

IYE-LABS EDUCATIONAL TOOLKIT



IYE-LABS

MANUAL FOR DECISION MAKING
IN THE FIELDS OF SOCIAL
INCLUSION AND YOUTH

Coordinator:

fundación xul
para la comunicación social y el desarrollo



www.iye-labs.eu

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TOOLKIT HANDBOOK IYE-LABS

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Coordinator

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Introduction

About the Project

IYE-LABS is a transnational cooperation partnership that allows a group of stakeholders with youth, volunteering and social inclusion backgrounds to collaborate in a project aimed to foster inclusive youth environments by implementing innovative and participative practices, through developing a social labs model as non-formal learning activities addressed to improving young people's skills for civic participation and volunteering.

The project consortium is made up of 7 organizations from 5 countries (Spain, Italy, Croatia, Turkey and Belgium), ensuring the necessary transnationality that will allow replicating the selected best practice at a broader level, in order to address the first general objective of the call related to **disseminating/scaling-up good practices on youth environments.**

Project objectives:

1. Promoting intercultural dialogue and positive benefits of a diverse society among the project beneficiaries and the European society in general;
2. Enhancing critical thinking and media literacy among young people and youth workers;
3. Fostering active citizenship at a local and global level within a group of traditionally passive and unemployed youth by improving their skills for adopting the role of volunteers for social inclusion;
4. Building synergies with the local communities and enhancing the capacity of youth work and social organizations to act as inclusion agents by empowering young people to drive positive changes in their communities.

About the Manual

Many civil society organisations and individuals have steadily reported how obscure and sometimes elusive the process of advocacy is from the grassroots level to the highest international institutions. It comes as no surprise, therefore, that not a lot of organisations are taking over the task of approaching policy makers in order to advocate for initiatives at the local, regional, national and international levels.

This interactive guide aims to ease the way towards a better understanding of the processes involving advocacy and is designed to help CSOs and individuals devise efficient advocacy strategies to champion their cause, by identifying the right targets and instruments at local, regional, national and international levels.

In the first part, key concepts to be considered are: What is advocacy? How is it different from lobby? What are the levels of advocacy? What key terms should you look for? Furthermore, the first part will go more in depth into what organisations represent each level of advocacy and will give manual users some questions to consider.

The second part focuses on the planning and execution of an advocacy campaign, explaining in detail the necessary preparation and action of any organisation/individual willing to undertake the tasks of advocating for an initiative/organisation/idea on different levels (local, regional, national and international). The focus point of this part will be the planning tools of the advocacy campaign.

The third part of this guideline will comprise a training toolkit for those wanting to undergo the process of advocacy. This part will consist of 10 interactive sessions which will help you in defining, planning and execution of an advocacy campaign.

The fourth and final part of this handbook will provide useful annexes that will aid you in advocacy-related proceedings, offering a selection of good practices from all around Europe.

This guideline is created for Youth Organisations but will also be useful for

active young people wanting to be the cause of change. It hopes to equip you with the basic tools for advocacy proceedings on local, regional, national and international levels. Finally, it will invite you to think about the process of advocacy in a different light.

Introduction to advocacy

What is advocacy?

Advocacy is an activity initiated by an organisation, individual or a group of bodies that aims to influence decisions within political, economic, and social systems and institutions. Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media and messaging to educate government officials and the public. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research.

Advocacy today has acquired a more specific and **political connotation** and it describes a particular democratic process, where individuals or groups of people take different actions to try to influence those who make decisions that affect our lives. But it is important to point out that advocacy is not just about **influencing public policy**, but first and foremost about **influencing public opinion**. Even if most of the time advocacy is defined as speaking on behalf of others, one of its aims must be raising the public's consciousness about a particular issue¹. Thinking about the most prolific events that changed our viewpoint on different matters - from Martin Luther King to Greta Thunberg, advocacy campaigns can be the most influential factor in changing the way the public perceives this or that and in turn pushing for

changes within the legal system with a strong backing of the society.

Advocacy vs. lobby

Before considering any sort of advocacy actions, it is important to discern the difference between advocacy and lobbying.

ADVOCACY is a process of educating and/or creating awareness among legislators AND the public about certain issues with the aim to align a specific public policy to address a certain need. In advocacy, no specific policy is endorsed, but rather the public is informed.

LOBBY pertains to influencing legislators to support/oppose a particular issue or piece of legislation with a view of some specific result. Lobbying can also be understood as a form of direct ADVOCACY. It involves COMMUNICATION with legislators and/or any government employee who may participate in the formulation of legislation.

The different levels of advocacy

Advocacy can be done in a lot of different ways and on a lot of different levels. Within each of these levels, different people are targeted, such as community leaders or the Mayor (local), Members of Parliament and policy makers (national), international companies, organizations, or delegates as well as relevant institutions such as the European Union Parliament, United Nations and so on for the International Level.

