





## **EUROPEAN ACADEMY ON YOUTH WORK**

First edition: Innovation, Current Trends & Developments in Youth Work

# FROM THE IDEA TO CONCEPT DEVELOPMENT TO IMPLEMENTATION

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This paper provides some insights into the motivation, political and programmatic framework and conceptual reflections on innovation and summarizes the purpose and profile of EAYW. It serves as a background paper for participants of and interested parties in the first edition of EAYW, which is taking place from 21th – 24th May 2019 in Krajnska Gora, Slovenia.



What are current priorities, trends and developments in European youth work, youth policy and programmes with regard to innovation and quality development?

### THE EUROPEAN UNION AND YOUTH WORK (POLICY)

Looking at youth work policy in the European Union, the Council Conclusions of 2017 on 'the role of youth work in supporting young people's development of essential life skills that facilitate their successful transition to adulthood, active citizenship and working life' invited member states and the European Commission to "identify, support and disseminate existing and innovative tools, methodologies and practices that foster life skills in diverse youth work settings". It paved the way for our discussions about innovative youth work practice today, motivated to think further about how such identification, support and dissemination could happen and built the basis for the idea of a European Academy on Youth Work.

Today, the EU Youth Strategy is the framework for youth policy cooperation in the EU, starting in 2010 with the first cycle and renewed now for the period 2019-2027 (Council Resolution of November 2018).

The new EU Youth Strategy focuses on three core areas of action: Engage - Connect – Empower.

- with "Engage" the EU Youth Strategy aims towards a meaningful civic, economic, social, cultural and political participation of young people
- with "Connect" young people are invited to foster connections, relations and exchange of experience through different forms of mobility and
- with "Empower" young people are encouraged to take charge of their own lives while mastering diverse challenges.

With regard to its implementation, the EU Youth Strategy invites Member States and the European Commission to develop and implement a European Youth Work Agenda for quality, innovation and recognition of youth work, to support quality youth work development on all levels. Further synergies with the work carried out by the Council of Europe in this area should be encouraged.

Further, the use of *innovative and alternative forms of democratic participation* should be explored and promoted.

To effectively implement the EU Youth Strategy across the EU and in the Member States, concrete instruments and measures are suggested to be used in order to achieve the objectives of the EU Youth Strategy. These objectives are, for instance, evidence-based youth policy-making and knowledge building, mutual learning and dissemination of policy guidance, practical tools and good practices, participatory governance and mobilisation of EU programmes and funds.

Here, we can already see in some key words the importance of innovation, quality development, knowledge and evidence, mutual learning for European youth policy making and cooperation and the acknowledgement of the relevance of youth work for mastering today's significant economic and social challenges, in particular challenges to democratic values, social cohesion and employment prospects as well as the inclusion and well-being of young people.

# THE ERASMUS+ PROGRAMME AND ITS ROLE IN SUPPORTING INNOVATION AND YOUTH POLICY MAKING

The aim of Erasmus+ is to contribute to global strategies of the European Union, e.g.

- the Europe 2020 strategy for growth, jobs, social equity and inclusion,
- the EU's strategic framework for education and training, ET2020 and obviously
- the EU Youth Strategy.

Specific issues tackled by the programme include, amongst others, reducing unemployment, especially among young people, encouraging young people to take part in European democracy, *supporting innovation, cooperation and reform,* reducing early school leaving and promoting cooperation and mobility with the EU's partner countries.

These aims are being supported by three key actions:

- Key Action 1: Learning mobility of individuals, including youth exchanges and mobility of youth workers
- Key Action 2: Cooperation for innovation and exchange of good practices, which includes strategic partnerships and capacity building in the field of youth
- Key Action 3: Support for policy reform, including youth dialogue projects.

In concrete terms, Strategic Partnerships under Key Action 2 support the development, transfer and/or implementation of innovative practices and promote cooperation, peer-learning, exchange of experience and know-how between different types of organisations at European level. Capacity-building projects support cooperation with Partner Countries in the field of youth aiming to support organisations/institutions and systems in their modernisation and internationalisation process.

Policy Reform under Key Action 3 supports evidence-based policy making through knowledge building and initiatives for policy innovation to stimulate innovative policy development among stakeholders.

