

# Empowering Youth Engagement Workshop

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**Aarhus, Denmark**

**21.-27.03.2025**



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## **VENUE**

Lystrup Gl. Skole, Lystrup -  
Aarhus, Denmark

## **MINUTE TAKER**

Courtney Kelner

## **INSTITUTIONAL SUPPORT**



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

## OVERVIEW

Members of the ICYE Youth Engagement Committee (YEC) met for their second in-person meeting. The meeting took form as a 5-day workshop on empowering young voices in decision making. Besides the YEC members, other young people from the ICYE Federation and CCIVS attended the meeting, which took place from 21st - 27th March 2025 in Aarhus, Denmark.

The main objectives were to train and develop strong communication skills and youth engagement strategies, with a strong emphasise on the themes that are important to the ICYE Youth Engagement Committee, such as democratic values, diversity & inclusion and decolonisation.

Furthermore, the participants worked on the three goals described in the YEC Action Plan: 1) Engaging more young people before, during and after their volunteering, 2) Ensuring the active participation and engagement of youth at different levels of the ICYE Federation and 3) Decolonising the narrative and language on volunteering in the ICYE Federation.

On Monday 24<sup>th</sup>, the participants went on an excursion to Aarhus in the afternoon. Here they visited the Old Town, an open air-museum consisting of a collection of houses from the 1800's up until 2015, showcasing Danish national history.

On Tuesday, stakeholders from the Council of Europe (CoE) came by for a monitoring visit.

The response from participants and the CoE on the workshop was all in all very good.

## LIST OF PARTICIPANTS:

Name	Country	Role
Braha, Albjona	Albania/Germany	CCIVS
Dedeoğlu, Abdulkadir	Turkey	ICYE
Encabo, Corina	Phillipines	YEC
Fallas, Marcella	Costa Rica	YEC
Fares, Nour el Hoda	Morocco	YEC
Gruber, Stephan Johannes	Austria	YEC
Houana, Melanie	Mozambique	YEC
Joergensen, Mette Lund	Denmark	YEC
Kelner, Courtney	USA/Germany	ICYE International Office
Larios, Javier	France	CCIVS
Latorre, Nicole	Equador	YEC
Manique, Camila	Brazil	*online YEC participant
Michaud, Dalia	France	CCIVS
Mirana Moreno, Omar	Mexico/Germany	YEC
Nygaard, Lise	Denmark	Dansk ICYE
Petersen, Chathrine	Denmark	YEC
Rasmussen, Emilie	Denmark/UK	ICYE
Taipale, Helmi	Finland	ICYE
Værnhøj Sørensen, Simone	Denmark/Germany	ICYE International Office



# WORKSHOP PROGRAMME



Meaningful Youth Engagement Workshop - ICYE Youth Engagement Committee											
Lystrup, Denmark   21.03 - 27.03.2025											
	Arrival	Day 1	Day 2	Day 3	Day 4	Day 5	Departure				
	Thu   20.03	Fri   21.03	Sat   22.03	Sun   23.03	Mon   24.03	Tue   25.03	Wed   26.03	Thu   27.03			
Early arrivals meet with Mette and help prepare the space		Friday evening - Dinner all together at Dansk ICYE office in Aarhus Time 17:00  Go with bus at 19.30 to the camp	Breakfast						Departure  Leave at 9.30		
			Prepare for the week together (Ice-breakers Getting to know each other)	Recap of the previous day	Recap of the previous day	Recap of the previous day	Recap of the previous day				
			Motivations, Fears, Needs + Social Contract	Group Work: Volunteer Impact, Federation Voice, and Decolonise IVS	Public speaking and presentation skills (Cor)	EYF Session (Beata and Mara)	How do we get more youth in governance structures?	Status Check - YEC Action Plan			
			Break								
			Understanding Youth Engagement and Empowerment - Why are we here?	Storytelling for Justice (Javier)	Field Visit Leave the camp 12.15 (booking a bus) - arrive Aarhus 13.15 Go back around 18.00 Q: either have dinner at camp site or in town.	Campaign planning: How to make youth engagement more visible (Simone and Javier)	Commitment to Action: setting personal and collective next steps				
			Lunch			Lunch					
			Inclusion, Diversity, and Gender Equality (Javier)	Group Dynamics (Courtney)		Connect with other YEC members online //in parallel// Work on Social media content (Simone)	Dream board / Buffer				
			Break							Break	
			Update on YEC action plan (Stephan)	Getting through the barriers - how to get heard with your advocacy (Lise)	Group Work: detailed action plan	Evaluation					
			Reflection session		Reflection session	Closing activity					
			Dinner								



FRIDAY EVENING - DINNER ALL TOGETHER AT THE DANSK  
ICYE OFFICE AND BUS TO THE SUMMER HOUSE VENUE.



## **DAY 1: 22ND MARCH 2025**

### **MORNING SESSION:**

#### **1. Prepare for the week together + ice breakers**

The participants prepared for the week by:

- Organising who takes which duties in the summer house.
- Getting to know each other, especially the participants who are not members of the YEC.
- Discussing motivations, fears, needs etc.

