

20
25



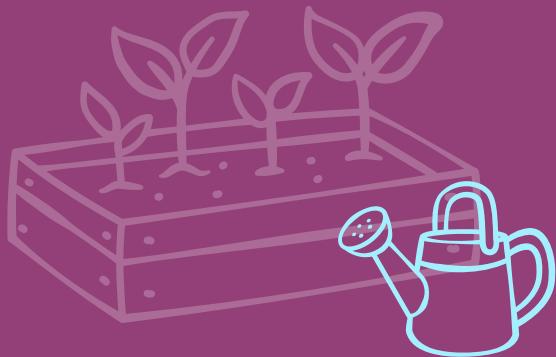
Co-funded by the
European Union





table of Contents

About EYP	003	Communications and Outreach	027
Governance and Leadership	008	EYP in Europe and Beyond	036
2025 Highlights and Impact	014	Finance and Administration	037
Projects and Events	016	Looking Ahead	039



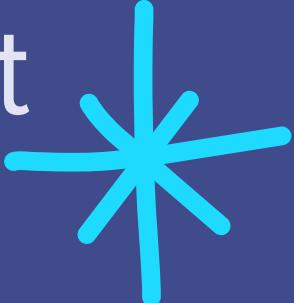
Planting Seeds, **Growing Forests**

Welcome to our Annual Report, a showcase of our achievements, progress, and commitment to excellence throughout the year.

A YEAR OF MOMENTUM



About EYP



European Youth Press (EYP) is a European network of youth media organisations dedicated to strengthening the role of young people in the public sphere by supporting their development as responsible, informed and critically engaged media makers.

Our work centres on empowering young people to practise fair, independent and ethical journalism and content creation, and on fostering sustainable conditions in which they can access, produce and share credible, high-quality information. By **promoting media literacy, hands-on journalistic experience and opportunities for cross-border cooperation**, EYP contributes to the development of a more inclusive, democratic and resilient European media landscape.

With **41 Member Organisations**, EYP reaches **more than 60,000 young journalists and media makers** across Europe. This community, composed of volunteers, trainers, organisers, activists, content creators, and a dedicated professional team, forms a unique ecosystem that brings together grassroots youth engagement and professional media expertise. EYP is a **democratic, youth-led, non-profit institution**, founded and governed by young media makers themselves.

As the only youth-media-focused member organisation of the European Youth Forum (YFJ), EYP plays a distinct role in representing the interests of young journalists and media creators at Europe's highest youth policy platforms.

This position enables us to bring the perspectives of young media makers directly into European-level decision-making while coordinating European opportunities, strengthening cross-border collaboration, and building capacity across our network.

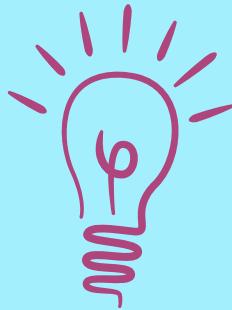


Renate Karlsmoen

Executive Board Member



Our Vision



We believe in a **free, inclusive and democratic society** where young people have equal access to credible information and the opportunity to shape public debate. In this society, independent, ethical and mindful young media makers strengthen democracy by informing communities, challenging injustice and inspiring civic participation.

Our vision is **built on a youth-driven media landscape** where young people are equipped, supported and recognised as essential contributors to Europe's public sphere.

This landscape is defined by:

- Strong media independence and ethical journalism
- Vibrant cooperation and exchange among young media makers
- Intercultural understanding and cross-border dialogue
- High levels of media literacy and shared knowledge
- Widely upheld professional journalistic values
- Inclusive structures that ensure equitable participation for young people from diverse backgrounds
- Fair access to international opportunities and pathways into the media profession
- Sustainable practices that support long-term development within youth media and the wider information ecosystem
- A resilient information environment that evolves responsibly with societal change





Our Mission



The mission of the European Youth Press and its Member Organisations is to inspire young people to engage with media and take an active role in civil society by fostering **fair, independent, ethical and responsible journalism**. We work to ensure that young media makers have the skills, opportunities and support they need to participate confidently in the public and media sphere.

We pursue this mission through three core areas of work: **education, cooperation and exchange, and participation**.

Education

Supporting young media makers by providing training, hands-on editorial experience and educational materials that strengthen journalistic and multimedia content creation skills, as well as media literacy.

Cooperation and Exchange

Building connections and facilitating collaboration with young people, journalists, content creators, media developers and organisations to broaden opportunities and share expertise. This includes our Member Organisations along with partners from foundations, non-governmental and governmental bodies and wider civil society.

Participation

Enabling young media makers to advocate for their interests and representing them in media-related policy discussions at the European and international level.

