

# GOEUROPE! youth ambassadors - motivation through long term commitment

*Best-practice-example*



# Who we are



Johannes (Coordinator of youth ambassadors)



Rebecca (former youth ambassador, now coordinator)



Anna (youth ambassador)

# Who we are

- Organisational Network based in Saxony-Anhalt, focussed on international youth-work, mobility information and youth information on european topics
- GOEUROPE! European Youth Competence Centre Saxony-Anhalt is the information centre for all questions revolving youth mobility and regarding european topics in Saxony-Anhalt
- EUROPE DIRECT Information Center Halle (EDIC) is one of 500 EDICS across europe, following the aim to inform European citizens at local and regional level about the EU, referring them to specialised information sources and other services and networks
- The EUROPEAN YOUTH EDUCATIONAL CENTER MAGDEBURG (EJBM) is a training center, that can offer accomodation for 105 people. We organize our own seminars and projects and offer space for other institutions to host regional, supraregional and international workshops, seminars, conferences, and experts' meetings.



[www.goeurope-lsa.de](http://www.goeurope-lsa.de)

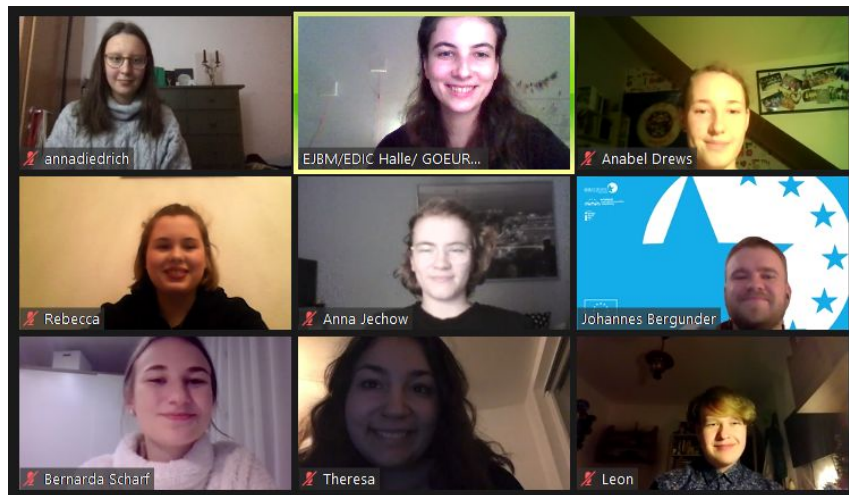
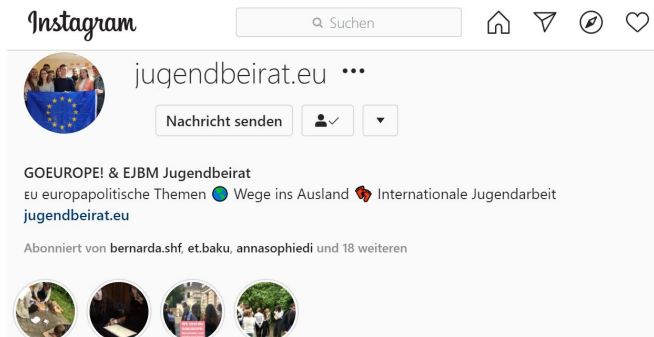


[www.europedirect-halle.de](http://www.europedirect-halle.de)



