



## Digital transformation of inclusive Youth Work

01.01.2023-31.12.2024.



Co-funded by  
the European Union



Udruga Studio B



YOUTH POWER  
Germany



YOUTH POWER  
Austria



YOUTH  
POWER

## STRATEGY FOR DIGITAL TRANSFORMATION OF YOUTH WORK AT THE LOCAL LEVEL

# CONTENT

1. INTRODUCTION
2. ANALYSIS OF THE CURRENT SITUATION IN GERMANY
3. GOALS AND OBJECTIVES
4. SELECTION OF DIGITAL TOOLS AND IMPLEMENTATION PLAN
5. MONITORING AND EVALUATION
6. ABOUT THE “DIGITAL TRANSFORMATION OF INCLUSIVE YOUTH WORK” PROJECT
7. PARTNERSHIP CONSORTIUM
8. ERASMUS+ PROGRAM



## INTRODUCTION

Digital transformation is well underway, and technology is constantly changing. It has a universal impact, regardless of our location in the world, and the youth work field is not exempt from this influence.

Digital transformation is the way to go for any organisation that wants to operate more efficiently and effectively in this era. Digital media and new technologies are now mainstreamed in youth culture. There are so many benefits that come with the digital transformation movement that no NGO should afford to miss out on. When used safely and effectively digital infrastructure and new technologies can be wonderful tools to ignite young people's curiosity, creativity, and confidence. In March 2020, not only did COVID-19 shrink our workplace into laptop-sized dimensions, but also has continued to accelerate the speed of digital transformation in non-formal education and has been a tough unprecedented situation that forced NGOs to go digital and caught many unprepared for such a drastic change.

Most organisations started combining various free online tools as a temporary solution for what was supposed to be just a few weeks' lockdown. Daily video calls with the team, collaborative project writing, volunteers overwhelmed by phone calls or messages from community members hoping to receive support, you name it.

Digital media and new technologies are now mainstreamed in youth culture. However, digital youth work must be seen not simply as a useful and timely option, but also as a necessity. Digital youth work is an excellent option for working with groups in remote or rural areas who do not have the same possibilities and facilities as those living in the city. Digital tools thus become guarantors of equality.

Young people do not perceive their online and offline worlds as separate entities and fluidly inhabit both worlds simultaneously. Because of this, digital youth work needs a whole organisation, integrated approach and to not be regarded as a specialised service or a niche area.

In addition to this, some youth workers have a fear of technology and perceive young people to have advanced technology skills. Youth work can play a vital role here.

Outcome focussed youth development can uniquely support young people to navigate the digital world safely and become digital creators, inventors and makers and not just consumers of technology. Digitalisation means so much more than apps and smartphones – it impacts on all areas of life. It follows that youth work needs to assist young people in becoming confident navigators of today's digital world.

Furthermore, digital youth work needs a whole organisation, integrated approach and to not be regarded as a specialised service or a niche area. It can also help to build their personal autonomy and enable them to develop new knowledge and skills.

Therefore, our mission is to support young people to develop digital literacy and digital skills as one of the most effective ways to achieve this.

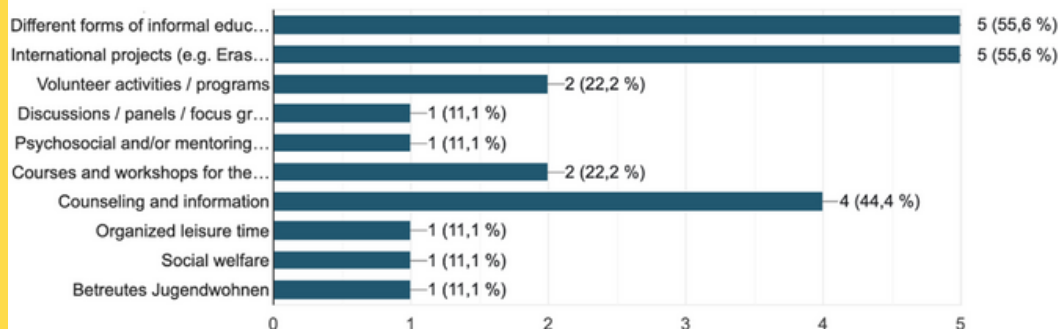
## CURRENT STATE ANALYSES – RESEARCH RESULTS AND FOCUS GROUPE

The online questionnaire implemented by the Studio B Association in partnership with organisations from Austria, Sweden and Germany, as part of the Erasmus+ KA 2 Collaborative Partnership project "Digital transformation of inclusive youth work" was runned, and the results are used to create quality local strategies for the digital transformation of inclusive work with young people.

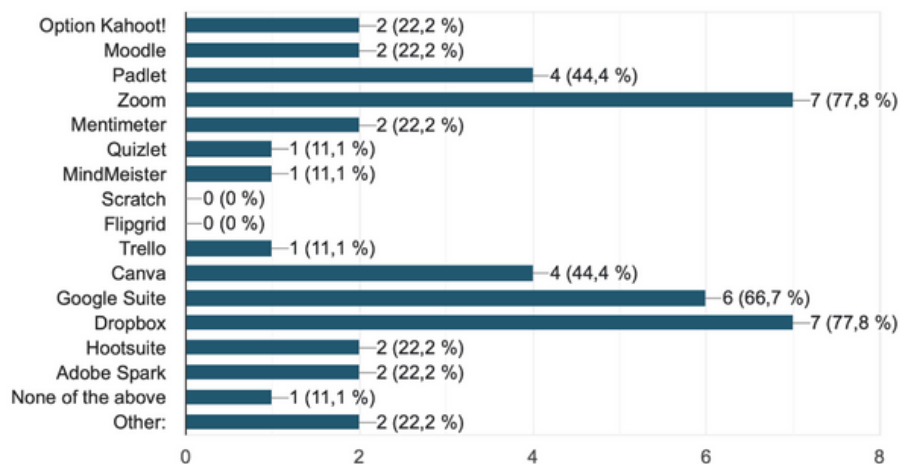
For Germany, 10 organisations participated in the online questionnaire and for an analytical picture of the research, statistical data are presented:



### 1. What youth work activities do you most often carry out?

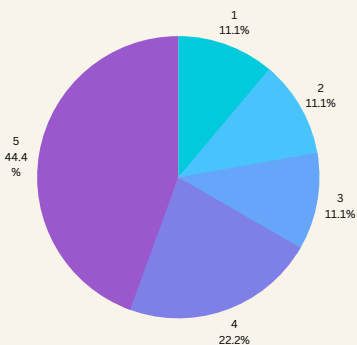
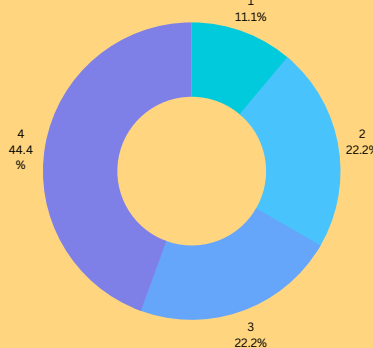


### 3. Mark all digital tools used in the work of civil society organizations that you have heard of or used. Check all that apply.