#### **2. What does 'Meaningful Youth Engagement' mean?**

- Mutual motivation to empower mutual communication while taking into consideration their local/societal/global context (and at different levels) in order to advocate and make sure everyone feels like they learned and contributed to make a positive impact
- Amplifying youth voices and opinions and recognizing their involvement in decision making on different levels and contexts



# DAY 1: 22ND MARCH 2025

## 3. Understanding Youth Engagement - Why are we here?

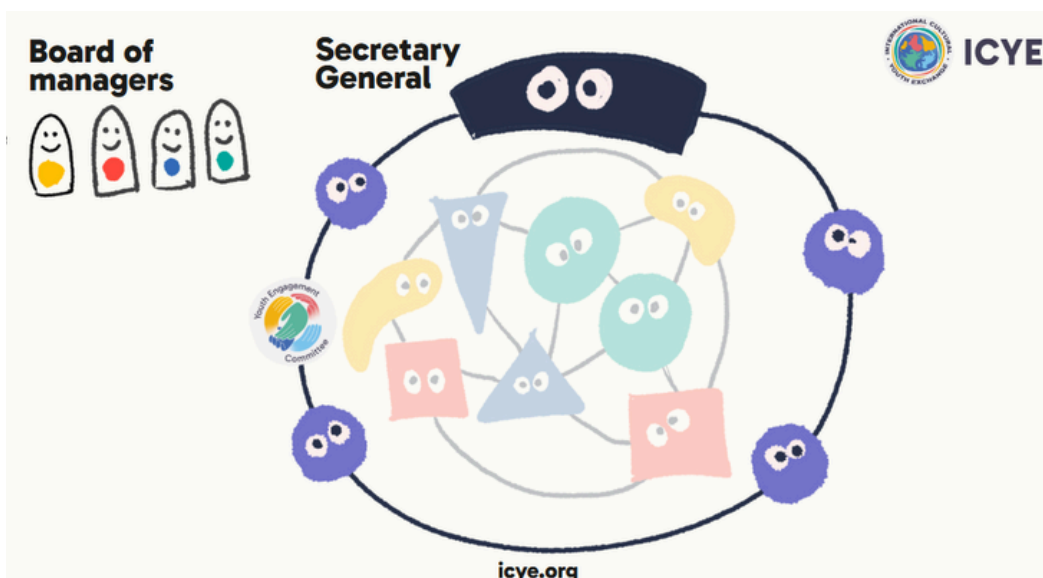
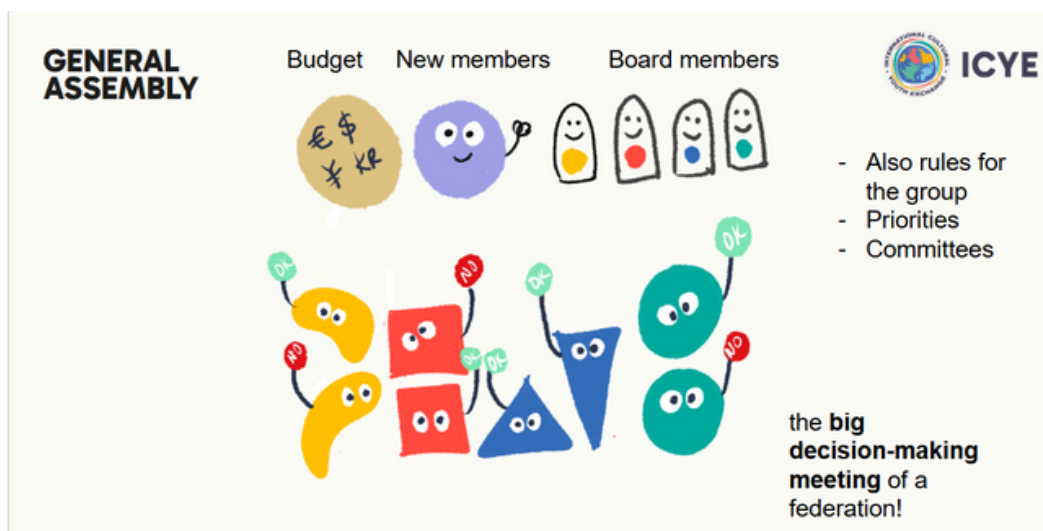
### Presentation on democratic governance

What is a federation?

A Federation consists of independent members with a common goal. In ICYE our goal is ethical youth exchange (social and environmental justice).

We meet at the General Assembly to decide on priorities and goals for the next years.

We decide on Sub-Committees related to these goals. Including the YEC.



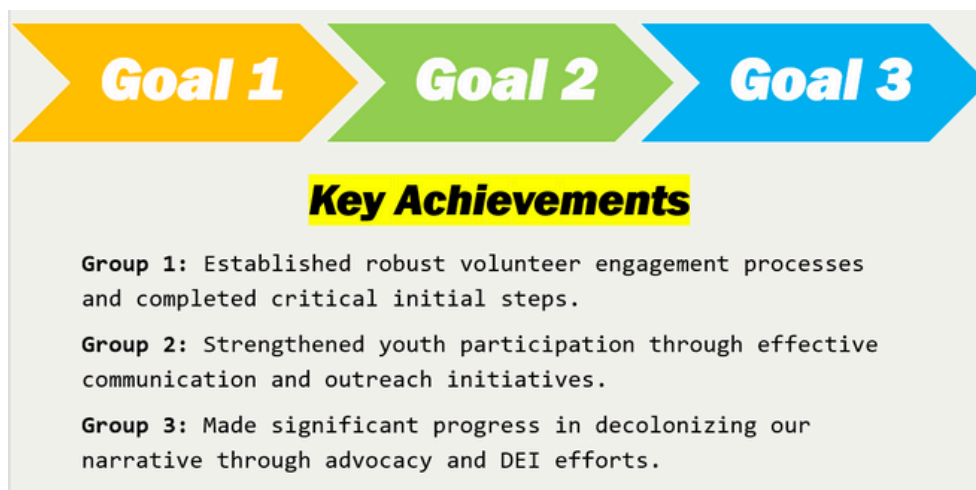
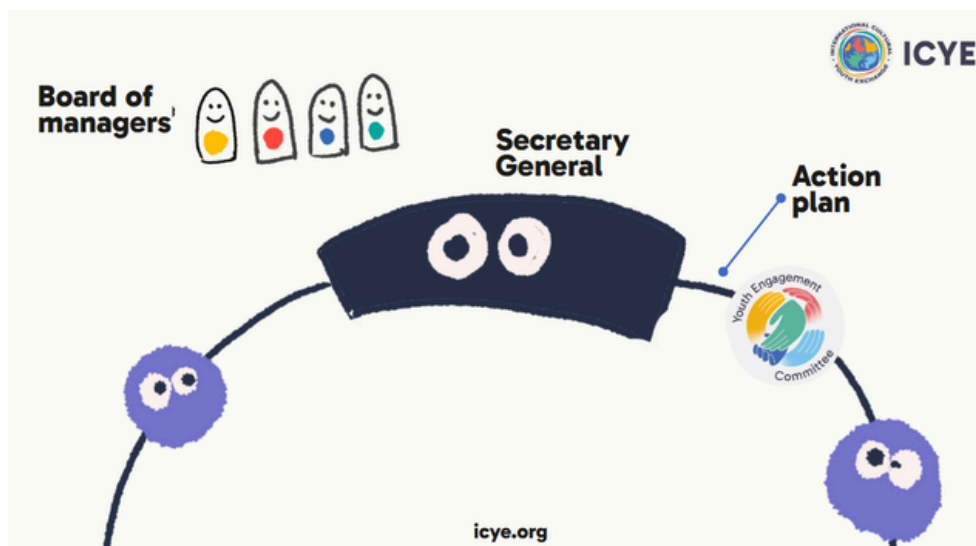
## DAY 1: 22ND MARCH 2025

