

EU-Council of Europe Youth Partnership

Follow-up to the 4th European Youth Work Convention
Communication

Youth Partnership

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



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

4TH EYWC COMMUNICATION RESULTS

Existing communication assets

- Final report and leaflets
- Coyote issue 38 dedicated to the Convention
- Podcast episode, “After the 4th EYWC”
- Graphic recordings and illustrations
- YouTube Videos

The Convention produced both substance and momentum. Our communication should show what was agreed, why it matters, and what happens next.



EXISTING COMMUNICATION ASSETS

Report and Leaflets

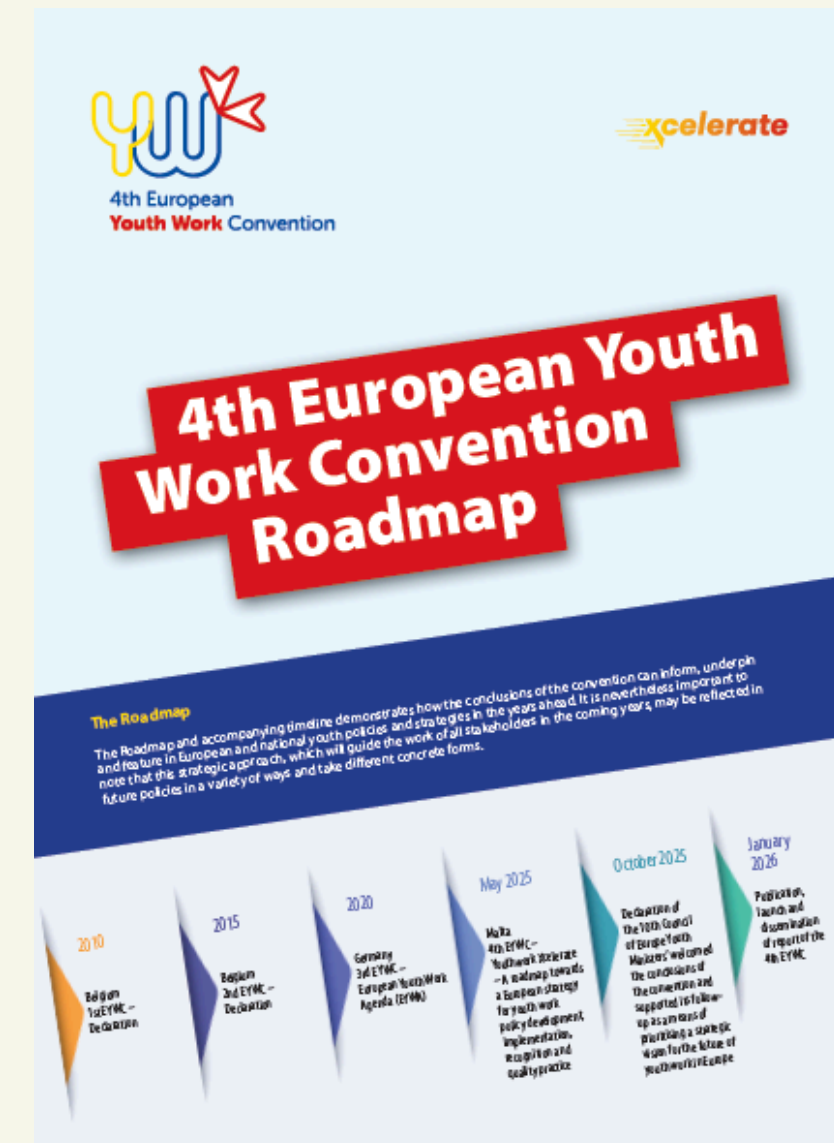
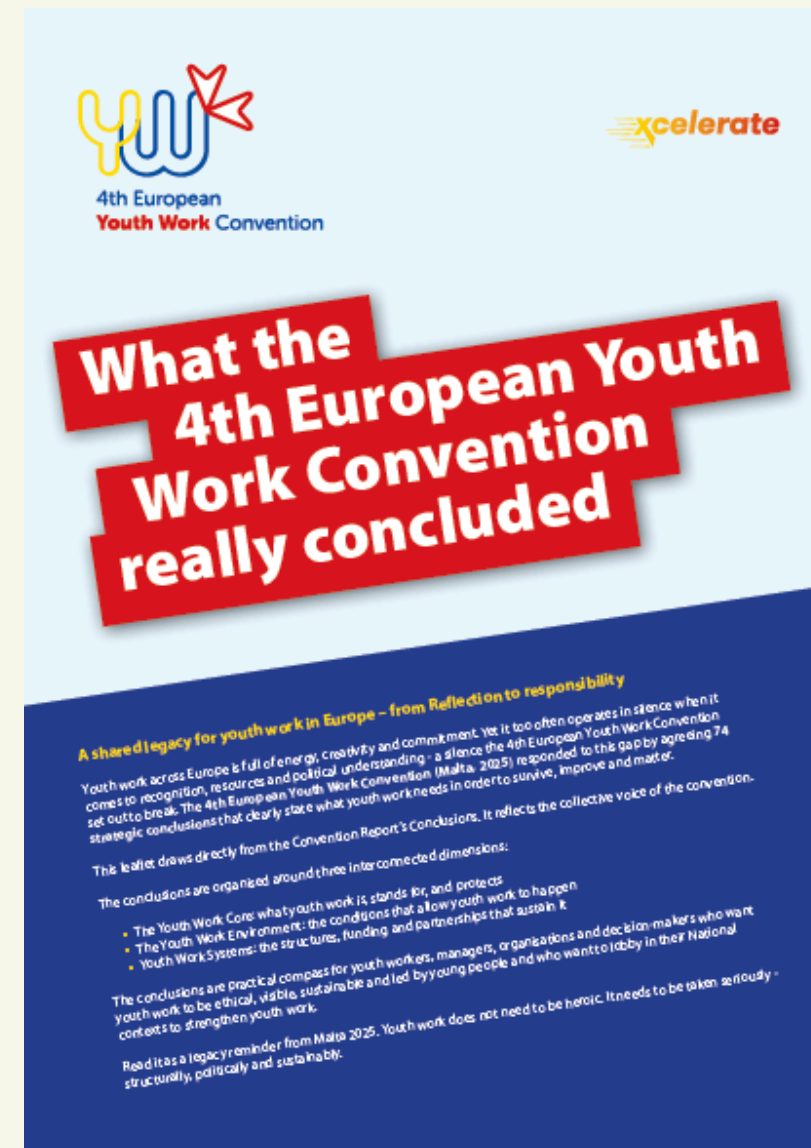
Report