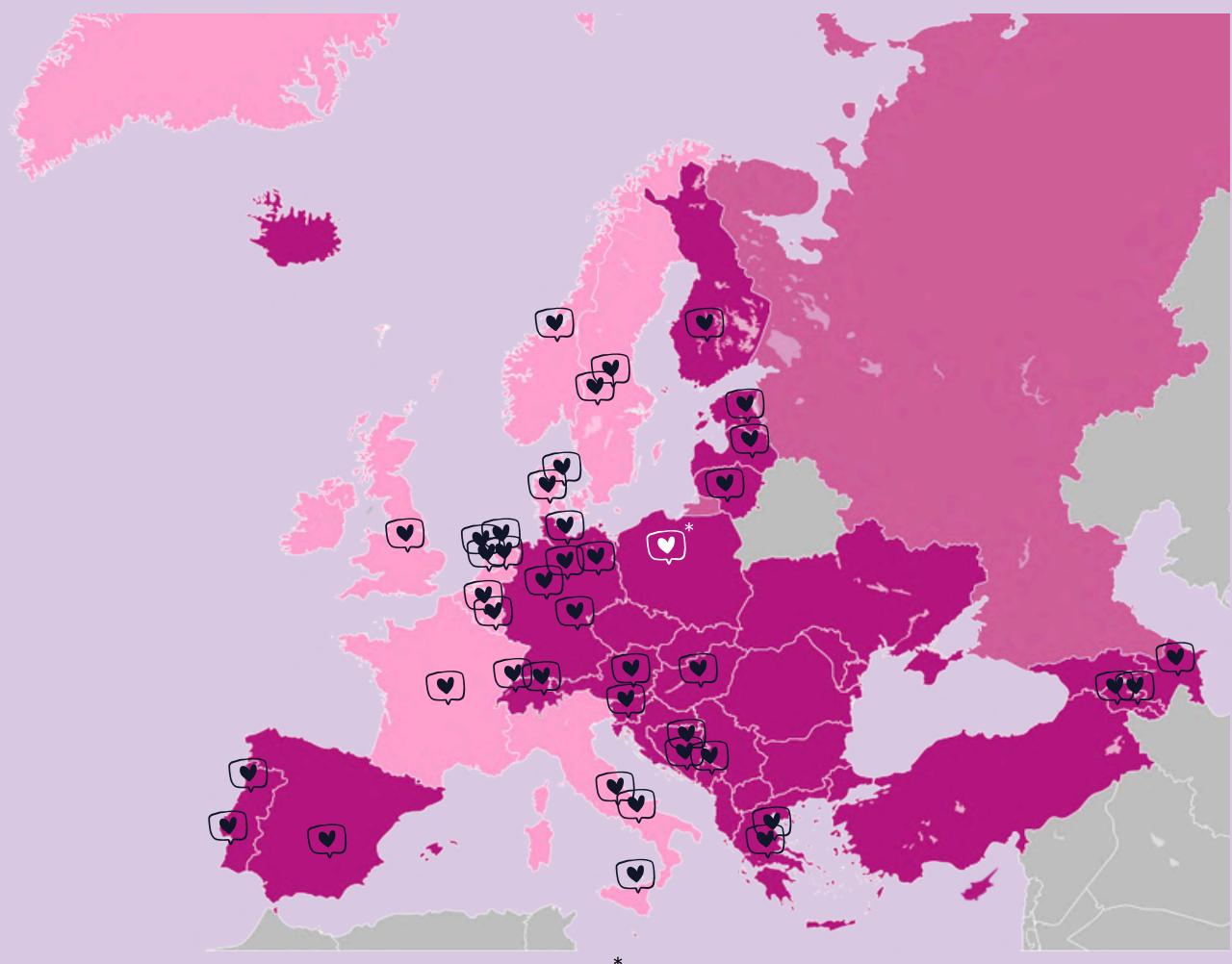
To deliver this mission in practice, EYP works through five interconnected pillars that structure our activities across Europe:

- 1. strengthening our network and its democratic governance;*
- 2. supporting youth participation and dialogue;*
- 3. Fostering media literacy and democratic competences;*
- 4. providing editorial platforms and hands-on journalistic experience;*
- 5. building strategic partnerships and innovation that expand opportunities for young media makers.*

Alongside these activities, EYP organises **seminars, trainings, conferences and debates** for young journalists and actively contributes to discussions on journalism education and media policy throughout the European Union and beyond.

Our Member Organisations

41



European Youth Press applies a values-based geographical approach, broadly aligned with the Council of Europe. In contexts where independent youth media cannot operate freely, such as Belarus, cooperation with exiled youth media is pursued in support of democratic values and freedom of expression.



1. **Aequalitas** (Portugal)
2. **Manana Center** (Armenia)
3. **INEDNET** (Armenia)
4. **Jugendpresse Österreich** (Austria)
5. **StampMedia** (Belgium)
6. **ONAuBiH** (Bosnia and Herzegovina)
7. **UP – Ungdomsproduktion** (Denmark)
8. **Europe & Me** (Germany)
9. **Jugendpresse Deutschland** (Germany)
10. **martinum.media gUG** (Germany)
11. **InfinityGreece** (Greece)
12. **DUE** (Hungary)
13. **Scambieuropei** (Italy)
14. **ViedDoma** (Latvia)
15. **Malta Youth Press** (Malta)
16. **Mladiinfo Montenegro** (Montenegro)
17. **Bué Fixe** (Portugal)
18. **Prensa Juvenil Canaria** (Spain)
19. **UNG Media Sverige** (Sweden)
20. **Azerbaijani American Youth Association** (Azerbaijan)
21. **The Third Sector** (*Belarus / Poland)
22. **The European Correspondent** (Belgium)
23. **Junge Presse** (Germany)
24. **EPIS Thinktank** (Germany)
25. **Digital Communication Network Global** (Greece)
26. **Associazione Rad-Uni** (Italy)
27. **Bright Future Foundation** (Netherlands)
28. **Forum for European Journalism Students** (Netherlands)
29. **Nordic Press Association** (Nordic countries – Finland, Denmark, Sweden, Norway)
30. **Radio Študent** (Slovenia)
31. **Junge Journalistinnen und Journalisten Schweiz (JJS)** (Switzerland)
32. **ETC.** (Slovenia)
33. **JASON Institute for Peace and Security Studies** (Netherlands)
34. **Lazy Women** (France)
35. **Lithuanian Journalism Centre** (Lithuania)
36. **Marea Media** (Italy)
37. **NARA** (VŠJ Dokumentacija) (Lithuania)
38. **Online media eTrafika.net** (Bosnia and Herzegovina)
39. **Shout Out UK** (United Kingdom)
40. **SHUM** (Estonia)
41. **What's Next Media** (Belgium)





Governance & Leadership



Executive Board

In 2025, European Youth Press experienced a period of **leadership continuity and renewal**, reflecting both organisational stability and the integration of new perspectives. Throughout most of the year, the organisation was guided by **Executive Board members** elected under the previous mandate. At the **General Assembly** held in November 2025, the Executive Board for the next governance cycle was confirmed.

Executive Board as of November 2025

The following members were re-elected, elected or confirmed at the General Assembly and currently form the Executive Board of European Youth Press:

- *Renate Karlsmoen* (re-elected)
- *Narek Aleksanyan* (re-elected)
- *Sofiya Tryzub-Cook* (re-elected)
- *Pedro Coelho*
- *Marcial F. Parrilla*
- *Nele Mohrbach* (newly elected)
- *Catarina Pacheco* – Treasurer

Outgoing Executive Board Members

European Youth Press also extends its sincere thanks to **Stefano Zamparo** and **Toyah Hoeher**, who served as Executive Board members until the November 2025 General Assembly, for their commitment and contribution to the organisation's work.





Message from our Executive Board Members



In 2025, young media makers across Europe operated in an increasingly challenging environment. Press freedom continued to face pressure in several national contexts, while widespread restructuring and job cuts in media organisations made journalism a less predictable career path for young professionals. These developments reinforced the need for strong, independent youth media organisations with robust governance and financial oversight. Against this backdrop, European Youth Press underwent **a year of significant transition and growth**.

