through a series of interconnected activities that complemented one another throughout the entire implementation period.

1. Online Webinars

Objective

To prepare Digital Ambassadors for their role in the project by introducing them to its objectives and equipping them with fundamental knowledge of digital communication, youth participation and the role of decision-makers.

Implementation

Three interactive online webinars were organised using digital platforms. Through presentations, discussions, practical examples and Q&A sessions, participants gained knowledge about political processes, digital communication tools and the organisation of online campaigns.

Participants

Digital Ambassadors from Croatia and Poland, together with representatives of the project partner organisations.

Results

- participants were successfully prepared for the implementation of subsequent project activities,
- their knowledge of digital communication was significantly strengthened,
- cooperation between Croatian and Polish Digital Ambassadors was established,
- a solid foundation for future collaborative work was created.

2. Digital Ambassadors Training

The Digital Ambassadors Training was the project's **central educational activity** and took place in **Durđevac, Croatia, from 7 to 11 July 2025**. Young participants from Croatia and Poland spent five days developing the knowledge and practical skills required to implement local project activities and improve digital communication between young people and decision-makers. The programme was based on non-formal education methods, with a strong emphasis on experiential learning, teamwork, practical assignments and international exchange of experiences.

Objective

The training aimed to empower Digital Ambassadors to facilitate workshops, create digital content, manage social media channels and implement communication campaigns within their local communities.

During the five-day programme, participants:

- developed their digital and communication competences,
- gained an understanding of local government structures and opportunities for youth participation in decision-making,
- acquired the skills needed to facilitate local workshops and implement digital communication campaigns,
- strengthened their teamwork, public speaking and international cooperation skills.

Implementation

The five-day programme combined theoretical sessions with practical workshops, simulations, group work and daily reflection activities. Each day focused on a different thematic area, with participants actively engaged throughout the programme.

The training programme included:

- participant introductions and team-building activities,
- presentation of the project and the Youthpass programme,
- learning about local political processes and opportunities for youth participation,
- workshops on digital communication and social media management,
- training on creating content for Instagram, TikTok and other digital platforms,
- analysis of successful communication campaigns,
- practical digital content creation exercises,
- development of local communication strategies,
- planning activities to be implemented in the participating cities and municipalities.

Non-Formal Learning Methods

A wide range of non-formal learning methods was used throughout the training, including:

- ice-breakers and team-building activities,
- interactive presentations,
- small-group work,
- peer-to-peer learning,
- experiential learning,
- simulations and role-playing,
- case study analysis,
- creative workshops,
- hands-on work with digital tools,
- group discussions,
- reflection sessions,
- continuous evaluation and self-reflection.

Participants

Young Digital Ambassadors from Croatia and Poland, supported by experienced facilitators who guided the educational process and provided mentoring throughout the programme.

Results

Upon completing the training, the Digital Ambassadors were fully prepared to deliver local workshops, collaborate with decision-makers, create social media content, organise TikTok challenges, participate in podcast production and lead digital communication campaigns within their local communities. The training laid the foundation for all subsequent project activities and enabled the successful implementation of the communication makeovers in the participating cities and municipalities.

3. Local Workshops (Introductory and Final)

Objective

To bring together young people and decision-makers in order to identify opportunities for improving communication within their local communities.

Implementation

Introductory and final workshops were organised in each partner city using non-formal education methods, group work, facilitated discussions and collaborative development of proposals.

Participants

Digital Ambassadors, young people from local communities, representatives of local authorities and other interested stakeholders.

Results

- 8 local workshops were successfully delivered,
- youth participation in local decision-making processes increased,
- practical proposals for improving communication were developed,
- cooperation between young people and decision-makers was strengthened.

4. Weekly Coordination Meetings

Objective

To ensure continuous coordination of project activities and facilitate the exchange of experiences among project partners.

Implementation

Regular online meetings were held throughout the project to monitor progress, discuss challenges and plan upcoming activities.

Participants

Project partners, Digital Ambassadors and facilitators.

Results

- continuous project coordination was maintained,
- challenges were addressed in a timely manner,
- good practices and experiences were exchanged between partners,
- Project activities were implemented efficiently.

5. Podcasts

Objective

To promote the importance of youth participation in decision-making and increase public awareness of the project through digital media.

Implementation

Digital Ambassadors designed, recorded and published podcast episodes featuring conversations with decision-makers, experts and young people.

Participants

Digital Ambassadors, decision-makers and members of local communities.

Results

- a series of podcast episodes was produced,
- the project's visibility was increased,
- open dialogue between young people and decision-makers was encouraged,
- participants strengthened their communication and media production skills.

6. TikTok Challenges

Objective

To encourage active youth participation through creative digital content while increasing the project's visibility on social media.

Implementation

Monthly TikTok challenges invited Digital Ambassadors to produce short videos on project-related themes.

Participants

Digital Ambassadors and young followers of the project.