Local

When advocacy is done at the local level, it often targets and is driven by the local community and organisations. Local advocacy tries to positively affect the local communities directly, by involving them in

¹<http://europeanadvocacy.org/what-is-advocacy/>, Last accessed 9/28/2019

the campaign and cooperating with them to initiate changes! When you consider the topic, you should keep in mind that the local government is essentially considered to be the closest to people, therefore logically it should be the place where we can have the most influence. Especially in smaller jurisdictions, few people attend public meetings, and an even smaller number actually speak up for the topics they find close to their hearts. The smaller the institution you work with (municipality, city council, related agencies and so on), the easier it is to approach them and the more likely to find ways to influence a change. Furthermore, local institutions would be much more interested on their own local realities, especially in matters that touch so called problematic areas, meaning that small organizations and groups can reach their targets much more easily. Essentially, decisions are influenced by those who show up, so why not you?

National

We speak of national advocacy when it is done at the national level. National advocacy can target a change where the entire country benefits from, or also a change at the local/regional level. When deciding to approach advocacy at the national level, think things through - consider what has been done locally (not necessary in your own region - look for partners who could tackle the topic in collaboration with you) in order to achieve the most satisfying results. Think of essential questions - has this been done before? Who can benefit from it? How can I introduce my idea in a way it would be beneficial at the national level?

International

International advocacy targets a wider, multi-country audience and national policymakers who are involved in international processes and often wants to bring change in international agreements about a specific issue. Geographically, the most influential institutions at the

international level that would be working with social inclusion are the European Union ones as well as United Nations for an even wider context. However, do not limit yourself just with these organisations. Think about who you should approach with your cause to achieve the best results.

Key Terms to Consider

What is policy assessment?

Policy assessment seeks to inform decision-makers by predicting and evaluating the potential impacts of policy options. Policy assessment is most commonly practiced as one of several types of 'impact assessment' that have emerged in the last two decades, sustainability impact assessment and simply impact assessment.

Policy assessment essentially uses the same standard steps such as identifying the problem, defining objectives, identifying policy options, analysing impacts etc. which are often applied within central government departments or ministries to national level policies. The scope of policy assessment is usually confined to 'ex ante' assessment, which informs decision making before policies are agreed and implemented and therefore excludes 'ex post' evaluation of policies. The concept of policy assessment – in its textbook form – is based on the belief that more 'rational' policy making can be achieved by applying analytical tools. Therefore assessment exists to bring scientific evidence to the attention of decision-makers and counter interest-based policy making, to integrate cross-cutting issues, and to increase cooperation between different departments which are involved in the assessment of a policy. This conception of policy assessment is widespread and particularly evident in the guidance documents prepared for

government officials who carry out policy assessment².

Why advocating for social inclusion volunteering and young people?

The term social inclusion has been used many times, in conjunction with other terms such as social exclusion and social cohesion in relation to government funding schemes and initiatives. While these terms are broad and can mean a lot of things, the main focus of this handbook is on youth and youth inclusion.

From a youth perspective, social inclusion is the process of an individual's self-realisation within a society, acceptance and recognition of one's potential by social institutions, integration (through study, employment, volunteer work or other forms of participation) in the web of social relations in a community. In present-day European societies the concept is relevant to all young people as youth is the life stage when young people make the transition from family dependence to autonomy within the larger society under rapidly evolving circumstances. It has a particular meaning to those young people who come from disadvantaged backgrounds and live in precarious conditions. For them social inclusion involves breaking various barriers before acquiring their social rights as full members of society³.

So why advocate for social inclusion volunteering and young people?

Many different institutions and organisations have long since realised the

importance of the role of volunteering when addressing the issue of inclusion. According to research-based evidence compiled by the UN, it demonstrates how the values inherent in volunteerism open up diverse pathways for marginalized groups to overcome social exclusion, while enabling them to become drivers of development action. Any framework that aims to reverse a 'top-down' approach must recognize the contributions of volunteerism in aiding progress towards the Millennium Development Goals and sustainable human development in a post-2015 world⁴. The European Commission, on its part, has financed multiple projects addressing the topic and will continue to do so through their ERASMUS+ programmes.

Advocating with/for young people?

When considering advocacy for your own organisation or idea, you should identify the involvement of youth - what can be done from your side, their side or when collaborating? After all, as the main target group, the youth needs to be involved at all stages of the process in order to ensure the best result.

With recent cases emerging in which the youth is taking a stand for their own future, it is clear that their voice needs to be heard. Furthermore, more and more organisations are giving voice to the youth as a way for them to gain more control over their own lives. There are multiple organisations that deal explicitly with youth-led advocacy (You Do It, Advocates for Youth etc.) with youth initiatives taking the front pages all over the

²Camilla Adelle & Sabine Weiland (2012) Policy assessment: the state of the art, Impact Assessment and Project Appraisal, 30:1, 25-33, <https://www.tandfonline.com/doi/pdf/10.1080/014615517.2012.663256>

³Council of Europe Definition and State of Affairs, Social Inclusion <https://pjp-eu.coe.int/en/web/youth-partnership/social-inclusion>, Last accessed 28/09/2019

⁴Social Inclusion and Volunteerism: Considerations for post-2015 Development Agenda; UNV Issue Brief, January 2014, https://sustainabledevelopment.un.org/content/documents/119520443_UN%20Volunteers%20POST-2015%20Brief%20-%20Social%20Inclusion%20and%20Volunteerism%20WEB.pdf, last accessed 28/09/2019

world (School Climate Strikes, fight for Female Education in Pakistan etc.).

