Uniting Europe Through Digital Activism

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A conversation with Milán Kilián Hahn emerging researcher and policy enthusiast

In a rapidly shifting European political landscape, where digital media, polarization, and changing youth engagement shape the public discourse, new grassroots efforts are emerging to advocate for European unity. During an EPIS Informal Talk, Milan—a youth activist studying international relations at Eötvös Loránd University and founder of pro-European social media platforms—reflected on the realities of organizing cross-border movements, navigating the challenges of online disinformation, and mobilizing young people across the continent.

From Social Media Creation to Grassroots Mobilization

Milan's path into European activism began with digital communication before expanding into real-world mobilization. Starting his Instagram channel, *European Propaganda Agency*, in early 2025, his work quickly evolved into active involvement with organizations like *We Are Europe* by early 2026. Driven by a core belief in a more integrated continent, Milan described the immense commitment required to organize non-funded, volunteer-led pro-EU protests across multiple European cities. Despite facing logistical hurdles, financial constraints, and the ongoing challenge of mobilizing large crowds beyond local network circles, he stressed that sacrificing personal free time and prioritizing productivity over passive leisure is necessary when standing up for a unified European vision. Building these initiatives from the ground up requires constant coordination, reaching out to local representatives, writing donation pitches, and managing social media outreach to keep volunteer networks active and engaged.

The Reality of Political Communication and Online Disinformation in 2026

Reflecting on his experiences in political communication, Milan highlighted the double-edged nature of modern social media. While platforms serve as an essential tool for organizing movements and achieving real-world impact, they also foster extreme polarization and expose users to targeted foreign propaganda. He expressed deep concern over the dominance of short-form video content and AI-driven bot accounts, noting how complex political nuances are inevitably lost in 30 to 60-second clips. Milan warned that algorithmic echo chambers and hostile information campaigns—particularly those amplified by foreign actors seeking to exploit domestic societal divisions—risk radicalizing young audiences across the political spectrum. In an era where short-form feeds act as primary news sources, conscious, fact-based communication, strategic transparency, and critical media literacy are more essential than ever to counteract populist discourse.

Redefining European Identity and the Role of Democratic Values

A central focus of the discussion was the evolving narrative surrounding European integration, geopolitical alliances, and the rise of political extremism. Milan observed how political discourse across Europe has shifted, with far-right movements increasingly framing issues within a pan-European context rather than purely national terms. In response, he advocated for an accessible, pragmatic approach to European unity—focusing on shared democratic values, stronger Atlanticist security partnerships through NATO, and necessary institutional reforms such as abolishing the veto power in the EU Council to prevent single-member paralysis. He emphasized that

expanding the European Union goes hand-in-hand with strengthening democratic institutions across candidate nations. For Milan, upholding democracy, expanding European integration to worthy candidates, and maintaining a peaceful, united bloc remains Europe's greatest achievement and its strongest asset on the global stage.

About the Interviewed: Milán Kilián Hahn is an emerging researcher and policy enthusiast specializing in international security, defense technology, and geopolitics. Dedicated to understanding the evolving dynamics of modern warfare and transatlantic strategy, he actively contributes to policy debates by bridging academic research with practical security insights.

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