

# YOUTH PARTICIPATION

HELLO PARTNER !

WELCOME TO CLASS

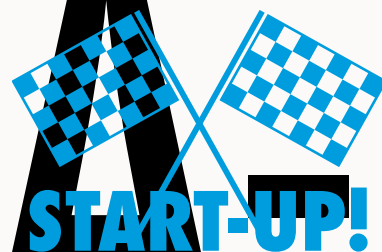


YOUTH WORK & ENTREPRENEURSHIP

UNEMPLOYMENT

VALUES		TOOLS
SHARE		
FOR	FOR	YOUNG
		YOUNG
AND	THE	
DEMOCRACY		

- ☐ WE NEED
- ☐ ONLINE
- ☐ VOTING
- ☐ FOR
- ☒ YOUTH



START-UP!

E CITIZENSHIP  
E DEMOCRACY  
E GOVERNMENT

# TABLE OF CONTENTS

MAGAZINE 2015

ENTREPRENEURSHIP AS A POSSIBILITY WITHIN YOUTH WORK PRACTICE	2
JOBBPEPP	5
MASSIVE OPEN ONLINE COURSE	6
TALK – WALK DEMOCRACY	9
ACTIVE FOR THE COMMUNITY	10
WHAT’S UP?	12
EUROPEAN CITIZENSHIP THROUGH HISTORY	14
ÖKONOMIE DES TEILENS	16
FAILED POLITICAL SYSTEM KEEPS YOUNG PEOPLE FROM VOTING	18
THE INSTITUTE FOR DIGITAL GOVERNMENT	21
SOCIAL INNOVATION INSPIRING CONSCIOUSNESS	24
SENSE CUBE	26
SALTO-YOUTH PARTICIPATION	29

# ENTREPRE-NEURSHIP AS A POSSIBILITY WITHIN YOUTH WORK PRACTICE

BELGIUM, BRUSSELS

03.2016



2

For the past few years, especially since the emergence of the youth unemployment crisis, entrepreneurship has been presented as an engine of economic growth and as one of the solutions facilitating young people's independence, personal and professional development, and well-being. Given the importance of entrepreneurship to economic development and employment, the recently adopted United Nations Sustainable Development Goals<sup>1</sup> unsurprisingly include the promotion of entrepreneurship as a target under both education (4.4) and economic growth (8.3). Likewise, European and national programmes targeting young people have introduced it as a top priority, attempting thereby to increase young people's participation in the labour market. Erasmus+, the EU's programme for education, training, youth and sports, is evidently also aligned with this priority. Under the programme, entrepreneurship is seen as a transferable competence, useful to young people in all areas of life. The programme promotes entrepreneurship education and learning to foster active citizenship, employability and new business creation (including social entrepreneurship).

Entrepreneurship has also sparked interest and curiosity among youth work practitioners. The relationship between youth work and entrepreneurship has been complicated, due partly to a limited understanding of the concept and a certain incompatibility of values. Since 2012, SALTO-Youth Participation, in collaboration with the Erasmus+ National Agencies of Austria, Belgium-FR, Denmark, France, Germany, Hungary, Italy, Malta, Poland, Romania, Sweden and the UK, have been trying to demystify the meaning of entrepreneurship and position it as a possibility within youth work. Since then, 6 training courses, seminars and conferences exploring this theme have been organised, and in 2014, the 'Young people, entrepreneurship and non-formal learning: a work in progress' book<sup>2</sup> was published, bringing us several steps further towards understanding the controversial connection.

Our most recent event, 'Towards collaborative practice. European conference on youth work, social innovation and entrepreneurship'<sup>3</sup>, organised in

Malmö Sweden in November 2015, aimed to shine a spotlight on the potential of youth work to support social innovation and entrepreneurship and to advance collaborative practice. This conference created a platform to discuss social innovation, entrepreneurship, entrepreneurial learning and young people and to map support structures, initiatives, programmes and financial schemes at the national and European levels. The event also aimed to initiate or reinforce cross-sector cooperation and facilitate the sharing of practices and methods useful for social entrepreneurship creation and support. Last but not least, it promoted the 'Erasmus+' contribution towards supporting entrepreneurial learning and social entrepreneurship and innovation among young people. In order to support and enhance cross-sector cooperation, we collaborated with the 'Forum for Social Innovation', Sweden (MSI) and organized the conference jointly and simultaneously with the 'Social Innovation Summit'<sup>4</sup>.

Over the past 4 years, we have learned a lot of lessons and have come to acknowledge the fact that there are many more paths that need to be explored, if we are to get the most out of the support that youth work can bring to entrepreneurship among young people.

6 of the most important lessons that we plan to build on in our future projects are:

1. Youth work can support entrepreneurship among young people in many ways, some of which are: the development of entrepreneurial skills and the responsible economic behaviours that youth workers instil in young people by making them reflect on the values, ethics and social impact of their enterprising ideas. Youth work may therefore promote young people's participation in alternative business models, such as associations, foundations, cooperatives and social enterprises. These types of businesses are compatible with the attitudes, practices and values promoted by youth work.

2. Entrepreneurship is not for everyone and young people cannot be transformed into successful entrepreneurs



overnight through short term activities. Young people willing to become entrepreneurs need to be supported over an extended period of time and youth workers can contribute to this by, for instance, coaching or mentoring.

3. Cross-sector collaborative practice is the key to successful, sustainable and innovative (social) entrepreneurship (support) projects. The support that youth workers can offer needs to be complemented by other services, such as employment offices, business incubators and accelerators, specialized training providers, chambers of commerce, local and regional administration offices etc.

4. Underrepresented groups need to be given special attention and help in order to start, run or grow a business or social enterprise. Youth workers can help these groups to, inter alia, make informed decisions, by clarifying the risks of choosing an entrepreneurial career.

5. Different training concepts need to be designed for different target groups. Aspiring (social) entrepreneurs need to be offered different training activities from entrepreneurship support structures, to avoid confusion and different training and learning paces. Mixing different target groups can work in the case of networking or partnership-building activities, but not in the case of specialized training courses.

6. The youth work sector needs more examples of (social) entrepreneurship practice, projects, success stories, methods and tools to familiarize itself with the concept of entrepreneurship, learn from previous experiences and improve the quality of

its projects. This would also respond to the need to showcase the achievements of youth work and obtain recognition for those achievements. This can be done through a variety of events, but also through databases, practical publications or MOOCs.

With this in mind, we have decided to continue our work in 2016 by organizing a Forum on social innovation and entrepreneurship in Italy and a study visit on social entrepreneurship in the UK. The study visit will allow us to discover the British social entrepreneurship model and the policies and legal framework that recognize and regulate social enterprises in the UK. The forum to be organized this autumn in Italy will be a laboratory of ideas, methods and tools where experienced people, who work in the field of entrepreneurial learning/entrepreneurship/social innovation, will exchange ideas with participants on how to make their innovative projects sustainable. Participants will be able to network and initiate international cooperation projects within the youth sector and beyond. One important focus of the forum will be young people with fewer opportunities, especially young migrants, and the support they need to design and develop their entrepreneurial projects. The wider aim of the event is to build a European network of projects, ideas and experiences of social innovation and entrepreneurship, with a particular focus on Erasmus+/Youth in Action opportunities. The forum will be an

opportunity to discuss future pathways for social innovation and entrepreneurship, explore new opportunities and build a platform for cooperation on innovative projects and initiatives.

Our work will certainly not stop there. We plan to reinforce and expand our partnerships with different stakeholders and make our future projects as meaningful and innovative as possible. Various publications will also be produced in order to capture and showcase our learning points and share them with youth workers and the wider public.