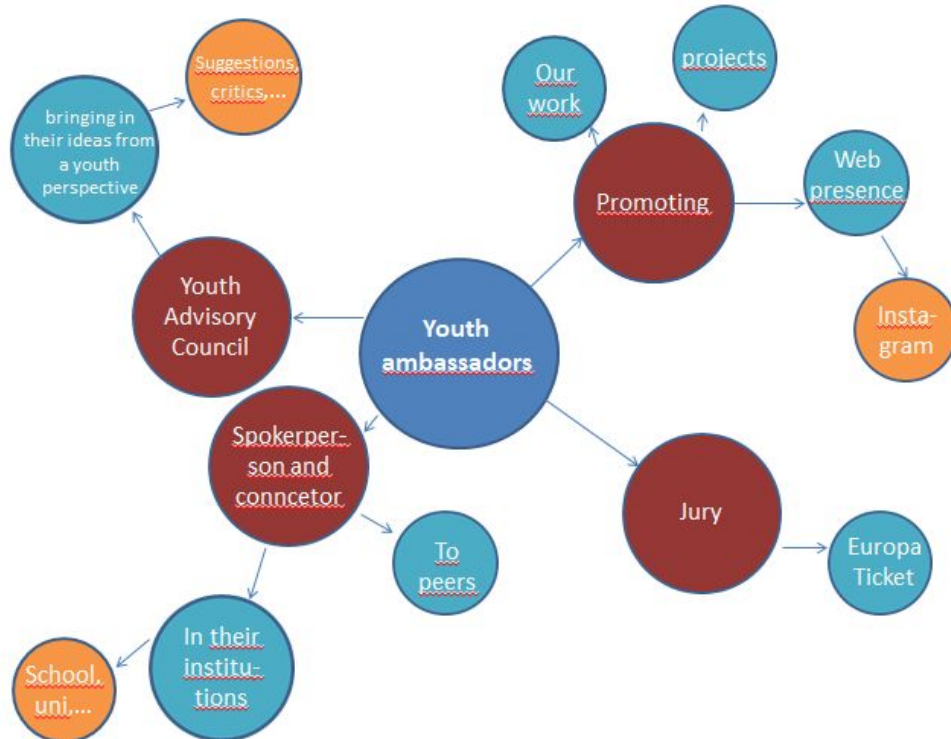
# Best Practice “GOEUROPE! youth ambassadors”

- In 2016 we started to work with “youth ambassadors” (YA) in our work and have extended/ developed the structure since then
- Today YA are a team of up to 20 young people between 15 and 25 years, coming from saxony-anhalt
- YA engage themselves voluntarily as youth-ambassadors by holding monthly ambassador meetings (smt. offline, smt. online) and joining different activities of our work
- Website: [www.jugendbeirat.eu](http://www.jugendbeirat.eu)
- Instagram: #jugendbeirat.eu

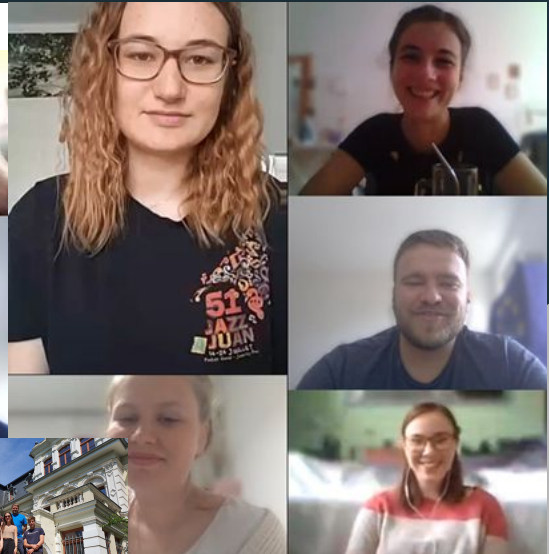


# Best Practice “GOEUROPE! youth ambassadors”

The concept of youth ambassadors follows the aim, to enable active participation of young people in the work and activities of our organisational network. They do this by:



# 11 Meetings in 2020



# “youth ambassadors” - motivational factors

As the youth ambassadors are working voluntary, we are trying to implement several aspects in order to raise motivation for their engagement:

- a fixed meeting agenda (every last friday and saturday) in the month
- staying connected via whatsapp between the meetings
- realistic expectation from our side to join “every second meeting”
- a lot of space for informal topics and time to connect between themselves
- special “off topic” input in each meeting (which we plan with ambassadors together)
- give “power” to make decisions
- some kind of “priority access” to all our activities
- invitation to all bigger events or celebrations as part of the team
- give access to our networks
- small “presents” and benefits
- certificate “OpenBadges” for their engagement
- shared instagram account with access for every ambassador
- non-formal meetings to invite new people/ friends
- receiving information about events and possibilities for themselves and their friends

