

# Youth Partnership

---

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



## Communication action to promote the importance and value of youth work across Europe

### Concept note and timeline

#### The scope of the project

##### *Context / rationale*

A key recommendation emerging from the [4th European Youth Work Convention](#) was the need to strengthen the visibility and public awareness of youth work through targeted communication efforts. Visibility and recognition were identified as important components of quality development in the youth work sector.

In response, the European Commission and the Council of Europe have decided to develop, through the Youth Partnership, a communication action to promote the importance and value of youth work across Europe. This action will build on the outcomes of the Convention and will be developed and disseminated in collaboration with stakeholders in the youth field through the EU-Council of Europe reference group on youth work development.

The communication action will draw in particular on the [Visible Value](#) library of resources on youth work recognition and on the [Advocacy Kit on Youth Work Development](#), prepared by the Youth Partnership in 2024 and 2025 to support advocacy for the recognition and development of youth work. The Advocacy Kit is designed to help youth workers, practitioners, youth organisations and policymakers strengthen advocacy efforts at national and local level. It may also build on other relevant resources and initiatives identified by members of the reference group.

##### *Objectives*

The communication action aims to raise awareness among the broader public about what youth work is and about its positive contribution to young people and society, in relation to democracy, inclusion, well-being and participation. It also aims to promote consistent and coherent messaging across Europe, aligned with the youth work policy frameworks of the European Union

and the Council of Europe, and the 4th European Youth Work Convention's conclusions. More broadly, it should contribute to strengthening the visibility and recognition of youth work at European, national and local levels.

### *Expected outcomes*

- A communication package at European level, developed with key stakeholders and supported by shared messages and a recognisable communication approach. These may include for instance: website content, social media formats, short videos, podcast content or extracts, infographics, newsletter items and promotional materials for conferences, events and meetings. The exact mix of tools will depend on the agreed messages, audiences and available resources.
- Wide dissemination of the communication materials through the Youth Partnership's own channels, partner institutions and stakeholder networks.
- Follow-up support for countries and organisations interested in translating and adapting the communication package and implementing the communication action and the Advocacy Kit in their own contexts.

### **Detailed plan and methodology**

The communication action will be developed in a staged and collaborative way across 2026, with follow-up support in 2027 and 2028.

- The Youth Partnership will coordinate the development and roll-out the action at European level. Together with members of the reference group volunteering to take a more active role, the Youth Partnership will carry out the drafting and preparatory work for the communication action. This may include the development of communication tools and materials, the refinement of target audiences and dissemination approaches, and the identification of opportunities for outreach and visibility.
- The EU-Council of Europe reference group on youth work development will provide the main framework for the promotion and dissemination of the communication action at European level. It will also be consulted at key stages of the development process. The draft concept and the main orientations of the action, and key messages will be presented and discussed with the group to gather feedback, ensure a shared understanding of the action. The group may also help identify relevant initiatives developed by its members that could support the visibility and public awareness of youth work across Europe.

As of 2027, the Youth Partnership will support, through the network of national correspondents on youth work, countries and organisations interested in adapting and implementing the communication action and the Advocacy Kit in their own contexts.

## Indicative timeline

### 2026

- April to August 2026: Development of the communication package, including key messages, communication tools, target audiences and an initial dissemination plan, through exchanges with relevant stakeholders from the reference group.
- As of September 2026: Launch and dissemination of the communication action on the importance and value of youth work 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.

### Questions for reflection

To support the first exchange with the EU-Council of Europe reference group on the Communication action to promote the importance and value of youth work across Europe, the following questions are proposed for reflection and discussion.

- Which existing resources, tools or examples should inform the development of the messages?
- According to you, what should be the main messages of this communication action for the broader public?
- How could you support the promotion and dissemination of the communication action? Which communication tools and dissemination channels could you mobilise to support it (for example newsletters, websites, social media accounts, partner platforms, events or other outreach opportunities)?