The YEC was not approved at the General Assembly in 2022, but we went back (with the strong support of ICYE Kenya and ICYE Denmark) and got it approved at the General Assembly in 2023.

YEC is similar in status to the other statutory Sub-Committees of the ICYE Federation, which include:

- Diversity, Inclusion and Equity
- Future of the Federation
- Quality Assurance
- Monitoring of the Policies (ICYE's main policies include: Safer Together, Greener Together, and Care to Engage)

As a part of the ICYE Federation, the YEC's Action Plan needs to be in line with the mission and vision of ICYE.





# DAY 1: 22TH MARCH 2025

## AFTERNOON SESSION:

### 4. Understanding Youth Engagement: how did we get here?

Everyone went around and presented their Path to Youth Engagement +/- a superpower they are bringing to the space.

### 5. Diversity, Gender and Inclusion

- In small groups, participants came up with shared definitions for the following terms:

#### **INCLUSION:**

- Less representation, more active participation
- Feeling safe and accepted wherever you are and feeling like the world is accessible
- Allowing the same rights for everyone considering all perspectives
- Being able to have everybody in the same room

#### **DIVERSITY:**

- The respect of differences
- We prefer - Anti-racism and decolonial - because diversity is only meaningful when it has a meaningful impact
- When everyone gets to be seen and heard
- Each piece of the puzzle can be put together and find their place in the communal picture

#### **GENDER EQUALITY:**

- Spectrum of colors, growing plant (whether seedlings of full grown trees, they all need water)
- Regardless of gender kids can answer the same question positively on their views and hopes for the future
- Same opportunities for everyone
- Equal rights, equal opportunities and equal chances (also there are not just 2 genders)

### 5. Update on the YEC Action Plan

Stephan presented the goals and what the YEC has been up to so far.

## DAY 2: 23RD MARCH 2025

### MORNING SESSION:

#### 1. Key Messages from Day 1

- Meaningful Youth Engagement
  - local/societal/global context + different levels
  - mutual motivation and communication
  - decision-making
  - everyone learns + contributes to positive impact
- Federation: democratic governance, YEC as 1 of 5 Committees
- Youth Engagement Committee's Action Plan, 3 goals:
  - Goal 1: Engage young people before, during and after their volunteering abroad
  - Goal 2: Ensure the active participation and engagement of youth at different levels of the ICYE Federation
  - Goal 3: Decolonise the narrative and language on volunteering in the ICYE Federation
- Diversity, Inclusion and Gender Equality: varies based on national and cultural background

#### 2. Group work: Volunteer Impact, Federation Voice and Decolonise Volunteering!

##### Volunteer Impact Goal

- Big idea: Engage young ppl before, during and after their year abroad
- Audience: NCs, board, coordinators (maybe ppl 30-40 years old) - with fears: not enough volunteers, or ppl complaining about the experience
- Purpose: Implementing the best practices (toolkit, guidelines, whatever) the VIG is designing for pre-departure, during the exchange and post-exchange
- To get NC to implement the tools that we are creating
- Motivation: diversity, reaching the quotas, giving a better and the same experience to every volunteer (word of mouth)
- Anchoring message:
- We are aware how important it is to create a good volunteering experience before, during and after, find volunteers not just to go abroad but to volunteer in your own NCs, to meet our quotas, to give a diverse, a better and the same experience to every volunteer.
- That is the reason why we create a tool with the best practices of every NC, allowing everyone to have actions that have already worked for other NCs and implementing them in your
- organisations.
- Feedback: clarify why you as YEC are well-positioned to provide this advice

## DAY 2: 23RD MARCH 2025

### Federation Voice Goal

- Big idea: Ensure the active participation and the engagement of youth at different levels of the ICYE Federation
- Audience: ICYE community (IO, NCs, Sub-Committees, BoM)
- Purpose: invitation to open spaces for youth action in the ICYE community
- Motivation: Consider updated ideas, mindsets, means of communication, and more + representation
- Message: Together, we can shape the future!
- Feedback: you can have one main message, and then you can smaller targeted messages to the sub-audiences changing some things about the language

### Decolonise Goal

- Big idea: The NCs (National Director and others (especially Communications) - at least 3 people)
- Purpose: promote cultural exchange in our programmes and go away from saving and gaining - not sell thing we don't offer
- Why: bad experience, promoted something that is not delivered, alumni not engaged in programme and not helping promote the programme
- For us as an organisation, volunteering is a cultural exchange, where you grow as a person. We want to ensure that we focus on that and we don't see something that we don't offer. We sell cultural experience therefore today it is important we change the narrative.