Results

- promotional video content was created,
- the project's reach among young audiences increased,
- participants strengthened their digital content creation skills,
- youth engagement on social media significantly increased.

7. Social Media Takeover Day

Objective

To provide young people with the opportunity to communicate directly with citizens through the official social media channels of local authorities.

Implementation

Digital Ambassadors took over the official social media accounts of local governments for one day, publishing content, interacting with followers and showcasing project activities.

Participants

Digital Ambassadors and representatives of local authorities.

Results:

- the visibility of local authorities among young people increased,
- digital communication practices within public institutions were improved,
- trust between young people and decision-makers was strengthened,
- project achievements were presented to a wider audience.

8. FINAL CONFERENCE

Objective

To present the project's achievements, exchange experiences among partners and showcase the examples of good practice developed throughout the project.

Implementation

A three-day international conference, held in Poland from 4 to 8 August 2026, brought together project partners, Digital Ambassadors and decision-makers through presentations, panel discussions, workshops and networking activities.

Participants

- 12 Digital Ambassadors, 4 decision-makers and 1 facilitator from Croatia,
- the same number of participants from Poland.

Results

- project results were presented,
- the digital publication of good practice examples was developed and officially launched,
- recommendations for improving communication between young people and decision-makers were produced,
- opportunities for future international cooperation were established.

9. MOOC (Massive Open Online Course)

Objective

To ensure the long-term sustainability of the project's results and make the knowledge gained accessible to a wider audience.

Implementation

An online course was developed, bringing together the project's experiences, examples of good practice and practical recommendations for improving communication between young people and decision-makers.

Participants

Young people, civil society organisations, decision-makers, representatives of public institutions and all other interested users.

Results

- an open online educational resource was created,
- project results remain accessible beyond the project's completion,
- opportunities for transferring the project's knowledge and experience to other organisations were increased,
- a sustainable educational resource was developed for future users.

5. GOOD PRACTICE EXAMPLES

Throughout its implementation, the **Digital Communication Makeover powered by GenZ** project generated a wide range of activities that demonstrated how effective cooperation between young people, civil society organisations and decision-makers can lead to tangible improvements within local communities. By combining digital tools, non-formal learning methods and a participatory approach, **the project developed practical models that can be successfully replicated in other communities.**

The good practice examples presented in this publication are **based on the experiences of the project partners in Croatia and Poland.** They showcase activities that proved effective in fostering dialogue between young people and decision-makers, strengthening digital competences, increasing the visibility of young people within their local communities, and reinforcing their active role in social and democratic processes.

The purpose of this chapter is not only to present the project's achievements, but also to **inspire** other organisations, educational institutions, local and regional authorities, and all stakeholders interested in developing **innovative approaches to youth participation.**

We hope that the experiences presented in this publication will contribute to improving communication between young people and decision-makers while encouraging the development of more open, inclusive and participatory local communities in Croatia, Poland and beyond.

GOOD PRACTICE EXAMPLE 1: THE CITY OF ĐURĐEVAC (CROATIA)

Community Profile

The City of Đurđevac, located in Koprivnica-Križevci County, serves as the administrative, economic and cultural centre of the Đurđevac Podravina region. The city continuously invests in improving the quality of life of its citizens and supporting local development. However, before the launch of the Digital Communication Makeover powered by GenZ project, **communication with young people through social media had not been systematically developed.**

Initial Situation

During the introductory workshop held on 26 September 2025, participants analysed the existing communication between the City of Đurđevac and young people. The workshop brought together representatives of the City, the project's Digital Ambassadors and young people from the local community.

The analysis revealed that **the City did not have official Instagram or TikTok accounts**, the social media platforms most frequently used by Generation Z for information and communication. Information about the City's activities was primarily shared through its official website and Facebook page, which proved insufficient for effectively reaching younger audiences.



Identified Challenges

The workshop identified several key challenges:

- the absence of official Instagram and TikTok accounts for the City,
- limited communication with young people through the digital channels they use daily,
- insufficient involvement of young people in creating communication content,
- limited opportunities for direct cooperation between young people and decision-makers,
- the need to modernise the communication practices of the local government.

Digital Tools Used

The project utilised a variety of digital tools and communication platforms, including:

- Instagram
- TikTok
- YouTube for publishing podcast episode
- Canva for creating visual materials
- CapCut and other video editing tools
- Google Meet for online meetings
- WhatsApp group for daily communication among participants

Actions Implemented

Based on the conclusions of the introductory workshop, **the City decided to launch official Instagram and TikTok accounts.**

Working together, the Digital Ambassadors and City representatives developed a communication strategy, prepared a content plan and began creating regular, youth-oriented social media content.

Throughout the project, they also implemented a range of joint activities, including **podcasts, TikTok Challenges and the Social Media Takeover Day**, in which City representatives actively participated. The project gained additional visibility through the involvement of local and regional media outlets, which regularly covered project activities, increasing public awareness and encouraging greater youth engagement.