# “youth ambassadors” - vibrant design and motivational factors for online meetings

As we needed to implement our ambassador meetings often in digital format this year, we have setted a focus to design those meetings vibrant and motivational by

- Using interactive supporting tools:
  - Kahoot
  - Padlet
  - Wordcloud/ Mentimeter
    - offer actions like uploading pictures, comment, like & share content,
- Trying out several digital games (scribble.io, codenames.game, werwolf.de)
- Creating welcoming atmosphere:
  - sending on invitations/direct communication
  - asking to make themselves cosy (e.g. grab a drink)
  - connecting digital world to reality (e.g. by sending them a letter home)
  - using ice breaker games
  - everyone can share thoughts, no one has to
  - giving the chance to bring in ideas, create agenda
  - no strict presentation of topics but more a conversation about it




# “Youth ambassadors” - Playlist

- The playlist  
“GOEUROPE!!  
BotschafterInnen  
2020” has several  
activities (e.g. our  
monthly meetings).

- For every activity  
one badge can be  
earned by  
answering  
questions/ proving  
participation.


- At the end, there is  
one badge to earn  
for the whole  
playlist.

<https://goeurope.cityoflearning.eu/activities/8088>




optional  
1 stunde 30 Minuten  
[View full activity](#)

[View content](#)




**Europa-Rallye durch die EJBM**  
optional  
1 stunde 30 Minuten  
[View full activity](#)

[View content](#)




**3. BotschafterInnen-Treffen März 2020 (Online-Treffen)**  
optional  
2 stunden  
[View full activity](#)

[View content](#)



**4. BotschafterInnen-Treffen April 2020 / 2. Online-Treffen**  
optional  
2 stunden  
[View full activity](#)

[View content](#)



**5. BotschafterInnen-Treffen Mai 2020 / 3. Online Treffen**  
...

ESCO #mit Jugendlichen komm...


ESCO #Lernen in der eigenen Ge...

ESCO #internationale Beziehunge...


ESCO #Schüler/Schülerinnen bei...

★ Aktivitäten: 13  
👤 Begonnen: 18  
🕒 Absolvierte Playlists: 7  
🕒 Zeit zur Vervollständigung: 12 tage 9 stunden

Teilen:



**Ausführende Organisation**



GOEUROPE-NOW!

# “Youth ambassadors” - experiences



"First I started joining the youth ambassadors because I would have liked to know more about the different ways to go abroad while I was still in school. Then, the monthly meetings always were a good change to my student life but also an addition to that as I learned a lot about social skills and the work with young people" Rebecca, 24



# “Youth ambassadors” - experiences



‘Online meetings are great opportunities to stay in contact from everywhere.’ - Anna, 20, youth ambassador



Do you have any questions?

Which motivational factors do you apply already or want to apply in your organisation while working digitally?

- mentimeter

**Digital Tool:** CITIES AND REGION OF  
LEARNING PLATFORM - with interactive Maps,  
earning Playlists and Digital Badges



# THE CITIES OF LEARNING PLATFORM



## INTERACTIVE MAPS

Learners can easily navigate through the map of the territory to search and filter opportunities match their interests and needs.