## RALUCA DIROESCU SALTO YOUTH PARTICIPATION

### Footnotes

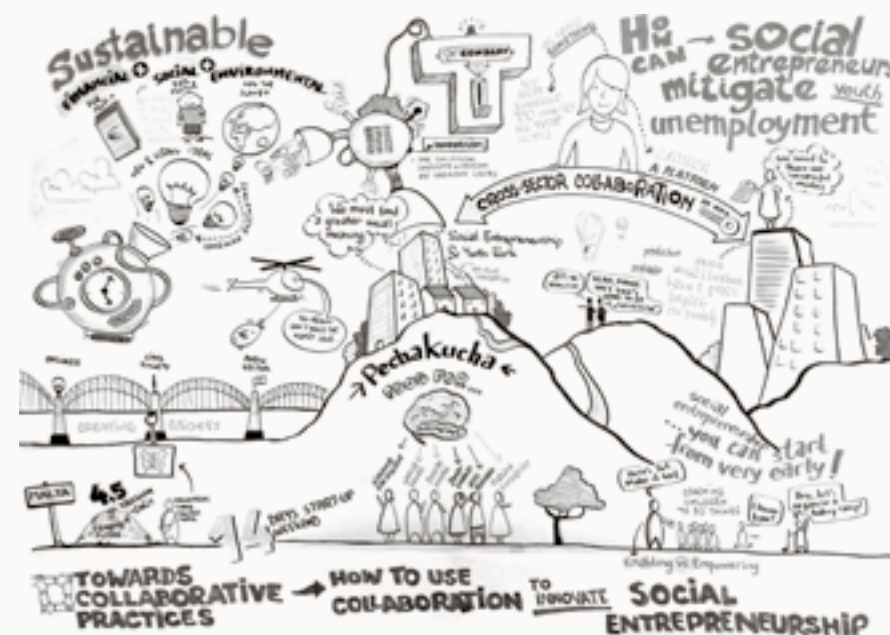
<sup>1</sup>[www.undp.org/content/undp/en/home/sdgoverview/post-2015-development-agenda.html](http://www.undp.org/content/undp/en/home/sdgoverview/post-2015-development-agenda.html)

<sup>2</sup>[www.SALTO-Youth.net/downloads/4-17-2949/010\\_SALTO\\_Participation.web\\_A%20work%20in%20progress%5B2%5D.pdf](http://www.SALTO-Youth.net/downloads/4-17-2949/010_SALTO_Participation.web_A%20work%20in%20progress%5B2%5D.pdf)

<sup>3</sup>[www.collaborativepractice15.com](http://www.collaborativepractice15.com)

<sup>4</sup>[www.sisummit.se](http://www.sisummit.se)

© Drawings by Paul Dumitru, graphic facilitator at the 'Towards collaborative practice' conference, Malmö Sweden November 2015



4

## KEY ACTION 1 OF ERASMUS+

# JOBBPEPP

### Brief description

Jobbpepp was a Youth Exchange that took place in Reykjavik, Iceland in August 2014. The participants were 30 youngsters from Sweden and Iceland. They acquired tools through non-formal learning, transnational networks, following role models and practical work in the public, private and NGO sectors to help them move out of unemployment.

Our methodology focused on building a model which would contribute to the European strategy of lowering youth unemployment. The goals of this model were:

1. To help the long-term unemployed move towards entering the jobs market and encourage them to look at opportunities outside their physical and psychological comfort zone.
2. To help youngsters establish themselves in the labour market and prevent them dropping out.
3. To help youngsters from an immigrant background move towards entering the jobs market.

### How did the idea come up?

Europe and the Nordic countries are facing youth unemployment on a major scale, with serious social consequences. When there is an economic crisis, the

UNEMPLOYMENT  
5

first people to be affected by it are youngsters, particularly immigrants and those with low self-esteem. As a result of unemployment, we see an increase in phenomena such as xenophobia, intolerance and social problems. A recent example is the fight between two groups in Malmö, where three youngsters were attacked by Nazi groups carrying knives. At the same time, there are countries in the EU and Nordic region that have quite good economic growth and that are in need of human resources. We can see that we have a problem of a mismatch of skills and a lack of knowledge. We have places that have high unemployment and places that need human resources. Through our work, we meet youngsters who find it difficult to develop their social capital, youngsters who are not involved in any associations and do not have any positive role models, nor do they know anything about other parts of the Nordic region or Europe. This is what we wanted to change through Jobbpepp.

### Objectives

The project aimed to improve the employability and competitiveness of

young people on the labour market. The exchange offered opportunities for young unemployed people to share their experiences and good practice.

We hoped that by the end of the exchange:

- At least 80% of the participants would establish a network that would help them move towards entering the jobs market;
- At least 90% of the participants would become more motivated and would start thinking about working or studying abroad;
- The participants would gain the practical knowledge necessary to join the labour market;
- The participants would be more interested in entrepreneurship and creativity;
- The participants would have higher self-esteem and a feeling of European/Nordic identity.

### Strong points

Both organisations had already been working together for many years and were experts in the topic.

## ALMA SANDBERG

### Contact

[alma@nordjobb.org](mailto:alma@nordjobb.org)  
T: +46 7 35 21 79 10

### Budget

Total amount: € 12,270  
YiA contributions: € 12,270

### Beneficiary/promoters

Föreningarna Nordens Förbund

### Detailed Partnership

Norraena félagio (Other) – Iceland

## SWEDEN, MALMÖ

20.06.2014 – 20.11.2014



# MASSIVE OPEN ONLINE COURSE

THE FIRST MASSIVE OPEN ONLINE COURSE (MOOC) ON ERASMUS+ FUNDING OPPORTUNITIES FOR YOUTH

BELGIUM, BRUSSELS

03.2016

6

HELLO PARTNER !

WELCOME TO CLASS



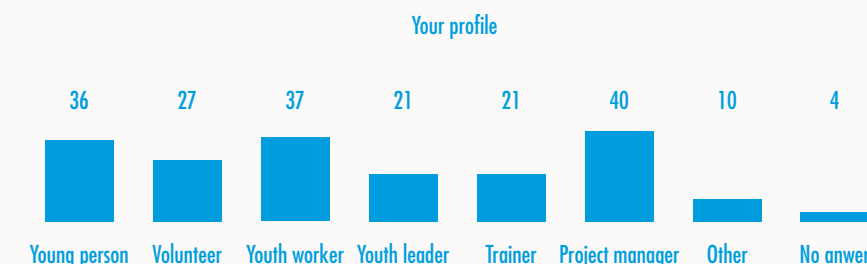
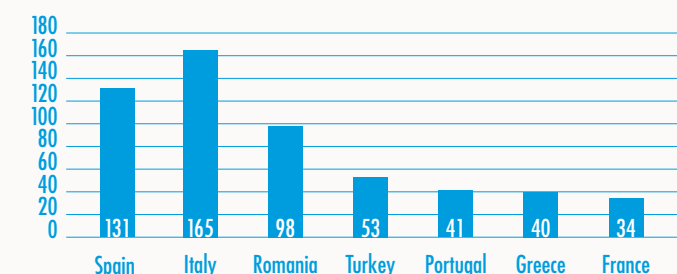
Among its top priorities, the SALTO-Youth Participation Resource Centre strives to make the Erasmus+ Programme more inclusive and accessible to all youth workers and young people. For this reason, SALTO-Youth Participation has developed and coordinated, in cooperation with the 9 Erasmus+ National Agencies of Belgium (FR), France, Hungary, Iceland, the Republic of Ireland, Poland, Spain, Sweden and the United Kingdom, an innovative and attractive online training programme called the 'Massive Open Online Course on Erasmus+ Youth in Action- Funding Opportunities for Youth'. The Massive Open Online Course (MOOC) aims for unlimited participation and provides interactive course materials such as videos, online forums, quizzes, reading lists and publication references. In addition to this, MOOC provides an opportunity for users to create networks and build partnerships among participants.

The first edition started on 4 May and ended on 1 June 2015. Three facilitators, Laimonas Ragauskas, Pieter Jan Uyttersprot and Nerijus Kriauciunas, were contracted to design, develop and facilitate this online course, in cooperation with the resource centre and the Partner Erasmus+ National Agencies. The objectives of the MOOC on Erasmus+ Funding Opportunities for Youth were to learn about the philosophy of Erasmus+, to prepare to develop a project, matching formal and minimum quality requirements, and to create space for networking and building up knowledge about Erasmus+.

In total, 3,714 participants enrolled for this first edition. 614 (17%) of them completed the minimum required

modules and received their Youthpass Certificate. The majority of participants were women with 'project manager' or 'youth worker' profiles who came from Erasmus+ Programme and Partner countries, but the course also attracted participants from other continents, promoting European opportunities beyond the 'borders' of Europe. The participants came from the following countries: Albania, Algeria, Argentina, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Egypt, Estonia, Finland, Former Yugoslav Republic of Macedonia (FYROM), France, Georgia, Germany, Greece, Guatemala, Hungary, Iceland, Italy, Lithuania, Morocco, Nepal, Netherlands, Pakistan, Palestinian Territories, Poland, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Turkey, Ukraine, and United Kingdom.