For the first time in several years, the organisation operated with a **dedicated professional staff structure**, expanding to 17 employees and contractors across 11 countries and managing more than €400,000 in active project budgets. This growth marked a shift from a largely volunteer-driven model towards a more sustainable organisational infrastructure. Governance continuity was ensured through the election of a **new Treasurer at an Extraordinary General Assembly in February** and a **new Executive Board in autumn 2025**.

The Board also initiated a **reorganisation of responsibilities by region and thematic pillars** to improve strategic oversight and internal coordination going forward.

Throughout 2025, the Executive Board prioritised **governance, financial oversight and internal structures**. Particular focus was placed on stabilising financial management in a context of weak liquidity, strengthening compliance, and addressing long-standing administrative backlogs. A key strategic shift involved **strengthening collaboration with Member Organisations**, with project priorities increasingly developed together with the network to ensure relevance and shared ownership.

These board-level decisions resulted in clear and measurable outcomes. Financial control improved substantially, including the **completion and correction of accounting records covering multiple previous financial years**. At the same time, engagement with Member Organisations increased, supported by more structured communication, joint initiatives, and clearer points of contact between the Board, staff and the network.

The Board extends its strong **appreciation to our staff team**, whose commitment and professionalism enabled organisational stabilisation and growth during a demanding period of transition.



Looking ahead to 2026, **the Board's priorities** are to further strengthen financial sustainability and oversight, deepen relationships with the network's 41 Member Organisations, including 12 new members admitted in 2025, and maintain close coordination across the organisation as it continues to grow. European Youth Press remains **firmly committed to press freedom and European cooperation** as guiding principles for its work and governance.

Pedro Coelho



Narek Aleksanyan



Marcial F. Parrilla



Sofiya Tryzub-Cook



Renate Karlsmoen



Nele Mohrbach



Catarina Pacheco





Advisory Board Members

Outgoing Member : Sebastian Olényi



Ognen Janeski (North Macedonia),
Media professional, TV host and international master of ceremonies; author and TEDx speaker



Milena Stošić (Serbia),
Senior Consultant in results-based management, research, facilitation and training; former Executive Board member of European Youth Press



Anna Cæcilie Majholm (Denmark), Journalist at Energy Supply; former Executive Board member of European Youth Press



Milica Zugić (Montenegro),
Founder and president of the NGO Mladiinfo Montenegro, with a background in journalism, organizational leadership, and private-sector management



Beatrice Scavo (Italy),
Journalist with a strong focus on youth and international reporting, combining Erasmus+ mobility experiences, multilingual writing, and geopolitical analysis.



Jasper Bennink (Germany),
Reporter at POLITICO Europe and Correspondent at The European Correspondent



Solid Growth, Sustainable Prosperity

Sustainable Prosperity



A Year of Professionalisation

In 2025, European Youth Press continued its transition from a largely volunteer-based network to a more professional and sustainable organisation. Over the year, EYP worked with a **17-person workforce**, including a core professional team and additional project-based contractors, strengthening its capacity to coordinate European projects, support Member Organisations and maintain high editorial standards.





Core Professional Team



Julia Fedlmeier,
Financial and
Administrative Officer



Isidora Žarković,
Social Media Manager



Bilal Ata Aktas,
Editor-in-Chief



Katarina Milović,
Operations and Growth Manager



Rozita Talevska Hristovska,
Communications Manager



Katarina Popović,
Project Manager



Highlights & Our Impact



A stronger youth media network for Europe

In 2025, European Youth Press strengthened its role as a youth-led European media network where young people don't just "participate", they create. Across the year, we opened real pathways for young media makers to build skills, collaborate across borders and contribute to public debate through ethical, independent and responsible storytelling.

What 2025 made possible 2025 was about **turning opportunities into participation and participation into impact**. EYP connected projects, editorial spaces, campaigns and partnerships into one ecosystem that helped young people move from curiosity to contribution, and helped Member Organisations turn network belonging into concrete activities, visibility and shared learning.

The impact we're proud of

Across Europe, young media makers strengthened their journalistic, digital and civic competences, built cross-border peer networks and gained confidence to take part in public conversations. At the same time, EYP deepened cooperation with Member Organisations and partners, **strengthening the ecosystem around youth media** and creating stronger foundations for future work.

2025 at a glance

- *20+ countries engaged*
- *120,000+ people reached online through youth-produced media and dissemination*
- *12 new Member Organisations joining the EYP network.*
- *180+ applications across open calls*
- *100+ youth collaborators activated*
- *50+ partner organisations amplified reach and access Instagram grew from 8.5k to 14k followers (+65%)*
- *€400,000+ managed across six active EU grants with full compliance*
- *15 external conferences and policy forums attended (European, international and sector-level)*
- *Strengthened organisational capacity with a 17-person workforce (core team + project-based contractors)*
- *EYP reached 3,000+ young people directly through participation-focused formats, including online sessions, trainings, events and outreach linked to open calls.*
- *EYP's visibility extended to 10,000+ people through amplification via partner networks.*



EYP in numbers

countries engaged

20+

European countries engaged across projects and network activity

online reach

120,000+

people reached online through youth-produced media and dissemination

new member organisations

12

new Member Organisations joined the EYP network

open call applications

180+

applications across open calls

youth collaborators

100+

youth collaborators activated

partner organisations

50+

partner organisations amplified reach and access

Instagram growth

+74%

Instagram grew from 8.5k to 14.8k followers

EU projects funds managed

€400,000+

managed across six active EU grants with full compliance

external presence

15

external conferences and policy forums attended (European, international and sector-level)

organisational capacity

17

person workforce (core team + project-based contractors)

direct youth reach

3,000+

young people reached directly via sessions, trainings, events and open call outreach

partner-network visibility

10,000+

people reached through amplification via partner networks



Projects and Events

In 2025, European Youth Press implemented and concluded a **diverse portfolio of European projects** focused on youth media, democratic participation, media literacy and freedom of expression. The year marked both the conclusion of long-term initiatives and the preparation of new projects launching in the next cycle.

Executed & Organised

*PulseZ; Voices of the Next Generation;
Orange Magazine; World Express Forum;
The Forum of Member Organisations;
General Assembly*





Project PulseZ

Duration: 2024–2025

Funding: European Commission (DG CONNECT)

PulseZ was European Youth Press's largest project in 2025 and a cornerstone of our work to strengthen youth participation, media literacy and democratic engagement across Europe. As a **pan-European**, multilingual youth media platform, PulseZ created a shared European public sphere in which young journalists and content creators could report on European affairs, local realities, and cross-border challenges through ethical, youth-led journalism.