Participant Testimonials

"As a representative of the city, the most valuable aspect of this project for me was strengthening communication and building connections with young people. Young people follow trends and adapt to them quickly, while local governments have largely relied on traditional communication channels such as phone calls, emails, and official websites, which are neither appealing nor engaging for them. I hope that in the future we will continue working together to share information with young people in ways that are more relevant, accessible, and engaging for them."

Silvija Lukačin, representative of the City of Đurđevac

Role of the Digital Ambassadors

The Digital Ambassadors played a **central role in connecting young people with the local government.**

Their main responsibilities included:

- proposing new approaches to communicating with young people,
- contributing to the planning of social media content,
- producing photographs, videos and content for Instagram and TikTok,
- organising and implementing project activities,
- participating in podcasts and public presentations of the project,
- motivating their peers to become more actively involved in local community initiatives.

Role of the Decision-Makers

Representatives of the City of Đurđevac actively supported the project from the very beginning and participated throughout its implementation.

Their responsibilities included:

- participating in workshops and meetings with young people,
- engaging in open dialogue on improving communication,
- supporting the launch of new communication channels,
- taking part in podcasts and other promotional activities,
- working closely with the Digital Ambassadors in developing digital content.

The project highlighted the importance of digital communication with young people and demonstrated how social media can become a valuable tool for increasing youth participation in local community life.

Results

The project achieved a number of visible and sustainable outcomes:

- official Instagram and TikTok accounts for the City of Đurđevac were launched,
- regular and continuous communication with young people through social media was established,
- successful cooperation between the Digital Ambassadors and City representatives was developed through joint content creation,
- podcasts, TikTok Challenges and other digital activities were successfully implemented,
- media coverage and public visibility of the project increased,
- the number of young people following the City's activities on social media grew significantly,
- both the number of followers and engagement levels on Instagram and TikTok have continued to increase even after the project's completion,
- a sustainable communication model was established and continues to be used by the City in its everyday work.

This example demonstrates how a relatively simple change like creating communication channels on the platforms that young people already use every day, can significantly improve the relationship between local authorities and young people while increasing their participation in community life.

GOOD PRACTICE EXAMPLE 2: THE CITY OF KRIŽEVCI (CROATIA)

Community Profile

The City of Križevci, located in Koprivnica-Križevci County, is one of Croatia's leading municipalities in the fields of sustainable development, civic participation and youth engagement. For many years, the City has implemented initiatives aimed at encouraging young people's active involvement in community life. Through the Digital Communication Makeover powered by GenZ project, it further strengthened its digital communication with Generation Z.

Initial Situation

During the introductory workshop held on 29 September 2025, participants analysed the existing communication between the City of Križevci and young people. The workshop brought together City representatives, the Senior Youth Affairs Advisor, Digital Ambassadors and young people from the local community.

The analysis showed that the City already used social media to communicate with citizens. However, participants concluded that there was considerable potential to further adapt content to young audiences by increasing the use of short-form video content and involving young people more actively in the creation and promotion of digital content.



Identified Challenges

The workshop identified several areas for improvement:

- social media content was not always fully aligned with the interests of Generation Z,
- TikTok and short-form video content were underutilised,
- young people were not actively involved in creating the City's digital content,
- communication was largely one-way, with limited opportunities for dialogue with young people,
- greater visibility of youth-related activities was needed.

Digital Tools Used

The following digital tools and platforms were used throughout the project:

- Instagram
- TikTok
- Facebook
- podcast platforms
- Canva
- CapCut
- Zoom and Google Meet
- digital content creation and promotional tools
- WhatsApp group for daily communication
- YouTube for publishing podcast episode

Actions Implemented

Based on the workshop's conclusions, closer cooperation was established between the Digital Ambassadors and representatives of the City of Križevci.

The Digital Ambassadors became actively involved in developing social media content, proposing topics relevant to young people and participating in project activities such as podcasts, TikTok Challenges and the Social Media Takeover Day.

The project created opportunities for young people to communicate directly with decision-makers, while City representatives actively participated in digital activities and engaged in open dialogue with young people.

A significant contribution to the successful implementation of the project was made by the Senior Youth Affairs Advisor, who connected the project activities with the City's existing youth programmes and encouraged greater youth participation in local decision-making processes.

Role of the Digital Ambassadors

The Digital Ambassadors were the driving force behind the project's digital activities. Their responsibilities included:

- proposing innovative communication approaches
- creating content for social media platforms
- participating in podcasts and TikTok Challenges
- promoting project activities among young people
- connecting young people with City representatives
- collecting ideas and feedback from their peers.

Role of the Decision-Makers

Representatives of the City of Križevci actively participated in every stage of the project. Their role included:

- participating in workshops and meetings,
- maintaining open communication with young people,
- supporting the implementation of digital activities,
- taking part in podcasts and promotional content,
- considering young people's proposals for improving communication.