Giving youth a voice and providing opportunities for youth to successfully participate in social change and be involved in civic affairs may develop a generation of youth who carry these skills into adulthood. Armed with advocacy skills and empowered by previous successful experience, these youth may become adults who are involved in larger policy-based decisions that will address a variety of intervention areas.

Community mobilization and change of policy

While considering levels of advocacy think about how you can involve the whole community in the process - what they would find beneficial, how they can support your cause and what bringing them into the process would bring to you. Taking the 'bottom-up' approach may be beneficial to all parties concerned. When thinking about advocacy at the local level, community mobilization for the change of policy may be a way to go, because, after all, who is the most interested in changes at the local level? Local communities, that's who. When considering community mobilisation for the purpose of advocacy, do consider some things in advance: 1. Who is your target group (scout local organisations, youth initiatives of the area, active members of the community and so on)? 2. How can the target group be engaged? 3. How can the target group relate to your cause?

Understanding EU and national contexts before any advocacy

Before starting on any advocacy activities, think about whom to approach – is your idea meant for local implementation? Are you advocating for changes at the national level or do you support an idea that may be adapted at the international level?

Understanding the framework in which advocacy works at local, regional, national and international levels is therefore essential.

Too often, in considerations for advocacy we make the mistake of ignoring local politics and policy making. We often don't even think about our city councils, assorted boards, county commissions and other local policy making entities when considering our advocacy strategies or the different layers of government that impact our work and the lives of people within communities.

As with local advocacy, regional advocacy strategies are also vastly underestimated – think about ways you can improve life in your region. Not just the community that you work with, but going a bit further. Regional councils and policy making bodies might be a way to consider. To make it an adaptable experience, you should first research into your own regional legal framework and initiatives existing at the regional level. Think about organisations and legal bodies to start a dialogue with; think about the message you are going to relay and how it will adapt to different regions and realities. Consider going national if you believe this is a suitable plan of action.

When considering advocacy at the national level, be aware of all the ongoing programs and priorities - some countries may even have pre-established national advocacy strategies in which they encourage multiple stakeholders to collaborate on addressing issues together. Find out all the relevant stakeholders for efficient work and satisfactory results. Think about the reach of the cause you are advocating for and adapt it. Then be prepared to work consistently over long periods of time as most of the national government workings will not be fast.

When speaking about advocating at the international level, the first thing that will probably spring to mind is related to European Union institutions. The EU

comprises various decision-making bodies. The European Commission is the EU's executive body which proposes EU laws and ensures that member states follow them. The two legislative bodies are the European Parliament, directly elected by the public throughout the EU, and the Council of the European Union, comprising representatives from member states. As a beehive of all kinds of activity, Brussels attracts multiple organisations aiming to promote their causes, out of which a lot can boast having advocacy bases in the center of all activities (Amnesty International, Euromed, Oxfam and many others).

Planning and executing an advocacy campaign

Needs assessment

You need to know who's in the political jurisdiction of the decision maker's space, what allies are in that space, and if your allies are in a different jurisdiction, think strategically how to use relationships.

Do you know what you want and what can be accomplished? Before you start talking to government, it's important to specify this question.

It can be hard to pinpoint exactly what you want, but it is important to know what that is before you initiate any talks with the government. Be aware that you would be searching for a person/unit that can and would be able to say "Yes". If you're undecided on the plan, or what you are asking for is too big, or outside the government's ability to grant, they can't (and won't) say yes.

What do the regulations say your state is able to do at the local level?

Different countries will have their own set of rules for advocacy at the local level. Do your research to figure out when it comes to laws and local activities. This is called pre-emption, but the idea is basically that

countries will have different approaches towards their synergy between local/national/international law. The complicated thing is that this is not uniform. What works for one country and region, might not be applicable to others, therefore you must consider the legal background within your own region/country before starting any activities.

In the end, the needs assessment may also be called homework – prior to any actions taken you should learn as much as you can about the issue you want to address; think about the institutions and representatives you are going to approach; consider the needs of the public (is the topic relevant to the community/target group and are they likely to be actively involved?) anticipate tough questions and possible solutions. Then, move to further stages.

Planning tools

1. Who is working on your level

A large part of a successful advocacy campaign is knowing who is who and what they are doing. Whether you are mapping existing initiatives (local, regional, national or international), scouting out CSOs and initiative groups, or, finally, policy makers, it is important to be in the loop. Carefully map all the stakeholders - you never know how useful they may prove to be in the near (or not so near) future.