Besides a positive impact on the persons directly or indirectly involved in the activities supported by Erasmus+, actions are also expected to produce positive outcomes on participating organisations, such as innovative and improved ways of operating towards target groups or improved youth work methods and practices to actively involve young people and/or to address disadvantaged groups.

At systemic level, it is expected that Erasmus+ supports processes to trigger modernisation and to reinforce the response of youth policies to the some key challenges of today's world, such as employment, intercultural dialogue, democratic values and fundamental rights, social inclusion, non-discrimination and active citizenship, or critical thinking.

# THE COUNCIL OF EUROPE & INNOVATION IN YOUTH WORK (POLICY)

The Recommendation of the Committee of Ministers of the Council of Europe to member States on youth work of 2017 places youth work at the centre of public strategies, programmes, youth policies and youth organisations' work, focuses on the value of youth work for society and the way ahead for its quality development.

To improve youth work, the Recommendation asks member States to first conduct an analysis of the youth work situation in their countries, create action plans, and then implement measures for developing youth work further. The measures that the Recommendation mentions include legal and political support, sustainable funding and structures, improved coordination across sectors and between the local and the national levels, a competence-based framework for the education and training of youth workers, and appropriate forms of review and evaluation of the impact and outcomes of youth work.

Even if the Council of Europe's and the Recommendation's major focus is not the issue of innovation, support of and quality development resp. quality assurance in youth work can be considered being in the centre of the organisation's youth work policy for more than 40 years. This is expressed in the support for high quality youth work through training of youth workers, various recommendations, guidelines and educational resources, as well as the support offered to youth organisations. Consequently, the Recommendation invites member States to "provide an enabling environment and conditions for both proven and innovative youth work practices (including for example, sustainable structures and resources), particularly at the local level, while acknowledging that youth work benefits from regional, national and international opportunities and co-operation."

Subsequently, the Recommendation asks to "support the exchange of youth work practices, peer learning and the creation of sustainable networks and partnerships .... (and).... to strengthen the capacity of youth work to respond to the changes and trends in our society and the emerging challenges faced by young people", while supporting the development of appropriate forms of review and evaluation of the impact and outcomes of youth work.

This leads to the role, competence and performance of youth workers, crucial items with regard to quality assurance in youth work. Therefore, member states should establish a coherent and flexible competence-based framework for the education and training of youth workers, which reflects existing practice as well as new trends and arenas and provides frameworks, strategies and programmes for youth workers' capacity building and professional development.

Now and more recently, it is expected that youth work will be given high priority in the upcoming Council of Europe youth strategy 2030, currently under discussion.

The proposal for a common European youth work agenda between the Council of European the European Union would draw on better knowledge in order to support a dynamic European process to develop quality youth work. It was understood that a common European youth work agenda could not be a legally binding feature but rather the institutions' commitment to strengthening youth work development from each side. The common European youth work agenda could take the form of a concrete action plan, which would take into account the various political processes.



#### THE EU-COUNCIL OF EUROPE YOUTH PARTNERSHIP

The **EU-CoE Youth Partnership**, as an entity between the two institutions, would play a key role in this respect and give the partnership after 20 years of existence a new and additional impetus. The current focus on youth work happens – amongst others - through supporting activities around quality youth work from both institutions, contributing to the development of youth work, related tools and mechanisms as well as the dissemination and exchange of *successful and innovative initiatives*, *i*n particular with regard to the recognition of youth work and non-formal learning.



What is innovation and why do we need it? And what is innovation in youth work? Some reflections on the concept of innovation

Having elaborated so much on innovation and quality development in youth work and youth work policy in Europe, the question remains: What is innovation? Clearly, the discussion about 'innovation' in general, including in youth work and related areas, has gained momentum in recent years. But there is unclarity about understanding, concepts and terms. Two quotes in this respect:

"Innovation is truly a confusing buzzword which many people love to hate. Every business leader agrees that it is important. But nobody can quite seem to agree on what it actually is or what it means.