The project further strengthened cooperation between the City administration and young people, demonstrating the importance of involving young people in the development of communication strategies.

Results

The project produced a number of positive and sustainable outcomes:

- communication between the City of Križevci and young people was significantly improved,
- the amount of youth-oriented content published on the City's social media channels increased,
- Digital Ambassadors actively contributed to the creation and promotion of digital content,
- podcasts, TikTok Challenges and other digital activities were successfully implemented,
- youth engagement across the City's social media platforms increased,
- cooperation between young people and the City administration was strengthened,
- a sustainable model of ongoing collaboration was established and will continue beyond the lifetime of the project.

The project demonstrated how existing communication channels can be further enhanced by involving young people directly in content creation and digital communication, making communication more relevant, engaging and effective for younger audiences.

GOOD PRACTICE EXAMPLE 3: THE CITY OF LUDBREG (CROATIA)

Community Profile

The City of Ludbreg, located in Varaždin County, is well known for its active engagement with young people, vibrant cultural life and wide range of community initiatives. Through the Digital Communication Makeover powered by GenZ project, the City further enhanced its digital communication with young people and developed new channels to encourage their active participation in community life.

Initial Situation

During the introductory workshop held on 16 October 2025, participants analysed the existing communication between the City of Ludbreg and young people. **The workshop brought together Mayor Dubravko Bilić, the project's Digital Ambassadors and 16 young representatives from the local community.**

The analysis showed that the City already had an official Instagram account with 444 followers, while an official TikTok account did not yet exist. Participants concluded that the existing communication channels were not fully aligned with the communication habits of Generation Z and that there was significant potential to develop a more modern, interactive and youth-oriented approach.



Identified Challenges

The workshop highlighted several key challenges:

- the absence of an official TikTok account for the City,
- limited use of short-form video content targeted at young audiences,
- the need to involve young people more actively in creating digital content,
- limited two-way communication between young people and the local government,
- the need to modernise digital communication and make it more accessible to young people.

Digital Tools Used

The following digital tools and platforms were used throughout the project:

- Instagram
- TikTok
- podcast platforms
- Canva
- CapCut
- Zoom and Google Meet
- digital design and video editing tools
- WhatsApp group for daily communication
- YouTube channel for publishing podcast episodes.

Actions Implemented

Based on the conclusions of the introductory workshop, it was agreed to **enhance the City's existing Instagram communication and launch an official TikTok account.**

Working closely with the Mayor and City administration, the Digital Ambassadors participated in planning and creating content specifically designed for young audiences.

Throughout the project, they produced videos, photographs and social media posts showcasing City initiatives, project activities and topics relevant to young people.

Particular emphasis was placed on involving the Mayor and City representatives in podcasts, TikTok Challenges and the Social Media Takeover Day, **making communication more open, authentic and accessible for young people.**

Role of the Digital Ambassadors

The Digital Ambassadors served as the key link between young people and the City of Ludbreg. Their responsibilities included:

- proposing innovative communication approaches,
- contributing to Instagram and TikTok content creation,
- producing videos and promotional content,
- organising and implementing TikTok Challenges,
- participating in podcast episodes,
- encouraging their peers to follow and engage with the City's activities,
- gathering young people's ideas and suggestions for improving communication.

Role of the Decision-Makers

The Mayor of Ludbreg played an active role throughout the project and strongly supported the development of new communication channels. His role included:

- participating in the introductory and final workshops
- engaging in open dialogue with young people about their needs and ideas,
- participating in podcasts and promotional activities,
- supporting the launch and development of the City's TikTok account,
- encouraging a more modern and youth-friendly approach to public communication.

The project further strengthened cooperation between young people and the local government, demonstrating that involving young people in creating digital content leads to more meaningful and effective communication.

Results

The project achieved several concrete and sustainable outcomes:

- the official TikTok account of the City of Ludbreg was launched
- the content published on the City's official Instagram account was significantly improved
- regular communication with young people was established through the two social media platforms most widely used by Generation Z
- the Digital Ambassadors actively contributed to the creation of digital content;
- podcasts, TikTok Challenges and the Social Media Takeover Day were successfully implemented
- media coverage and public visibility of the project increased
- both the number of followers and engagement levels on the City's social media channels grew significantly
- a sustainable model of cooperation between young people and the City was established and continues beyond the project's completion.

The project demonstrated how combining an open and supportive local government, active youth involvement and the effective use of modern digital tools can significantly improve communication while increasing young people's interest in local events, initiatives and community life.

GOOD PRACTICE EXAMPLE 4: MUNICIPALITY OF KOPRIVNIČKI IVANEC (CROATIA)

Community Profile

The Municipality of Koprivnički Ivanec, located in Koprivnica-Križevci County, is an example of a small rural community that continuously invests in improving the quality of life of its residents. Through the Digital Communication Makeover powered by GenZ project, the Municipality took an important step towards modernising its communication with young people by introducing new digital communication channels and actively involving young people in shaping them.