The project **combined large-scale content production with training, mentorship and community-building**, positioning young people not only as media consumers but as active contributors to Europe's information ecosystem. Throughout the year, PulseZ developed into one of the most productive youth media initiatives in Europe.

Under EYP's editorial coordination, the platform published more than 410 articles, 260+ videos, 45 podcast episodes and 20 interactive and gamified content pieces across 8 European languages, reaching audiences across the continent.



A growing network of **over 90 active youth journalists** contributed original reporting under professional editorial guidance, supported by a structured mentorship model and regular editorial meetings. EYP's core PulseZ editorial team — *Tamara Kanuchova, Sara Curic, Ruzgar Mehmet Akgun, Georgios Karagiorgos, Saskia Reimann and Luiza Sanches Quintanilha* — provided day-to-day editorial leadership, content creation, training and quality assurance, while working closely with youth contributors to uphold high journalistic standards and ethical reporting practices.





In parallel to content production, PulseZ placed **strong emphasis on skills development and access**. Young media makers participated in hands-on trainings on journalism, media ethics, artificial intelligence, digital storytelling and media entrepreneurship, alongside online webinars and discussions throughout the year. In total, **20 local PulseZ events** were organised across Europe, enabling young people to engage with PulseZ at local level while contributing to a shared European platform. **These activities prioritised inclusion and outreach to underrepresented groups**, ensuring access to international media opportunities for young people who are often excluded from European programmes.

A major highlight of the project was the **PulseZ Youth Festival**, held in Brussels in November 2025. Bringing together **over 100 young media makers** from across Europe, the festival transformed Brussels into Europe's largest youth newsroom for three days. Participants worked side-by-side with **professional journalists, mentors and policy experts** to produce multimedia content on key European themes such as democracy, work, artificial intelligence, climate innovation, mental health and social inclusion. The festival also created direct dialogue between young people and European decision-makers through **panels, workshops and policy discussions** hosted at EU institutions, reinforcing PulseZ's role as a bridge between youth voices and European policymaking.

Join our Newsroom: Get direct feedback and pro tips from professional editors.

Join for Free!

In parallel to in-person activities, PulseZ placed strong emphasis on structured online learning and professional development. Throughout 2025, young media makers participated in a **series of online journalism and media entrepreneurship modules**, complemented by live webinars and discussions with journalists, editors, policymakers and industry experts. These sessions covered topics such as ethical journalism, audience engagement, artificial intelligence in media, sustainable newsroom models and pathways into media careers, and served as shared training foundations for contributors across Europe.

This blended learning approach was further amplified through PulseZ's presence at major European youth events, including **Gen-E 2025 – the European Entrepreneurship Festival** in Athens, which brought together several thousand young participants from across Europe. At Gen-E, PulseZ youth journalists were embedded as reporters and content creators, producing interviews, videos and social media coverage focused on youth entrepreneurship, employment, innovation and skills for Europe's future, ensuring that youth perspectives were both professionally documented and meaningfully amplified within one of Europe's largest youth gatherings.

By the end of 2025, PulseZ had established itself as a **sustainable, youth-driven media platform** rooted in professional editorial standards, cross-border cooperation and democratic values. The project not only delivered **large-scale media outputs**, but also **strengthened long-term capacity** within the European youth media ecosystem, equipping young journalists with practical newsroom experience, confidence and networks to continue shaping Europe's public debate beyond the project's lifetime.



Project VTNG



Voices of the Next Generation

Duration: 2023–2025

Funding: Erasmus+

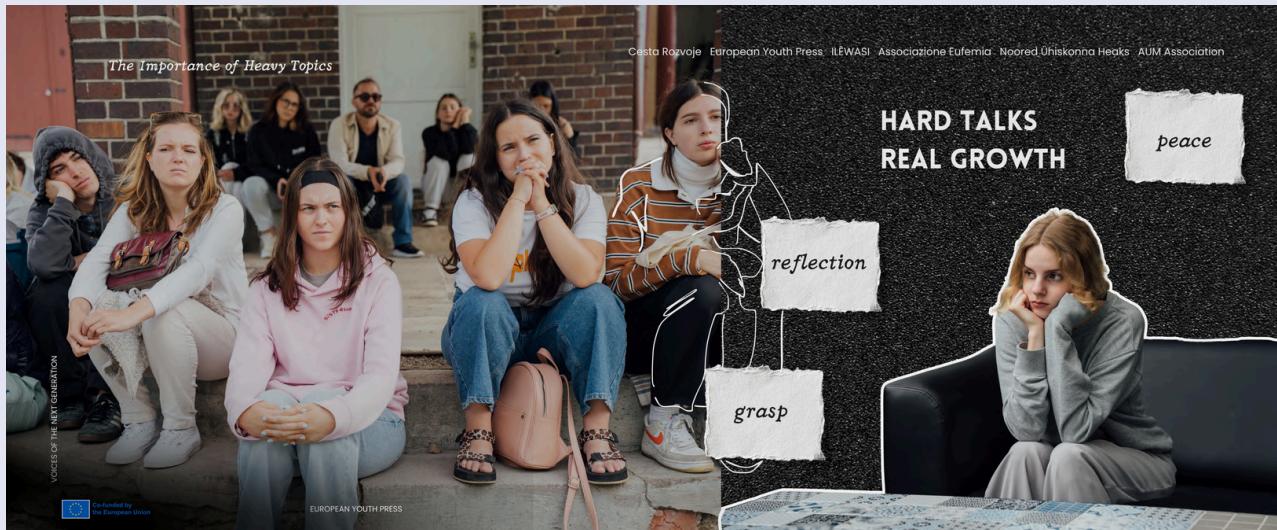
Voices of the Next Generation was a two-year Erasmus+ cooperation project, concluding in 2025, that strengthened media literacy, democratic participation and civic engagement through youth exchanges and creative storytelling. Over **five international exchanges across Europe**, young participants explored themes including democracy, sustainability, solidarity and youth participation, co-creating six short documentary films that captured their perspectives on Europe's future. The project concluded with a final conference and a wide-reaching dissemination campaign, engaging audiences of over 120,000 people online.





A flagship activity within Voices of the Next Generation was the **Youth Exchange on Media Literacy organised by European Youth Press** in Weimar, Germany, in the summer of 2025, directly reflecting EYP's mission to empower young people as responsible, critically engaged media makers.