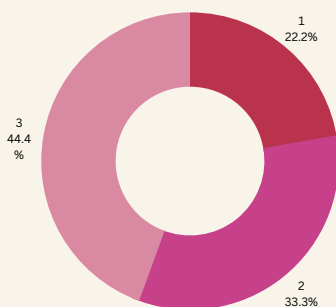
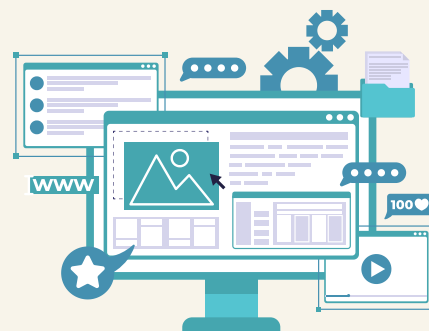




How well is your organization trained to use digital tools in working with young people? Mark on a scale from 1 to 5 where 1 means minimal and 5 means extremely



How much does your organisation invest in the equipment and software needed to use digital tools in working with young people?



How would you rate the current level of involvement of young people in the use of digital tools in your work with young people?



Regarding the above-mentioned questionnaire and our research for Germany, we can output that the most common issues that an NGO and youth is facing in digital sphere are:

- Lack of funding for complex end-to-end technology infrastructure, software, and systems,
- Lack of information about benefits that come from using modern digital technology tools,
- Usage of technologies, hardware, and systems that are no longer supported or updated, and
- A large number of manual processes, which can bring higher risks for errors, delays, and low efficiency.



If we want to analyze the general situation in Germany in terms of digital transformation, with special emphasis on the digitalization of young people and the field of education, then we can give some general conclusions.



German education standards are relatively high. In fact, precisely because the German Schools and Universities system is so well structured and rigorous, it produces some of the most accomplished students in the world, but we must ask one question: how many innovative approaches (especially in the digitization sphere) in education there are?



In Germany, responsibility for education lies largely with the federal states, which is why there is no uniform concept for innovation in formal education. The education standards to safeguard quality and innovation (Bildungsstandards zur Sicherung von Qualität und Innovation im föderalen Wettbewerb der Länder)[1] contain some approaches and notes on innovation, as do the resolution of the Standing Conference of the Ministers of Education and Cultural Affairs (Kultusministerkonferenz, KMK) on cultural youth education (Beschluss der Kultusministerkonferenz zur kulturellen Jugendbildung)[2] and the KMK strategy on education in the digital world (Strategie der Kultusministerkonferenz ‚Bildung in der digitalen Welt‘).



Germany needs a comprehensive digital transformation. As Europe's industrial driving force and one of the strongest economies in the world, but also as a social market economy with the ambition to achieve equitable participation, we believe that digitalization is of crucial importance for future-proofing of Germany. As per our research, young people in Germany are optimistic about the digital future and recognize the importance of digital skills, but unfortunately, schools are not yet imparting these skills adequately.



Since innovation in education has important consequences for the effectiveness of learning/teaching, equity, and the cost efficiency of education systems. Most education ministries or other public authorities responsible for education have units dealing with innovation and improvement and implement a more or less explicit innovation strategy in education. In order to be able to say whether there are approaches to innovation in education in Germany, we must first of all note the following.





Meaning, guided by general resolutions and strategies, innovations are mainly the responsibility of the schools themselves and their project activities. For instance, North Rhine-Westphalia amended its school legislation in 2006 to highlight the responsibility to be carried by the schools themselves. In 2012, a circular (Runderlass[1]) was adopted to encourage more innovative projects by schools. Amongst other things, the circular opens an opportunity for schools to trial innovative lesson organisation methods.



One technology innovative approach to the education mostly happened in Germany due to the many lockdowns caused by COVID-19 in spring 2020, when schools moved from face-to-face to online teaching and learning to support the continuation of the education. For many teachers and students, it was a whole new experience of education. It was also a great opportunity to explore new tools and pedagogical approaches, as well as to support developing new digital skills and competences of students.



One technology innovative approach to the education mostly happened in Germany due to the many lockdowns caused by COVID-19 in spring 2020, when schools moved from face-to-face to online teaching and learning to support the continuation of the education. For many teachers and students, it was a whole new experience of education. It was also a great opportunity to explore new tools and pedagogical approaches, as well as to support developing new digital skills and competences of students remain and continue to develop in the educational system, given that the pandemic has passed? this will further depend on educational institutions and federal state proposals.



Furthermore, as one example, from the 2017/2018 school year onwards, starting with eight model schools Bavaria has develop and trial blueprint concepts for the systematic use of digital learning and working in schools. The project is known as Digital school 2020 (Digitale Schule 2020) [1]. This model was built on existing good practices and expanding and developing these further, for instance, innovation is trailed in those subject areas that require pupils to develop entrepreneurial thinking and action. These subjects vary depending on the federal state and curriculum; for instance, they may include social studies, economics, business, geography, civic education, and politics.



Tablets instead of blackboards: modern schools see innovative educational concepts as the way forward. Given that we have already stated that innovations in education depend for the most part on innovative school projects, there is one good examples of digital education as innovative approaches in education:

### Digital education: a core skill

*Gymnasium Würselen, a grammar school in the state of North Rhine-Westphalia, had introduced "laptop classes" in 2008, though this proved unsuccessful due to a lack of any proper didactic concept. The school had revised the concept and come up with a new approach, pupils now learning on tablet computers. The way they learn differs according to their age and the subject in question. In addition, teachers are provided with regular further training courses.*



## GOALS AND OBJECTIVES

The Digital transformation of inclusive youth work project aims to build capacity to deliver digital youth work at local, national, regional and European levels. It is a transnational Erasmus+ project with four partners from four different countries across Europe and it is implemented during 2023-2025.

The project objectives will promote quality youth work through supporting open and innovative practices in a digital era.

Therefore, the Digital Youth Work Project objectives are:

- Share good digital youth work practice leading to improved practice and innovation within the youth work community.
- Improve digital youth work planning and the development of digital youth work strategies through increasing awareness of managers of ethical and organisational considerations and requirements of digital youth work.
- Promote international cooperation and capacity building in the field of youth work.
- Improved internal collaboration and external co-operation with partners and other organisations.
- Improving agility to keep up with market trends and competitors.
- Help organisations and youth workers to become effective in their work with young people by using digital technology in youth services.
- Help participants understand the importance of digital youth work for their daily practices.
- Encourage and inform youth workers how they can enhance young people's media and technology related skills through non-formal education activities, especially those with fewer opportunities.
- Data security as crucial for the reliability of non-government organisations
- Cloud enablement which would give to everyone involved access to applications and systems from any device ensuring full internal and external visibility. Moreover, transferring files and systems in the Cloud guarantee incomparable data security and non-stop availability and accessibility which fall among the key requirements for NGOs.