While you're at it, research opponents and anticipate that there will be hurdles to overcome. Whether it is a shown scepticism from Member States, bureaucrats at any level or general disinterest by the public, be prepared and have a backup plan ready.

So start from the very base of things – mobilize the activists. Activists are the actors who are already working towards bringing about social and political change. Speak to them, introduce them to the cause - these will be the people who are aware of

the present situation and will be offering an experienced insight into the Situation.

Once you are aware of the actors within the field, start thinking about the platform you will be bringing to your local government: what is the common ground that people can agree on. Identify what that is for your group, and make it an issue that people can get behind.

2. Who can represent your cause?

Once you are aware of who is working on your level, think about one simple thing. Who can represent your cause the best? This closely ties with the needs analysis and stakeholders. Who do you think can relay the message you are trying to broadcast the best? Is it your local community? Is it a group of youngsters who are passionate about volunteering? Youth workers? Yourself?

While considering this particular topic, do come back to the previously mentioned activists - maybe they can successfully represent your cause?

Furthermore, think of alliances that would help you with more efficient representation. Network. Build relationships with other CSOs, friendly MEPs, local policy making representatives, diplomats and so on. One can never know when a network can be used and activated!

3. What message do you want to relay?

Once you have refined the needs, the environment and the representation, think about the message you want to relay. This differs from the main topic of your cause slightly yet, nonetheless, may influence further decisions regarding the cause you are advocating for. Once you are sure about what you want to say, formulate. Keep it simple and consistent. Be prepared to relay it over a long period – you never know how long the process may actually take. Also be aware that the context may

change (elections, relevance, target audience, technology and many factors may influence your cause over time). Never lose the sight of your grand vision, but do keep your objectives realistic and achievable one by one.

Use facts people can understand

This is connected very closely to educating the society and speaking with the policy makers at any chosen level. For example, if you are advocating for social inclusion through volunteering, approach the topic from the very bottom. What is social inclusion? Why should we address the topic? Why is it needed? What is volunteering and how can it help when tackling the topic of social inclusion? Try to find a common ground in which any stakeholder would understand clearly the benefits of the cause you are advocating for.

Argue for something that can be done

If your goal is to influence the society in one way or another (at any level), try to think about a middle ground between reasonable (something that can be done with minimal cost and effort) and impossible (something that will be of high cost and will require a high level of intervention). Think about things that have already been implemented in your area (geographically and disciplinary) and something you consider as an ideal outcome. What is the middle ground? This is the goal you should be setting for yourself and your cause.

What do the regulations say your local governing body is able to do on the local level? Do not be disheartened if the official answer is no. Be creative and consistent and overtime you will start seeing the results. It is not rare that the local government says “we can't do anything”, but their resolutions, although without the force of law, are very powerful. Think of them as comment letters that are one million times as powerful.

4. How are you going to achieve your goals?

Once the message is clear and you know who you are going to approach with it, think

strategy. How are you going to achieve the goals you have set for yourself? There are numerous ways to form an advocacy strategy and you should choose a way that is the closest to you and the cause you are going to attempt to achieve. In the case of social inclusion through volunteering, you should think about the existing frameworks and try to fit within it. Think about all the initiatives launched by the European Commission itself to aid the advocacy processes at the local, regional, national and international levels. Try to think where you fit in. Then, try to establish a strategy that would be highly attractive to all stakeholders and not impossible to achieve. Think about resources that you have and how you can use them to achieve your advocacy goals (existing initiatives and projects, events, networks and so on).

Be patient and flexible – change happens over time, but political momentum may change anytime; be ready to communicate your message clearly and on short notice. Be reactive. Always be ready to use any and all opportunities to speak and be heard. Adjust your message if needed (due to changing situation), and always tell the truth.

5. How are you going to communicate it?

Once the strategy is prepared, think about how you are going to communicate it. This largely depends on the level of advocacy you are planning to work on. If you are doing advocacy at the local/regional level, try to create a communication plan that would be surrounded local communities and decision makers. This may include local events, community social media, public interest stories and so on. If you are working on national/international level, think more creatively. Use social media (hashtags and clicktivism are trends that show no signs of slowing), national events, public (and livestream) talks, famous representatives and more integrated lobbying campaigns.

Beyond the communication strategy, always be aware of the people involved in your advocacy proceedings. Whether these are community activists, CSOs, local, national or international policymaking body representatives, continue maintaining the communications with them during the proceedings and after. Be grateful to them regardless of the outcome and find the time to express your thanks to those who helped you.

Below is a short list that may be adapted to your needs (but don't be shy to apply innovative techniques!).

