

## Guidelines for European Year of Youth Stakeholders

### Context

This toolkit aims to address youth stakeholders, working at international, national, regional, or local level. It provides detailed information on how they can engage with and contribute to the European Year of Youth (EYY).

The toolkit consists of two sections:

**1. WHAT'S IN IT FOR MY ORGANISATION / FOR ME:** This section provides the rationale behind the participation – the *'reasons why'* stakeholders should get involved, as well as the benefits and tangible results from their involvement in the European Year of Youth 2022.

**2. GETTING INVOLVED:** This section provides information on *how* stakeholders can get involved in the EYY.

### 1. WHAT'S IN IT FOR MY ORGANISATION / FOR ME?

#### WHY SHOULD I PARTICIPATE?

The European Year of Youth 2022 puts the spotlight on young people and sets a specific framework for them to come forward, make their voices heard and contribute with ideas and solutions to the issues that impact their lives.

By taking part as an active stakeholder and by participating in the EYY, you are:

- Contributing towards improving opportunities for young people across Europe;
- Highlighting to young people the key roles that both inclusion and diversity play in ensuring fair and equal access to available opportunities;
- Making young people aware of what the EU and all Member States can offer to help them improve their personal development and growth – to help them become more active and engaged citizens and drivers for change;
- Bringing young people closer together and uniting them around topics that are ever more relevant in today's world;
- Encouraging young people to speak up / come forward to enable the creation of specific and more youth-driven solutions;
- Contributing to the inclusion of the youth perspective in relevant policies and initiatives, which will impact young people's future.

In short, by getting involved in the EYY, you will have an opportunity to make a difference for Europe's youth.

By addressing Europe's young drivers for change, the EYY aims for its impacts to be felt far beyond 2022. In doing so, the Year of Youth will encourage all its partners to continue working together on better and more youth-targeted policymaking as well as on new opportunities for Europe's young generation!

Participation in the EYY's communication campaign offers several benefits for EYY stakeholders:

- **Extra visibility** – Participating in the EYY communication campaign will provide visibility for your organisation and activities. In addition, your content and social media posts can be shared directly via the EYY communication channels through reposts and tagging – on [Instagram](#), [Facebook](#), or [Twitter](#).
- **Networking & growth** – Taking part in the EYY as a stakeholder provides your organisation with a direct bridge to hundreds of other organisations who operate within similar and complementary scopes. It will bring you in direct contact with EU and national institutions and will lay the foundation for cooperation, new projects, and partnerships.
- **Recognition** – Being an active EYY stakeholder means advocating for youth. As an EYY stakeholder, your participation will be the trigger for increased public recognition. This recognition can also hold value when developing relationships with media outlets and can therefore be used when contacting and speaking with local media, as a sellable news angle.
- **Increased reach** – By being part of such a wide and international movement as the EYY, your organisation will have the opportunity to increase its reach. Your organisation will be able to target new audiences and upscale engagement rates by promoting new activities and connecting with new partners.
- **New opportunities** – The more engaged and active you are as an EYY stakeholder, the more you will be positioning your organisation at a new level, providing further possibilities for your own organisation's network to expand, or to create new partnerships.

## 2. GETTING INVOLVED

As the European Year of Youth unfolds, there are different ways to come on board and to actively engage.

The following suggestions are flexible and adjustable. They can be adapted to the context of each stakeholder.