## SELECTION OF DIGITAL TOOLS AND IMPLEMENTATION PLAN



The methodology to create the below outputs and objectives, includes an innovative learning process, networking, and consultations within the sector. Learning process, networking, consultations within the sector and implementation will run through and for the below mention digital tools facilitating the switch from analog to digital work processes. It will focus on digital tools that enable to achieve the core goals of digital transformation. These goals include improved service, better data security, reduced costs, more efficiency, collaborative practices, and better performance. The strategy is designed in such a way that all stakeholders of youth work strengthen their digital competences, educate themselves on etiquette and make the transition from the traditional way of carrying out activities to the virtual environment easier and more efficient. Furthermore, this strategy will empower youth workers, staff members and volunteers in Youth Power Germany (hereinafter the organization) through the creation of specialized digital literacy training activities aiming to increase their competencies in digital youth work, digital marketing, and digital tools necessary for their professional development.



### PACKAGE 1: CLOUD



Computing cloud adds an extra-dimensional layer to digital transformation, taking it from the adoption of digital technology to a full-fledged rebuilding of processes, tools, and experiences in a virtual environment that is accessible from anywhere. Nowadays, there's no separating the cloud and digital transformation. With this tool, the organisation, staff members and youth workers will equip its business and activities for the future and achieve its transformation goals.

#### Cloud Security.

The very nature of cloud computing outsourcing the storage and retrieval of often-sensitive business data necessitates a profound focus on security and trust. IT security is (or should be) a top priority, since a single security breach has the potential to expose customer data and steal valuable intellectual property. This introduction part will help to understand common vulnerabilities and risks, cloud application security, cloud architecture security, and more.

#### 2. Cloud backup

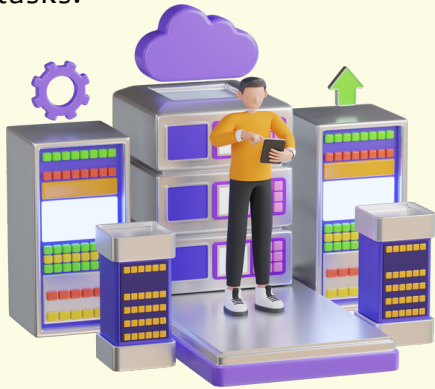
It is very important to be familiar with and understand the efficiency of use of daily data backup via Cloud Storage, as well as saving files in a digital folder or using block storage to maintain gigabytes or more of important data.



### 3. Archiving

The purpose is to show that daily archiving of old data leads to more efficient record keeping and more efficient access to data.

By switching from the traditional archiving of data through countless folders and physical data searching, it will not only preserve the immutability of documents, but also reduce costs and improve the speed and efficiency of daily tasks.



### 4. Data processing

Staff members and youth workers should be aware that digital data can be available immediately wherever they are because cloud computing systems are not tied down to a single physical location, they can be deployed with greater efficiency across various locations within the organisation. Meaning, using their phone, tablet, or personal laptop, they are able to login and complete work just as they would if they were personal in the office or get the updated data.

### PACKAGE 2: ZOOM



Design the organisational culture and way of working together – and revisit it often!

The use of this online application is already widely known globally, and it is especially indispensable and greatly needed by non-governmental organisations. The question is whether members of non-governmental organisations, as well as youth workers, are familiar with the proper use and proper interaction when it comes to online meetings?



Therefore, for proper interaction and use of ZOOM, this strategy recognized and recommended initial education and training on its proper use when it comes to scheduling, adjusting and setting up the meeting. In addition to the above, the strategy will refer to the following topics:

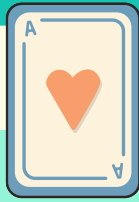
- Schedule a meeting and ID
- Create a password
- Limit who can share their screen
- Lock the meeting
- Share the screen
- Mute
- Customize preferences
- How to Record a Zoom Meeting
- Pair Zoom with the right video conferencing camera

Furthermore, for an online meeting, it is not only important how to organize it and know the benefits of its proper use, but the question is how to make it much more interactive to use and thus contribute to the quality of the meetings. In addition to some rules that the organisation wants to transfer to its members as a work culture, it has included some ideas as starting goals to boost engagement, reduce Zoom fatigue and make meetings fun.



## Deal your cards.

Sharing card is one of the many Zoom meeting ideas that can keep participants focused and engaged. The experience of multitasking will turn into a game by challenging to split screens randomly.



## Icebreaker questions

A quick and easy way to make Zoom meetings more fun is to add an icebreaker question at the beginning. For example, participants will be asked to state, "your name and favorite dessert" or "the first movie you remember watching."



## Scrum

Online meetings are the perfect time to discuss important projects and news. However, time can pass faster than desired. Therefore, a 10 to 15-minute daily scrum will be organized from time to time, in which each participant lists his three main daily priorities. The aim of this meeting is to provide quick and short information to the participants. Each scrum meeting should be loosely structured with no agenda. Instead, it is suggested to go one at a time in a fast-paced style, with each participant sharing essential information. Scrum meetings are a great use of time and will contribute to the quality of the meeting by being able to fit all agenda items in time.



- Meet often, including some "in person" time.

Frequent meetings are key to making sure the team doesn't turn into a team of people working in silos (something virtual teams tend to do). Weekly Zoom meetings as a team help to stay connected and close and focus on a shared team strategy and goals.



- Make it fun!

Working virtually has huge personal life benefits but it does require more effort and discipline. So, it's important to make sure it is fun. It's the little things that matter: the banter on the chat, the photos from our weekends, how we recognize and celebrate each other for personal and work achievements etc.



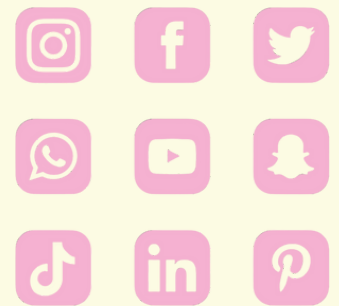
## PACKAGE 3: SOCIAL MEDIA



Social media for non-governmental organisations, staff members and youth workers offer an excellent opportunity to present their work to the outside world and to get in touch with their supporters, similar organisations, their users, and other people interested in their work and participating in published calls for activities. However, these profiles do not have the same function as a website, since – as the name suggests – they are much more social. When posting an image, people will comment on it, or if they post a link to a website, event, or an invitation to participate in project activities, they will learn more about the project and share their thoughts in the comments. It's a simple and great way to find out if a project, or any kind of activities is getting a lot of attention or if no one is interested.