Management and communication

The Events

Be aware that events might be your main outlet for communicating your cause. Whether local events, national or international are organized by you or others, be ready to spread the news. During such events you should be aiming to inform the public about the cause you are advocating for and do some lobbying. This includes the education of legislators (seminars, workshops etc.), informing the public (awareness campaigns, social media), direct lobbying (meeting MEPs/Commission officials/EEAS diplomats), participating in events organized by policy makers at local/regional/national/international levels as well as participating in stakeholder-consultations organized by the policy makers.

People

Concerning the people part of the communication, you should be concentrating on the education of the public. Whether through events or through online campaigns, it is important to reach the target group with the message and secure their support.

Furthermore, you should consider the people beyond their affiliations. Besides the aforementioned results, you should try to reach people via policy analysis (reaching the public with simplified explanations), research publications (on the topic, policy and other stakeholders), networking with relevant stakeholders (MEPs, Commission Officials, political foundations, EU Delegation Advisors, Member States diplomats). You should also offer your assistance and expertise to the legislators on all matters considering the topic you are advocating for.

Educating the public – policy analysis, research publications

Campaigns

As far as campaigning goes, this is meant more for the raising of the public awareness. In terms of campaigning, you should make yourself aware of the basics of creating social media campaigns (clear tags, hashtags, solid presence on social media and provision of attractive content) and awareness campaigns (clear message, solid representation, involvement of activists and partners and so on). Modern technology has indeed made the task of campaigning much more interesting and approachable, especially in matters concerning the youth. This might be a very interesting approach for the youth to tackle.

While considering the campaigning strategies, you should also think about the attendance of public debates, where you would have the chance to explain clearly your position.

Evaluation and impact assessment

After the end of the campaigning it is time to take a step back and evaluate. Think about the very beginning. What have you set out to achieve? How successful to you think you were? How do you measure your success? In this case, an impact

assessment may prove to be very valuable tool for further consideration. This is a procedure done by all of the official institutions of the European Commission and beyond, and could be adapted to your own needs. Think of the impact your cause has achieved during the advocacy proceedings. How many people were reached? How many engaged? What changes were made in favour of the cause (at the local, regional, national and international levels). Think about where your cause fits in the local/regional/national and international policy making framework. Can you say that it caused any impact on new legislation drafted? And in the end, consider the most important thing:

Did you reach your goal?

Going back to the beginning, think of the goals you have set out for yourself. Be aware that political situation has likely changed during the time of your advocacy agreements, but essentially, did you reach what you set out to do? If not,

What do you need to be successful?

This is the part of the plan where you collect all of the resources and see what could have been different and what is needed to reach the goals you have set out to achieve. Re-evaluate, re-think, re-group. And come back to the beginning to start anew!

Training T-kit

Session 1: Advocating with/for young people

Objective: To form an initiative group of people passionate about making life different for the youth;

Tasks: Calls for participants, definition of participant profile, concept creation,

deciding on the main goals of the future advocacy proceedings;

Expected results: A group of enthusiasts formed to unify activists for one goal: Social inclusion through volunteering; a concept for advocacy proceedings drafted; structure more or less defined;

People: Overseeing organization, youth.

Session 2: Assessing the Policy Environment

Objective: To define the policy environment on the local/regional/national/international level; to see the differences, the similarities and the changes in policy that may or may not serve you in your cause;

Tasks: Research and communication between you and policy making institution representatives; compilation of data;

Expected results: In the form of a brief - shortly discussing the changes (or lack thereof) on the policymaking level; research into good practices; definition of the advocacy level;

People: Overseeing organization, youth and policymakers.

Session 3: Stakeholders and power analysis

Objective: To research and map the stakeholders of your cause; invite the stakeholders to participate;

Tasks: Research, mapping of stakeholders, providing space for collaboration;

Expected results: A clearer view into the target group for tailored advocacy strategy;

People: Overseeing organization, youth.

Session 4: Advocacy for Social Inclusion and volunteering

Objective: To connect the topic of advocacy with the topics of social inclusion and volunteering;

Tasks: Research, planning and assembling a strategy to fit your area of intervention;

Expected results: A fully formed idea on advocating for social inclusion through volunteering with engaged following and youth involved;

People: Overseeing organization, youth, stakeholders.

Session 5: Active youth participation and advocacy

Objective: To expand more on the topic of youth participation and advocacy and to form a strategy for participation;

Tasks: Research and education of youth and stakeholders;

Expected results: Better involvement of youth in advocacy campaigns; developed method on how to engage the youth; stakeholders informed on the process;

People: Overseeing organization, youth, stakeholders.

Session 6: Develop an advocacy strategy!

Objective: To develop a strategy for advocacy proceedings;

Tasks: To perform a needs analysis, to research potential partners, stakeholders and target groups; to form a clear message; to draft a communication campaign; to draw a plan for implementation;

Expected results: A formed advocacy strategy with needs assessment, a clear message, a list of partners/stakeholders/target group, communication and implementation plans;

People: Overseeing organization, youth, stakeholders, partners, target groups.