## DAY 2: 23TH OF MARCH 2025

### 5. Group Dynamics

#### Qualities of good decision-making processes:

- People most affected by the decision are pleased with the decision
- People involved know themselves well and their weakness so they can work well together
- Ground rules: I Statements not to accuse people
- Everyone takes responsibility for being informed and for sharing their opinion
- Active listening: someone can listen well enough to summarize where we are and navigate us out of a conflict
- People trust in the process
- Patience

Can all decisions be inclusive?

- We can ask for everyone's opinion, but not everyone is informed enough to contribute

#### Small groups:

- Why might some people not have engaged? (e.g., information speed, disagreement, disinterest, other structural barriers)
- What structural or cultural factors might have influenced participation?
- What do you feel?
- What could have helped?
- How do you involve people who miss online meetings?

Our aim is to collect input for the YEC Charter which are the guidelines on decision making for the YEC.

#### Recommended steps to address lack of participation in online meetings:

- Reach out and ask how to help
- Reach out and see if anything can be changed or improved
- Continue to keep them in the loops as much as possible.
- After maybe 4-6 months of silence, send an email informing of your concern and say that membership will be paused if they don't respond within a week.
- Clearer task division: what are the tasks of the internal communications? Can we designate coordinators of each working group? What would be the tasks/role of their coordinators?
- Keep people in the loop: to have a spot at the bottom of the meeting minutes where each person signs their name to show that they read the minutes



## DAY 2: 23RD MARCH 2025

### **What is needed?**

Clear structure (friendly) and more facilitation

System:

Leader/facilitator/organizer → with change so it is not

Time management: Give time for all topic

Okay to speak up if it does not work

Online meeting: with camera - since it is more personal

Task dividing

### **Analysis – why might some people not participate?**

- Time zone differences
- Lifestyle differences (some people have jobs, uni, etc.)
- Some people need more boundaries (not wanting to be on their phone all the time, need to separate work from personal life etc.)
- No clear task distribution
- Personality differences! Some people feel more in control actively participating all the time while some people feel it's too much pressure
- When you are a visible minority, you may not feel compelled to participate as much

### **Guidelines for improving participation**

- Consider a platform change: WhatsApp is often used for personal communication; constant notifications may make people feel a mental charge or stress.
- Keep ideas aside and share them at a specific time instead of constantly sharing.
- When we have less space for participation, creating a buddy system to communicate more personally instead of having to share in the group (may be a source of stress or guilt).

### **Creating safer spaces for communication:**

- Ask how people like to express themselves (raising hands, speaking, asking someone to share their idea, writing, singing, dancing, etc...)
- As facilitator, if someone who is a visible minority in the group is not participating as much, ask them for their opinion, give them the floor.

### **Points to consider in the Buffer session on Friday:**

WhatsApp - organisation of chats? Move to another platform? Which discussions go where? If we want to collect ideas for something, can we create a separate document?

## DAY 2: 23RD MARCH 2025

### 6. Storytelling for Justice

#### Warm-up: What is the YEC?

##### General Goal:

The big idea of the YEC is to encourage young people to be active in multiple ways and at different levels and despite the different means with which they do it, it is all of equal value.

**Main audience:** young people

Equally important audience: the Federation

Another equally important audience: the countries/contexts that young people are in

**Why was the YEC created in the first place:** for young people in Europe, there are already spaces for them to advocate for things that they are passionate about. This is not the case in other parts of the world. That is why the YEC is there to create space

**Why do they need them:** it is the youth who carries the burden of the decisions of the previous generation. Therefore, the youth should have a voice in deciding on the future. We wanted to create this kind of environment where young people in the future are empowered to do the kinds of things that we are currently unable or limited in doing

**Anchoring message:** to discuss and plan for tomorrow, we have to include the future today

We at the YEC believe that the youth is the hope of the future, hence we aim to empower young people at all levels, in multiple ways, by giving them the space and amplifying their voices to participate on the things that matter the most.

**Feedback:** missing the intention - want them to join? Call to action? Raise awareness?

#### Goal #1

Big idea: engage young ppl before, during and after their year abroad

Audience: NCs, board, coordinators (maybe ppl 30-40 years old) - with

fears: not enough volunteers, or ppl complaining about the experience

Purpose: Implementing the best practices (toolkit, guidelines, whatever) the VIC is designing for pre-departure, during the exchange and post-exchange

To get NC to implement the tools that we are creating

Motivation: diversity, reaching the quotas, giving a better and the same experience to every volunteer (word of mouth)

## DAY 2: 23RD MARCH 2025

### Anchoring message:

We are aware how important it is to create a good volunteering experience before, during and after, find volunteers not just to go abroad but to volunteer in your own NCs, to meet our quotas, to give a diverse, a better and the same experience to every volunteer.

That is the reason why we create a tool with the best practices of every NC, allowing everyone to have actions that have already worked for other NCs and implementing them in your organisations.

Feedback: clarify why you as YEC are well-positioned to provide this advice

### **Goal #2**

Big idea: Ensure the active participation and the engagement of youth at different levels of the ICYE Federation

Audience: ICYE community (IO, NCs, Sub-Committees, BoM)

Purpose: invitation to open spaces for youth action in the ICYE community

Motivation: Consider updated ideas, mindsets, means of communication, and more + representation

Message: Together, we can shape the future!