<https://infograph.venngage.com/p/49232/moocyouth-achievements>



The top 7 countries that were represented at the event (source: Welcome survey)

This first edition of the MOOC was structured into 5 thematic modules:

- Module 1: General overview of Erasmus+ Youth in Action
- Module 2: Youth Exchanges
- Module 3: European

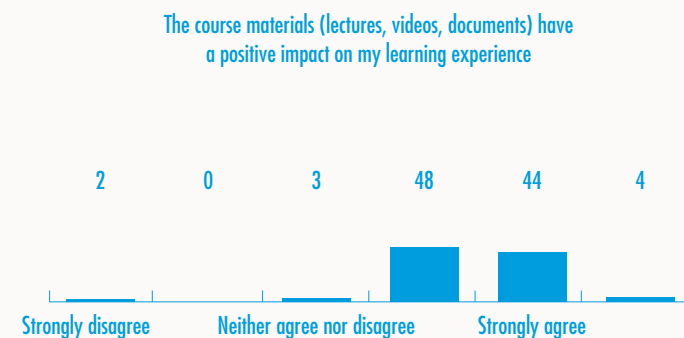
- Voluntary Service
- Module 4: Mobility of youth workers
- Module 5: Application procedures

Each module was structured into 7-9 sessions offering different interactive learning content online, which was uploaded to the Canvas.net MOOC platform [www.canvas.net](http://www.canvas.net). Participants learnt through animated videos, pre-recorded video interviews, videos from projects and educational texts. All the videos developed within the framework of this MOOC are still available on the MOOC on Erasmus+ YouTube channel [www.youtube.com/channel/UCBA7l7XjM4C6kWqxAg8Ml8w](http://www.youtube.com/channel/UCBA7l7XjM4C6kWqxAg8Ml8w) feed, which has received more than 39,780 views.

The estimated course commitment was around 3-4 hours per week, for 4 weeks. The feedback received in the welcome survey and on the forum, regarding the impact and usefulness of the course, was extremely positive. For most participants, the MOOC

helped them better understand why and how the programme has been developed and it gave them the ideas and motivation to go forwards and put their new knowledge into practice.

*'I have attended many training courses, but never a class online, but I love the way it is structured and that you can access it at any time of the day or night... nice...'*  
Zaharia Mariana-Geanina



"I was blown away by the dedication and work of your team in the video. What a great feeling it must be for you to know you are helping others while learning and growing yourself. I look forward to the time when I can put together a programme and have a team help make it possible. You give me hope. Thanks." Susan Egan

"I found all the movies quite good tools for learning on this MOOC platform. I found some details important for my knowledge and understanding of the ERASMUS + concepts, which will for sure improve my project applications for upcoming deadlines. The part about Youthpass is amazingly resourceful and important, especially the video about the Youthpass Impact Study." Branislav Bane Trudic

"This is such a great opportunity to learn about Erasmus+. It can change the lives of youths and of anyone else who is interested. I like how this programme is attracting youth from all over the world and how the European Commission and SALTO-Youth work together to ensure that cultural diversity is understood, respected, and promoted all around Europe." Abdelmoula Mdiouani

"This course is not only helpful for the Youth in Action programme. It provided some good information on project management in other fields too. With basic and specific information, it helps all open-minded people use those facts in applications for jobs, projects etc. I enjoyed being a part of it." Luka Lesko

Given this success, and the high number of participants, the SALTO-Youth Participation Resource Centre, in cooperation with the Erasmus+ National Agencies of Belgium (FR), France, Hungary, Iceland, the Republic of Ireland and Poland decided to re-launch the MOOC. The second edition took place from 2nd to 29th November 2015.

In total, 4,022 participants enrolled into this second course. 722 (18%) of them completed the minimum required modules and received their Youthpass Certificate. Once again, the majority of participants came from Erasmus+ Programme (82%) and Partner countries (17%).

Given the success and the positive feedback received, the SALTO Youth Participation RC in cooperation with Erasmus+ National Agencies decided to support the KEY ACTION 3 of Erasmus+ and the Structured Dialogue with young people by developing a new Massive Open Online Course which is scheduled for November 2016. So stay tuned.

STÉPHANIE NOWAKOWSKI

SALTO-Youth Participation

## KEY ACTION 1 OF ERASMUS+

# TALK — WALK DEMOCRACY

### Brief description

The history of democracy and the modern specifics of young and old democracies have shown that democracy can find different ways of developing in different cultural, regional and historical settings. Different countries have designed, developed and implemented different mechanisms, values and tools of democracy, which have contributed towards the creation of more democratic societies. In most cases, copy-pasting these tools and mechanisms from one country to another is not successful, but learning their fundamentals gives us a chance to transform and adjust them to different environments. This is main reason we wanted to carry out the project, because we believe that youth is the main driving force for positive change towards better democratic structures.

### How did the idea come up?

The applicant organisation "Active Ukrainians in Europe" had already implemented one successful Erasmus + project: "Fundamentals of Democratic Society" in August 2014 in Sweden, where the Institute for Democratic Change, based in Tbilisi, Georgia, was a partner organisation. Considering our mutual positive experience of partnership, we decided to carry out the project "Talk Democracy, Walk Democracy" to be conducted by them in Georgia, in spring 2015.

SWEDEN, STOCKHOLM

01.01.2015 — 30.05.2015

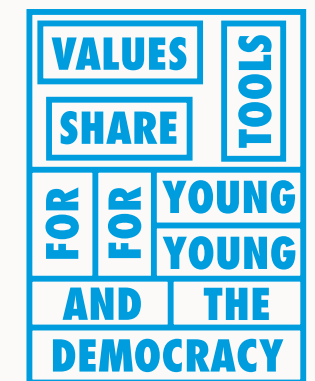
### Objectives

The main aim of the project 'Talk Democracy, Walk Democracy' was to empower young people towards democratic values and democratic citizenship through exploring the symbols and tools of democracy in different societies.

- to share knowledge about core democratic institutions and values of any democratic country, such as courts, parliament, media and mechanisms of human rights protection;
- to encourage participants towards active democratic citizenship in the future; to implement a range of non-formal learning approaches that would enhance participants' capacity to be active citizens of and for a democratic country;
- to provide young people with an opportunity to present their culture, learn about others and share their specific traditions;
- to exchange best practices in youth policy and democratic institutions;
- to develop the competences of participants in the spheres of: human rights protection mechanisms, democratic institutions, cultural diversity and youth policy.

### Strong points

The Institute for Democratic Change had worked with all the partner organisations before. Experience in the field was the main criterion for selecting them. All partner organisations worked in the field of youth and promoting democracy, youth participation, volunteering, intercultural learning, human rights or active citizenship. They had experience of being involved in at least one project within the framework of



the YiA and had the organisational capacity to select, prepare and organise participants for the project.

YULIA OLEKSANDRIV USOVA

### Contact

usova.yulia@gmail.com  
T: +46 7 68 19 75 92

### Budget

Total amount: € 20,520  
YiA contributions: € 20,520

### Beneficiary/promoters

Active Ukrainians in Europe

### Detailed Partnership

Europski Dom Slavonski Brod (Other) – Croatia  
Seiklejate Vennaskond (Other) – Estonia  
Sums'ka Mis'ka Hromads'ka Organizatsiia  
"Tsentr levropeiskikh initsiatyv" (NGO) – Ukraine  
Associacion Cultural Sende (NGO) – Spain  
Institute for Democratic Change (NGO) – Georgia

8

# ACTIVE FOR THE COMMUNITY



CROATIA, SISAK

04.08.2014 – 04.05.2015

10

## Brief description

The project 'Active for the community' aimed to improve the implementation of youth policy through the establishment of a structured dialogue between young people, the Youth Council, relevant institutions and stakeholders responsible for the creation of policy towards young people in the City of Sisak, Croatia. The target group was 30 young people, aged up to 30 and active in civil society organisations, and the Youth Council of the City of Sisak, as well as representatives of relevant public institutions in the city, and active members of the Advisory Board of the Sisak Youth Information Centre.

The main project activities were: research about youth needs and priorities for providing youth support in Sisak; 3 focus groups; promotional project activities; evaluation and reporting.

The main activities (3 focus groups) aimed to carry out a structured dialogue, not only between the representatives of young people, in this case, representatives of civil society organisations that work with and for youth, but also between the relevant institutions (their representatives) and representatives of the Youth Council of the City of Sisak.

Encouraging dialogue and discussion on a given topic, we influenced the creation of priorities for local youth programs developed through the Action Plan, which describes the priority areas and

priority measures in relation to the problems and needs of young people at the local level.



## How did the idea come up?

In carrying out research with young people, we detected the problem of insufficient participation of those young people in decision-making processes, regarding the creation of future strategies and programs for youth (youth policies).

With that in mind, we saw an opportunity through Erasmus+ KA3 to influence certain groups of young people and decision-makers through structured dialogue and joint work with the aim of creating youth policies where young people are at the helm.