Bringing together young participants from across Europe, the exchange **strengthened media literacy, democratic competences and cross-border dialogue** through workshops, discussions and collaborative content creation focused on disinformation, propaganda, media ownership and the role of digital platforms in the public sphere.



Learning was grounded in both **contemporary challenges and historical reflection**, including a visit to the Buchenwald Memorial, which powerfully illustrated the societal consequences of manipulated narratives.

The exchange concluded with **participant-led counter-disinformation campaigns and a shared Media Justice Manifesto**, embodying EYP's commitment to ethical journalism, youth participation and a resilient European information environment, while evaluation feedback confirmed strong learning outcomes, meaningful intercultural exchange and lasting civic engagement.



Project Orange Magazine

Orange Magazine

Duration: 2024

Funding: Erasmus+

Orange Magazine organised **two editorial exchanges** in 2025 focused on solutions-oriented and environmental journalism, supporting emerging journalists in developing constructive, ethical approaches to reporting on societal and environmental challenges.

Held as five-day editorial residencies in Bonn and Hamburg, the exchanges combined newsroom-style collaboration, expert-led workshops and visits to established media and journalism organisations. Participants worked hands-on in editorial teams, explored **best practices in conflict-sensitive and climate reporting**, and produced multimedia stories published through Orange Magazine.



Links

- [Orange Magazine Linktree
linktr.ee/orangeyouthpress](https://linktr.ee/orangeyouthpress)
- [The End of Borderless Europe? A Look Inside th...
pulse-z.eu/the-end-of-borderless-europe-a-look-insi...](https://pulse-z.eu/the-end-of-borderless-europe-a-look-inside-th...)
- [What is the European Media Freedom Act? – By...
orange.youthpress.org/what-is-the-european-media-...](https://orange.youthpress.org/what-is-the-european-media-act)
- [Looking at the Netherlands after the Dutch Elec...
orange.youthpress.org/looking-at-the-netherlands-af...](https://orange.youthpress.org/looking-at-the-netherlands-after-the-dutch-elec...)
- [Gen Z: to live, not to overproduce
orange.youthpress.org/gen-z-to-live-not-to-overprod...](https://orange.youthpress.org/gen-z-to-live-not-to-overproduce)

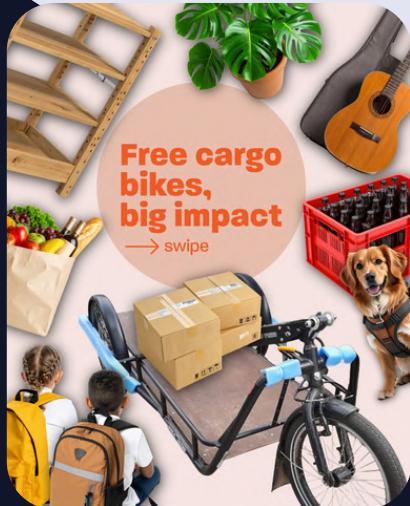




Overall, **more than 20 young journalists took part in the exchanges**, each contributing at least one published piece.

The programme strengthened journalistic skills, encouraged peer learning, and fostered professional connections between youth journalists, mainstream media and sustainability-focused organisations.

Alongside these exchanges, Orange Magazine continued to function as a **youth-driven editorial platform**, offering ongoing opportunities for publication, collaboration and professional learning.





Events

WEXFO

WEXFO

Duration: 2025

Funding: Erasmus+

The More Young Voices group exchange was implemented in 2025 as part of the World Expression Forum (WEXFO), focusing on **freedom of expression as a fundamental democratic right**. The project strengthened young people's confidence and capacity to engage in public debate through dialogue, peer learning and intercultural exchange.

The exchange took place at the **Nansen Academy** and during the **World Expression Forum in Lillehammer, Norway**, combining workshops, youth-led panels and participation in an international conference. Bringing together young people from across Europe, the project encouraged lasting civic engagement, with participants continuing local follow-up activities to share insights and promote freedom of expression within their communities.



Polska Rada
Organizacji
Młodzieżowych



EUROPEAN
YOUTH
PRESS

Nansenskolen
Norsk Humanistisk Akademi



Events FOMO



FOMO

Duration: 2025

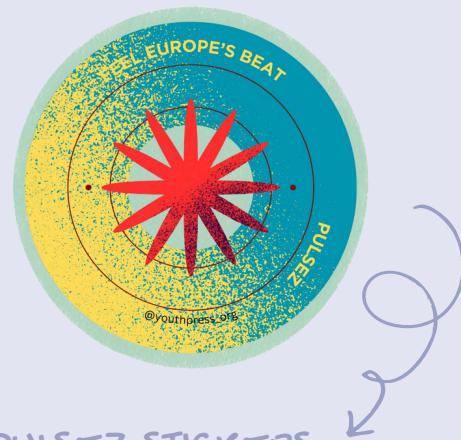
Funding: Erasmus+ (CSC Operational Grant)

The Forum of Member Organisations (FOMO) is EYP's flagship internal capacity-building event, bringing together representatives of Member Organisations, board members and trainers from across Europe.

FOMO 2025 focused on **constructive dialogue, cross-border journalism, content creation, inclusive storytelling and network collaboration**. The programme combined workshops, peer exchange and strategic discussions, strengthening cooperation within the EYP network and supporting organisational development. Despite a smaller group size, the forum enabled deeper dialogue and served as an important learning moment for EYP's evolving governance and staff–volunteer cooperation.



DOCUMENTARY





Shared Themes Across Projects



- **Youth-led participation** – young people engaged as creators, contributors and decision-makers
- **Media literacy & ethical journalism** – strengthening critical thinking and responsible storytelling
- **Democracy & freedom of expression** – supporting active civic engagement and public dialogue
- **Inclusion & equal access** – reaching underrepresented young people across diverse backgrounds
- **Cross-border exchange** – fostering cooperation, peer learning and intercultural dialogue
- **Digital-first approaches** – expanding reach through online platforms and hybrid formats



Overall impact of 2025 projects

- **Hundreds of young people engaged** across 20+ European countries
- Youth-produced media content **reaching 120,000+ people online**
- Strengthened **journalistic, digital and civic competences** among participants
- **Increased confidence and agency** of young people to engage in public debate
- **New transnational connections and peer networks** formed among young media makers
- **Stronger cooperation** between youth media, civil society and professional media organisations
- Continued **local follow-up activities and civic engagement** beyond project timelines





Communications & Outreach



In 2025, European Youth Press strengthened its **visibility, credibility and network cohesion** through a youth-led, accessible and ethical communications strategy built around three connected engines: *shaping the public narrative through public relations, expanding reach through partnerships and membership engagement, and converting interest into involvement through youth outreach*. Communications were designed to be low-barrier and hands-on, giving young media makers a clear first step into EYP through practical “test-drive” formats such as live Q&As, mini-challenges and interactive online touchpoints.