Initial Situation

During the introductory workshop held on 5 October 2025, participants analysed the existing communication between the Municipality of Koprivnički Ivanec and young people. The workshop was attended by the Municipal Mayor, the project's Digital Ambassadors and 12 young representatives from the local community.

The analysis revealed that the Municipality **did not have official Instagram or TikTok accounts**, meaning that communication with young people was not taking place through the digital platforms most commonly used by Generation Z. Information about municipal activities was primarily available through the official website and other traditional communication channels, limiting its reach among younger audiences.



Identified Challenges

The workshop identified several key challenges:

- the absence of official Instagram and TikTok accounts for the Municipality,
- difficulties in reaching young people through the digital channels they use most frequently,
- limited involvement of young people in creating communication content,
- insufficient two-way communication between young people and the local government,
- the need for greater transparency and easier access to information for young people.

Digital Tools Used

The following digital tools and platforms were used throughout the project:

- Instagram
- TikTok
- Facebook
- podcast platforms
- Canva
- CapCut
- Zoom and Google Meet
- digital photography, graphic design and video editing tools,
- WhatsApp group for daily communication,
- YouTube channel for publishing podcast episodes.

Actions Implemented

Based on the conclusions of the introductory workshop, **the Municipality decided to launch official Instagram and TikTok accounts.**

Working together with the Municipal Mayor and local administration, the Digital Ambassadors developed a digital communication strategy and regularly created content for both social media platforms throughout the project. The published content included videos, photographs and updates about municipal activities, local projects, events and initiatives relevant to young people.

The Municipal Mayor actively participated in project activities, including podcast episodes, TikTok Challenges and the Social Media Takeover Day, demonstrating openness to new forms of communication and collaboration with young people.

Role of the Digital Ambassadors

The Digital Ambassadors played a crucial role in establishing and developing the Municipality's new digital communication channels.

Their responsibilities included:

- initiating the launch of new social media accounts,
- creating and publishing content for Instagram and TikTok,
- producing videos and promotional materials,
- organising TikTok Challenges,
- participating in podcast episodes,
- connecting young people with municipal representatives,
- collecting ideas, suggestions and needs expressed by young people regarding their local community.

Role of the Decision-Makers

The Mayor of the Municipality of Koprivnički Ivanec actively supported all project activities. His role included:

- participating in workshops and meetings,
- engaging in open dialogue with young people,
- supporting the launch of the Municipality's new social media channels,
- participating in podcasts and digital communication campaigns,
- encouraging the development of modern, transparent and accessible communication with citizens.

The project strengthened trust between young people and the local government, demonstrating that even small rural municipalities can successfully use digital tools to engage young people in community life.

Results

The project delivered a number of concrete and sustainable outcomes:

- official Instagram and TikTok accounts for the Municipality of Koprivnički Ivanec were launched,
- regular communication with young people through social media was established,
- the Digital Ambassadors actively contributed to the creation and promotion of digital content,
- podcasts, TikTok Challenges and the Social Media Takeover Day were successfully implemented,
- the visibility of the Municipality's work among young people increased significantly,
- stronger cooperation was established between young people and local decision-makers,
- a sustainable model of digital communication was created and continues to be used beyond the project's completion.

The project demonstrated that even small local communities can successfully modernise their communication with young people by giving them the opportunity to become active partners in designing and delivering digital content.

6. LESSONS LEARNED

The implementation of the Digital Communication Makeover powered by GenZ project provided all stakeholders with new knowledge, strengthened their competences and generated valuable experience that will continue to benefit them beyond the project's completion. The project demonstrated that effective communication between young people and decision-makers is built on mutual trust, openness and a willingness to adapt to modern communication practices.

Young People: What Did They Learn?

By participating in the project, young people developed a wide range of digital, communication and social competences while gaining first-hand experience of active participation in local decision-making processes.

They learned:

- how local governments operate and how decision-makers plan and implement public initiatives,
- how to communicate effectively with representatives of local authorities,
- how to design and implement digital communication campaigns,
- how to use social media as a tool for civic participation rather than solely for entertainment,
- how to plan and create digital content for Instagram, TikTok and other platforms,
- how to conduct interviews and participate in podcasts and public presentations,
- the importance of teamwork, responsibility and mutual respect,
- that their ideas can have a genuine impact on the development of their local communities.

The project also increased their self-confidence, strengthened their sense of belonging within their communities and motivated them to become more actively involved in civic and community life.

Decision-Makers: What Changed?

The project enabled decision-makers to gain a deeper understanding of young people's needs and communication habits, encouraging them to adopt more modern, open and participatory approaches to public communication.