## Objectives

Encourage dialogue between young people and decision-makers and creating youth policy on a local level.

## Strong points

Great atmosphere in the exchange of knowledge by both sides, working towards one and the same goal.

## IGOR KOVAČ

### Contact

[alma@nordjobb.org](mailto:alma@nordjobb.org)  
T: +385 91 545 9630

*The PRONI Centre for Social Education  
Office in Sisak, Croatia*  
T: +385 44 880 826

[www.proni.hr](http://www.proni.hr)  
[www.icm-sisak.info](http://www.icm-sisak.info)

### Budget

€ 5,030.31

### Beneficiary/promoters

*The PRONI Centre for Social Education*

### Detailed Partnership

*None*



# WHAT'S UP?

YOUTH MEETS POLITICS



GERMANY, AACHEN

01.01.2015 – 1.12.2016

12

## Brief description

The main actors of the Structured Dialogue project are young people and decision-makers in politics and administration.

The young people are invited to participate through schools and youth organisations, some of them getting involved on a longer-term basis in the working group of the project, and some participating only in specific dialogue events.

The decision-makers in politics and administration are involved according to their field of expertise (for measures concerning school politics, the head of a school department and the party spokespeople on school politics, for measures concerning sports, the head of the sports department etc.).

‘Das geht! Dialog zwischen Jugend und Politik’ is a communication process that consists of a variety of events and other communicative formats, which give young people access to a continuously updated information platform and the opportunity to participate in (political) decision-making processes in the StädteRegion Aachen. The Structured Dialogue between young adults and political decision-makers includes elements of information, motivation and active participation.

Communication and participation are enabled by a structure consisting of permanent working groups at local and regional level. The young people – members of local and regional students’ boards as well as representatives of youth councils, youth parliaments etc. – are actively involved in planning and implementing the whole project. These working groups are in regular contact with the municipal youth work / youth welfare offices and, together with them, organise the whole project and its specific events and measures.

In addition to the working groups and dialogue events, representatives of student councils are members of different political committees in the Städteregion and act there in the role of experts in the concerns of young people. In this function, they are intermediaries between young people and politicians.

## How did the idea come up?

The project ‘Das geht!’ is the result of four years of developing innovative participation structures in the StädteRegion Aachen, with five local towns and municipalities having become showcase towns in supporting the participation of young adults in municipal processes, and models of participation for all the other municipalities that are part of the StädteRegion Aachen. All project partners expressed a wish to continue developing and intensifying the structural involvement of young adults in the Städteregion Aachen. The aim is to establish ‘Das geht!’ as a recognised dialogue platform for the next two years and beyond.

## Objectives

- Create a sustainable and continuous dialogue structure in the StädteRegion Aachen for a communication process between young adults and decision-makers;
- Develop a sense of active citizenship, solidarity and tolerance among young adults, strengthen their regional identification and involvement, foster their participation in the process of shaping the future at local, regional, national and European level;
- Foster the active participation of young adults in the planning, organisation and implementation of the project.

## Strong points

- Long-term process of dialogue and co-operation between political decision-makers and young people;
- Choice of participating to very different degrees (from once-only participation in a single event to long-time participation in working groups or political committees);
- Close co-operation between formal and non-formal sector (involvement of schools and youth organisations);
- Creative forms of dialogue events, e.g. ‘Food and Talk’, linking the discussions between young people and politicians / decision-makers with a common dinner;
- Established support structure (office) for the project at the StädteRegion level.

## SASCHA DERICHS

Coordination agency of Youth Participation

### Contact

Sascha Derichs  
(coordination agency of youth participation)  
[sascha.derichs@staedteregion-aachen.de](mailto:sascha.derichs@staedteregion-aachen.de)  
[www.staedteregion-aachen.de/dasgeht](http://www.staedteregion-aachen.de/dasgeht)

### Budget

€ 50,000

### Beneficiary/promoters

Städteregion Aachen  
Zollernstr. 10, 52020 Aachen

### Detailed Partnership

The Städteregion Aachen is a regional public body at district level. It is the only official project promoter, but other actors are closely involved in the project:

- the local administrations (e.g. the mayors) actively support youth participation and are thus themselves promoters of the topic and role models for transferring the concept to other municipalities in the region;
- municipalities of the Städteregion Aachen (especially the offices for youth work / youth welfare);
- municipal and local decision-makers in politics and administration;
- local and regional students’ boards, young representatives of local youth councils or youth parliaments;
- other young people.

YOUTH  
POLITICS



# EUROPEAN CITIZENSHIP THROUGH HISTORY

BACK TO THE FUTURE



LITHUANIA, KURŠĖNAI

04.2015 – 11.2015

14

## Brief description

The project 'Back to the Future: European Citizenship through History' was an international youth exchange that brought together 36 young people from Lithuania, Portugal, Romania, Poland, Germany and France to discuss the history and perspectives of European Citizenship. The YE took place in Kuršėnai, Lithuania between 1st and 8th August 2015.

## How did the idea come up?

In September 2014, over a cup of coffee, two friends were discussing previous European Parliament elections, youth involvement in politics, youth participation etc. We noticed that young people were occasionally involved in informal, politically relevant processes, such as activism or civic engagement, but that they were not formally represented in national political institutions such as parliaments and many of them did not participate in elections.

Being political science students, we started considering issues such as: why are young people not concerned about European politics? Why do just a few of them vote in European Parliament elections or get involved in European initiatives? We wanted to examine these problems at a deeper level. After several long discussions, we decided that just observing or analysing the issues was no longer enough. We knew we had to do something. We made an assumption that the apparent apathy could be due to a lack of knowledge about the history and development of European citizenship, because young people often care more when they know their roots.

Having some background in the local NGO, the 'Centre for Creative Expression', which aims to develop the local community, we decided to set up an international project in a small town called Kuršėnai, where the NGO located is.

The main goal of this project was to help participants understand European citizenship, to see how the concept has changed from the time of the ancient Greeks to today, to encourage participants to consider themselves part

of the European community and to make them feel the spirit of Europe.

## Objectives

- To introduce young people to the key historical turning-points of citizenship in Europe, such as ancient Greek democracy, the Roman republic, the Renaissance and citizenship in Italy in the 16th century, the Age of Enlightenment, the birth of the nation state in the 19th century, and the birth of the European Union;
- To analyse how European values have changed: which of them are relevant nowadays, which of them are new or are going to emerge?
- To discuss four aspects of modern European citizenship: political, economic, cultural and social;
- To promote awareness of how individual actions may influence those four aspects of citizenship;
- To think about future scenarios for European citizenship.

## Strong points

- The youth exchange had a clear chronological structure. The past, present and future of European citizenship were discussed, so all workshops were related and participants had to come back to the previous tasks to remember and improve on the knowledge they had gained earlier;
- Formal and informal education was combined since historical facts and official information about the European Union were discussed and analysed by using interactive games and methods;
- Participants were introduced to the concept of social advertising, and after considering various social problems, they had a chance to create their own adverts. Participants were encouraged to produce visible and effective results, with social advertisements raising awareness of citizenship in Europe and human sculptures representing key European values;
- The local community of Kuršėnai town had a chance to meet the international participants and take part in several workshops. The social advertisements created by the participants were presented to the local community;

BACK TO THE FUTURE  
15

- Together with the YouthPass, participants were motivated by the OpenBadge system. There were 3 online badges (participant, leader and intercultural learner) which were gained after the project, while 5 offline badges were given to each participant every day, which they could award to other participants (i.e. supporter of the day, inspiration of the day, etc. ).

