


ADVOCATING FOR YOUTH WORK

in Eastern and South-East Europe



REGIONAL SEMINAR



29-30 October, 2024



Skopje, North Macedonia

Youth Partnership

Partnership between the European Commission
and the Council of Europe in the field of Youth



Advocacy Kit

for Youth Work Development and Recognition



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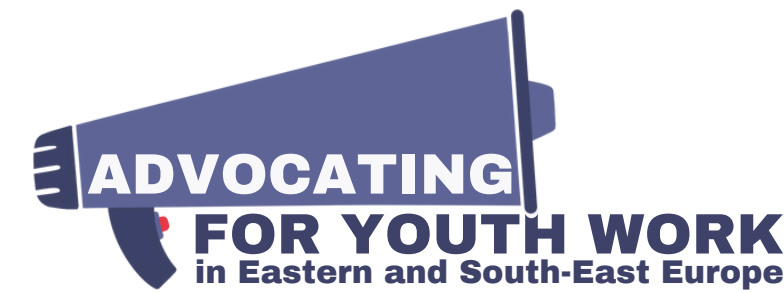


EUROPEAN UNION



CONSEIL DE L'EUROPE

Advocacy Kit

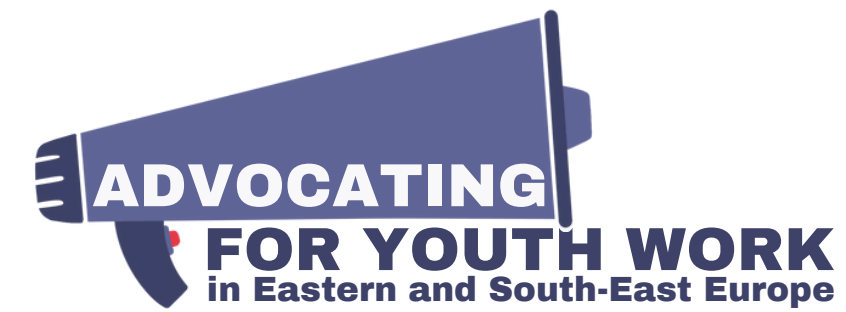


“I learned a long time ago the wisest thing I can do, is be on my own side, be an advocate for myself and others like me.”

Maya Angelou

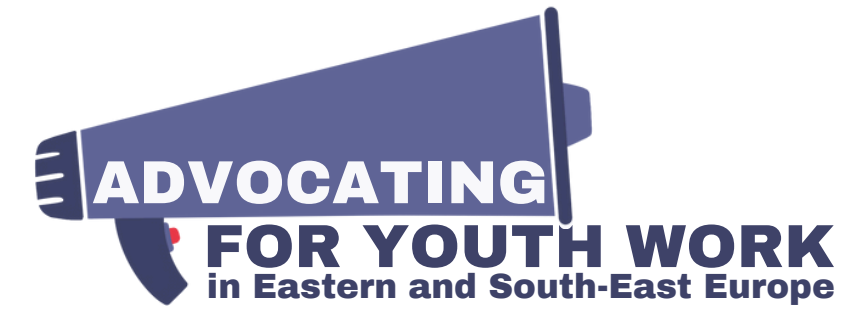
American memoirist, poet, and civil rights activist

Advocacy Kit - WHY?



- Bridge the Gap and Advocate for Recognition
- Highlight the Importance of Youth Work
- Empower those actively working in the youth field and Stakeholders
- Foster Collaboration between all actors
- Strengthening Youth Work Through Policy Engagement

Advocacy Kit



Providing practical tools and resources for advocating youth work development and recognition on both national and international levels.

A practical advocacy toolbox

A resource for competence development

An adaptable to context approach

A support to youth work visibility and collaboration

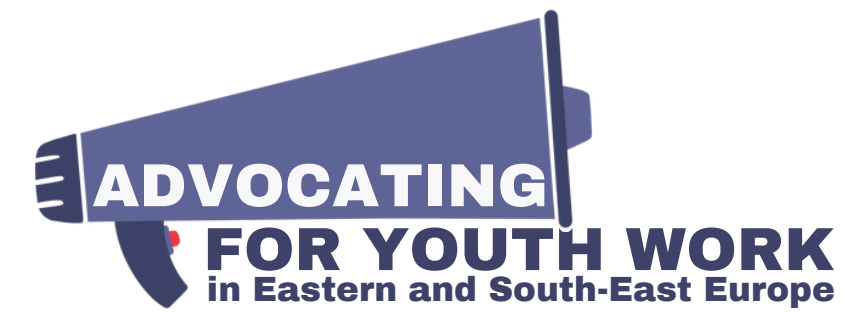
Conceptual and Strategic part

- **Why:** Explains the need for the kit
- **Who:** Identifies advocates and key users.
- **What:** Outlines advocacy topics and youth work architecture.
- **To Whom:** Defines audiences and provides personas.
- **How:** Offers evidence-based arguments and impact metrics.

Practical Advocacy Toolbox

- Adaptable to different contexts and levels of experience.
- Ready-to-use resources for effective advocacy.
- **Why:** list with references to European policy documents
- **Who:** set of action cards to help users position themselves as advocates for youth work.
- On **What:** Guidelines and templates for creating advocacy plans
- **To Whom:** a set of potential advocacy personas
- **How:** examples and case studies of advocacy

Advocacy Kit - Format



5 publications for each step (**why, who, on what, to whom, how**)

A foldable roadmap for planning advocacy pathways

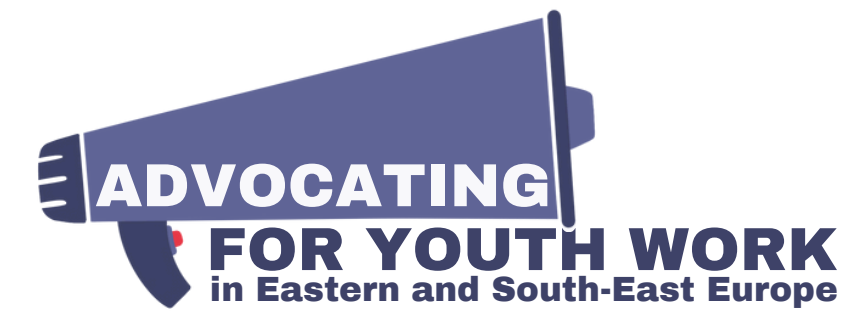
Action cards & Magnetic post-its for advocacy actors and goals

Templates for advocacy plans in booklet and poster form

QR code cards for European legislation & for usual misconceptions and comebacks

An evaluation checklist

Advocacy Kit-Call to Action



Support us in **collecting** examples of youth work **advocacy practices & advocacy arguments**, including **evidence based** on the value and **impact** of youth work.

<https://forms.gle/ontdREJeNzLG6XmK7>

If you don't have practices but still want to **contribute with strong advocacy arguments** or/and have **comments** and want to give us **feedback on our work** please send them to us at: olga@kidsinaction.gr

THANK YOU