Throughout the project, they:

- recognised the importance of social media as an official communication channel,
- launched new digital communication channels where they had previously been absent,
- improved existing social media profiles,
- began using content formats better suited to Generation Z, including short-form videos and interactive posts,
- actively participated in podcasts, TikTok Challenges and other digital activities,
- adopted a more open and approachable style of communication with young people,
- recognised the value of involving young people in content creation and the development of communication strategies,
- established stronger and more continuous dialogue with young people.

The project demonstrated that involving young people in communication processes enhances the transparency of local government while strengthening public trust and civic engagement.

Organisations: What Will They Use in the Future?

The partner organisations gained valuable experience in implementing an international project focused on youth participation and digital communication, which will inform their future initiatives and partnerships.

In their future work, they will continue to build upon:

- the methodology developed for working with young Digital Ambassadors,
- the collaborative model connecting civil society organisations, young people and decision-makers,
- their experience in delivering non-formal learning activities and participatory workshops,
- the use of digital tools for education, communication and project promotion,
- tested formats such as podcasts, TikTok Challenges and the Social Media Takeover Day,
- the international network of partners and collaborators established in Croatia and Poland,
- the good practice examples developed throughout the project as inspiration for future Erasmus+ projects and other international initiatives.

The project confirmed that international cooperation, the exchange of experience and the meaningful participation of young people are essential foundations for building sustainable local communities and improving public communication.

The publication produced as part of the project will remain a lasting resource, providing organisations, local and regional authorities, and other stakeholders with practical guidance on developing participatory, youth-friendly digital communication and fostering stronger cooperation between young people and decision-makers.

7. RECOMMENDATIONS FOR LOCAL AUTHORITIES

The experience gained through the Digital Communication Makeover powered by GenZ project demonstrated that effective communication with young people requires continuous adaptation to their communication habits, interests and use of digital technologies. The following recommendations are intended to support local and regional authorities in developing more open, engaging and youth-friendly communication strategies.

1. Use the social media platforms young people actually use

To effectively reach young people, local authorities need to be present on the platforms they use every day. In addition to Facebook, municipalities and cities should actively use Instagram, TikTok and Reddit, while also monitoring emerging digital platforms that are becoming popular among younger audiences.

2. Create content tailored to Generation Z

Generation Z prefers content that is short, visually appealing and authentic. Instead of lengthy text-based posts, local authorities should use photographs, short-form videos, infographics, polls and interactive content that communicates information in a simple, engaging and accessible way.

3. Involve young people in content creation

Young people have the best understanding of their generation's interests and communication preferences. Involving them in planning and producing digital content increases authenticity, improves audience engagement and reach, and fosters a stronger sense of ownership and participation within the local community.

4. Organise regular online consultations

Digital tools make it easier than ever to involve young people in decision-making processes. Regular online surveys, consultations, live-streamed discussions, Q&A sessions and virtual meetings can significantly increase youth participation while providing local authorities with valuable feedback, ideas and insights.

5. Make greater use of short-form video content

Short-form videos are among the most effective ways of communicating with young audiences. They can be used to present local projects, public services, community events and the people working within local government, making public administration more transparent, accessible and relatable.

6. Develop two-way communication

Digital communication should not be limited to sharing information. Local authorities should actively encourage dialogue by responding to comments and questions, involving young people in discussions and demonstrating that their opinions are valued and can influence the development of their local communities.

7. Measure the impact of digital communication

Regularly monitoring social media analytics, including reach, engagement, audience interaction and user feedback, helps local authorities better understand the needs and interests of young people. Evaluating communication performance should become an integral part of every digital communication strategy, enabling continuous improvement and more effective outreach.

8. RECOMMENDATIONS FOR YOUNG PEOPLE AND ORGANISATIONS

The Digital Communication Makeover powered by GenZ project demonstrated that young people and civil society organisations can be powerful drivers of positive change within their local communities. With good preparation, open collaboration and the effective use of digital tools, it is possible to establish meaningful dialogue with decision-makers and encourage greater youth participation in community life.

Successful cooperation between young people, civil society organisations and local authorities does not require substantial financial resources. Instead, it depends on openness, mutual trust and a willingness to learn and work together. The following recommendations are based on the experiences gained throughout the implementation of the project.

How to Start a Dialogue with Decision-Makers

The first step is to establish open and constructive communication. It is important to present the concrete needs, ideas and proposals of young people while emphasising the shared goal of improving the local community. Meetings, workshops and informal conversations are often the most effective ways to build trust. Dialogue should be based on mutual respect, active listening and a genuine willingness to collaborate.

How to Build a Team of Digital Ambassadors

Digital Ambassadors should be young people who are motivated, creative and actively engaged in their communities. Previous experience is less important than enthusiasm, a willingness to learn, teamwork and a commitment to contributing to positive local change. It is essential to provide ambassadors with appropriate training, clearly defined roles and opportunities to develop and implement their own ideas and initiatives.