## KAROLINA POVILAITYTĖ

### Contact

Coordinators of the project:  
Karolina Povilaitytė  
[karolina@krc.lt](mailto:karolina@krc.lt)  
[povilaityte@gmail.com](mailto:povilaityte@gmail.com)  
Ieva Montrimaitė  
[montrimaitte.ieva@gmail.com](mailto:montrimaitte.ieva@gmail.com)

Centre for Creative Expression  
[info@krc.lt](mailto:info@krc.lt)

Head of Centre for Creative Expression  
Benediktas Jonuška  
[Benediktas@krc.lt](mailto:Benediktas@krc.lt)

Budget  
€ 19,888

Beneficiary/promoters  
NGO Centre for Creative Expression / NA of Lithuania

### Detailed Partnership

Partner NGOs  
– Landesvereinigung Kulturelle Kinder- und Jugendbildung Sachsen-Anhalt e.V. – Germany  
[www.lkjsachsen-anhalt.de](http://www.lkjsachsen-anhalt.de)  
– Asociația Support for Youth Development – Romania  
[www.s4yd.ro](http://www.s4yd.ro)  
– Projekt Tarnów – Poland  
[www.projekttarnow.org](http://www.projekttarnow.org)  
– Jeunes pour le Monde et la Paix – France  
[www.jeunespourlemonde.org](http://www.jeunespourlemonde.org)  
– Associação Spin para o Intercâmbio, Formação e Cooperação entre os Povos – Portugal  
[www.a-spin.pt](http://www.a-spin.pt)

# ÖKONOMIE DES TEILENS

ECONOMY OF SHARING



LIECHTENSTEIN, SCHAAN

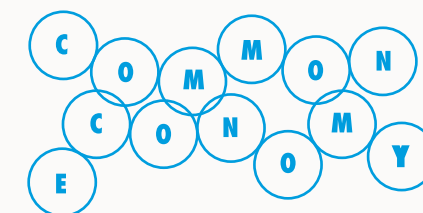
01.01.2015 – 01.01.2016

16

## Brief description

Through the 'Economy of Sharing', the 'Symbiose Gemeinschaft' questioned current economic practices, whereby goods and services are sold for money without the customer being aware of who is behind the product/service or of the production process. It was hoped that, together with decision-makers from various fields, this model would be left behind whilst alternatives were showcased.

'Symbiose Gemeinschaft' approached the issue at a theoretical level by establishing three working groups in the fields of education, food and economy. These working groups served as think-tanks for developing theoretical concepts for the 'Economy of Sharing' as well as for implementing these concepts. A deeper analysis of these topics was undertaken in three seminars, with presentations by experts such as government officials, sustainability consultants and those working on sustainable projects, as well as through workshops.



The debate was taken further by way of three movie evenings, held with another focus group and in co-operation with the local cultural cinema.

At the same time, 'Symbiose Gemeinschaft' aimed to put the acquired knowledge to immediate use. For this, four Bring and Take afternoons were organised, which strengthened the sense of a common bond and reduced the reliance on money. Further actions were discussed and were followed up internally in the respective working groups.

## How did the idea come up?

The economy should give meaning to people's lives by providing interactions on equal and amicable terms, and not simply be a tool to fulfil one's needs

## Objectives

- To bring together people who were passionate about sustainability and offer them a platform;
- To create experiences for people who had not yet experienced sustainability;
- To bring policy-makers and young people together and to explain the value of sustainability.

## Strong points

- Clear and transparent communication;
- Finding an outlet for everyone's skills;
- Unequivocal message to strengthen the sense of community.

## ROBIN SCHADER

### Contact

Robin Schädler  
[robin@symbiose.li](mailto:robin@symbiose.li)

### Budget

€ 11,415 – YiA contribution

### Beneficiary/promoters

Verein Symbiose

### Detailed Partnership

No formal partnership for the project.  
For each event, Symbiose Gemeinschaft worked to co-operate with other initiatives which were engaged in the same field.

17

# FAILED POLITICAL SYSTEM KEEPS YOUNG PEOPLE FROM VOTING

UNITED KINGDOM, LONDON

11.2015



18

‘Young people are apathetic’, ‘young people don’t care about politics’, ‘young people need to get more experience before they can even think about becoming decision-makers’. Do any of these statements sound familiar to you? I have lost count of the number of times I have heard statements like these. I am sure many of the people reading this article have too.

Often, those who believe young people have no place in politics and decision-making justify their argument with facts such as: young people are the least likely age group to vote in any election<sup>1</sup> (this is true of youth in the UK and many European countries too). Despite the efforts of many organisations and campaigns to get young people out to vote in 2015, it is estimated that only 43% of young people (who were registered) turned out to cast their ballots in last year’s general election.<sup>2</sup> However, these facts and statistics are not proof that my generation is ‘apathetic’.

☐ WE NEED  
☐ ONLINE  
☐ VOTING  
☐ FOR  
☒ YOUTH

19

Those who believe that young people are not interested in politics are in essence saying that young people are not interested in the cost of public transport, or how much it costs to go to university, or reducing crime, or how much we invest in creating employment opportunities or the rising prices of homes. I doubt that anybody would sincerely claim that young people are not interested in these issues, all of which are (yes, I said it) political.

Every single concern that young people have is a political one. I agree that young people may not participate in politics conventionally; they may not go and vote in huge numbers on Election Day. However, they express themselves politically in other ways, by signing petitions, staging demonstrations and through their significant involvement in single-issue campaigns and NGOs.

So please, let’s not be too quick to label my generation as ‘apathetic’.

Young people, just like the older generation, do not vote for several reasons. Some young people feel that their vote will not make a difference, or that they do not know enough about politics to vote. They may feel none of the candidates represent them. My generation does care about politics, but we are generally disillusioned with it. We just don’t have faith in our political system or the status quo. Many of us simply lack the confidence and belief that we can play a significant role in changing our political system.

I know my generation is full of change-makers and potential political leaders. As far as I am concerned, young people not voting is a failure of politicians and our political system rather than the supposed sheer laziness of young people.

I am not here to just point fingers but to provide solutions. My solutions are quite simple. If politicians really want to engage my generation, they must remove the barriers that exist in our democracy. This is likely to increase turnout for future elections here in the UK. I am sure that decision-makers from other European countries could implement these changes too.

Firstly, and most importantly, we need to ensure that every young person is taught political education at school. How do we seriously expect to raise an engaged and politically aware generation when most of us (apart from the 7% who went to private schools or were lucky enough to be taught it at a state school) are not taught about politics? We need young people in the mainstream education system to be well prepared for life after school.

Just like millions of other young people in Britain, I was not taught politics at school. I left school with no clue about our political system, the benefits of being registered to vote, what the role of a politician was or the ways in which I could influence decision-makers or about possible careers in the political world. Essentially, I was able to leave school with no idea about the issues society expected me to understand once I turned 18 with the right to vote.

If we want more young people to understand and engage in politics, (in much the same way as we want everyone going through the education system to learn English to be able to speak it) we need to ensure that everyone learns about politics at school, so that they are able to understand it. It is so important that when young people are taught about politics (which will generally be perceived to be a boring subject at school), that it is taught in a fun and engaging way. Young people must leave politics classes feeling empowered and confident that, even though they may not like the world they are living in, they can be a part of changing it.

Another reason so many young people are not voting in the UK is because they are not registered on the electoral roll. One of the solutions for this is to implement a system in which we have a same-day registration process. By doing so, young people who are not yet registered by polling day, can quickly do so and still vote. Or, we can make the registration process even simpler by scrapping the existing system of individual registration and implementing a system of automatic registration, which is already used in other European countries such as Germany, France and Switzerland. This way, young people



in the UK will be automatically registered once they reach voting age.

Thirdly, we need to introduce online voting in the UK. We live in a society in which 84% of the UK population has internet access and almost 60% of the population has access to the internet from their mobile phones.<sup>3</sup> It amazes me that despite this, we still cannot vote online.

Although Speaker Bercow's Commission on Digital Democracy as well as the House of Commons Political and Constitutional Reform Select Committee has called on the Government to introduce online voting, there has been resistance. There is public appetite for online voting and research shows that if voting were made easier, people who did not take part in previous elections would have done so. A recent WebRoots' report also found that an online voting option could boost the youth voter turnout in a general election by up to 1.8 million, increasing turnout to 70%. It could also reduce the cost per vote by a third and provide long-term savings of £12.8 million to the taxpayer.<sup>4</sup> However, our Government is still convinced we do not need online voting! Ironically, political parties (including our Government's) are comfortable using online voting for their internal party elections, but they are not comfortable enough to give us the opportunity as citizens to vote online in a nationwide election.

Lastly, we desperately need a more diverse parliament. We need more women and more ethnic minorities to be encouraged and supported to become elected politicians. We also need younger politicians in the UK. The average age of an MP is 50 years old and the average age of a councillor is 60 years old.<sup>5</sup> There is only 1 MP in our parliament under the age of 25, and that is Mhairi Black, who is 21, but this is extremely rare. This is a disgrace, in my eyes.

Many important decisions affecting the lives of young people are made by large groups of older people from a different generation who have misconceptions about young people and our struggles. Therefore, these decisions

tend to be bad ones. It would be naïve to think that by simply having younger MPs, these misconceptions would be challenged. However, I do believe that such measures would tackle the age-based discriminations that politicians show for young people. Intergenerational diversity would be a great thing for our political system and it needs to be embraced, as it would allow us to have a parliament in which more innovative ideas were put forward and implemented.