Partnerships

Partnerships were central to EYP’s communications impact in 2025 because they expanded distribution, credibility and local entry points, helping more young people discover opportunities through organisations and communities they already trust.

Key collaborations included:

- *Correctiv / Salon5* – a youth newsroom initiative supporting young people with hands-on journalism and digital storytelling
- *Eurodesk* – a European network sharing youth opportunities and information across countries
- *OBESSU (Organising Bureau of European School Student Unions)* – a pan-European platform representing school student unions and learners’ voices
- *COLOURS European University Alliance* – a European university alliance fostering transnational education, innovation and cooperation
- *DYPALL* – a European platform promoting youth participation in local decision-making, bringing together civil society, local authorities and research institutions
- *IMEEdD (Incubator for Media Education and Development)* – supporting media education and journalism development
- *CCIJ (Center for Collaborative Investigative Journalism)* – supporting collaborative investigative journalism and cross-border methods
- *Maldita* – a fact-checking and media literacy organisation working to counter misinformation



Celebrating Breakthroughs, Inspiring Progress

↑ **180+**

applications across
open calls

↑ **100+**

youth collaborators

↑ **10**

webinars, workshops,
and master classes

↑ **50+**

partner organisations

↑ **3000+**

young people reached directly
through participation-focused
formats

↑ **10000+**

visibility extended through amplification
via partner networks

↑ **12+**

new member organisations
joined EYP network

↑ **7+**

influencer
collaborations

Influencer Collaborations

To broaden youth-facing outreach and connect EU-related themes with new audiences, EYP also engaged with Social Media creators & Influencers including: @sevimaktaseu (42.9K followers); @its_selma (10.5K followers); @olivialori.eu (14.9K followers); @chiaragerngrosz (892 followers); @minuteforcohesion.eu (862 followers); @hervoicceu (2,557 followers); @mart.azlauska (1,923 followers);

reach across content themes





Social Media & Digital Presence

In 2025, European Youth Press strengthened its **visibility, credibility and network cohesion** through a youth-led, accessible and ethical communications strategy built around three connected engines: shaping the public narrative through public relations, expanding reach through partnerships and membership engagement, and converting interest into involvement through youth outreach. Communications were designed to be low-barrier and hands-on, giving young media makers a clear first step into EYP through practical “test-drive” formats such as live Q&As, mini-challenges and interactive online touchpoints.



You crushed it in August!
Here's what that looked like.

36K

Reels and post views
+117% from July

79%

Views from non-followers
+138% from July

293

Followers
+5 from July



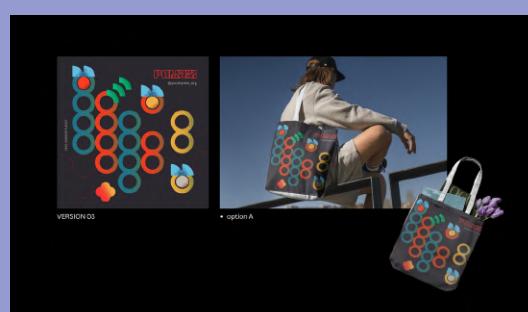


Key Achievements:

- EYP's Instagram following grew **from 8.5k to 14.8k**, representing an increase of **approximately 74%**, with most growth achieved organically.
- Overall digital outreach across platforms **exceeded 200,000 people**, while EYP's wider online community grew to **40,000+ users**.
- Social media played **a central role in supporting open calls, events, governance participation and campaigns**, directly contributing to strong engagement and participation outcomes.

Project-based initiatives, particularly youth-led storytelling and participatory formats, consistently generated strong interaction and engagement.

Beyond quantitative growth, EYP's strengthened digital presence increased its recognition within the youth media field and opened new opportunities for collaboration, learning and exchange across the network. Social media also functioned as a shared amplification space for Member Organisations, enabling them to increase visibility, connect with new audiences and benefit from the network's trust and recognisability.





- Constructive Journalism
- Voices of the Next Generation
- Overall Impact

Campaigns 2025

LOOKING BACK

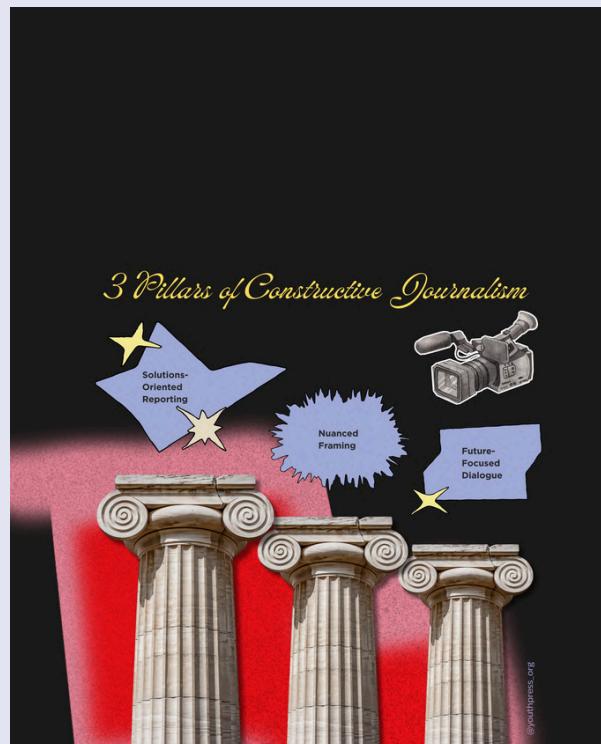
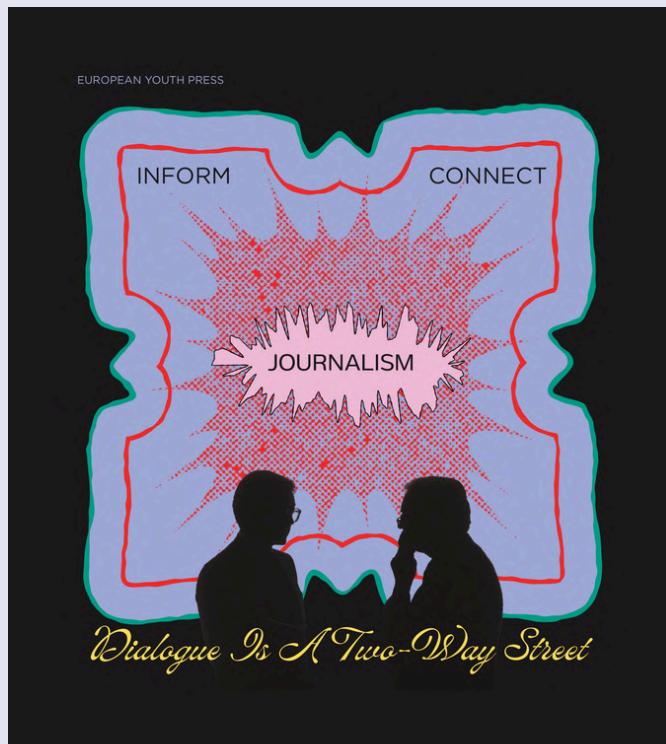