How to Collaborate with Municipalities and Cities

Cooperation with local authorities should be built on genuine partnership. Regular meetings, joint planning of activities and the active involvement of municipal representatives in project events contribute to stronger mutual understanding and long-term cooperation. Civil society organisations can play an important role as facilitators, connecting young people with decision-makers while encouraging open, continuous and constructive communication.

How to Run Effective Digital Campaigns

Every successful digital campaign starts with a clear objective and a well-defined target audience. It is important to prepare a content plan in advance, select the most appropriate communication channels and create visually engaging, authentic and relevant content. Consistency in publishing, monitoring audience engagement and adapting content based on feedback and performance are key factors in maintaining an effective campaign.

How to Use TikTok Effectively

TikTok has become one of the most important platforms for communicating with Generation Z. Content should be short, creative and authentic while reflecting current trends and remaining consistent with the goals and values of the organisation or local community. The most successful content is usually created with the direct involvement of young people, as they have the best understanding of how their generation communicates and engages online.

How to Produce a Podcast

Podcasts provide an excellent platform for open conversations between young people and decision-makers. Before recording, it is important to define the topic, prepare discussion questions and choose a comfortable environment for the conversation. While good-quality audio equipment contributes to a professional result, creating a relaxed atmosphere that encourages honest and engaging discussion is even more important. Publishing podcast episodes across multiple digital platforms increases their accessibility and extends their reach to wider audiences.

How to Organise Interactive Workshops

Workshops should be participatory and designed to encourage the active involvement of every participant. Rather than relying on traditional lectures, organisers should use non-formal learning methods such as small-group work, facilitated discussions, simulations, practical exercises and collaborative problem-solving. Creating a safe, inclusive and supportive environment where participants feel comfortable expressing their ideas, opinions and suggestions is essential for meaningful participation and successful learning outcomes.

9.

DIGITAL TOOLS USED THROUGHOUT THE PROJECT

Digital tools were one of the key pillars of the Digital Communication Makeover powered by GenZ project. Their use enabled effective communication between young people, decision-makers and partner organisations, facilitated the implementation of project activities, and increased the visibility of both the project and its results. Each tool was selected according to its specific purpose, ranging from communication and promotion to education, project management and digital content creation.

Instagram

Purpose: Communication, promotion and youth engagement

Used to publish photographs, short videos, project updates, event announcements and results, while interacting directly with young audiences.

TikTok

Purpose: Reaching Generation Z and increasing engagement

Used for TikTok Challenges, short educational videos, promotion of project activities and presenting the work of local authorities in a youth-friendly and engaging way.

Facebook

Purpose: Communication with the wider public

Used to publish news, event announcements, project results, media coverage and updates for the local community.

YouTube (where applicable)

Purpose: Video hosting and promotion

Used to publish longer videos, podcast episodes, educational materials and promotional project videos.

Canva

Purpose: Graphic design

Used to create promotional materials, social media graphics, presentations, infographics and the project's visual identity.

CapCut

Purpose: Video editing

Used to edit TikTok videos, Instagram Reels and promotional video content.

Zoom

Purpose: Online communication

Used to organise webinars, virtual partner meetings and online training sessions.

Google Meet

Purpose: Online meetings

Used for regular coordination meetings between project partners, Digital Ambassadors and decision-makers.

Google Drive

Purpose: Document sharing and collaboration

Used for storing and sharing project documentation, photographs, videos and promotional materials.

Google Forms

Purpose: Data collection

Used for participant registration, evaluation questionnaires and collecting feedback from participants.

ClickUp (or another project management tool)

Purpose: Project organisation and coordination

Used for planning activities, assigning tasks, monitoring deadlines and coordinating the work of project partners.

WHY WERE DIGITAL TOOLS IMPORTANT?

The use of digital tools contributed significantly to the success of the Digital Communication Makeover powered by GenZ project by providing several key benefits:

- enabling faster and more efficient communication between all project participants,
- increasing the visibility of the project at both local and international levels,
- empowering young people to actively create digital content using platforms and tools they already use in their everyday lives,
- facilitating international cooperation between project partners from Croatia and Poland,
- ensuring that project outputs (including podcasts, videos, social media content and educational materials) remain publicly accessible long after the project's completion.

Digital tools therefore served not merely as technical support for project implementation, but as **essential instruments** for achieving the project's core objective: creating more effective, open and youth-friendly communication between young people and decision-makers.

10. PROJECT SUSTAINABILITY

The Digital Communication Makeover powered by GenZ project was conceived as the beginning of a long-term collaboration between young people, civil society organisations, and local authorities. Although the project implementation is coming to an end, the cooperation models, digital tools, and communication channels established throughout the project will continue to be used and further developed to ensure the long-term impact and sustainability of its results.

Continuing the Work of Digital Ambassadors

The Digital Ambassadors will remain active in their local communities, serving as a bridge between young people and decision-makers. They will apply the knowledge and experience gained during the project to implement new activities, engage additional young people, and promote active citizenship and digital participation. In the future, they will also act as mentors for new generations of young people involved in similar initiatives.