If the older generation sincerely wants to see more young people in parliament, they must see us as equals. I am tired of hearing the argument that because a person is young, they are lacking the life experience required to formally enter into politics. There is no correlation between your age and your life experience. It is quite patronising to think otherwise.

Lastly, and as I have always advocated, we need to lower the voting age to 16 in the UK and elsewhere across Europe. During the Scottish referendum, we saw that 16- and 17-year-olds were actively involved in politics once they felt empowered. They both registered and voted in huge numbers.

My solutions are not 'out of this world' or too much to ask for. If politicians are serious about engaging with my generation and increasing youth turnout at elections, then these are some of the things that must be considered. Politicians need to implement policies that we can benefit from and that interest us, if they want to engage us. We are tired of being sold dreams about change and we are tired of receiving lip service over what political parties will do for us if they are elected. It is the lies and the fallacies that push us away from the ballot box during elections. We want to see action, not mere words.

## KENNY IMAFIDON

### About

*Kenny Imafidon (22 years old) is a political commentator, a social entrepreneur and a campaigner on socio-economic issues affecting young people in the UK. Kenny is the co-founder & Director of ClearView Research Ltd and a trustee of the S.W.I.M Foundation (a charity that works with girls and women on domestic violence issues). He is also a Bite the Ballot ambassador. In 2014, Kenny was awarded the number one position of Rare Rising Stars 2014, and acknowledged for being the most outstanding black student in the UK. Kenny is a firm believer in the mantra 'if you don't do politics, then politics will do you', and his influential & award-winning publications entitled: 'The Kenny Reports' have marked him out as one of the most relevant young political commentators of the moment. Kenny has been an advocate for the young people of Britain in various countries such as Spain, Lithuania, Israel, Germany and Austria.*

### Twitter

@KennyImafidon #ZeePolitics

### Footnotes

<sup>1</sup> [www.publications.parliament.uk/pa/cm201415/cmselect/cmpolcon/232/23207.htm](http://www.publications.parliament.uk/pa/cm201415/cmselect/cmpolcon/232/23207.htm)

<sup>2</sup> [www.ipsos-mori.com/researchpublications/researcharchive/3575/How-Britain-voted-in-2015.aspx?view=wide](http://www.ipsos-mori.com/researchpublications/researcharchive/3575/How-Britain-voted-in-2015.aspx?view=wide)

<sup>3</sup> [www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/2014/stb-ia-2014.html](http://www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/2014/stb-ia-2014.html)

<sup>4</sup> <http://webrootsdemocracy.org/viral-voting>

<sup>5</sup> <http://researchbriefings.parliament.uk/ResearchBriefing/Summary/CBP-7186#fullreport>

## NGO HIGHLIGHT

# THE INSTITUTE FOR DIGITAL GOVERNMENT

DIGITAL COMMUNICATION  
FOR PUBLIC  
ADMINISTRATION  
PROFESSIONALS



ROMANIA, BUCHAREST

12.2015

## The Institute for Digital Government

The Institute for Digital Government (IDG <http://idg.digitaldiplomacy.ro/>) is a non-governmental organisation whose primary purpose is to contribute to the modernisation of public institutions in Romania by supporting the development of digital communications. The IDG has developed or joined national and international projects to raise awareness of the importance of the efficient use of digital technologies by public bodies. The aim is to ensure increased transparency by government entities and to encourage citizens to engage in the democratic process using new media tools, as well as to actively support better digital communications skills amongst leaders and strategic employees across all sectors.

In the context of the rapid development of information and communication technology (ICT), growing opportunities for public institutions and citizens to interact online, and increasing demands by the general public for greater accountability from public bodies, the Institute plays a central role in promoting the use of online tools by public institutions in Romania.

### Partnership and coalition-building

The Institute for Digital Government has been a partner in several projects aimed at developing communications strategies, enhancing the digital literacy of communications professionals in key institutions and reviewing the digital footprint of the Romanian public administration. Some of the institutions the IDG has worked with include: the Office of the Prime Minister of Romania, the Ministry of Foreign Affairs of Romania, the Ministry of Regional Development, and the Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI) within the Romanian Government.

The IDG also collaborates with multiple organisations, both NGOs and from the private sector, on innovative and niche topics, bringing the latest and most relevant technology news and case studies to diverse audiences, including:

- open data and data visualisation;
- digital communications strategies;
- e-government and e-governance;
- e-citizenship and citizen journalism;
- digital diplomacy;
- EU Digital Agenda priorities, opportunities and challenges.

The Institute has a trans-national reach as well. It has established partnerships with similar organisations and experts from neighbouring countries, such as the Republic of Moldova and Serbia. These partnerships offer opportunities for joint initiatives, knowledge-sharing and strengthening democracy and citizen engagement through the use of new technologies. This contributes to the overall development of the region.

### Projects

The Institute for Digital Government has a wide range of programmes, which focus on three main areas of activity:

#### I. Awareness raising

1.1. The [digitaldiplomacy.ro](http://digitaldiplomacy.ro) platform – the first digital communications platform in Romania, offering relevant information and know-how on online tools for public institutions in the format of a blog.

1.2. DigiGov Club – the first networking club in Romania for communications specialists working in public institutions, both at national and local levels, including in diplomatic missions.

1.3. Lectures – giving lectures and presentations on public diplomacy, digital diplomacy and digital communications for institutions, to graduate and post-graduate students in the fields of communications, journalism and international relations.

#### II. Project development

2.1. Social Media Guide for Public Administration in Romania – developed in partnership with the Office of the Prime Minister of Romania, it aims to improve the transparency of government communications and foster

engagement with the general public.

2.2. EU- and domestically-funded projects – applying for externally funded projects for the benefit of communications specialists in public institutions in Romania and beyond.

2.3. Supporting projects – taking part in projects, events and initiatives developed by public institutions, NGOs, and private companies, to offer visibility and expertise, such as in the 2014 and 2015 Burson-Marsteller Twiplomacy studies.

#### III. Consultancy services

3.1. Consultancy & implementation - creating and implementing digital communications strategies and campaigns.

3.2. Monitoring & evaluation - accomplishing complex analyses of an institution's digital footprint.

3.3. Training - delivering tailored training and professional development courses.

### DigitalDiplomacy.ro

The only digital communications platform for the public sector in Romania - [DigitalDiplomacy.ro](http://DigitalDiplomacy.ro) - was launched in 2013. The platform is based on the concept and practice of digital diplomacy as the most visible example of the two-way communication model for sharing information, engaging with stakeholders and the general public, as well as influencing

public opinion and improving the overall image of an institution.

[DigitalDiplomacy.ro](http://DigitalDiplomacy.ro) is aimed at communications professionals, opinion makers and leaders from the diplomatic and public sector in Romania. The bilingual website (Romanian and English) aims to provide interesting, useful and up-to-date information, advice and guidance on the techniques, opportunities and challenges of online communication at public institutions. It also offers insights from around the world on how digital technologies can improve and sustain a partnership between citizens and public institutions. The website offers in-depth analysis, interviews, best practice examples, international reports and announcements of relevant events on digital diplomacy and online communication. The platform is managed by its two founders, but it also features guest blogs and comments from partner organisations and readers.

### DigiGov Club

DigiGov, the only network dedicated to communications professionals at public institutions in Romania, was launched in 2014. It aims to facilitate interaction between institutions, communications departments and the general public, as well as share experiences of online communication. DigiGov includes members from both central and local institutions, as well as representatives from international institutions and diplomatic missions based in Romania.

DigiGov meetings are held on a monthly basis, with each one organized in partnership with an institution that provides the venue for the event. All meetings are dedicated to a specific topic and feature high-level guest speakers either from Romania or abroad, the latter joining the sessions online. Thus, DigiGov members have an opportunity to interact with top professionals and learn useful, interesting and up-to-date information, while at the same time building contacts with fellow colleagues.

Active supporters of the DigiGov network include the Department of Online Services and Design at the Cabinet of the Prime Minister of Romania, the Ministry of Foreign Affairs of Romania, the Ministry of Defence, the Ministry of Information Society and the British Embassy in Romania.

### Social Media Guide for Public Administration in Romania

The Institute was invited by the Romanian Government, via the Department of Online Services and Design at the Cabinet of the Prime Minister, to create the first Social Media Guide for Public Administration in Romania, and this was published and made available online, for free, in December 2014.

The Guide offers a strategic approach to the use of social networks by public institutions in Romania. It contains detailed explanations and best practice examples for using the most popular and most useful networks, according to the profile of a typical internet user, in order to be able to communicate institutional messages more effectively and foster institution-citizen engagement. In addition, the document presents a general overview of internet penetration in Romania and the impact of mobile devices on the web presence of public bodies.