Feedback: you can have one main message, and then you can smaller targeted messages to the sub-audiences changing some things about the language

### **Goal #3**

Big idea: The NCs (National Director and others (especially Communications) - at least 3 people)

Purpose: promote cultural exchange in our programmes and go away from saving and gaining - not sell thing we don't offer

Why: bad experience, promoted something that is not delivered, alumni not engaged in programme and not helping promote the programme  
For us as an organisation, volunteering is a cultural exchange, where you grow as a person. We want to ensure that we focus on that and we don't see something that we don't offer. We sell cultural experience therefore today it is important we change the narrative.

## DAY 2: 23RD MARCH 2025

### Getting through the barriers - how to get heard with your advocacy

by Lise Nygaard

#### Youth Empowerment - Do's and Don't's

- There is power in just getting in the room where decision are being made bc then there is a different kind of pressure being put on them
- There is also power in asking questions and trying to understand each other (instead of only focusing on pushing for the advocacy asks)
- Why a 'Youth Advisory Board', why not youth directly in the board? YAB is a good plan B though
- It is better when you can be a part of the whole process along the way, not only being involved at the beginning or the end. If they try to involve you too late, it is important to let them know.
- It is important that the ones in power get back to the young people to share with them: this is how we used your input/recommendations. Feedback mechanism needed!
- Nordic Pavillion - open slots in the agenda on the stage reserved for youth to suggest their own topics (but isn't that also free labor? Why is that not a paid job to provide that content for the stage?)
- If so only get to say something in a closed meeting (e.g. in front of the ICYE BoM), then it is harder to hold them accountable. If you have said something in a public forum, then it is easier to hold them accountable later.
- If you hear someone in power who says they really want to listen to young people but they don't have time, you can call them out.

#### Good youth engagement happens when:

- Clear mandate
- Genuine willingness to engage
- Freedom to choose the focus
- Access to knowledge
- Involvement throughout the process
- Feedback after the process

Lise's slides for further reference.



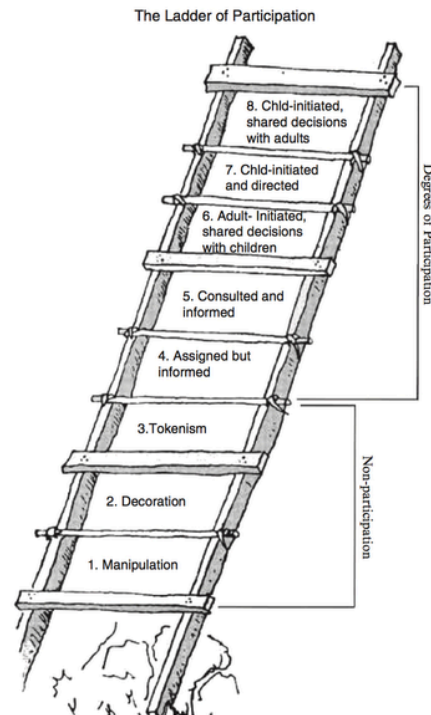
## DAY 2: 23RD MARCH 2025

### Ladder of participation:

From Manipulation at the bottom up to -> initiated by youth and shared decision making at the top

### Where do you see the YEC on this Ladder of participation?

- On the edge of tokenism and participation
- If we had a more anchored framework, then we wouldn't slide so much back into tokenism
- Some skills are needed on conflict management and decision making to strengthen the YEC's role in the partnership / power sharing
- More access to information, would allow for more participation in decision making
- Sometimes we are asked to comment on documents and in those cases we are consulting
- Freedom and flexibility makes it unclear what is expected of us by the Federation
- The GA decided on the YEC, but we still don't know if they accept our ideas. So only at the next GA will we know if they will listen to us.
- We have pressure to prove our worth because not all NCs are supportive, though the majority believe in us.
- As a new structure, it still feels rather token - until we know if they listen.



### Key in Advocacy: Don't lose your motivation!

Don't forget where did your motivation come from in the beginning? Don't forget this bc then you will get lost.

### When have you felt most engaged in a project?

Why? What is your motivation for this project?

- Something that you started yourself and you had power to dictate the direction of it
- Recognizing yourself in the project
- Being able to notice change afterwards
- When others show they trust me, it is motivating
- Having a community and network of others who are working on the same thing

## DAY 2: 23RD MARCH 2025



Share your motivation with the others bc in case some day you forget, they can remind you!

Motivation: Heart (emotional connection), brain (strategy or knowledge), hands (what can you actually do)

### **Relationship building**

Getting to know the people around you bc it is easier to achieve things when you can push together

2 ppl come together - will the relationship be transactional or transformational?

Transactional is when I buy it from the guy who has the thing i want

Transformational - there are relationships between the interests of one and the resources of the other and vice versa - making it mutual. And both are growing through the relationship.

### **People - Power - Change**

Even if you have the perfect idea yourself, you can never achieve it unless you co-create it together with others who have some resources and motivation too

## DAY 2: 23RD MARCH 2025

### Butterfly model

The balance that you need to sustain for yourself and the community that you are in

E.g. Dansk ICYE - every 2 years they count how many members do you have and then get state funding based on these numbers. That means they recruit new people right before this deadline, expending lots of energy. Then the initial team all need a break, and they forget to find a role for the new members and help utilise the energy that they came with. It can also happen the other way around, you work so hard on advocacy and don't have any energy left to recruit for new resources

Check out this guide on youth participation for more models and suggestions: [Guide on youth participation in Youth Information — ERYICA](#)