Session 7: Network and coalition building

Objective: To network and build a series of coalitions that would be beneficial for your cause;

Tasks: Events, media campaigns, participation in debates, activist mobilization, social media and awareness campaigns,

Expected results: a built network of partners and stakeholders to share your message;

People: Overseeing organization, youth, activists, stakeholders, target groups.

Session 8: Identifying a common goal, targets and messages;

Objective: To find common grounds among various stakeholders, partners and target groups in order to adapt the advocacy strategy to fit into the common framework;

Tasks: Research, talks with partners/stakeholders/target groups, amendment of the advocacy campaign;

Expected results: Common ground found between various actors in the field from target groups to CSOs and policymakers;

People: Overseeing organization, youth, stakeholders, partners and target groups.

Session 9: Advocacy activities

Objective: To plan the advocacy activities based on the previous sessions;

Tasks: Needs assessment, message, target group interest, communication strategy, awareness campaigns, networking with policymakers;

Expected results: A certain amount of activities planned out in detail;

People: Overseeing organization, youth, stakeholders, partners and target groups.

Session 10: Simulation / Advocacy in practice

Objective: To put your plans in practice through simulation (in various scenarios) or actually putting it in practice (events and campaigns);

Tasks: Performing the planned activities, launching campaigns, attending events and networking;

Expected results: Advocacy proceedings simulated and troubleshooted and certain activities put to action;

People: Overseeing organization, youth, stakeholders, partners and target groups.

Annexes: Handouts and tools

- Advocacy initiative template

Topic		
Name	Description	Notes
Area		
Target Group		
Stakeholders		
Main Message		
Level of Advocacy (Local, Regional, National, International)		

Needs assessment Summary		
Who is working on your level?		
Representation		
Implementation plan summary		
Communication strategy		

Evaluation Plan)	(Indicators,		
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- Session outlines template

Session no. XX, Name:		
Action	Description	Notes
Objective		
Tasks		
Expected Results		
People		

- EU strategic documents

EU Volunteering Charter:

https://ec.europa.eu/citizenship/pdf/volunteering_charter_en.pdf, Last accessed 9/28/2019

Europe 2020 Strategy: <https://ec.europa.eu/eurostat/web/europe-2020-indicators>, Last accessed 9/28/2019

Engaging, Connecting and Empowering young people: a new EU Youth Strategy: https://ec.europa.eu/youth/news/eu-youth-strategy-adopted_en

Last accessed 9/28/2019

EU Youth Strategy: https://ec.europa.eu/youth/policy/youth-strategy_en

Last accessed 9/28/2019

- Case studies

Project name	Organisations involved
The No Hate Speech Movement	Council of Europe
<p>Fight against Violent Extremism and Radicalisation Leading to Terrorism. The project was based on youth participation and co-management by young people, with the support of governmental youth institutions.</p> <p>The campaign objectives were to:</p> <ul style="list-style-type: none"> -Support human rights education activities for action against hate speech and the risks it poses to democracy and the well-being of young people -Develop and disseminate tools and mechanisms for reporting hate speech, especially online, including at the national level -Mobilise national and European partners to prevent and counter hate speech and intolerance online and offline -Promote media literacy and digital citizenship, and support young people's participation in Internet governance. <p>The campaign was run by the Youth Department of the Council of Europe, under the authority of the Joint Council on Youth, which tasked a Follow-up Group with guiding, supporting and monitoring the implementation of the campaign</p>	
Dates Implemented	Why is it relevant?
2013 – 2017	

Relevant links

<https://www.coe.int/en/web/no-hate-campaign>

Logos/Pictures



Project name	Organisations involved
Activists and advocates – disability rights training programme (AAD RTP)	<u>(National Confederation of the Disabled People of Greece)</u>
<p>The aim of this project, financed by the EU Action Programme on non discrimination, was to train disability activists and advocates in the EU, Iceland, Norway, Bulgaria, and Romania so that they are better able to take action to combat discrimination and to promote equal rights of disabled people. The training has focused on rights-based legislation deriving from EU legislation (in particular the framework <u>employment directive</u>); Member States' constitutions and national laws and international Conventions.</p> <p>The Project Objectives were:</p> <ul style="list-style-type: none"> -To strengthen the capacity of disabled people in the EU, Iceland and Norway, to effectively address discrimination. -To prepare and provide training material and empowering information to be used by disabled people at national and local level; -To promote the exchange of best practices on how to combat discrimination throughout the EU, Iceland and Norway; -To support the dissemination of information about disability rights and non discrimination; -To promote dialogue and networking between disability activists and advocates for an effective monitoring on the implementation of non-discrimination rights and measures; -To enable disability activists and advocates to play a greater role in the enforcement of disability rights. 	
Dates Implemented	Why is it relevant?
2004 and 2006	
Relevant links http://www.edf-feph.org/disability-advocates-project	
Logos/Pictures	