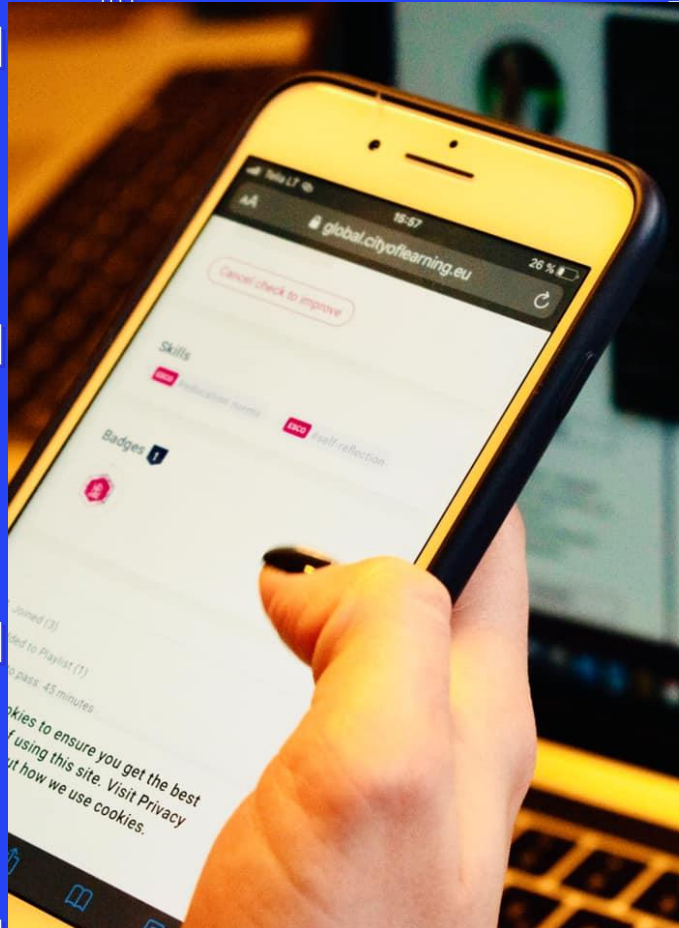
## LEARNING PLAYLISTS

Learning providers can create and offer local and digital experiences organised into thematic learning pathways.



## DIGITAL BADGES

A digital and verified proof of achievement. Open digital badges allow learning providers to confirm learning experience and learners showcase their learning achievements.



**OPEN BADGE** is a digitally verified credential consisting of image and meta - data encoded within





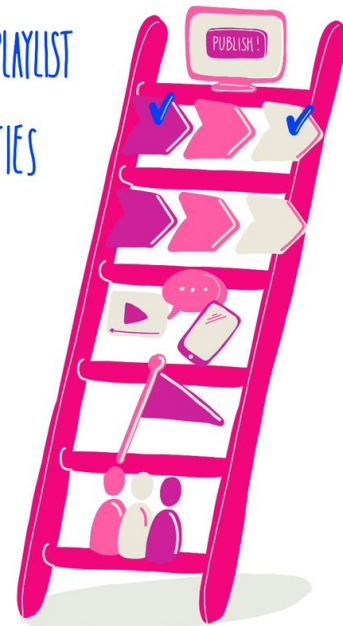
***CITIES OF LEARNING IS A TERRITORY-BASED WEB PLATFORM THAT ENABLES CITIES AND REGIONS TO CREATE UNIQUE LEARNING PATHWAYS FOR THEIR YOUTH USING INTERACTIVE MAPS, ONLINE LEARNING PLAYLISTS AND DIGITAL OPEN BADGES.***

**[WWW.CITIESOFLEARNING.EU](http://WWW.CITIESOFLEARNING.EU)**

***TEST YOUR OWN BADGES AND PLAYLISTS:  
GLOBAL.CITYOFLEARNING.EU***

## HOW TO CREATE A LEARNING PLAYLIST?

1. TEAM-UP
2. DEFINE PLAYLIST GOAL
3. DESIGN 3-5 ACTIVITIES
4. CREATE A SEQUENCE
5. DEFINE MANDATORY ACTIVITIES
6. PUBLISH & PROMOTE YOUR PLAYLIST



< [GOEUROPE! youth ambassadors - motivation through long term commitment](#)



GOEUROPE! youth ambassadors - motivation through long term commitment

Badge information

Issued badges

The owner of this badge took part in the International Specialist Training "Involving Youth- Strengthening Youth Participation", including the workshop "GOEUROPE! youth ambassadors - motivation through long term commitment" from GOEUROPE! und EJBM.

This workshops included a short presentation about the organisational network GOEUROPE!, EJBM and EDIC Halle and their youth ambassadors. With a special focus on online meetings, it was mainly talked about the motivation of the youth ambassadors from organisational side but also from young peoples perspective. Personal experiences about online tools, motivational factors and recognition were discussed.

## How to TEST ?



**Get this badge:**

<https://sachsen-anhalt.regionoflearning.eu/claim?code=ntaw6d>

# Questions and Discussion

# Thank you for your attention!

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