The Guide has been accessed more than 300 times and is currently being used as a handbook for social media by central and local institutions in Romania. Moreover, the document has been sent by the Ministry of Foreign Affairs of Romania to all its diplomatic missions abroad.

### Plans and opportunities

The Institute for Digital Government aims to become the top organisation offering digital communications expertise and support to public institutions in Romania and, in time, across the Central and Eastern Europe region. Moreover, the IDG will strive to increase its educational, outreach and knowledge-sharing programmes in order to achieve a higher degree of professionalism in digital communications practices in the public sector.

In this context, the IDG is open to and interested in building strong and durable partnerships with organisations across Europe.

**ANDREEA HANGANU**

*President, Institute for Digital Government*

**ANDRA ALEXANDRU**

*Project Manager, Institute for Digital Government.*

#### Contact

*Andreea Hanganu  
[andreea@digitaldiplomacy.ro](mailto:andreea@digitaldiplomacy.ro)*





# SOCIAL INNOVATION INSPIRING CONSCIOUSNESS



– ‘Water!’ she exclaimed.

– ‘Pardon?’ asked Viki.

– ‘I was reading an article earlier which said the community we are working in mostly needs clean water,’ replied Anna.

HUNGARY, BUDAPEST

01.2016

24

When a well-intended social innovator sets out to improve and start the process of helping a community in need, often this person may fall prey to common misconceptions, which causes so much hurt to a particular community. These simple assumptions may lead to what seems to be the most effective solutions for solving the community’s problems. In such cases, the social innovator may develop a seemingly brilliant program or campaign. But it fails in the first few stages due to a lack of engagement or because it is poorly received by the community. Making assumptions when one has little knowledge of or interaction with the community is one of the greatest mistakes a person working within the social innovation community can make.

The above conversation, which took place last year at a social innovations mentorship session, is a perfect example of such misconceptions. Anna, who was enthusiastic about clean water, was part of a larger group working to improve one of Hungary’s many suffering communities.

Viki, the group’s mentor, sat baffled at Anna’s outburst. These young students hoped to innovate in the social workings of this community, but sought simple solutions without much knowledge.

Viki had done notable work in the field of social innovation through her work for well-known NGO, Demokratikus Ifjúsáért Alapítvány (DIA). She quickly recognised the misguided path that Anna was about to set herself upon. Viki understood having once taken this path herself.

Fortunately, DIA through its Youth2Youth (Y2Y) program is guiding students in understanding social innovation and how to apply this understanding as an effective tool for developing themselves and their community. The Youth2Youth program is a groundbreaking tool for fostering democratic consciousness among young people. Going into its second annual event, DIA expects Youth2Youth to once again encourage ordinary Hungarian students to become change-makers. Youth2Youth accomplishes such an ambitious goal through the proven method of social innovation.

The core of social innovation can be explained by simply separating the term into two parts:

Social — the sole focus must be the benefits offered to a group of people or a community.

Innovation — working to rectify a problem in a community by creatively combining input from community members and new ideas to develop a unique solution.

DIA is unique among peer organisations in that its idea of social innovation involves an equal balance of both the social and innovation components. Most other social innovation programs can focus too narrowly on ‘innovation for the sake of innovation’, while DIA ensures every project considers the innovator’s role in society. For example, the program understands that we are often outsiders looking into a situation where we may not fully grasp the bigger picture. The converse concept is integrating the work of the social innovator(s) within the community in a back and forth conversation, which leads to a broad conceptualisation of the specific needs and the work to be done. This work is best accomplished when students partner with a particular community. DIA places great value on the social innovation process in itself, more so than on what the innovators produce. It believes the experiences and personal development opportunities students receive during such work better prepares them for a future as active citizens and empathetic people.

*During the evening’s mentoring session, Viki explained to Anna that ‘water’ was only a superficial problem that she was assuming existed. Viki encouraged her to explore the community, build new relationships, and discover if clean water was a real need or perhaps there was a more pressing issue.*

*Weeks later, after spending time with the children of the village, the water situation turned out to be just fine. However, Anna and the team were shocked to learn of the limited knowledge these children had about their future job prospects. When questioned, the students replied that their only options for vocational pursuits*

*were either to be a hairdresser or a professional football player.*

*As a result, the team explored ways of educating the community about future career options.*

*They developed an engaging board game which exposed the children to job possibilities. The children began asking questions about various career options and lively conversations followed.*

This story is a snapshot of the work DIA is carrying out to show what is possible when a young person like Anna is willing to discover a new community, develop a simple idea and build upon it to create an entire community movement. Social innovation begins with the intention of effecting change. It then moves on to identifying social issues and finally develops creative solutions. Through the support of strong mentors, like Viki, social innovation can change the landscape of a country, one community at a time.

FROM  
COMMUNITY  
FOR  
25

PARKER VIGE,  
ZSOFIA TILLINGER

#### Links

English description of our ‘Youth2Youth’ program:  
[http://issuu.com/diahu/docs/y2y\\_summary\\_eng](http://issuu.com/diahu/docs/y2y_summary_eng)

English website of DIA  
<http://en.i-dia.org>



# SENSE CUBE



BELGIUM, BRUSSELS

02.2016

26

The mission of MakeSense ([www.makesense.org](http://www.makesense.org)) is to help social entrepreneurs develop their projects. The movement was founded in France in 2010 and now mobilises volunteers all over the world to help solve the challenges faced by social entrepreneurs, using creativity workshops or other types of gatherings. Over the past 5 years, MakeSense has mobilised more than 30,000 people around the world to help more than 1,200 social entrepreneurs. In 2013, Christian Vanizette, the founder of the MakeSense network was recognised as an Ashoka Fellow ([www.ashoka.org](http://www.ashoka.org)), at the age of 27. The community is now active in more than 100 cities from San Francisco to Ho Chi Minh and has close to 2,500 active members.

Considering the impact of MakeSense activities in Belgium to date: close to 100 creativity workshops have been used to mobilise more than 1,500 volunteers over 3 years to help solve the challenges faced by social entrepreneurs and innovators. In September 2014, the first SenseCamp was held in Brussels, bringing together more than 300 participants from 15 countries. One year later, the event attracted hundreds more people, but the camp ran with the same number of participants as the previous year, to ensure that quality was maintained. The two-day event involved gathering an international community of social entrepreneurs, social business enthusiasts and the MakeSense community for a series of creative workshops, hands-on solutions, inspiring talks, idea-sharing and networking. The MakeSense community organises concerts blended with talks to promote the voices of activists, including artists, students, economists, entrepreneurs, designers, developers, geeks, consultants.

Without any funding for 3 years, MakeSense functioned organically and grew slowly thanks to the support of those who were committed to the causes tackled by today's entrepreneurs. In 2016, it received the support of a foundation and the Bureau International de la Jeunesse through an Erasmus+ program. At this point, the Brussels branch replicated the incubator model, SenseCube, launched in Paris 2 years earlier by a team of young creatives.

Mexico opened its office a year ago and incubated 10 start-ups dealing with water management, an issue they chose to focus on in the region. SenseCube is now a network of incubators for social start-ups. Some offer 6-month programs and other SenseCubes are in the making, notably in Berlin, Madrid, Beirut and Dakar. This provides opportunities for knowledge transfer, testing in different cultures and scalability of the social enterprises that are incubated in any of the hotspots.

SenseCube has developed unique and dedicated programs to coach, train and support social entrepreneurs both on their entrepreneurial journey and in the development of their businesses. Our programs are supported by proven methodologies and a unique approach that mixes social innovation, digital tools and community dynamics.

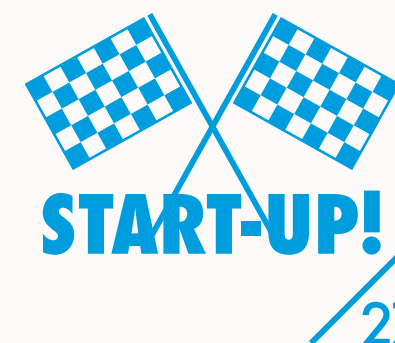
We have also established a network of experienced mentors and experts who support us in community development, web and digital communications, fundraising, business development, social impact, partnerships and legal affairs. We also offer a free co-working space in the heart of Brussels, attached to a fab lab.