Key findings and conclusions



Leaflets

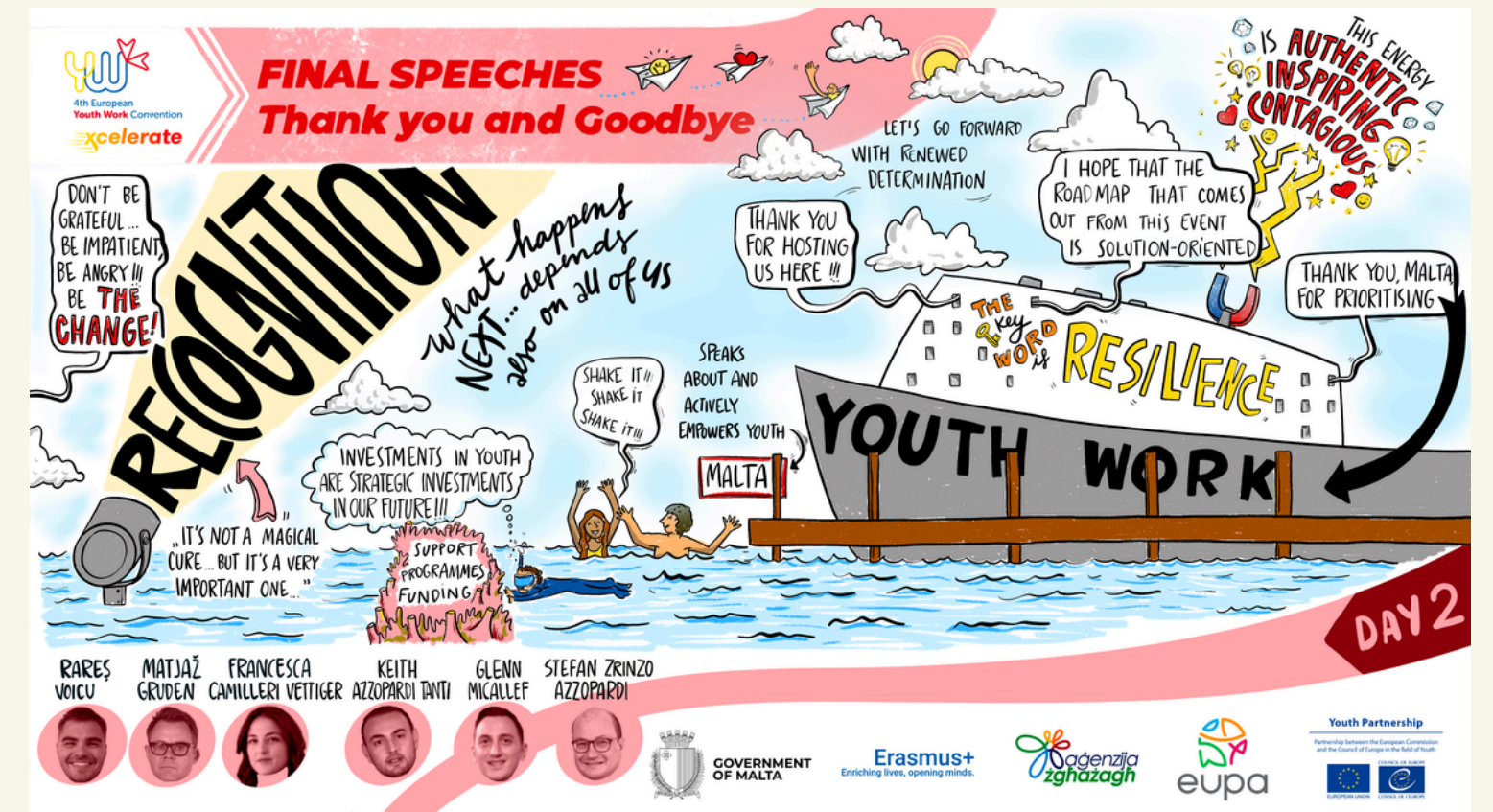