The social media used by Youth Power Germany and therefore to which this strategy refers are Facebook, Twitter, Skype, YouTube, Instagram, LinkedIn, Tik-Tok.

Regardless of the experiences in using these media, some guidelines must be established. Following these guidelines and integrating them into the social media strategy and thus also into the daily activities, awareness, engagement, and retention of quality representation of the organisation, staff and youth workers will be effectively increased. But most importantly, have fun doing it!



In order to increase the reach and influence of the organisation and regular youth work activities carried out by on a local and international level, and to enrich the presence on social networks, by creating personalized digital posts in communication with regular target groups, it is necessary is to bring into daily activities some guidelines for using digital marketing.

Regardless of what stage of the social media marketing journey the organisation, staff members and youth worker are at, there is no doubt that it will be useful to learn the various tips, tricks and tools that will now be presented and integrated into the daily activities:



### Live streaming

In order to strengthen feelings of connection, support young people to structure their time and develop routines and provide access to activities and exercise, this can be done through live streaming.

 **LIVE**

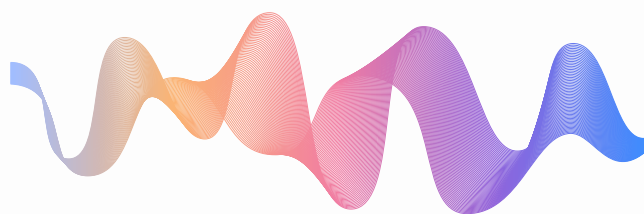
Here are some guidelines:

- Sessions should not be interactive, but the live stream must allow young people to watch again.
- Sessions should be programmed at specific times, so they know when to log in and watch them.
- Meetings should not last longer than 30 minutes
- Make sessions fun through direct activities (such as breathing exercises or art activity or listening sessions as talk about an interesting film or reading a book).
- The sessions should be open to all young people if they want to watch.
- Let the participants know in advance what is planned to be done for them.
- Ice breaker activity to start the session. This could be as simple as asking young people say 'hi' and share with others an interesting fact about them.
- Decision whether to conduct sessions for special groups of young people according to age, programming language, or level of support needed. Some online video conferencing tools have the function of creating separate rooms or multiple meetings can be created to accommodate a different group.
- If possible, provide a showcase at the end of the session so that everyone can show their work.

### Analytic tool

Projects and work activities with youth initiatives require constant monitoring of social media in order to achieve their goals and to progress accordingly. Without proper monitoring mechanisms, this monitoring becomes much more challenging, especially for complex projects and programs. Data can help an NGO, staff members and youth workers in this process by collecting vital statistics, reporting the results of social media monitoring, and even reporting on the activities that have been carried out.

Therefore, Youth Power Germany will make sure that the organisation has analytical tools ([Google Analytic](#) is recommended, given that the organisation already has a Google account and thus its use is free of charge). Furthermore, the organisation will make sure that staff members and youth workers get to know and understand the effectiveness of this digital tool.



### Motivation of a certain audience

The organisation, staff members and thus youth worker should motivate a certain audience by cultivating a personal voice that enables the audience to be connected, and by publishing a survey, starting a dialogue or promoting a competition.



### Create frequencies.

By creating a calendar that determines what will be presented, announced and when it will be said, it allows planning when the audience is most likely to listen. By adding to the calendar, choosing whether big holidays or events are coming up and choosing the optimal days and specific time for posting or activity, will maximize the number of people who see the posts and thus the participation. Each social media platform has different points of the week when it receives the most visitors. Example: LinkedIn has a lot of visitors on mid-week afternoons, but very few on weekends.

**BELIEVE IN  
YOURSELF**

## Understand behavior and determining trigger points

Why would youth "follow", be "interested" or "like"? By asking questions, seeking feedback, posting visual images, high-quality graphics, videos, and hashtags, will lead to triggering their interest.



In order to engage the audience and attract accountability, it is necessary to identify the types of content to which they respond. Which means that the organisation, staff members and youth workers should research and test to achieve this. Research can be reduced to searches for keywords, hashtags, identifying material that attracts attention, creates conversations, and clicks.

## Incoming links

When using links in social media campaigns as a call to action, the organisation, youth workers and staff members will track them through its website, donation page, or blog post. Also, the organization is familiar with the complex steps and procedures when it comes to adding an Add a Donate Button on Facebook, which are specific to Germany. Therefore, this strategy implies additional and careful education on this topic.



## Growth of conversation



In order to understand how things, encourage people and youth to react and how conversations will encourage certain conversations, the organisation, members staff and youth worker will define a good look campaign and allocate its marketing resources according to successful social strategies. This conversation subject will also refer to the forms, methods, and rules of placing advertising on social networks.

## PACKAGE 4: GOOGLE PRODUCTS

By using the features of Google technology, work can be facilitated, an intensive and visible effect can be achieved, and the reach of activities can be expanded. A collection of top Google products is offered, especially for non-governmental organisations, for free, and they meet all eligibility criteria. Therefore, as digital transformations tools, the following products are envisaged by the strategy:



**Google Drive:** A cloud storage solution that allows you to save files online and access them from anywhere in the world.

**Google Docs:** an online word processing tool that allows collaboration between different users in real time.



**Google Mail (Gmail):** Free email service with robust search features and integrated chat functionality.



**Google Sheets:** A cloud-based spreadsheet tool that enables real-time collaboration and provides the convenience of access from anywhere.



**Google Slides:** to create presentations directly in the browser and collaborate with others in real time.



**Google Calendar:** for time management and planning. It can be used to keep track of personal and professional schedules, with reminders sent directly to Gmail.



**Google Meet:** A video-communication service for online meetings and conferencing. It integrates with Google Calendar for easy scheduling.



**Google Translate:** A free multilingual machine translation service to translate text, voice, images, or real-time video from one language into another.



## Training, responsible person and implementation timeline

### PACKAGE 1: CLOUD



Youth Power Germany will organize two online meetings with the participants, where at the first meeting, lasting 1 hour, they will present the strategic measures from the Package 1 described above. At the second meeting, lasting 30 minutes, there will be a lecture on analytical tools. Also, considering that Youth Power already has a google account, it is recommended to install Google analytic, because having an open account is cost-free. The person responsible for the installation is an internal IT technician from Youth Power. The meeting time will be determined by the coordinator in agreement with the project administrator from Youth Power Germany.



Responsible person: Youth power in Germany has internal members of the organisation, where one of them, in the capacity of lecturer/trainer, will process and present the power point design to the invited participants. Additional training of the lecturer/trainer is not needed.

The budget is determined according to the project proposal: "Digital transformation of inclusive Youth Work".