### What are our takeaways from the models for our work:

- One obstacle to building relationships of trust is meeting on the computer. It is something that could use more attention to make it more human!
- Breaking the ice - getting into relationships with the people you would like to influence. E.g. Dansk ICYE - email to contact email 'hey we have mutual interests, does anyone have time for a coffee meeting?' expressing interest and not expressing what you are trying to push for. Alternatively, you could already start with the concrete and specific ask right away.
- If we see ourselves in the middle of the ladder, how can we become more autonomous? Start asking the IO for what you need, instead of the IO giving the YEC what the IO thinks the YEC needs. Taking the initiative and saying this is what we need esp in terms of practical systems
- Trial and error - accept that you will have to try a lot of different things and not all of them will work, but you will learn from the trials
- Without any structures, it is hard to see where the power is. The structures makes it more transparent where that power lies. To have a structure is not the same as having a hierarchical structure.
- Norms - we agree how we work
- Rules - for the worst case scenarios, but not to be used too much

## DAY 3: 24TH MARCH 2025

### MORNING SESSION:

#### Public Speaking and Presentations

##### Purposes of public speaking:

Inform

Entertain

Persuade

Commemorate

What makes people so apprehensive about public speaking?

Fear of being judged (also bc your accent or vocabulary is not worth of respect, or bc you are a minority in the space), fear of the consequences of saying something that people do not understand or something controversial

##### Audience engagement

Stand for your truth authentically

Integrity - your interactions do not stop when you leave the stage, they can find you on IG or elsewhere and point out your hypocrisy in case you do something against what you were speaking for

Clarity - knowing your goal and what you want

Impact - understanding your audience

##### Voice modulation

Not only content, but how you say it also matters

Register: voice placement affects how people hear us - doesn't this also connect to internal misogyny?

Timbre: quality of voice (breathing/posture) - breath as slowly as you can so that when you try to convey the message, it is also at a pace that the audience can understand

Silence: silence is not bad. It is your best friend to allow for tension to build or to allow yourself to calm down with some breath

##### Body Language

People usually make their judgements based on the first 4 minutes of starting to speak

In public speaking, the palms are the way to show openness

Hands in the pocket can be disrespectful, depending on the culture

Non-verbal Communication

To be empathic is to understand Non-Verbal Communication (NVC)

Limbic Brain/system: primitive area of the brain that reacts to the world immediately (no time to think); NVC betrays what we usually say



## DAY 3: 24TH MARCH 2025

### **Public Speaking: Culture**

How does Public Speaking Work in your culture?

How do you overcome cultural differences in Public Speaking? (Create collective guideline)

Tips in overcoming cultural differences in Public Speaking:

- Respect Cultural Norms
- Universal Language
- Adjust Pacing
- Simplicity is Key
- Active Listening
- Give Room for Dialogue
- Visual Aids help
- Open Dialogues
- Careful with humor

### **Challenges in Public Speaking:**

Language Barrier

Fear of Judgment

Lack of Confidence

Nervousness

### **How to overcome these challenges?**

AACS:

Approach - Public Speaking as an opportunity to share (openness)

Audience - What does the audience need to have?

Context - Mindful of timing and emotion

Structure - 40% of the audience/speaker to remember ideas when they are structurally presented

### **Structure in Public Speaking Presentation**

Chronological: Past-Present-Future

Persuasive: Problem-Solution-Benefit

Versatile: What-So What-Now What

Golden Circle (Simon Sinek): Why-How-What

Why: Purpose (WHY you do it)

How: Actions (HOW do you bring life to WHY)

What: Offer/Provide (WHAT do you have)

Inspired leaders → think, act, and communicate from the inside out

**DAY 3: 24TH MARCH 2025**  
AFTERNOON: TRIP TO AARHUS



## DAY 4: 25TH MARCH 2025

### MORNING SESSION:

Council of Europe: European Youth Foundation  
[Presentation here.](#)



### How do we get more youth in the governance structures of our organisation?

Asia-Pacific YEC:

- Challenge: how to mainstream IVS in the region and how to encourage active participation from young people
  - Not a lot of young people are involved as Board Members of IVSOs in ICYE AP, but most ICYE APs have young people as staff
  - ICYE Philippines: Initiated a call and meeting of the ICYE AP Youth Engagement Committee, but no further actions were taken
  - There is also a need to involve ASEAN and other relevant stakeholders in mainstreaming IVS and supporting IVSOs
  - It is also a challenge to advocate for decolonization in AP, as some AP countries' governments discourage people from using the "decolonization" term
    - How to push forward the discussions on decolonization without having to use the term (or use another synonymous term for it)



## DAY 4: 25TH MARCH 2025

### 3. Campaign planning

Not only social media posts!

Objective: inform, raise awareness, mobilise

Communication channels: where and how?

Target audience: who is the campaign for?

Before: action plan

Timeline and resources

After: Evaluation and adjustment

Did it work? How do we measure success?

Inform others internally

Create a document and share it (press media kit)

Campaigning is about consistency



Social media is the channel, not the full campaign

Team with others (ex. Decolonise project)

Know your resources

Be creative, make your work visible

Think about awareness days

### CREATIVE CHALLENGE

The objective of this challenge is to create a multimedia product (video, social media post, article, etc.) tailored to your target audience. This exercise aims to help you gain visibility for the YEC through your goal.

#### Instructions:

Define your target audience – Who is your content intended for?

Choose your channel – Where will you share it? (Social media, website, newsletter, etc.)

Set a timeline – When will you publish or share it?