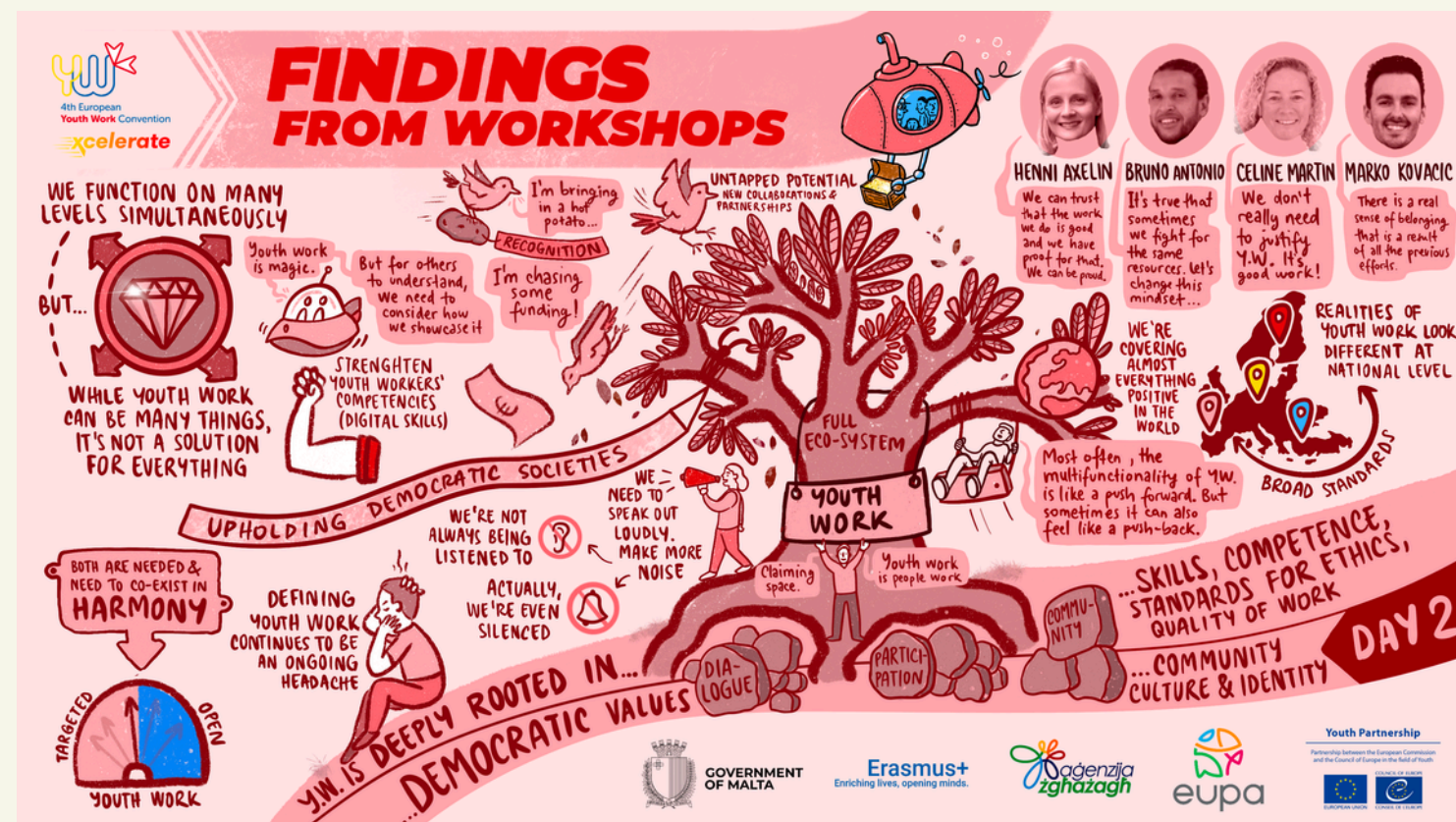
Conclusions and Roadmap



