


**ENGAGE Project Database of Best practices collected at EU level**

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Title of the initiative	<b>Go Vote Campaign</b>																											
Representative image of the initiative																												
Website/Social Media account of the initiative	<a href="https://national-policies.eacea.ec.europa.eu/youthwiki/chapters/romania/58-raising-political-awareness-among-young-people">https://national-policies.eacea.ec.europa.eu/youthwiki/chapters/romania/58-raising-political-awareness-among-young-people</a>																											
Country of implementation	Romania																											
Representative organisation/ individuals	Ministry of Youth and Sports																											
Field of action	<table border="1" data-bbox="505 1367 1378 1793"> <tr> <td data-bbox="505 1367 849 1423">EU values &amp; human rights</td> <td data-bbox="849 1367 927 1423">✓</td> <td data-bbox="927 1367 1304 1423">Citizenship</td> <td data-bbox="1304 1367 1378 1423">✓</td> </tr> <tr> <td data-bbox="505 1423 849 1480">Cultural identity</td> <td data-bbox="849 1423 927 1480">☐</td> <td data-bbox="927 1423 1304 1480">Digital citizenship</td> <td data-bbox="1304 1423 1378 1480">☐</td> </tr> <tr> <td data-bbox="505 1480 849 1577">Diversity and inclusion</td> <td data-bbox="849 1480 927 1577">☐</td> <td data-bbox="927 1480 1304 1577">Gender, social, economic and health</td> <td data-bbox="1304 1480 1378 1577">☐</td> </tr> <tr> <td data-bbox="505 1577 849 1633">Social justice</td> <td data-bbox="849 1577 927 1633">☐</td> <td data-bbox="927 1577 1304 1633">Leadership &amp; mentorship</td> <td data-bbox="1304 1577 1378 1633">☐</td> </tr> <tr> <td data-bbox="505 1633 849 1690">Democratic life</td> <td data-bbox="849 1633 927 1690">✓</td> <td data-bbox="927 1633 1304 1690">Other</td> <td data-bbox="1304 1633 1378 1690">☐</td> </tr> <tr> <td data-bbox="505 1690 849 1793">Climate change, sustainability</td> <td data-bbox="849 1690 927 1793">☐</td> <td data-bbox="927 1690 1304 1793"></td> <td data-bbox="1304 1690 1378 1793"></td> </tr> </table>				EU values & human rights	✓	Citizenship	✓	Cultural identity	☐	Digital citizenship	☐	Diversity and inclusion	☐	Gender, social, economic and health	☐	Social justice	☐	Leadership & mentorship	☐	Democratic life	✓	Other	☐	Climate change, sustainability	☐		
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Type of action	Information campaign
Target group	Young voters
Main partners or stakeholders	Public institutions
Short description of the initiatives	<p>Raising political awareness among young people through electoral participation encouragement.</p> <p>Youth-targeted information campaigns about democratic rights and democratic values supported by public institutions are only aiming at raising youth participation in elections. A 'Go Vote' campaign has been implemented in 2016 by the Ministry of Youth and Sports, using mainly online communication tools, implemented between March 2016 and December 2016 in order to get as many young people as possible to vote to the local and parliamentary elections. No monitoring and evaluation have been conducted on the main outcomes and results of the campaign.</p> <p>Moreover, the National Electoral Authority implements each elections year a First Vote Campaign, dedicated to informing young voters on their rights and the voting process. The campaign started in 2014, but it was continued at each elections since.</p>
Activities and methods implemented	<p>Online communication tools, informational materials</p> <p>Information providers / counselling structures</p> <p>Youth-targeted information campaigns about democratic rights and democratic values</p> <p>Promoting the intercultural dialogue among young people</p> <p>Promoting transparent and youth-tailored public communication</p>
Key Success Factors	Government support, targeted messaging