If you ask Google for an innovation definition, it is less than helpful, coming up with over 300 million results with thousands of definitions. ...". 1

"...the word [innovation] has become diluted (even polluted) to the point of becoming ineffectual in portraying any clear and distinct meaning, perhaps in similar fashion to the misuse of the word "quality".... This severe dilution of the term creates confusion and hinders us from actually achieving real and reliable innovation..."2

To put it positively, Nick Skillicorn collected some definitions of experts on "What is innovation?" to be found in his Blog "Ideatovalue – the community for creativity and innovation":

- "The application of novel and useful ideas. Creativity, the ability to generate novel and useful ideas, is the seed of innovation but unless it's applied and scaled it's still just an idea" - David Burkus
- "... innovation is about staying relevant...As a result, what may have helped an organization be successful in the past could potentially be the cause of their failure in the future" Stephen Shapiro
- "An innovation is a feasible relevant offering such as a product, service, process or experience with a viable business model that is perceived as new and is adopted by customers" - Gijs van Wulfen
- "Creativity is thinking of something new. Innovation is the implementation of something new" Paul Sloane
- "The implementation of creative ideas in order to generate value, usually through increased revenues, reduced costs or both" - Jeffrey Baumgartner
- "Anything that is new, useful, and surprising. That last criteria, surprising, tends to 'surprise' people because they usually don't hear many people talk about it" *Drew Boyd*
- "New, organic value creation by applying creativity, in-depth relationships with consumers and customers, and new thinking" *Michael Graber*
- "Something new or different that delivers value to the world, with the key criteria that I'm not innovating if I'm not bettering people's lives. Put simply, it is the future delivered"- *Jorge Barba*
- Itry not to define "innovation" as we should tone down our use of the word and term" Stefan Lindegaard.

As a kind of synthesis of these definitions, Skillicorn suggests as a definition: "Executing an idea which addresses a specific challenge and achieves value for both the company and customer".

All this sounds as if the term "innovation" originated from economy and the business sector. However, the Etymology Dictionary explains that 'innovare' is dating back to the Middle Ages and stems from the Latin innovatus or innovare, which means "to renew or change".

Nevertheless, there is no consensus if innovation is to be seen as a process that renews something existing or as the introduction of something completely new, a new idea, device or method, something invented, produced for the first time, not known before.

What seems to be clear is that we can only talk of innovations when they have proven to be valuable and used by others, when social adoption occurs and an invention is significantly adopted or utilized by people. In this regard, non-technological innovations in social or economic areas are at least as important as the technological ones.

<sup>1</sup> What is innovation? 15 experts share their innovation definition https://www.ideatovalue.com/inno/nickskillicom/2016/03/innovation-15-experts-share-innovation-definition/ assessed 03.04.2015

<sup>2</sup> Don Smith, 2015, Innovation—What it is, and is NOT - https://medium.com/shaping-work/innovation-what-it-is-and-is-not-le1c710105b4, assessed 03. April 2019

Innovation in this respect also means coming up with new methods about how we do things and new ways of thinking or perceiving the world. For renewal, it is necessary to change the way decisions are made, to do things differently, and to make choices outside of their norm<sup>3</sup>.

Innovation can also mean any change, no matter how small. There are small 'incremental' innovations that make small changes and improvements, but they steadily make something better. Sometimes innovation can also mean something new just *here*, but not truly new or different elsewhere. And sometimes 'innovation' is meant to be an organized effort to spread something that was developed before, in the sense of scaling up something, of replication of what has proven to be good.

It is important to stress, especially in the field of youth work, that we need to distinguish between "absolute" or "general innovation" and "innovation within a particular reality" in a specific part of Europe, as mentioned before: just here. This means concretely that something can somewhere be highly innovative in a given environment, but is far from being innovative in other environments. Much depends on social, economic and cultural realities and traditions of a given region or country. Consequently, looking from a European perspective, we cannot consider something as innovative if it reflects a European scale only; instead, we need to look at local, regional, national levels.

To sum up, what seems to be consensus with regard to innovation is:

- there can be innovation with respect to products, or equipment, or processes. There can be institutional innovation, new and different, even radically different, arrangements
- there need to be arrangements that support innovation and that encourage innovations, in terms of legal, institutional arrangements.
- there needs to be a 'culture' or 'ecology' of innovation which also must encourage risk-taking and tolerate failure
- there needs to be stimulation and promotion of innovation, by individuals (something you do) and / or structures
- there needs to be taken a local or regional perspective when defining something as innovative.