SenseCube Brussels is therefore much more than an accelerator. It is integrated within an ecosystem dedicated to social innovation. Incubated start-ups are supported by:

- A global community of early-adopters, to foster the development of their own communities;
- A network of contacts, supporters & partners in more than 100 cities;
- A handful of experts and coaches who deliver training ;
- Proven expertise in how to create and motivate communities;
- A worldwide community to help social entrepreneurs solve their daily challenges.

Understanding the value of this ecosystem is key to understanding the added-value and the unique position of the SenseCube incubators.

Social entrepreneurs find innovative solutions to our society's most



pressing issues. Today, technology has the power to shape a new world. We believe technology is an amazing tool for implementing high-impact solutions on a global scale. To achieve that impact, a new generation of social tech entrepreneurs needs the support of local communities around the world for those solutions to work.

- We want to empower these new generations of entrepreneurs, using the perfect blend of technology and community to solve social and environmental issues;
- We want to encourage them right from the start;
- We want to help them come up with innovative solutions, develop smart products and rally strong communities. In this way, they will have the greatest impact;

A few key results from Paris SenseCube:

- A total of 1 million euro collected;
- Successful crowdfunding campaigns;
- Press coverage in 20 countries;
- Scaling-up of activities in other cities and replication in other countries.

SenseCube Brussels received 40 applications for its first offer. A jury made up of entrepreneurs and foundations, as well as the online MakeSense community, selected 6 projects that are going to be incubated for 3 months, before 9 months of follow-up. Here are the winners:

- MagmaNova: a design and research studio that creates objects and products using micro-organisms and biomaterials;
- CoRe (Consumer Revolution): a citizen's movement that works to empower customers by helping them understand the impact of the products they purchase;
- Biomimika: a studio that aims at finding solutions for large organisations, using biomimicry to simplify our understanding of the world's interconnectivity with nature;
- Bandstrack: a fully bespoke and mobile professional music studio, as well as musical services for anyone at affordable prices;
- WashMyNappy: a cleaning service which provides nurseries with a full service of washable nappies;
- Unite: an application to bring people together and foster mutual assistance between citizens.

## CÉLINE BOUTON

Contact

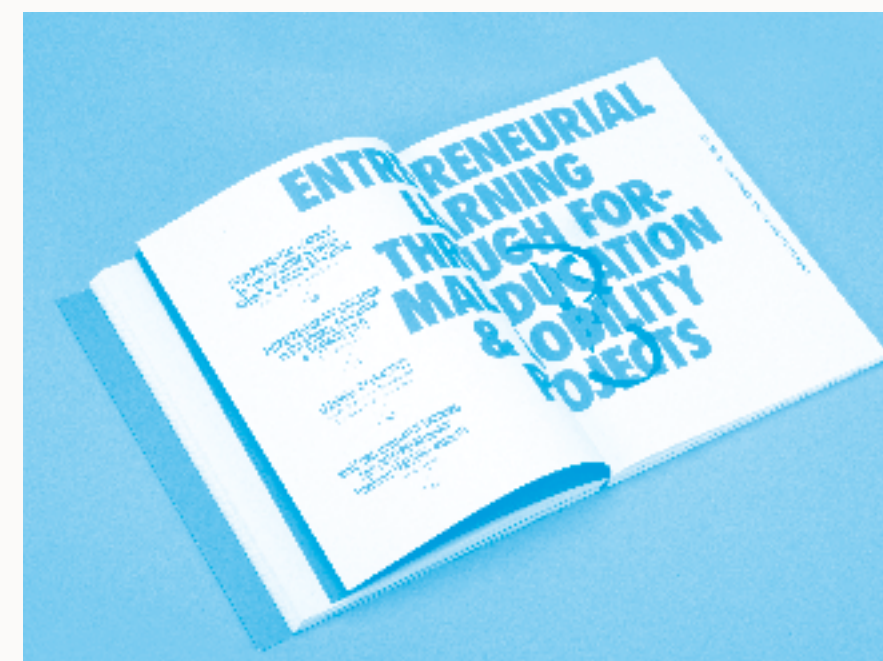
Céline Bouton

[celine@makesense.org](mailto:celine@makesense.org)

## ABOUT US

# SALTO-YOUTH PARTICIPATION

SUPPORT,  
ADVANCED  
LEARNING &  
TRAINING  
OPPORTUNITIES



## What do we do?

As one of the eight fields of action of the EU Youth Strategy, participation is key to youth policy in all Member States. The 2015 EU Youth Report published in September 2015 continues to stress the importance of supporting the participation of young people in democratic life. It advises Member States and the Commission to prioritize a stronger participation of all young people, in particular those at risk of marginalization, in the next cycle of the EU Youth Strategy (2016-2018). It also encourages them to promote new forms of participation in democratic processes and access to political decision-making through both online and offline tools.

Building on the achievements of the previous 'Youth in action' programme, whose permanent priority was, inter alia, the active participation of young people, the Erasmus+ programme acknowledges the importance of participation. As one of the main tools implementing the EU Youth Strategy, it aims to contribute to the achievement of its overall objectives and therefore promote active citizenship. Fostering the active participation of young people in democratic life in Europe and the labour market and active citizenship are specific objectives pursued by the programme in the field of youth. Furthermore, the priorities of 'Erasmus+' include the promotion of the active participation of young people in society, as well as raising awareness about EU citizenship and fostering the active participation of young people in EU policy-making.

Participation is seen as a principle which should apply in all actions and activities implemented under the Programme. The increased participation in society is considered a main outcome of all three Key Actions.

SALTO-YOUTH Participation has a role to play in supporting this important policy and programme priority as it fosters the active, informed participation of young people in democratic life via its training activities, seminars, conferences, pedagogical resources and support brought to coaching in youth work. We have adopted a holistic multi-stakeholder approach and target our activities towards youth work practitioners, researchers, policy-makers, as well as social entrepreneurs, employment-support professionals and other stakeholders having a role to play in supporting young people's active participation in society.

We build close links to youth-related research and policy to design relevant and innovative tailor-made activities and resources to better respond to the needs of the beneficiaries of 'Erasmus+'. Moreover we adopt and promote a cross-sector approach in line with the integrated structure of Erasmus+ to build synergies between different fields and foster co-operation.

### How do we do it?

- A website;
- Practical guides;
- Publications;
- Magazines;
- Newsletters;
- Training courses;
- Seminars;
- Conferences and symposia;
- Organisation of events;
- Best Practice Projects Database;
- Partner Finding Database – OTLAS.

## RALUCA DIROESCU SALTO YOUTH PARTICIPATION

### Contact

[participation@SALTO-Youth.net](mailto:participation@SALTO-Youth.net)

[steph@SALTO-Youth.net](mailto:steph@SALTO-Youth.net)

[raluca@SALTO-Youth.net](mailto:raluca@SALTO-Youth.net)

### Links

[www.SALTO-Youth.net/participation](http://www.SALTO-Youth.net/participation)

30





# EDITORIAL INFORMATION

**Publication**  
May 2016 by SALTO-Youth Participation  
Resource Centre.

**Hosted by**  
Bureau International Jeunesse (BIJ)

**Contact**  
Rue du commerce 18 – 1000 Brussels, Belgium  
T: +32 (0) 2 219 09 06  
F: +32 (0) 2 548 38 89

**Links**  
[www.SALTO-Youth.net/participation](http://www.SALTO-Youth.net/participation)

**Editors**  
Raluca DIROESCU  
Stéphanie NOWAKOWSKI

**Proofreader**  
Jasmine ESTAPHANOS

**Graphic design**  
Kidnap your designer

**Paper**  
Cyclus Offset

**Printing**  
db Group

**Nota bene**  
Some articles were written directly  
by promoters and we warmly thank  
them for their valuable contribution.

**Limitations**  
Reproduction and use for non commercial  
purposes is permitted provided the source  
'Magazine 2015', SALTO-Youth Participation is  
mentioned and [participation@SALTO-Youth.net](mailto:participation@SALTO-Youth.net)  
is notified. This document does not necessarily  
express the official views of the European  
Commission or the organisations and persons  
cooperating with the Erasmus+ Youth in Action  
institutions. Participation Magazine 2015  
aims to be a practical youth work publication  
and not an official policy document.



SUPPORT,  
ADVANCED  
LEARNING &  
TRAINING  
OPPORTUNITIES

29

BACK TO  
THE FUTURE

15

YOUNG PEOPLE  
AT THE HELM

11

COMMUNITY

17

FROM  
COMMUNITY  
FOR

25

YOUTH  
POLITICS

13

YOUTH PARTICIPATION

SALTO-YOUTH  
PARTICIPATION  
RESOURCE CENTRE



Erasmus+