EXISTING COMMUNICATION ASSETS

Graphic recordings

11 Visual summaries of discussions and workshops



EXISTING COMMUNICATION ASSETS

Under 30' Podcast Episodes

2 episodes before and after the Convention



UNDER 30' • EPISODE 51

4th European Youth Work Convention



1X



00:00 | 25:03

SUBSCRIBE SHARE MORE INFO



UNDER 30' • EPISODE 57

After the 4th European Youth Work Convention



1X



00:00 | 29:24

SUBSCRIBE SHARE MORE INFO



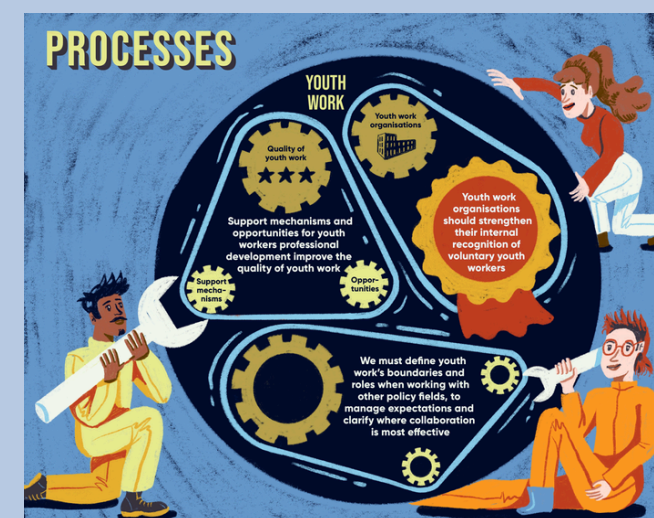
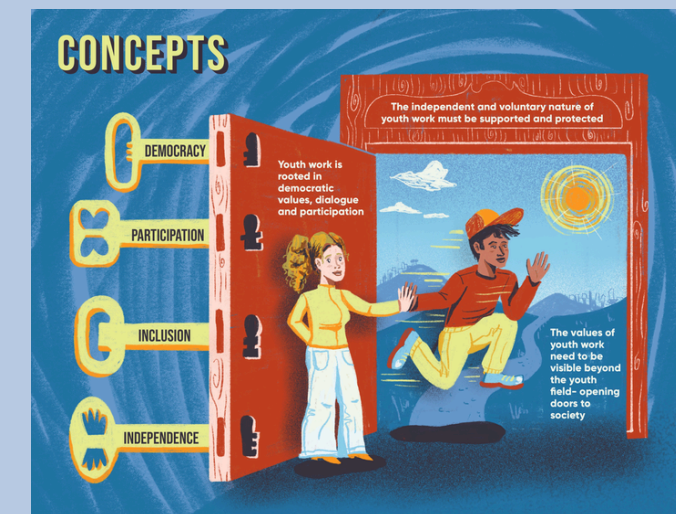
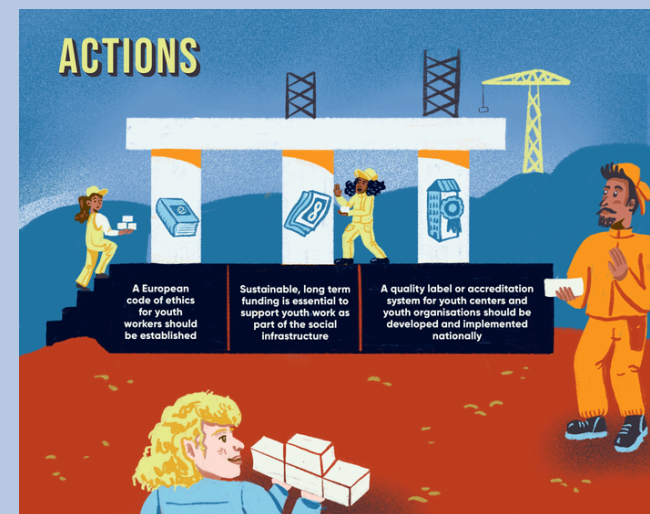
EXISTING COMMUNICATION ASSETS