INNOVATION AND YOUTH WORK

In view of what has been said on the concept of innovation, one can look at youth work from two positions:

- When looking at the quotes above, one position could be to say youth work is per se innovative: full of creativity and the ability to generate new and useful ideas; new, useful and surprising, applying in-depth relationships with (young) people; new thinking and a relevant offering of a service and experience that delivers value to the world; bettering (young) people's lives; executing an idea which addresses a specific challenge and achieves value for both, the youth worker / youth work organisation (company) and (young people) customer.
- Another position could be to say the need to be open for innovation and new models is a challenge for youth work. Youth work, in particular publicly funded youth work, is a pretty closed system, dominated by the notion of 'we've always done it that way', with acceptance of risks or failure and little incentives to innovate, often missing a 'culture' or 'ecology' of innovation. Arrangements supporting and encouraging innovations in legal and institutional terms are rare. And we know from reflections on the history of youth work, how fragile youth work is in terms of instrumentalisation. This position might be in conflict with what has been said about European level youth work policies, which explicitly encourage and support innovations in youth work. But why should they put so much emphasis on something that exists already?

So, where lies the truth? Other than often in formal edcuation, youth work does not need to change dramatically its way of operating and dealing with young people, it does not need to change substantially the processes and principles of (non-formal) learning in youth work, which are participation, empowerment and advocacy. They are well established and the provision of a variety of methodologies including new technologies in youth work is advanced. Also the roles of and relationships between youth workers and young people seem to be clear, based on democratic and participatory principles. Nevertheless, youth work needs to find new answers to new challenges, it needs to attract more young people than is does today, and it needs to position itself between social affairs, civil society and education.

So what? What are the key questions regarding innovation in youth work?

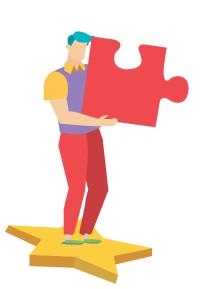
The first key question is how to make sure that youth work continues to produce positive outcomes for individuals, their communities and for society in general. It cannot be taken for granted that these outcomes are produced automatically and forever. Questions in this regard are: how to contribute to young people's well-being, how to support positive transitions in personal, civic, economic and cultural life; how to promote the development of skills such as creativity, critical thinking, conflict management, literacy and leadership; how to enhance diversity and contribute to equality, sustainable development, intercultural understanding, social cohesion, civic participation, democratic citizenship; and how to strengthen young people's resilience and their capacity to resist negative influences and behaviour.

<sup>3</sup> See also: What Is 'Innovation' ... and, what isn't?- TK/6-09-09, https://www.educationevolving.org/pdf/What-is-Innovation-And-What... assessed 03.04.2019

The second question is linked to the concern about 'risk' and 'failure'. Risks should not be imposed on anyone but also not be hindered by anyone, particularly those providing support for youth work. Today, the larger risk for youth work is not to try things. It is the nature of pilot projects to try and fail or to succeed and to learn lessons from experiences made in these projects. This means that some level of failure is necessary and tolerable in order to achieve better results and a better 'productivity' of youth work.

The third question is linked to the challenge of identifying and fostering innovation but also of measuring its real impacts. This question refers also to the question, which position one takes when looking at youth work and its nature, and what we understand when talking about innovation.

And the fourth question is: How to 'scale up' and mainstream innovative practices? The impulse to identify 'what works' and to tell everyone to replicate this is not sufficient. What is needed is the creation of positive conditions that help replicating good and innovative practices. This would mean expanding the ecology for innovation and the culture of innovation and enlarging opportunities and incentives for young people and youth workers to try things. This means offering youth work an opportunity to create new strategies, approaches and methods, projects etc. with the autonomy to innovate youth work and its forms of organization as well as the role of youth workers.



HOW DO WE
MAKE SURE THAT
YOUTH WORK
CONTINUES TO
PRODUCE POSITIVE
OUTCOMES FOR
INDIVIDUALS, THEIR
COMMUNITIES AND
FOR SOCIETY IN
GENERAL?



What is the EAYW within this framework?

All these questions are crucial for and in this conference and, hopefully, we will see some horizons at the end of it in terms of a better view of what we understand when talking about innovation and quality development in youth work. It should be underlined that the following conceptual ideas are the basis for the first edition of EAYW. After edition #1, it has to be evaluated if potential future editions will follow the same structure and philosophy.

#### WHY IS IT CALLED ACADEMY?

The discussions on something like the European Academy on Youth Work started a couple of years ago between some National Agencies, at that time of the programme »Youth in Action« and the EU-CoE Youth Partnership. They were clearly focusing on the wish and identified need for the creation of a facility for reflection, innovation, knowledge provision and training in the European youth field in order to support quality and professional development in youth work. As a cornerstone of such a facility, it was suggested to develop the concept of an academy.