## HOW CAN I PARTICIPATE?

As an EYY Stakeholder, you can participate in the following ways:

### 1. Organise activities

**Note: It is critical that you submit all your EYY activities on the EYY activity map.**

#### Add activity

The 'Add activity' form contains the following sections:

- Activity name \***: A text input field.
- Number of expected participants (estimate) \***: A text input field.
- Activity dates \***: Includes 'Starts on' and 'Ends on' date pickers, and a 'Timezone' dropdown menu.
- Target age range**: A list of checkboxes for age groups: 13 or younger, 14-17, 18-24, 25-30, 31-35, and Over 35.
- Language of the activity \***: A text input field with a note: 'Please start typing the language which will be used during the activity. Add a comma and continue typing to add more languages.'
- Description \***: A large text area for describing the activity.
- Booking**: A dropdown menu with 'None' as an option.
- Wheelchair accessibility**: A dropdown menu with 'None' as an option.
- Activity topics \***: A list of checkboxes for various topics: Participation & engagement, European values, Youth and the world, Inclusion & equality, Media literacy & disinformation, Health, well-being & sports, Employment, Education, Economy & finance, Learning exchanges, Culture, Climate & environment, Digital, Research & innovation, EU youth programmes, Solidarity with Ukraine, and Other.
- Organisation website**: A text input field.
- Contact email**: A text input field.
- Activity address \***: Includes 'Street 1' and 'Street 2' text input fields.

You can organise many activities that contribute to the objectives of the EYY:

1. **Renewing positive perspectives** for young people, especially as they have been negatively affected by the COVID-19 pandemic.
2. **Empowering and supporting** young people to become active citizens, including through youth work, concentrating on those with fewer opportunities.
3. Supporting young people to acquire a better understanding of public policies at EU, national, regional, and local levels, and actively promoting the various **opportunities available** to them in this regard.
4. **Mainstreaming youth policy** across all relevant EU policy fields.

You can develop your activities around the key policy areas of the EYY, without being limited to these topics:

1. European learning mobility
2. Employment and inclusion
3. Policy dialogues and participation
4. Green
5. Digital
6. Culture
7. Health, well-being, and sports
8. Youth and the world
9. EU values and democracy

Please make sure you include your activity under the EYY umbrella:

- by submitting your activity directly on to the Activities Map on the [EYY webpage](#).
- by integrating the call to action of encouraging and inviting young people to record their voices on the EYY Voice Platform – *link to be provided when available*.
- by integrating the [EYY visual guidelines](#) accordingly.



Examples of activities include:

- Small forums with students from local schools;
- Conferences, workshops, or debates that bring youth speakers and other partners and stakeholders together to discuss specific topics, such as inclusion, employment, education, environment, etc.;
- Podcasts, which promote opportunities for young people
- Research, surveys, or action plans, that cover relevant topics

You can find other examples on the activities map on the EYY webpage:

- [“First International cyber security challenge,”](#) a competition for youth (aged 18-24), which will take place in Greece, during June 2022.
- [“Your Europe, Your Say!”](#) (YEYS), a workshop taking place in Brussels from March 2022 until April 2022, targeting 16-18 years old youngsters in schools to meet virtually and discuss, debate, and draw up recommendations addressed to the EU institutions.
- [“Barrio Más Joven,”](#) a campaign promoted in Spain that kicked-off in January 2022 and will run until the end of May 2022 aiming to increase youth participation (aged 14-30) on topics such as health, well-being & sports, and culture.
- [“Second Youth Report,”](#) an initiative that aims to report on the living situation of young people in the German-speaking Community of Belgium, focusing on their well-being, leisure behaviour, and their transition to the labour market.
- [“The shemakes fashion and textile future survey,”](#) a survey targeting young people with the goal of receiving their feedback on this specific field – challenges and policies.

## 2. Be an active contributor to the EYY webpage

As an active EYY stakeholder, you are encouraged to contribute to the dedicated EYY webpage. If you visit the [European Youth Portal](#), you will also find a new button that leads you to the EYY webpage directly.

On the EYY webpage, you will find a ‘News’ section. You are welcome to submit relevant news or share news items with your audience. Send us mail with your contributions, we have prepared a template for your guidance. You can find it as part of the toolkit.

You can submit articles and short posts for the sections “Voices of Young Europeans.” and “Views & Hopes for the future” and submit EYY activities in the EYY activity map and share interesting activities with your followers.