## PACKAGE 2: ZOOM

As for the strategic goals related to online meetings, additional training of the members of the organisation is not necessary.

As in the previous case, the coordinator will determine a suitable time for the online meeting with the administrator and select an internal person from Youth Power Germany who will prepare slides and a couple of described recommendations from the strategy which will be used directly at the online meeting as an example of good practice.

Online meeting duration: 2 hours

Responsible person: Youth power in Germany has internal members of the organisation, where one of them, in the capacity of lecturer/trainer, will process and present the power point design to the invited participants. Additional training of the lecturer/trainer is not needed.

The budget is determined according to the project proposal: "Digital transformation of inclusive Youth Work."



## PACKAGE 3: SOCIAL MEDIA



The training and presentation of package number three will be held in two parts, i.e., two online meetings, each lasting 2 hours. The time of the meeting will be determined as in the previous two packages.

Responsible persons: In agreement, the coordinator will choose two persons internally from Youth Power Germany in the capacity of lecturer/trainer, who will process and present the power point design to the invited participants. Additional training of the lecturer/trainer is not needed.

The budget is determined according to the project proposal: "Digital transformation of inclusive Youth Work."



## PACKAGE 4: GOOGLE PRODUCTS

Online meeting will be organized by Youth power Germany.  
Online meeting duration: 40 minutes

Responsible person: Youth power Germany has internal members of the organisation, where one of them, in the capacity of lecturer/trainer, will process and present the power point design to the invited participants.

Budget: it is determined in the main project and leaves room for the administrator of Youth Power Germany to coordinate all costs in detail with the administrator of the applicant's country



### Responsibility of the Coordinator:

- In addition to convening meetings, the coordinator will monitor and encourage the development and optimization of digital tools, platforms, and processes to ensure a smooth workflow.
- The coordinator will analyze and evaluate the performance of these tools to identify areas for improvement and implement key digital transformation strategies to increase efficiency and productivity.
- The coordinator will prepare regular reports that will be indicators of the level of implementation of all goals.

The coordinator will collaborate with teams from other partner organisations for seamless integration of digital tools. In addition, they will be up to date with the latest technologies and will recommend new tools or upgrades.

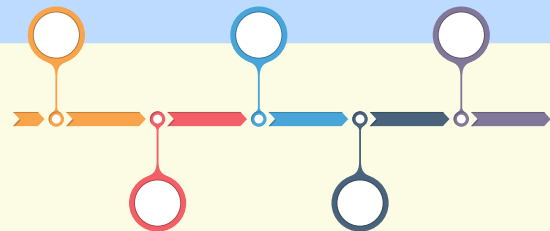


### RESPONSIBLE PERSON FOR ENTIRE STRATEGY:

Online meeting will be organized by Youth power Germany.  
Online meeting duration: 40 minutes

Responsible person: Youth power Germany has internal members of the organisation, where one of them, in the capacity of lecturer/trainer, will process and present the power point design to the invited participants.

Budget: it is determined in the main project and leaves room for the administrator of Youth Power Germany to coordinate all costs in detail with the administrator of the applicant's country



### Timeline and implementation

The timetable for the implementation is not very detailed and not strictly defined, but the expected duration of each implementation of all the mentioned packages is 2-3 months per package after the adoption of the strategy. The coordinator, in agreement with the administrator of Youth Power Germany, will determine the exact date and time of the start of the implementation of each package individually.

## 5. MONITORING AND EVALUATION

### MONITORING

As already mentioned, for Germany, the selected coordinator will monitor the implementation of all steps for digital tools, and coordinate processes to measure success implementation in Germany, and send reports to the main coordinator of the of the applicant country.

Monitoring should be carried out on a regular basis, recommendation time is every 6 months. Also, the coordinator will make a report for each training individually. It should include a review of brief reports on usage and implementation of digital tools and this strategy prepared by the coordinator. In particular, the report should contain monitoring of the number of participants included in the program (including data classified by the gender of the participants), a list of participants' attendance, including those who attended trainings and other relevant activities that may be foreseen by the project. The following methods will be used for monitoring and evaluation:

#### 1. Questionnaires

To gain data from a large number of people in a structured way according to specific questions, often in ways that allow for statistical analysis. The questionnaires will be administered after the by Youth Power Germany and will be administered by the coordinator in online form or by any other person designated by the technical partner. The questionnaire can be initiated even before the final phase of the training if the coordinator in the country of the technical partner deems it necessary to monitor the data and obtain certain results. This method can and is recommended to be used during the implementation of any training, workshop or any activity foreseen by the project.

#### 2. Interviews

One as a usually semi-structured interviews as an effective way to get detailed information from informants that is not restricted by the constraint of a survey, or too personal to discuss in focus groups. This method needs to contain pre-defined questions usually 7-10 but also can have individual follow up questions from trainers based on the informant's responses. Interviews are best suited when you are seeking personal, individual responses on topics that involve their needs, opinions, or decision-making processes.

The evaluation will be carried out through:

1. Pre-testing (initial testing) and post-testing (final testing),
2. By comparing the results of the initial assessment and the results of the final assessment research,
3. Collection of feedback (oral or written, from participants/ca, coaches and other actors involved).

#### Recommendations for the final research:

The overall goal of the initial research was to describe the situation before the start of training to determine the basis for monitoring the progress of the project during its implementation, as well as to collect data that will be used in the implementation of education and training. The initial assessment has already been made and is described in the introductory part of the strategy.

The main goal of the final research is to contribute to a comprehensive understanding of the overall progress of the program, as well as changes in knowledge, attitudes and behavior related to digital literacy.

The assessment of the level of knowledge, attitudes and behavior should be done by conducting research through self-administered questionnaires before the training and after the completed training, so that the comparison and assessment of the purpose of the project can be done in the final assessment that should be carried out after the overall implementation of the project.

## 6. ABOUT THE “DIGITAL TRANSFORMATION OF INCLUSIVE YOUTH WORK” PROJECT

„ Digital transformation of inclusive Youth Work, 2022-2-HR01-KA220-YOU-000096214” is an Erasmus+ KA2 Cooperation partnership project whose coordinator is the Association for the Promotion of Active Participation "Studio B" from Croatia, while the project consortium consists of organizations Youth Power Germany, Austria and Sweden. The project is co-financed by the European Union through the Erasmus+ program, it was approved by the Agency for Mobility and Programs of the European Union, in the total grant of €250,000.00. The duration of the project is 24 months, from January 1st 2023 to December 31st 2024.

The project aims to digitally transform inclusive youth work at the international level, which means that all objectives and activities of the project are directed towards the inclusion of digital tools in our work. By adopting innovative digital teaching methods, we will increase the quality of youth work and encourage the inclusion of young people with fewer opportunities, and by disseminating the results, we will reach a large number of actors and strengthen transnational and intersectoral cooperation.