According to available definitions, academy can be defined as follows:

- a school, especially a private one, or a college for special education and training in a subject
- 3. an association for the advancement of art, literature, science ....
- 4. a society or group of scholars, scientists, or artists
- 5. an establishment for the advancement of knowledge
- 6. a school of philosophy or its adherents resp. the public grove in Athens where Plato taught.

Looking at these definitions and diverse understandings, the EAYW is meant to have the characteristics of a 'forum' for special education and training, for exchange, exloration and innovation as well as advancement of knowledge; thus it shouldd rather not be a registered association, university or research entity or even a building in which would host the academy.

# WHAT IS THE PURPOSE OF THE EUROPEAN ACADEMY ON YOUTH WORK?

In view of what has been said so far, the purpose of the EAYW is to support innovation in youth work and in youth work policy; it aims at providing a regular platform for reflection on past or present developments and future trends in order to support quality and professional development of youth work in Europe and to support transfer of innovation into mainstream practice. Further, it provides a place to search and find common ground on (the principles of) youth work and exchange knowledge stemming from European, national, regional and local levels across Europe.

By doing this, the EAYW links to the before-mentioned political frameworks and developments that impact youth work and thus contributes to relevant political strategies and political decisions.

# WHAT IS THE PROFILE OF THE EUROPEAN ACADEMY ON YOUTH WORK?

The Academy is placed in the triangle between training & education & youth work practice and innovation. It differs from other events in the youth field and does not »double« other existing intitiatives, but it reinforces existing structures and brings an additional benefit for the sector with (so far) missing elements. Consequently, the EAYW seeks synergies and links with other initiatives, amongst them the European Youth Work Conventions.

With its major role to support innovation and quality development in youth work, the Academy is meant to be a high quality 'forum' for an exchange on hot and new European topics with relevance for the youth field. It invites to look at past and present developments, trends, needs and challenges, relevant results of recent studies and current youth policy developments, identify creative, transformative solutions and youth work practices as well as new tools and methodologies.

The aim is that participants and those profiting from its results will be empowered to act as future change makers and trendsetters in youth work.



# WHAT IS THE CONCRETE LINK OF THE EAYW TO THE POLITICAL AND PROGRAMMATIC YOUTH WORK AGENDA IN EUROPE?

In a nutshell, what the EAYW wants to achieve in terms of innovation conforms with the priorities of the EU Youth Strategy 2019-2027 and the key actions as well as expected impact of Erasmus+: Youth in Action as defined in the Programme Guide, namely:

- promoting quality, innovation and recognition of youth work
- supporting the capacity building of youth workers and in youth work
- supporting youth workers in developing and sharing effective methods in
  - reaching out to marginalised young people,
  - preventing racism and intolerance among youth, and
  - addressing the risks, opportunities, and implications of digitalisation
- fostering the inclusion and employability of young people with fewer opportunities, with particular emphasis on young people at risk of marginalisation and those with a migrant background
- promoting intercultural dialogue and strengthening knowledge and acceptance of diversity in society
- opening up youth work to cross-sectorial cooperation allowing greater synergies across all fields of actions concerning young people
- easing the transition of young people from youth to adulthood, in particular their integration into the labour market
- developing their competences, setting quality standards, ethical and professional codes
- reinforcing links between policy, research and practice
- promoting better knowledge about the situation of young people and youth policies, recognition and validation of youth work and informal non-formal learning at all levels.

# LEARNING FROM EXPERIENCES AND LINKING TO THE EUROPEAN AGENDA FOR YOUTH WORK

The two European Youth Work Conventions of 2010 and 2015, both held in Belgium, celebrated and gave direction to the diversity of youth work in Europe, but also paved the ground for finding common ground. The recommendations adopted at the second Convention asked for a European Agenda for Youth Work and a more and continuous European co-operation to further develop and strengthen youth work in Europe, in order to improve the quality of youth work, foster a knowledge-based approach, secure sustainable funding, promote cross-sectorial cooperation and civic dialogue. Furthermore, it suggests continuing to find a common ground and work towards the third European Youth Work Convention. The EAYW is meant to build a link to these recommendations, to contribute to the preparation of the 3rd European Youth Work Convention and to find its place within the expected European Agenda for Youth Work.