Constructive Journalism Campaign (FYI3 – The Campaign)

From June to December 2025, European Youth Press implemented a network-wide campaign focused on **constructive and solutions-oriented journalism**. The campaign encouraged Member Organisations to engage with shared editorial values through peer-learning formats, Media Circles, co-created content and MO-led activities.

The campaign strengthened **internal collaboration, increased Member Organisation participation and provided a scalable, inclusive model for network-wide engagement**, enabling young media makers across Europe to contribute meaningfully with low barriers to participation.

A key outcome of the campaign was the development of Constructive Journalism Media Circles, a light, co-created engagement format designed together with Member Organisations. Through Media Circles, MOs nominated young creators from their communities to produce short, locally rooted content under a shared editorial framework, supported by light mentoring and Europe-wide amplification. This approach offered portfolio-ready outputs for young media makers while providing Member Organisations with a practical, repeatable way to engage their communities.

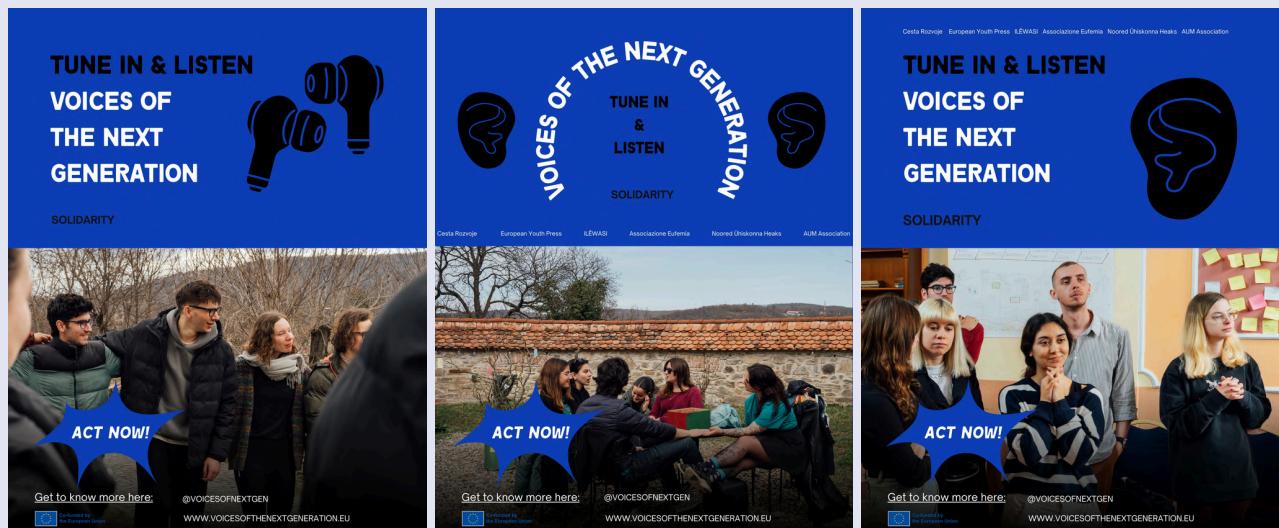




Voices of the Next Generation – Dissemination

The final phase of Voices of the Next Generation placed strong emphasis on amplifying **youth-produced documentary films** and supporting participation in the project's final conference. Instagram served as the primary dissemination channel, complemented by Facebook, TikTok and YouTube.

The campaign relied on primarily organic, youth-led storytelling, resulting in a **626% growth in Instagram followers and a total online reach of over 120,000 people**. All dissemination targets were met or exceeded, demonstrating the effectiveness of participatory, values-driven communication in reaching young audiences across Europe.



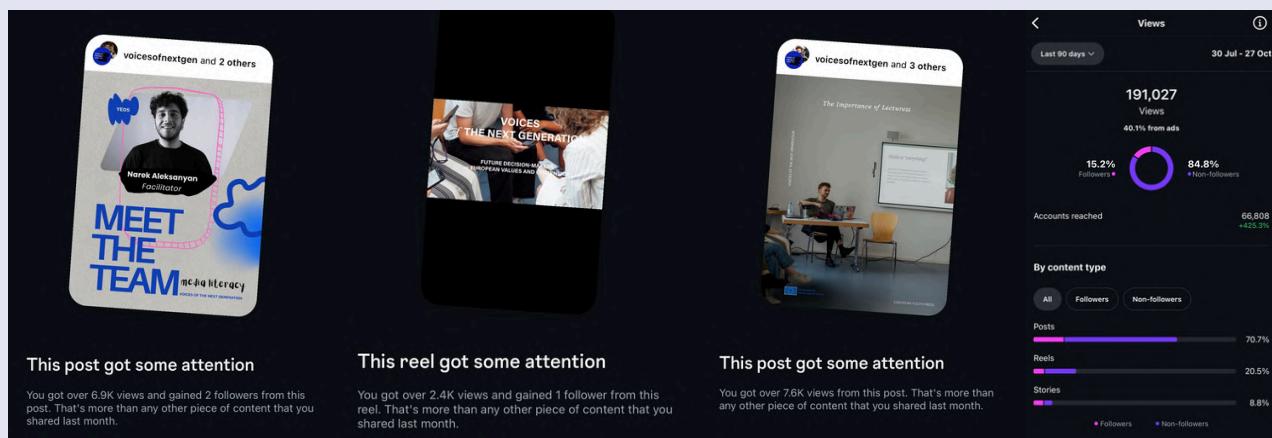


Overall Impact

Taken together, EYP's communications, digital presence and campaigns in 2025 strengthened its role as a visible, trusted and youth-driven European media network.