<p>Project name</p> <p>INFORMATION RIGHT NOW!</p>	<p>Organisations involved</p> <p>Coordination: ERYICA</p> <p>Partners: Local, ERYICA-member Youth Information Centres and youth workers across 29 Council of Europe member countries</p>
<p>Information Right Now! was a European campaign, implemented by the European Youth Information and Counselling Agency - ERYICA in partnership with the Council of Europe. The campaign aimed to raise awareness among young people, decision-makers and media on the special role of youth information with regard to young people's access to rights and – eventually – on the access to information as a right in itself for all young people.</p> <p>Respect for democracy, human rights and fundamental freedoms implies the right of all young people to have access to complete, objective, understandable and reliable information on all their questions and needs.</p> <p>The campaign objectives were:</p> <ol style="list-style-type: none"> 1. To make young people understand they have the right to information; 2. To make young people understand they have a right to information and motivate them to find it in the Youth Information Centre; 3. Together with young people to ask decision makers to guarantee their right to information. <p>On a decentralised level, the campaign consisted of numerous activities of different scope and scale in all Council of Europe member countries, organised by local Youth Information Centres and Youth Workers, and tailored to the respective target audiences. Youth Ambassadors acted as European-wide testimonials of the campaign. The 9th Conference of Ministers of the Council of Europe was a prominent occasion to present the activities from the pan-European action day through a travelling photo exhibition along with other campaign events.</p> <p>The 9th Council of Europe Conference of Ministers responsible for Youth took place in St. Petersburg (Russian Federation) in September 2012. The main theme of the conference was “Young people's access to rights: development of innovative youth policies”. The campaign was elaborated through three sub-themes:</p> <ul style="list-style-type: none"> • Social inclusion of young people; • Democracy, including e-Democracy; • Living together in diverse societies. <p>Considering that youth information is both an essential right and a prerequisite for young people's access to their rights, in view of contributing to the success of the Conference of Ministers and the previous process leading to it, the Joint Coordinating Committee managing the partnership between the Council of Europe and ERYICA decided to support the "Information Right Now!" campaign on the young people's right to information.</p>	

Dates Implemented 17th April 2012	Why is it relevant?
Relevant links	
Logos/Pictures	

<p>Project name</p> <p>Societal and political engagement of young people in environmental issues – STEP</p>	<p>Organisations involved:</p> <p>Youth and Environment Europe Draxis Environmental S.A. (Greece) Youth and Environment Europe (Czech Republic) Kairos Future AB (Sweden) Linguatec GMBH (Germany) Centre for Research and Technology Hellas (Greece) Inmark Europa S.A. (Spain) SampasBilisimVelletisim (Turkey) University of Abertay Dundee (UK) Hatay Metropolitan Municipality (Turkey) Region of Crete (Greece) Comune di Sant’Agata del Bianco (Italy) Ajuntament de Mollet del Valles (Spain) Ayuntamiento de Valdemoro (Spain) planO2 Consulting Services Private Company AB (Greece)</p>
<p>Aim:</p> <p>The aim of the project was to develop and test an e-Participation cloud platform which will promote the societal and political participation of young people in the decision-making processes on environmental issues.</p> <p>Objectives:</p> <ul style="list-style-type: none"> — To enable public authorities to quickly open their decision-making processes to young people; — To enable young citizens to participate in decision-making on issues with environmental impact; — To develop engagement and motivation strategies for increasing youth participation in environmental decision making; — To pilot test the services in an operational environment in terms of technical, organisational and legal feasibility, with the participation of end users (young citizens) and policy makers; — To assess the usability, effectiveness and impact of the project in embedding open engagement in public sector processes and to identify the key barriers for wide scale deployment; — To ensure appropriate dissemination and realistic exploitation of project activities and results. 	
<p>Dates Implemented</p> <p>June 2015 – December 2017</p>	<p>Why is it relevant?</p>
<p>Relevant links</p> <p>https://yeenet.eu/project_item/step-societal-and-political-engagement-of-young-people-in-environmental-issues/ https://www.youtube.com/watch?v=R90AgFkdnJc https://www.youtube.com/watch?time_continue=33&v=dt-hRFokCCo</p>	