### WHICH ARE TARGET GROUPS AND WHO ARE PARTICIPANTS OF THE EUROPEAN ACADEMY ON YOUTH **WORK?**

The Academy aims at reaching out to a broad variety of youth workers and to professionals in other systems in fields with relevance for the youth sector. Major target groups are youth work practitioners, experienced youth workers, paid and/or volunteers from all levels - local, regional, national, European. Also representatives of youth work policies / youth work systems and agents from NGOs and public services and administrations, officials, National Agencies and other staff working in youth work structures, representatives of science and knowledge, such as researchers, lecturers and other experts are invited to join.

Participants might come from a wider European context (beyond EU27), based on the signatory states and parties to the cultural convention of the CoE and the partner countries of E+, depending on specific themes of the event. They might also come from all over the world, if specific expertise or experiences are needed and relevant.

Participants should be able to take care of a transfer of knowledge and results and are selected based on a call by National Agencies of Erasmus+ or other sponsors, based on direct invitation or nomination.

### HOW DOES THE PROGRAMME ARCHITECTURE OF THE EUROPEAN ACADEMY ON YOUTH WORK LOOK LIKE?

The first edition organised in the framework of EAYW is based on a modular programme with parallel sessions, provides space for joint activities linking individual modules to each other and offers different forms of learning for different groups, such as speeches, expert inputs, panel discussions, plenary sessions, working groups, workshops, labs, case studies, outdoor or cultural activities. Contributions are selected based on a call for proposals and will be provided and presented by invited and selected project representatives and / or experts from youth work and related sectors, coming from practice, administration, research or policy.

### WHAT IS THE IMPACT OF THE EUROPEAN ACADEMY ON YOUTH WORK?

In order to foster the biggest possible impact of the EAYW on European youth work and youth work policy, a wide dissemination and exploitation of results is envisaged, achieving a strong multiplication effect, transfer of knowledge and results into youth work practice. In order to guarantee such an impact, all relevant inputs and an analytical synthesis report of the event will be published online in a printable manner and some sessions will be live-streamed.

### HOW DOES THE MANAGEMENT STRUCTURE OF THE **EAYW LOOK LIKE?**

The EAYW is currently an initiative of seven National Agencies for Erasmus+: Youth in Action - Agenzia Nationale Per I Giovani - Italy, EDUFI - Finland, JTBA - Lithuania, JINT - Belgium-Flanders, JUGEND für Europa - Germany, Jugend in Aktion, Interkulturelles Zentrum - Austria, MOVIT - Slovenia as well as of SALTO-YOUTH Resource Centres and the Partnership between the European Union and the Council of Europe in the field of youth. The future composition of the initiative is open.

The management of the EAYW is based on this network of partners supported by a coordinator responsible for the daily management of EAYW as well as a preparatory & implementation team including the coordinator, facilitators, rapporteur/researcher, communication experts and technical support staff.

### WHERE ARE WE NOW? THE FIRST EDITION OF THE **EUROPEAN ACADEMY ON YOUTH WORK AND THEN?**

This first edition of the EAYW (21st - 24th May 2019, Krajnska Gora, Slovenia) is considered to be a pilot exercise for future events. The network of partners plan to organise the EAYW periodically in a structured process, ideally biennially. Principles towards the future are:

- the network of partners serves as a basis for cooperation and consultation
- it guarantees a high quality resp. recognition of the EAYW and safeguards a broad ownership
- it supports transfer into practice, dissemination and exploitation and
- it provides legitimacy and sufficient expertise.

#### Key expectations would be

- to achieve long term stability, regularity and continuity of future events of the EAYW as well as of processes linked to the EAYW
- to be able to identify new developments or innovations in as many countries as possible
- to be able to receive contributions for each edition not only via an open call but also by identifying contributions by the network of partners
- to become a real "NA network activity" beyond a limited number of a few interest-
- to be able not only to manage and implement processes leading to each edition of the EAYW but also adequately follow up of each edition of the EAYW with regard to supporting transfer into practice, dissemination and exploitation.

A consultative meeting on its future is planned in the second half of 2019, where more solid ground in terms of perspectives as well as structures should be found and links to various existing efforts to support quality development in youth work will be explored.





