Continuing the Podcast

The podcast series launched during the project will continue as a platform for open dialogue between young people, local decision-makers, civil society organisations, and other relevant stakeholders. Future episodes will address topics important to young people, showcase good practice examples, and encourage discussion on local community development.

Maintaining Social Media Activities

The social media channels created or enhanced through the project will continue to be actively used to communicate with citizens, particularly young people. Municipalities and local authorities will keep publishing content tailored to Generation Z, making greater use of short-form video content while actively involving young people in content creation. This will ensure the continuity of open, engaging, and two-way communication.

Ongoing Cooperation with Local Authorities

The project established strong partnerships between civil society organisations and local governments. These partnerships will continue through the joint planning of new initiatives, workshops, educational activities, public events, and projects aimed at increasing youth participation in decision-making processes and supporting the development of local youth policies.

Developing New Erasmus+ Projects

The experience gained through the project provides a solid foundation for future international partnerships and Erasmus+ initiatives. The project partners intend to continue working together on projects focusing on youth participation, digital competencies, civic education, sustainable development, and other topics relevant to young people across Europe.

Expanding the Partnership Network

One of the project's key achievements has been the establishment of an international network connecting organisations, local authorities, and young people from Croatia and Poland. This network will continue to grow through future joint initiatives, knowledge exchange, and the development of new partnerships with organisations from other European countries.

Long-Term Impact

The greatest value of the Digital Communication Makeover powered by GenZ project lies not only in the activities delivered but also in the lasting relationships established and the change in mindset among all stakeholders involved. Young people gained first-hand experience of active participation and developed confidence in their ability to influence their communities. Decision-makers recognised the importance of open, modern, and youth-friendly communication, while the partner organisations developed an effective methodology that will be applied in future projects.

The project has laid the foundations for long-term cooperation and demonstrated that meaningful collaboration between young people, civil society organisations, and local authorities can create a sustainable model of participation. This model will continue to contribute to the development of more inclusive, open, and digitally connected local communities long after the project has ended.

11.

CONCLUSION

The Digital Communication Makeover powered by GenZ project has demonstrated how collaboration between young people, civil society organisations, and decision-makers can lead to meaningful and sustainable change in local communities. Through a series of educational, participatory, and digital activities, the project developed a communication model tailored to the needs and preferences of Generation Z while contributing to greater transparency, openness, and youth participation in decision-making processes.

Key Results

The project achieved a wide range of tangible outcomes:

- trained a new generation of Digital Ambassadors, who became drivers of positive change within their local communities,
- organised initial and final workshops in Croatia and Poland, creating opportunities for direct dialogue between young people and decision-makers,
- established new Instagram and TikTok profiles for local authorities while strengthening existing digital communication channels,
- delivered podcasts, TikTok challenges, digital communication campaigns, and Social Media Takeover Day activities,
- developed a MOOC (Massive Open Online Course) and this publication of good practice examples, providing practical resources for knowledge transfer and future replication.

Project Impact

The project's impact extends well beyond the activities implemented. Young participants strengthened their digital, communication, and civic competencies while gaining greater confidence to participate actively in community life. Decision-makers improved the way they communicate with young people and recognised the value of involving them more actively in shaping local communities. At the same time, civil society organisations enhanced their capacity to implement international projects and develop innovative approaches to youth work. One of the project's most significant achievements has been the establishment of trust-based relationships between young people and local authorities, creating a strong foundation for long-term cooperation and future joint initiatives.

The European Dimension

The project brought together partners from Croatia and Poland, facilitating the exchange of experiences, good practices, and different approaches to youth engagement. This international cooperation demonstrated that shared challenges can be addressed through mutual learning, collaboration, and the development of innovative solutions.

The project fully reflects the core values of the Erasmus+ Programme, promoting active citizenship, youth participation in democratic life, digital transformation, intercultural learning, and European cooperation. It has also strengthened participants' sense of belonging to the European community and encouraged young people to become more actively involved in social and civic processes at both local and European levels.

Looking Ahead

The project's achievements provide a strong foundation for the development of new initiatives and partnerships. The Digital Ambassadors will continue their activities within their communities, while the social media channels and podcasts created during the project will remain active communication platforms. The partner organisations also plan to build on this experience by developing new Erasmus+ projects involving an even greater number of young people, municipalities, and international partners.

This publication is not only a record of the project's activities but also a practical guide designed to support other municipalities, organisations, institutions, and stakeholders wishing to strengthen communication with young people and develop participatory models of cooperation. **The Digital Communication Makeover powered by GenZ project has confirmed that young people are essential partners in the development of local communities.** When they are given the opportunity to participate actively, take responsibility, and work alongside decision-makers to shape the future of their communities, the result is lasting change that extends far beyond the lifetime of a single project. It is our hope that the experiences and good practices presented in this publication will inspire others to build more open, inclusive, and digitally connected communities across Europe.



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