Logos/Pictures



<p>Project name My Europe, My Say</p>	<p>Organisations involved World Organisation of the Scout Movement- Bureau Européen du Scoutisme (WOSM) AEGEE-Europe and 48 independent youth organisations members of these two networks across Europe</p>
<p>The project encompasses various aspects, all the way from capacity building tracks to large scale youth exchange events to interactive spaces of dialogue between young people and decision makers.</p> <p>My Europe, My Say will be:</p> <ul style="list-style-type: none"> -Strengthening the capacities of youth organisations to offer activities which enhance youth participation, civic competences and political awareness and to increase outreach to more vulnerable and socio-economic disadvantaged young people. -Offering young people, the opportunity to reflect upon their European identity and values – in the framework of the new narrative for Europe. -Engaging youth organisations into a pan European campaign around Youth Participation to elections – especially in the framework of the European Elections in May 2019. This will help building a common understanding of an EU citizenship -Providing young people with relevant information on how to register to vote while living in another EU country. -Creating spaces of dialogue with decision makers in the framework of the European Elections and beyond. This goal will help reconnect young people to decision-makers while utilising innovative and interactive communication methods such as online forums and webinars. -Engaging a large number of young people from all across the continent to spread awareness about the importance of participating in the 2019 EU elections, with contributions from our project teams of Y Vote and Europe on Track. 	
<p>Dates Implemented October 2018-October 2019</p>	<p>Why is it relevant? Data from the last European elections exposes an acute paradox regarding young people's political behaviour. On the one hand, turnout among young voters (18-24) was low. Only 28% of eligible individuals in the age group 18-24 registered to vote. The overall turnout percentages recorded in the 2009 elections, were very similar, which shows that the situation remains unchanged and that youth direct participation in the European democracy is not the best it could be. More worryingly, the gap between the turnout of the older electorate (55+) and the young one is increasingly widening, as over half of the former (51%) cast their ballots in 2014, according to the Eurobarometer survey of October 2014.</p>


Relevant links


<https://www.aegee.org/my-europe-my-say-putting-young-people-at-the-heart-of-the-debate/>

<https://myeuropemysay.eu/>

Logos/Pictures



Project name Rural Youth Project competition 2018	Organisations involved Rural Youth Europe
<p>The objectives of Rural Youth Europe are to:</p> <ul style="list-style-type: none"> — Educate and train young people and create an awareness of rural and social issues; — Actively encourage rural populations and industry; — Support the development of new rural youth organizations; — Network with other European NGOs; — Lobby and highlight the problems and needs of rural youth to focus the attention of international and national bodies, as well as the general public. <p>Furthermore, Rural Youth Europe promotes activities of rural youth organizations, youth participation, exchange of best practice, intercultural dialogue, sustainable regional youth work, participation in the formation of (rural) youth policies, networking between rural youth organizations, intercultural learning through participative youth work and setting up projects to involve young people.</p>	
Dates Implemented	Why is it relevant?
<p>Relevant links https://www.ruralyouth europe.com/rural-youth-project/</p>	
<p>Logos/Pictures</p>  <p><small>etform.twitter.com...</small> <i>Breaking boundaries. building bridges.</i></p>	

Project name Branching out: (re)connecting ideas	Organisations involved Service Civil International European Youth Foundation
<p>The project is part of Building Bridges Campaign. The project has three main activities:</p> <p>Community Forum: Unique platform where SCI branches, other organizations and volunteer groups will come together, exchange experience and become inspired for their future work.</p> <p>Local Activities: Connect the local communities and target groups, while promoting peace through cooperation, using volunteer work as a medium, each done according to the local context.</p> <p>Strategic Planning Workshop: A place where SCI branches and other organizations will be able to discuss future strategies on working with young refugees/migrants and evaluate their past actions.</p> <p>The aims of the project are to:</p> <ul style="list-style-type: none"> -Create learning opportunities for young people and volunteer-based organisations to increase their capacities to act as change makers; -Systematically engage the target groups into volunteer-based activities in Europe; -Give young people and organisations a voice in formulating their vision for SCI's work in this area by co-shaping the SCI's Strategic plan 2019-22 and beyond. 	
Dates Implemented	Why is it relevant?
Relevant links https://www.sci.ngo/what-we-do/projects/branching-out-re-connecting-ideas/branching-out-project-updates	
Logos/Pictures 	

Project name Youth Exchange: "(Safe) Sex, (No) Drugs and Rock n' Roll?"	Organisations involved SeiklejateVennaskond
<p>The Project brought together 28 young people from Estonia, Spain, Czech Republic, Italy, Romania and Lithuania in Tartu, Estonia to debate on dangers connected to partying. Young people often like to party, but they are not aware of dangers which can affect them while partying. Those dangers include misuse of alcohol and drugs, unsafe sex, abuse and harassment, worst-case scenario becoming victim of violence, rape or human trafficking. The aim of the youth exchange was to raise awareness about safety while partying and prepare participants for avoiding and tackling possible dangers.</p> <p>Objectives of the youth exchange were as follows:</p> <ul style="list-style-type: none"> -To raise awareness about partying safely; -Raise awareness about dangers connected to use (abuse) of alcohol and drugs; -Compare and analyze the dangers young people face while partying in different countries; -Learn what to do in situation of harassment, what are the rights of victim and where to seek help; -Develop an international network between youth who follow safe-partying rules; -Make young people think about their actions and their personal well-being and safety. <p>The exchange was based on non-formal methods, such as group works, discussions, tasks in public areas, role-plays, reflection groups and many others. Participants worked in their group and analyzed the dangers present in Tartu, where many young people like to use their free time for partying. All dangers were analyzed and a campaign was made to spread the results on how to party safely.</p>	
Dates Implemented 12th to 24th September 2013	Why is it relevant?
Relevant links http://www.seiklejad.org/our-projects.html	
Logos/Pictures 