Coyote Youth Work Magazine Issue 38

11
Articles

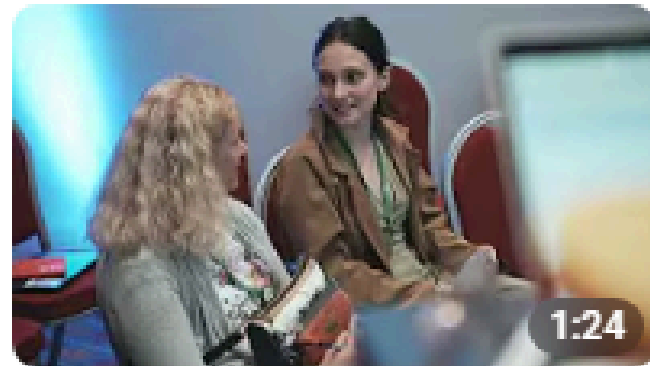


3 illustrations about the conclusions



EXISTING COMMUNICATION ASSETS

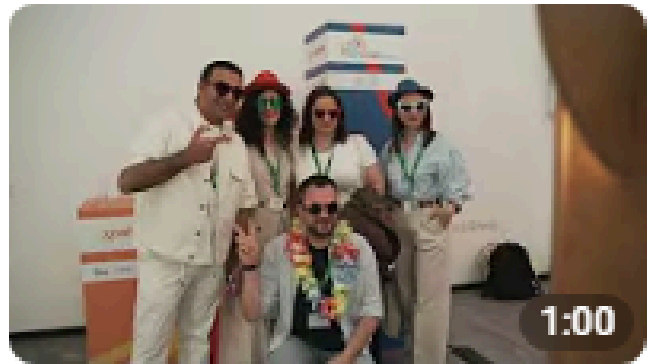
YouTube Videos



4th European Youth Work Convention - Day 2

EU-Council of Europe Youth Partnership • 55 • 9mo ago

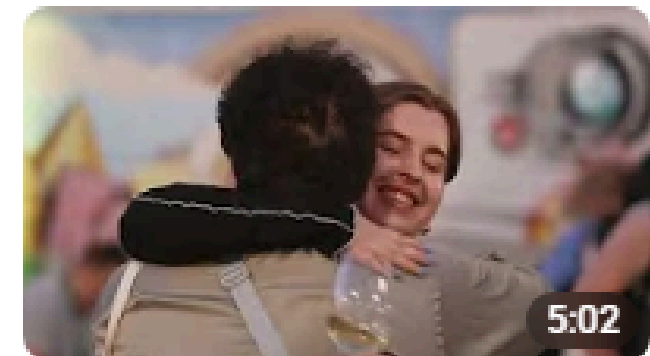
1:24



4th European Youth Work Convention - Day 1

EU-Council of Europe Youth Partnership • 41 • 9mo ago

1:00



European Youth Work Convention 2025 Malta

EU-Council of Europe Youth Partnership • 112 • 9mo ago

5:02

+ 1 minute video for
social media to
disseminate leaflets
and report (tbc)

COMMUNICATION ACTION

THE IMPORTANCE AND VALUE OF YOUTH WORK

Core objectives

- Raise public awareness of what youth work is and what it contributes to young people and society
- Promote more coherent messaging across Europe
- Strengthen visibility and recognition at European, national, and local levels
- Show the diversity and quality of youth work, especially where recognition is weak

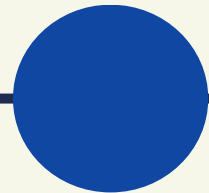
What the action is expected to produce

A European communication package with shared messages and recognisable branding, then wider dissemination and follow-up support for national adaptation

**Reference group role:
co-create, test, amplify**

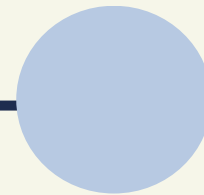
COMMUNICATION ACTION TIMELINE

Apr-Aug 2026



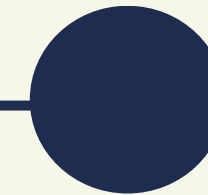
Develop key messages, tools, audiences, and initial dissemination plan with the reference group.

**From September
2026**



Launch and disseminate the action at European level.

2027-2028



Support to countries and organisations interested in adapting and implementing communication efforts and the Advocacy Kit at national or local level.

COMMUNICATION ACTION DISCUSSION QUESTIONS

- 1. Which existing resources should shape the messages?**
- 2. What should the main messages be for the broader public?**
- 3. How can each partner help promote and disseminate the action?**