*⚠ This is not a full campaign but a creative exercise designed to help you practice the process of developing a communication strategy.*

## DAY 4: 25TH MARCH 2025

### AFTERNOON SESSION:

#### **Presentations of the YEC campaign, each working group of the goals**

Goal 1: interactive slides to be shared on IG, via email, and linked in the Newsletter and/or YEC member there organise an event locally, or online regionally and globally

Goal 2: get youth engaged in the ICYE Federation

#connection

YEC Newsletter - connect it to ICYE Social Media

Introduce the YEC to the NC to make the rest of the Federation know what we are doing

To write pieces of ICYE history - linking it to the work of the YEC

My path - type of posts from alumni

Flyer for newcomers on what is ICYE

Goal 3: 2 mechanisms: podcast (max 20 min per episode) + glossary podcast

Educational through dialogue and reflection

Different guests, everyone gets the same question

1 per month for 6 months

It is not limited to english

Glossary of deco vocabulary

With social media content on the word of the month or content for an article in the newsletter

#### **Intercultural and Assertive Communication**

Spectrum line on the following questions:

In my culture/context, we speak about conflicts out in the open.

In my culture/context, we take feedback personally.

In my culture/context, silence in response to a question or concern means that I don't care

In my culture/context, in decision making silence means that I agree (this is the widest spectrum!)

For some it feels like they are ignored, so they would prefer to know that the others have at least thought about it. It would take a lot of relationship building to know that silence means agreement.



## DAY 5: 26TH MARCH 2025

### **Intercultural and Assertive Communication (cont'd)**

I love feedback" - especially on online meetings/communication it matters a lot because we cannot see the body language. Also it takes courage to say something in whatsapp or on zoom, so a heart or a like can feel encouraging. For the feeling of respect and kindness, there is a request (also to the people who are on the other side of the spectrum) to give some validating response when you agree.

For others, if they have nothing to add, then they are ok with the others moving forward with it. It is nice to assume the best and assume that they have good will.



### **Fishbowl activity on intercultural conflicts**

Prompt: lack of openmindedness about the way other cultures think  
Time management and the camera, or showing up - are all portrayed as cultural norms, but is there a way to meet in the middle. Sometimes there are ways to meet in the middle.

Can we assume that everyone wants to participate in the best way they can?

## DAY 5: 26TH MARCH 2025

### **Fishbowl activity on intercultural conflicts (Cont'd)**

Are there dangerous consequences of the bubbles we live in (like i follow social media influencers who agree with me) that make it hard for me to encounter people who disagree with me without getting really defensive? It is like a lack of practice of friendly discussions where disagreements are present.

If you don't communicate your needs, then the feelings can build up. Is there a way in the middle to meet - to find our common culture? Or common ground for communication?

Some people are afraid of losing their culture - my culture and my mindset are valuable

Is the idea of openmindedness too idealistic?

Who are we asking to be openminded? Does openmindedness mean what we want it to mean?

Openmindedness has to leave space for us all to be ourselves

Some things can be negotiated - like wearing shoes inside or not - but there are other ways in which the richness of being from different cultures adds to the group.

Judging something that is different partially comes from fear.

It is often seen as weakness if you are not backing down

How can we better practice active listening - to understand - instead of participating just to make my own point?





## DAY 5: 26TH MARCH 2025

## Working group present their timelines

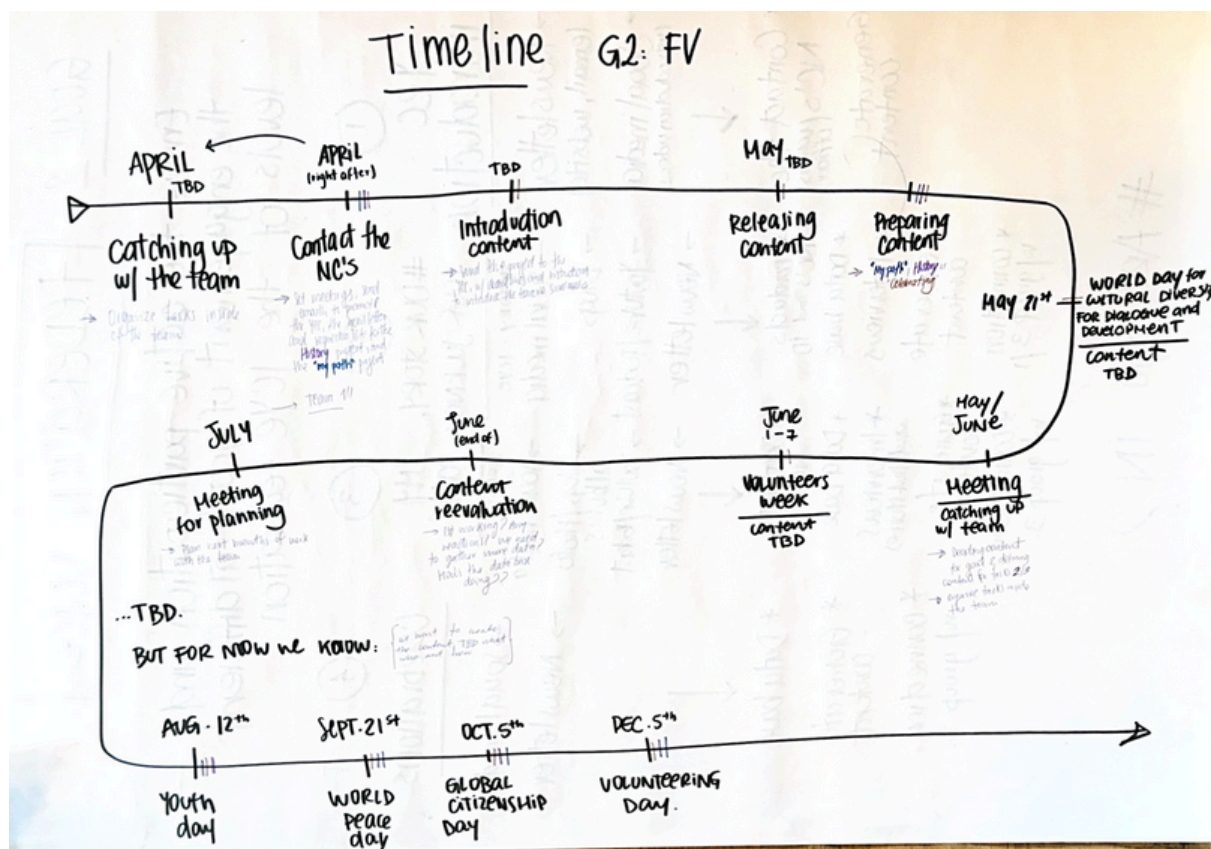
## Goal 1:

Regional coordinators would be used to help promote that the NCs fill out the surveys

Social media posts promoting the survey - 1st May

Need to narrow down the goals and focus on 2 or 3 of the sub-goals

## Goal 2:



### Goal 3:

Glossary - upcoming online meeting - invitation to it is in the new Whatsapp group that Nicole shared now in the YEC main group chat.

Glossary is a working document that can be updated

Shared working drive which would host the documents we used to make the glossary





## ANNEX 1: WORKSHOP EVALUATION

The participants gave the following feedback on the workshop:

Overall the feedback is very good! The participants enjoyed the meeting and felt like the week was well-scheduled and that they gained a lot of **useful insights for their further work in youth advocacy**.

Half of the participants didn't feel like they were involved in the preparation of the meeting. Two participants stated, that they felt involved because they had the chance to give a presentation on a topic at the meeting. While the rest felt like they were involved or could have been involved if they wished to, which aligns with the next question "*Were you yourself able to influence the content and structure of the meeting?*" to which all of the answers were either yes, or that they didn't have any additions to the existing schedule.

To the question regarding favorite lessons learned the survey responses reflect a mix of **cultural learning, personal development, and key skills in public speaking, communication, and intercultural exchange**. A lot of people appreciated meeting/learning about different cultures. Public speaking was a standout experience for many as well. A variety of sessions were highlighted as favorites, including public speaking, the fish bowl exercise, Lise's session on new youth engagement approaches, storytelling for justice, advocating strategies, and the conflict debates. Furthermore, respondents mention **learning about the YEC's role in the ICYE, The Youth Foundation, and the Council of Europe**.

Some participants felt there should have been a clearer overview of the meeting's goals and concrete plans at the start, with more focus on the "how" in the beginning. Others **suggested incorporating more skills-building applications and strategic planning**. A few wanted more content related to YEC specifically. The main concern was time management, as there were many people wanting to speak during discussions, and a limit on speaking time might have helped.

Some challenges mentioned included shifting between free time and working mode, balancing politeness, and feeling like some sessions were too personal. A few participants felt the days were too short to fit in all the activities. Language and repetitive content in certain sections also made it harder to generate new ideas. However, **working groups and the future project timeline were noted as positive aspects**, with some emphasis on the importance of being alert and actively listening throughout. Overall, most felt **the meeting was well-balanced and covered a wide range of topics**.

## ANNEX 1: WORKSHOP EVALUATION

All of the respondents feel comfortable participating in the YEC and supporting its work, even if they can't fully commit due to time constraints. They love being part of YEC because of the deep conversations and the opportunity to learn from different cultures. The experience of working together and having a clear structure was appreciated, and **participants feel a strong sense of belonging within the group**, one even mentioned that it felt like home.

The meeting significantly **increased motivation for many participants, with several expressing a greater understanding of the importance of YEC and feeling more aware of their role and the organization's goals**. Some found the experience of meeting other YEC members in person inspiring and engaging. However, one person mentioned feeling some confusion about the YEC's current position and individual responsibilities. Despite this, the overall response was positive, with many eager to contribute in whatever ways they can.

44,4% feel 4/5 prepared to start working on the action plan, with 22,2% responding 5/5 and the remaining 33,3% 3/5.

## ***APPENDIX 1: LINKS FOR PRESENTATIONS***

UPDATE ON THE ACTION PLAN (OVERVIEW BY STEPHAN):

[HTTPS://ICYEIO-MY.SHAREPOINT.COM/:P:/G/PERSONAL/CKELNER\\_ICYEIO\\_ICYE\\_ORG/EZYG67XT8KTHRT826KZ2R4ABEPWA\\_VLXXWDT1B4ZSN UQUG?RTIME=U1-10D983UG](https://icyeio-my.sharepoint.com/:p:/g/personal/ckelner_icyeio_icye_org/ezyg67xt8kthrt826kz2r4abepwa_vlxxwdt1b4zsnuqug?rttime=U1-10D983UG)

YOUTH ADVOCACY PRESENTATION (BY LISE NYGAARD):

[HTTPS://DRIVE.GOOGLE.COM/FILE/D/1ZEAZH7CQRMF9YUAAOOG JDOSZFIMBAHIZR/VIEW?USP=DRIVE\\_LINK](https://drive.google.com/file/d/1ZEAZH7CQRMF9YUAAOOGJDOSZFIMBAHIZR/view?usp=drive_link)

CHECK OUT THIS GUIDE ON YOUTH PARTICIPATION FOR MORE MODELS AND SUGGESTIONS: [GUIDE ON YOUTH PARTICIPATION IN YOUTH INFORMATION – ERYICA](#)

COE PRESENTATION (BY MARA AND BEATA):

[HTTPS://DRIVE.GOOGLE.COM/FILE/D/1HKV1W7JQ2WDP\\_XHC7T XWPBGN6RNOGFZB/VIEW?USP=DRIVE\\_LINK](https://drive.google.com/file/d/1HKV1W7JQ2WDP_XHC7TXWPBGN6RNOGFZB/view?usp=drive_link)

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