All organizations in the partner consortium work with young people who face various obstacles, from economic and geographical to social and cultural, which prevent them from active participation and the benefits gained through participating in youth work activities. All of these obstacles were further strengthened by the COVID-19 pandemic, which directed us towards the digitalization of our work. However, the above also had one positive effect - we discovered that with the digital transformation of youth work, we can reach those young people who are otherwise excluded from any type of youth work (out-of-reach youth).



The above will be achieved by implementing the following work packages:

- Development of 4 local strategies for the digital transformation of inclusive youth work;
- Development of 5 multilingual nonformal training programs for youth workers in traditional and digital form
- Development of the Virtual Inclusive Center (VIC) for the digital transformation of youth work.



According to the set objectives and implemented activities, we will achieve the following outcomes and outputs:

- Innovations to increase the quality of inclusive YW, applicable at the local (Strategy) and international level (nonformal inclusive programs, VIC) developed;
- Marginalized youth empowered to learn in a virtual environment;
- CSO's strengthened for the digitalization of Youth Work;
- Transnational and intersectoral cooperation achieved;
- Contribution in the creation of solutions for the green transition in accordance with the European Green Plan realized.



## 7. PARTNERSHIP CONSORTIUM



**The Association for the Promotion of Active Participation "Studio B"** is a non-governmental and non-profit organization based in the eastern part of Croatia. The association was founded with the aim of achieving balanced development of the local community as well as the development of civil society. In our work, we strive to promote and improve the rights of young people as well as to increase the quality of activities for young people by increasing their level of information. Main objectives:

1. Promotion of interests and activities of young people,
2. Promotion of awareness of the development of civil society,
3. Promotion of sustainable development,
4. Promotion of citizens active participation;
5. Promotion of the values of the European Union.

Our target group is: children, young people and women from rural areas. Our mission is to realize an inclusive, solidary and equal society; and encourage the active participation of all citizens for the benefit of the entire community, and the vision is to be a highly recognizable social partner in the creation of successful projects with which we will achieve the common goals of our members, users and the entire community through the provision of services and programs that raise the quality of life of all citizens, encourage the development of responsible citizens, and promote the sustainable socio-economic development of our society.

Within the Erasmus+ program, our organization was a partner in several projects with the following topics: gender equality, internet addiction among young people, bullying and hate speech. As project beneficiaries, we implemented a youth exchange with the aim of developing critical thinking among young people and increasing media literacy, the project was carried out under the name "Let me think about it". We also implemented a youth exchange with the aim of raising awareness and promoting mental health among young people under the name "Health+ talks". As partners in the implementation of the KA2 project "Minority Youth Library" with organizations from Slovenia and Serbia, we worked with young people with fewer opportunities. We were also partners in the implementation of the "Bridge to Success" project with the organization O.A.Z.A., the project aimed to promote entrepreneurship and entrepreneurial skills among young people, where we worked with 20 young people from our local community. We also implemented the KA2 Capacity building project called "Transformers: Age of Youth work", which was carried out by the Kosovo organization LENS. Association Studio B, in partnership with the Municipality of Vrbje, has been continuously implementing local projects aimed at young people from rural communities since 2020, which usually gather over 100 participants from the Municipality. Through one of these projects, we developed the Youth Action Plan of the Municipality of Vrbje as the first public policy aimed at young people in our municipality. The association has been a full member of the Croatian Youth Network since 2021, currently employs 8 people, and implements several local, national and European projects, and we have over 40 members. The Association also runs Community center Bodovaljci that gathers other NGOs, youth, children and women from rural areas



Ung Kraft / Youth Power Sweden was officially registered as a civil society organization in 2017, but before that they operated as an informal group for 4 years. A society with positive social values, healthy lifestyles, gender equality and zero discrimination is their main goal. The programs currently implemented by the organization are aimed at nonformal education of young people (mainly young women) about entrepreneurship, cultural diversity, inclusion of refugees and migrants, healthy lifestyles and violence prevention. Some of their projects are: Entrepreneurship centers; MasterPeace Clubs – we create peace together; Promoting a healthier lifestyle among young people. Among other things, Ung Kraft developed the program of the local center for the empowerment of entrepreneurship and within it works with youth, minorities and women to increase their employability and mentoring in the process of establishing a company. In the past years, they started empowering young people and women to start their own entrepreneurship, realized 3 projects with the aim of empowerment through entrepreneurship and helped in the establishment of several entrepreneurial empowerment centers across Europe. In all these entrepreneurial empowerment centers they provide mentoring and counseling services.

Ung Kraft has 4 people who are regularly engaged as trainers and project coordinators in the organization, and at least 60 people are involved every year as participants in different local and educational projects, mostly related to their entrepreneurial empowerment center in Gothenburg. In addition to the field of youth employability and entrepreneurship, the organization's team has many years of experience in the field of: Education - organizing education for young people, training for trainers, workshops, courses; Research; Observation and evaluation; Capacity building for small local organizations; Creation of action plans; Community mobilization - advocacy.





Youth Power Germany e.V. is a Non-Governmental and Non-profit organization based in Berlin, Germany. Our main goal is to empower and support young individuals with fewer opportunities by emphasizing their strength, diversity, and togetherness. We have a specific focus on young people and immigrants who face social and cultural challenges, working towards facilitating their full integration into society.

To realize our mission with our target groups, YP DE applies the following methodologies:

- Non-formal education and youth inclusion work
- Employment and entrepreneurship education
- The use of sports methodologies and artistic expression within non-formal education
- E-learning courses and active participation on social media platforms
- Provision of social welfare services for youngsters from various social backgrounds, with a focus on immigrants
- Green ecology approach and sustainability in youth work and NGOs.

Youth Power Germany is operational in Berlin and Wiesbaden, where we support a variety of projects designed to empower disadvantaged youngsters. Our efforts in youth and adult education concentrate on the target group of young immigrants, facilitating their development of skills that lead to new opportunities. Our management education is tailored to effectively navigate existing hierarchies, while entrepreneurship competence aims to identify and exploit opportunities and to plan and manage processes of cultural, social, or financial value. These processes cover creativity skills such as imagination, critical thinking, and problem-solving, as well as communication, resource mobilization, and dealing with uncertainty, ambiguity, and risk. To effectively develop learners' competencies through our inclusion education activities, it is just as crucial to create supportive and stimulating learning environments in our youth work programs as it is to foster personal competences and motivation among educators. We therefore place a strong emphasis on promoting creativity and innovation within our entrepreneurship education youth work programs, serving both mainstream and marginalized youngsters.