Through a coordinated communications and outreach approach, **EYP successfully converted visibility into participation**, using digital platforms and campaign formats to lower entry barriers and support meaningful youth engagement. Social media functioned not only as a dissemination channel, but as a **core infrastructure for recruitment, collaboration and community-building across projects**.

Campaigns such as the *Constructive Journalism Campaign* and the dissemination of *Voices of the Next Generation* translated this infrastructure into concrete action, enabling young media makers and Member Organisations to contribute content, exchange expertise and engage in public debate across borders.



Together, these efforts:

- expanded youth engagement and contributor pipelines across Europe
- strengthened strategic partnerships with youth, media and civil society organisations
- deepened cooperation with Member Organisations, supporting the development of their internal capacities
- increased digital reach, visibility and credibility within the European youth media ecosystem
- established sustainable engagement formats that integrate communications, social media and campaigns beyond individual project cycles



EYP in Europe & Beyond



In 2025, European Youth Press showed up across Europe and beyond, contributing youth media perspectives to major conferences, policy discussions and sector events, including:

1. European Youth Forum (YFJ) General Assembly (Brussels, Belgium)
2. European Youth Forum (YFJ) General Assembly (Kandersteg, Switzerland)
3. International Democracy Day Events (Brussels, Belgium)
4. EU-ASEAN Civil Society & Policy Dialogue (Kuala Lumpur, Malaysia)
5. International Winter Democracy Academy (Lisbon, Portugal)
6. PulseZ Local Event (Paris, France)
7. FEJS Advisory Council (AC) (Krakow, Poland)
8. FEJS General Assembly (GA) (Porto, Portugal)
9. Social Media Academy – “Diving into the European Parliament’s Social Media” (Brussels, Belgium)
10. World Expression Forum (WEXFO) (Lillehammer, Norway)
11. European Parliament Event – “Countering Youth Euroscepticism in the Western Balkans: The Case of North Macedonia” (Brussels, Belgium)
12. European Policy Centre (EPC) Event – “Enlargement Package 2025: What will it take to deliver?” (Brussels, Belgium)
13. Media Freedom Rapid Response Summit (Brussels, Belgium)
14. UNESCO Event – “Éducation à la paix en action : de la politique à la pratique” (Paris, France)
15. Water Resilience Forum (Brussels, Belgium)
16. European Youth Event 2025 (Strasbourg, France)
17. Gen-E Festival 2025 (Athens, Greece)
18. PulseZ Youth Festival 2025 (Brussels, Belgium)



Finances and Administration

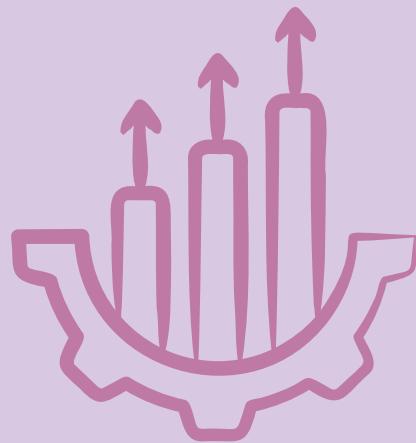


In 2025, EYP strengthened its financial governance by reinforcing Finance & Administration capacity and EU grant oversight, supporting transparent financial management and compliance across its activities. Across the year, **EYP managed €400,000+ in project funds across six active EU grants, and achieved 100% audit compliance for all EYP-led projects.**

A major focus in 2025 was completing financial reorganisation and professionalising internal systems. **Key improvements included:**

- finalising and correcting bookkeeping for 2022–2023, with 2024 in final validation
- transitioning to a new external accounting firm in Landshut for quarterly reporting, tax declarations and compliance monitoring
- centralising banking operations under Berliner Volksbank, including a dedicated savings account
- full digitalisation via DATEV, improving traceability and auditor access
- introducing a corporate credit-card system to simplify project spending and reduce reimbursements

Together, these steps strengthened transparency, reduced administrative burden and improved financial resilience across the organisation.



Financial Plan 2026

EYP's Financial Plan for 2026 is designed to keep the organisation **stable, flexible and ready to grow**.

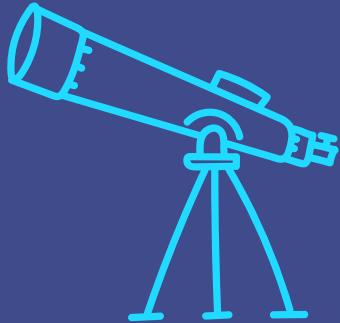
With several major funding decisions still pending, the plan uses **three funding scenarios: conservative, base case and optimistic**. This allows EYP to protect its core work while scaling activities responsibly as resources are confirmed. Looking ahead, the plan focuses on strong foundations.

It prioritises **maintaining essential organisational capacity, strengthening financial resilience** through a 10–15% reserve buffer, and gradually **building a more diversified funding** mix beyond EU programmes.

Regular monitoring, including quarterly reporting to the Executive Board and a mid-year review, will ensure **transparent oversight throughout the year**.



Looking Ahead



2025 was a year of momentum for European Youth Press: stronger youth-led storytelling, wider participation across borders, and a clearer presence in Europe's media and civic space. Across projects, platforms and partnerships, EYP showed what happens when young media makers are supported not only to take part, but to lead, create and shape public debate.

In 2026, we build on that foundation with a focus on continuity and smart growth. Our priorities are to keep lowering barriers for young people to join and contribute, deepen cooperation with Member Organisations, and strengthen the skills, tools and spaces that help youth media thrive.

Alongside ongoing network development, **2026 will also bring the next wave of programme work**, including the launch of Alccess and the implementation of Our Eyes on the EU, expanding opportunities for youth-led journalism, media literacy and democratic participation across Europe. We will **continue investing in accessible learning formats, shared editorial opportunities and partnerships** that connect youth media to wider civil society and policy spaces.

At the same time, we will **strengthen internal coordination and quality processes** so that growth remains sustainable and grounded in EYP's values.

Above all, EYP enters 2026 committed to staying **youth-driven, inclusive and credible**, while strengthening the structures that make cross-border collaboration and long-term impact possible.

prepared by:
Katarina Popović
designed by:
Isidora Žarković



Co-funded by the
European Union



EYP ANNUAL REPORT 2025

 www.youthpress.com

 team@youthpress.org

 @youthpress_org

 Berlin, Germany