You are invited to contribute with input to the sections of your organisations liking, as well as to mobilise young people within your networks. Being an active contributor to the EYY webpage would provide additional visibility to promote the activities planned and would allow you to engage with a broader audience that is visiting the EYY webpage and the European Youth Portal.

## 3. Promote the EYY on your Social Media channels



An important way of engaging in the EYY communication campaign is to make sure that the EYY is directly promoted via your own social media channels. Different ways of social media promotion are listed below:

- Create social media posts about your activities and link them to the EYY by:
- Using the official EYY hashtag(s) #EYY2022 #EuropeanYearOfYouth
- Directly tagging the EYY official social media channels
  - On Instagram [@european\\_youth\\_eu](https://www.instagram.com/european_youth_eu)
  - On Facebook [@EuropeanYouthEU](https://www.facebook.com/EuropeanYouthEU)
  - On Twitter [@EuropeanYouthEU](https://twitter.com/EuropeanYouthEU)
- Produce social media posts encouraging your followers to record their voices on the EYY Voice Platform (link coming soon)
- Select interesting events from the [EYY map](#) and share them with your followers.
- Other options for social media promotion could be:
  - Create specific engagement mechanics. A suggestion would be to invite your followers to post and/or comment on their own opinions and ambitions about topics related to the EYY.
  - Promote a live session on Instagram (or Facebook) for a brief discussion with your followers on a specific topic relevant for your organisation and under the scope of the EYY.
  - Send the EYY team (social media accounts above) a link to your organised activity from the EYY map and ask them to promote it via the European Youth channels.

#### 4. Website information

As an engaged EYY stakeholder, it is essential to include information about the EYY on your own organisation's website. This could be done, for example, through a widget or a permanent highlight throughout the whole of 2022. It would not only raise awareness about the EYY's importance for youth and its goals, but would also highlight your relation as an EYY stakeholder and your valuable contribution to the communication campaign throughout the year.

If you would like to make use of the possibility to embed the EYY's Activities Map directly on your website, we urge you to do so with the embeddable code below:

```
<iframe src="https://europa.eu/youth/year-of-youth/embed/activities" width="100%" height="500px"></iframe>
```

By including this information on your website, you will also be encouraging and inviting visitors to your webpage to participate in the EYY Voice Platform where they can record their voices and leave their testimonials. At the same time, these EYY elements on your website can act as a useful communications context for any complementary youth initiatives and activities initiated by your own organisation in the context of the European Year of Youth.

#### 5. Create Partnerships



Bringing new partners on board is another fruitful possibility you could potentially explore in your role as an EYY stakeholder. Creating such partnerships could allow for the “bigger message” of the EYY as a relevant, critical, and necessary instrument for young people to come forward to be highlighted. Working together, youth stakeholders and organisations, in addition to young people themselves, will be able to better prepare and create new opportunities to improve the future of Europe’s young generation.

Therefore, we encourage you to develop partnerships with other stakeholders at the national, regional, and local level and to join forces with other relevant stakeholders to ensure that as great an impact as possible is created. Such an approach would be mutually beneficial for the stakeholders involved and would also promote further engagement of stakeholders as relevant key multipliers of the EYY communication campaign.

You are particularly encouraged to contact the [National Coordinators of the EYY](#). If you are a youth organisation, operating across multiple European countries, contact the EYY Taskforce at [EYY2022@ec.europa.eu](mailto:EYY2022@ec.europa.eu) to find out how you can get involved in the EYY European stakeholder and national coordinator group.

## 6. Become an EYY Ambassador, everyday – *amplify impact!*

As the EYY focuses on directly involving today’s young generation, we encourage you and the members of your organisation to act like true EYY Ambassadors.

Include the EYY logo in your email signature, address the EYY’s key messages in specific interventions or speeches, and share the EYY Voice Platform and the dedicated EYY webpage whenever possible! Ultimately, we need to speak up and express support for Europe’s youth; we need to put them at the center stage and give them the possibility to make their voices heard. This is what the European Year of Youth is truly about. And you can help!