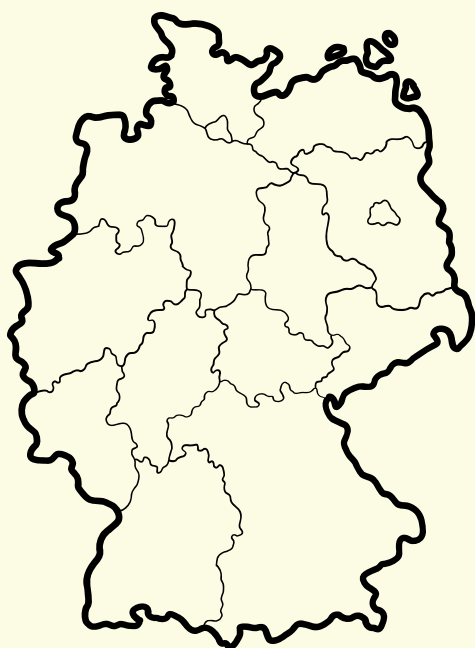


Since November 2019, we are Recognized carrier of the Berlin youth welfare service for youngsters aged 15-21, many of whom are young immigrants with varying social backgrounds. Our professional team of social workers and psychologists assists these individuals in their everyday lives and provides support during their asylum process, including handling paperwork and liaising with other institutions.

Youth Power Germany e.V. works closely with expert team of researchers, trainers, and youth workers from many different countries and fields who deliver various programs aimed at integrating less privileged young people. These professionals have a wealth of experience with digital tools in youth work, including e-learning courses and tools for digital entrepreneurship.

In addition, our professionals such as psychologists, sociologists, and social workers possess the requisite expertise to explore and adapt new methodologies within non-formal education for the inclusion and employability of marginalized groups. These professionals also carry out in-depth research and studies.

Besides those involved in providing welfare social services to youngsters, Youth Power Germany regularly engages trainers and project coordinators. Each year, we welcome a minimum of 400 people as learners participating in various local and educational projects.

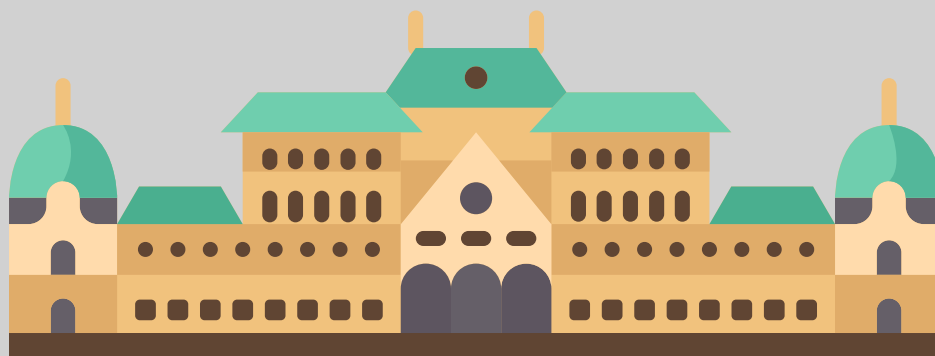






Youth Power Austria is a non-governmental organization from Wels founded in 2020 by a group of young people who already had experience in the civil society sector. The organization has a strong team of seven employees and over 30 volunteers and currently implements three long-term programs. The vision of YP Austria is a society with positive values, where young people contribute to tolerance and interpersonal dialogue, promote healthy lifestyles, gender equality, non-violence and are actively involved in social life and politics.

The main activities of YP Austria are: organizing workshops, courses, youth exchange, consulting, education, organizing conferences and various events. YP Austria works on youth education at the national level in the field of youth employment; educates high school students to write resumes, search for job opportunities and prepare them for a job interview (job interview simulator). Also, they work on empowering women in matters of gender equality, prevention of violence against women, finding employment opportunities, improving them for new areas of business, promoting life without stigma and discrimination. The organization supports a network of business entrepreneurs and corporate partners to support local change makers and talented individuals, with the aim of connecting talented youth and youth organizations with entrepreneurs and experts from the corporate world, and establishing dialogue and knowledge sharing to create opportunities for employment, self-improvement and (digital) starting young people in our communities. YP Austria is especially connected with the Bosnian diaspora in Austria and other European countries where YP organizations are present and actively work on the topic of social inclusion of new young immigrants in society.



## 8. ERASMUS+ PROGRAM

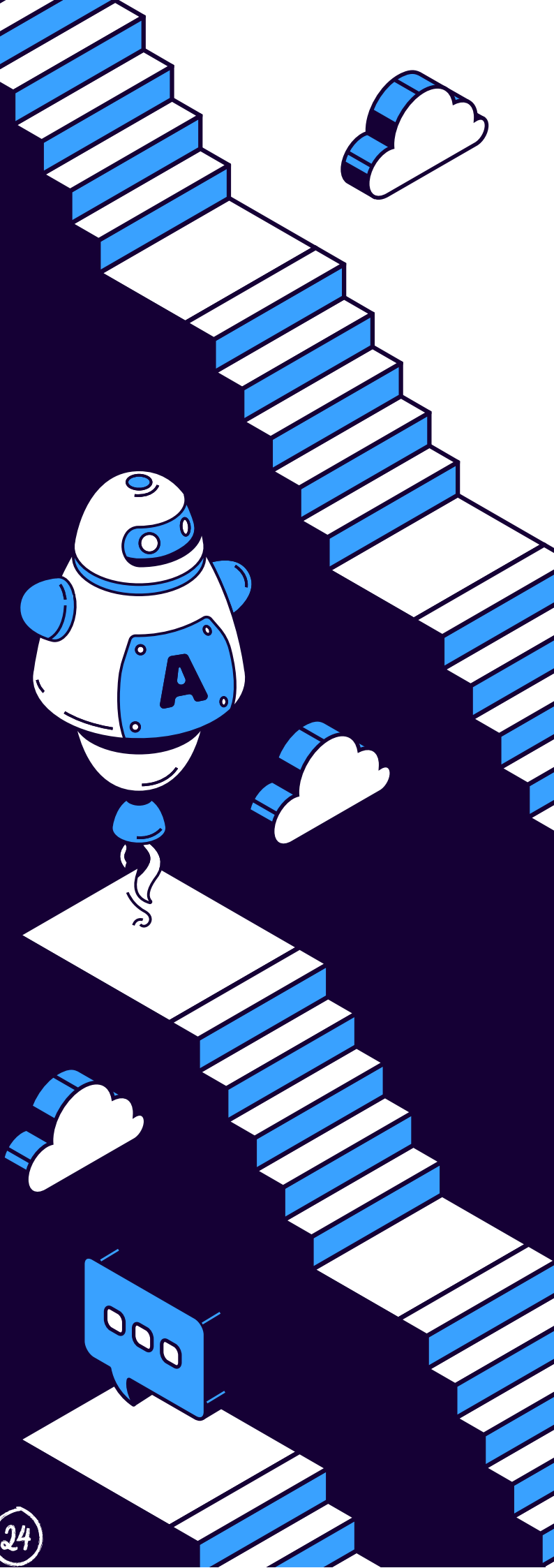
Erasmus+ is the largest EU program for education, training, youth and sports, it is aimed at strengthening the knowledge and skills and employability of European citizens, as well as improving education, training and work in the field of youth and sports. Erasmus + offers opportunities for international mobility for individuals and international cooperation for organizations, namely spending a period of study abroad, carrying out professional practice, professional development and training, volunteering, youth exchange, work on international projects focused on the modernization and internationalization of the education, training, youth sector and sports.

