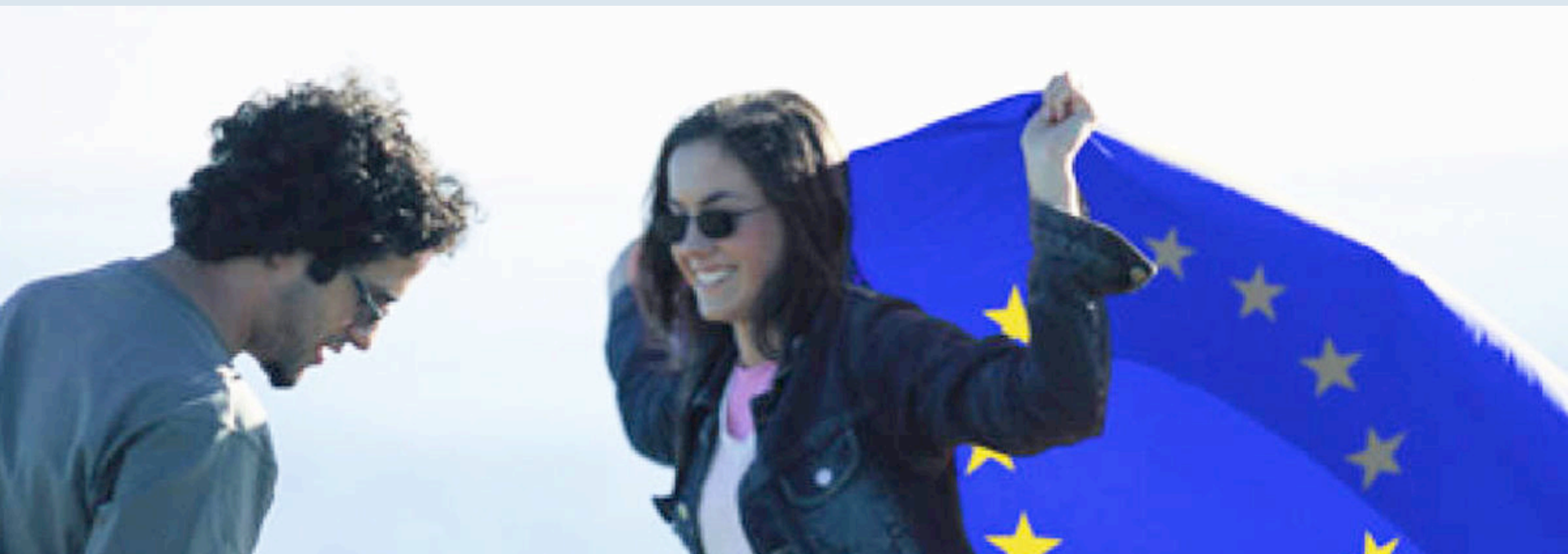




*Wir bringen Europa ins Klassenzimmer!*

# Europa macht Schule

Workshop: Encourage active citizenship and commitment to the European values through education



## ■ Who I am

- Frank Wittmann
  - Voluntary Chairman of Europa macht Schule e.V.
  - Founding member of the association
  - In „real“ life: Online Marketing Manager, living in Berlin
- Contact
  - [frank@europamachtschule.de](mailto:frank@europamachtschule.de)
  - Tel.: +49-(0)170-3217152
  - Twitter: @wittfra

## **Workshop Agenda**

- Welcome and Introduction
- Working Groups
- Presentations and Feedback
- Final Discussion

## ■ Introduction

- Brexit, right-wing movements, refugees, ...
- European core values are challenged: tolerance, peace, solidarity, ...

- **Our question:**

**What can students do to strengthen the European values and encourage active citizenship?**

## **Working Groups**

- **What can students do to strengthen the European values and encourage active citizenship?**
  1. Choose a target group you want to focus on
  2. Develop a persona representing your target group
  3. Describe your persona on a flipchart paper
  4. How can you as a student strengthen your persona's beliefs in European values
  5. Document your results on a flipchart paper
  6. Present your idea to the group with the help of your flipchart papers

## ■ Target Groups

- Elementary / High School Students
- Apprentices / Trainees
- College Students
- Professionals
- Pensioners
- Unemployed
- Socially Disadvantaged People (Refugees, ...)
- Disabled People
- ...

## Persona

- The purpose of personas is to create reliable and realistic representations of your key audience.



Who is your persona?

- Name
- Gender
- Education
- Opinion towards Europe/European Values

## Working Groups

- **What can students do to strengthen the European values and encourage active citizenship?**
  1. Choose a target group you want to focus on
  2. Develop a persona representing your target group
  3. Describe your persona on a flipchart paper
  4. How can you as a student strengthen your persona's beliefs in European values
  5. Document your results on a flipchart paper
  6. Present your persona and idea to the group with the help of your flipchart papers



## **Work together with us!**

- You want to start your own „Europa meets School“ programme?
- You want to bring your own idea to life and strengthen European citizenship?
- **Please do not hesitate to contact us!**
  - [info@europamachtschule.de](mailto:info@europamachtschule.de) / [www.europamachtschule.de](http://www.europamachtschule.de)
  - Tel.: +49-(0)170-3217152
  - Twitter: @ems\_ev / @wittfra
  - Facebook: [www.facebook.com/europamachtschule](http://www.facebook.com/europamachtschule)