The goals of the program are:

- stronger connection between EU policies and financial support programs
- simplification of structure and implementation
- emphasis on the quality of the project
- stronger dissemination and better utilization of project results
- better connection with the needs of the labor market
- higher EU added value.

Erasmus+ is structured according to activities:

- KA1 – Mobility for learning purposes for individuals
- Key Action 2 - Cooperation among organisations and institutions
- KA 3- Support for policy reform
- The Jean Monnet program
- Sport.

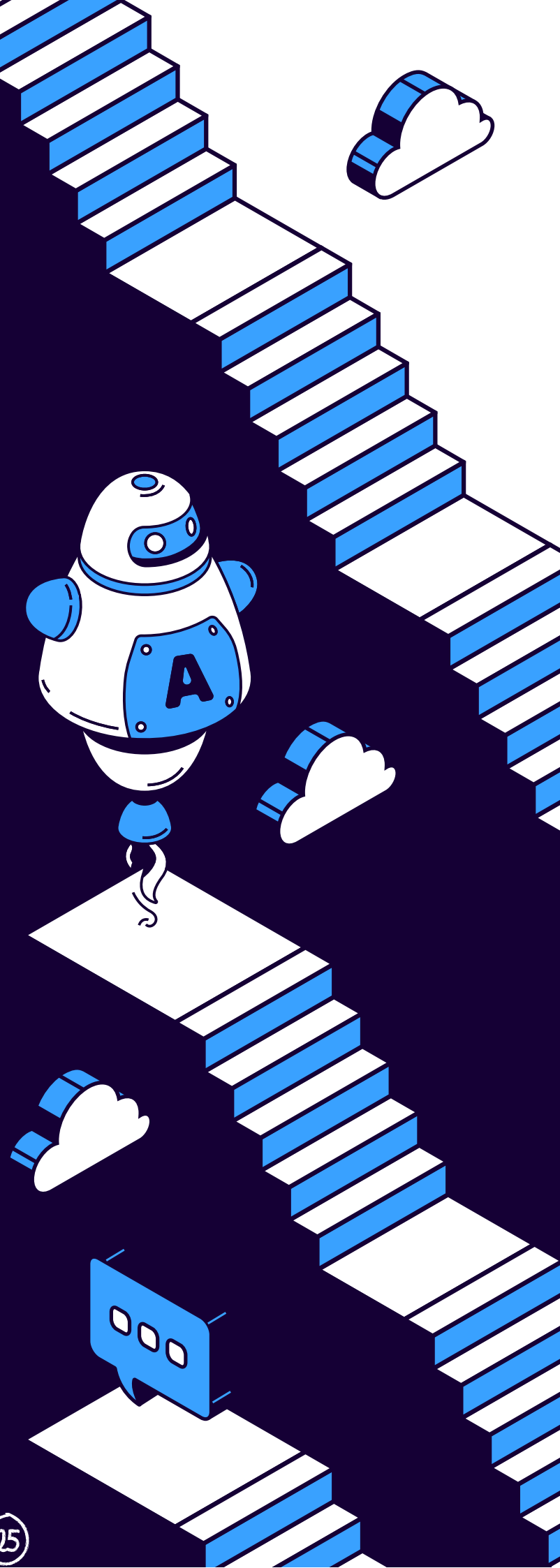


The Erasmus+ program covers 5 main areas of education and training, as well as the area of youth. Erasmus+ in the field of youth aims to strengthen the quality of youth work and informal learning for young people in Europe. It offers young people the possibility of mobility for the purpose of learning throughout Europe and outside Europe, and people who work with young people the possibility of developing interpersonal skills, increasing employability and networking within and outside Europe.

Program for the period 2021-2027. is strongly focused on social inclusion, green and digital transition, and promotion of youth participation in democratic life. It supports priorities and activities within the framework of the European Education Area, the Action Plan for Digital Education and the Skills Program for Europe. The program also supports the European Pillar of Social Rights, serves to implement the EU Youth Strategy 2019-2027. and develops the European dimension in sports.

Erasmus+ has its own guide which is essential for understanding the Erasmus+ program and is an integral part of the call for project proposals under the program. Young people who want to participate in Erasmus+ activities can get information through Eurodesk, which serves as a European information service that provides young people with information about international opportunities for volunteering, travel, internships, studies, etc. The European network contains 38 Eurodesk centers across Europe, and its headquarters are in Brussels.

The Erasmus+ program enables young people to participate in various international projects and activities in order to acquire learning, new knowledge and skills on a professional and personal level. It also offers opportunities for active involvement in society, starting socially useful initiatives or getting involved in the creation of local, national or European policies for young people. The costs of participating in the activities are covered by Erasmus+, and participation for young people is free.



## RESOURCES

[1] [HTTPS://WWW.KMK.ORG/FILEADMIN/VEROEFFENTLICHUNGEN\\_BESCHLUESSE/2002/2002\\_05\\_24-BILDUNGSSTANDARDS-QUALITAET.PDF](https://www.kmk.org/fileadmin/veroeffentlichungen_beschluesse/2002/2002_05_24-BILDUNGSSTANDARDS-QUALITAET.PDF)

[2] <https://www.kmk.org/de/themen/kultur/kulturelle-bildung.html>

[3] For more information please visit the following link: <https://fritidsledare.se/>

[4] <https://publications.iom.int/books/world-migration-report-2022>

[5] <https://www.bildungspakt-bayern.de/wordpress/wp-content/uploads/2020/06/digitale-schule-1.png>



## Impressum

The strategy for the digital transformation of youth work at the local level was created as part of the project "Digital transformation of inclusive youth work", 2022-2-HR01-KA220-YOU-000096214.

The project is co-financed by the European Union.

**Erasmus+**  
Enriching lives, opening minds.



**Co-funded by  
the European Union**

### **Publisher**

Youth Power Germany e.V  
Frankfurter Allee 174  
10365 Berlin, Germany  
info@yp-de.org

### **Editor in chief:**

Nikolina Jureković, Udruga Studio B

### **Autors:**

Mateja Bandić

### **Design**

Štefan Šnaubert, Udruga Studio B

July, 2023.

*This publication was produced with the financial support of the European Commission. It expresses the exclusive point of view of its authors and the Commission cannot be held responsible for the use of the information contained therein.*