



Education and Culture DG

'Youth in Action' Programme



TUNE UP Transnational Youth Network

Funded by the EC, the TUNE UP Project was developed to promote the establishment of a formal and stable system able to support the initiatives of organisations acting in the field of youth non-formal education within the European territories involved. The aim of the project was to define long-lasting interventions able to match the different measures foreseen in the "Youth in Action" programme and capable, as a direct consequence, to give a transnational dimension to local initiatives, transversally strengthening European Citizenship.



The TUNE UP Project – Facts and Figures

The TUNE UP project was designed around the following main objectives:

- **Promote** a support system for initiatives involved in youth participation
- **Define** long term strategies within the framework of the Youth in Action programme
- **Promote** the inclusion of transnational components into local initiatives
- **Reinforce** the sense of “European Citizenship”

In order to achieve these goals, several activities were put in place in the 12 months of the project’s lifespan:

- Coordination of local activities through the organisation of **8 regional workshops** (from May 2010 to December 2010 in Tuscany - Italy)
- Organisation of **3 exchanges and initiatives focussing on the themes of non-formal education, youth participation and communication of youth policies:**
 - **25-29 October 2010 – Florence, Italy**
 - **26-30 January 2011 – London, UK**
 - **23-27 February 2011 – Brasov, Romania**

- Organisation of **1 evaluation event:**
 - **27-30 March 2011 – Brussels, Belgium**
- Drafting of a list of **recommendations** for a successful ‘Youth Policies Communication without borders’
- Set up of a **virtual agora** through an online discussion forum and a Facebook group:
 - **Forum:**
<http://tuneup.forumcommunity.net>
 - **Facebook:**
<http://tinyurl.com/TuneUpProject>

Project results:

- Over **300 participants** attending the regional workshops
- Over **170 participants** in total at the project’s events
- Promotion of the TUNE UP activities and of the Youth in Action programme to **over 450 organisations** operating in the Youth Sector across the three participating countries
- **1 manual** of best practices and tools for territorial governance and youth participation (available in Italian)



TUNE UP Communication Code *for the Communication of Youth Policies Without Borders*

1. **Attract young people to policy initiatives using teasers and incentives.** More young people can be attracted to policy initiatives if these are coupled with other activities such as events (music, fashion, film events, etc). Young people may also be attracted to actively participate through the introduction of incentives (e.g. free tickets to a concert gained through some voluntary work).
2. **Prefer the non-formal communication.** Although the learning process of day-by-day life passes through the formal education at school, non-formal education plays a fundamental role in the development of each individual. Key messages should therefore also be communicated through a non-formal process.
3. **Use a multi-media communication approach.** Nowadays communication happens through different media including social networks and **web 2.0 tools**. Therefore in order to reach and engage as many young people as possible, it becomes fundamental to use all these tools as vehicles to promote youth policies. A combined multi-media approach is also necessary for a successful outreach, which aims to involve a wider and more diverse audience. A successful communication should therefore mix the following methods:
 - ✓ Face to face events
 - ✓ Guerrilla marketing initiatives (such as flash mobs)
 - ✓ Social networks (Facebook mainly)
 - ✓ Word of mouth
 - ✓ Social Theatre
 - ✓ Press
4. **Reduce as many barriers as possible.** Several barriers have been identified as obstacles to communication between institutions and young people and even among young people themselves. These include:
 - *Bureaucracy*: Institutions' excessive bureaucracy may discourage young people from interacting with these institutions and from organising and becoming promoters of local initiatives.
 - *Complex language*: The complex language usually adopted by institutions creates a huge barrier between institutions and the public in general.
 - *Attitude*: A too formal attitude, sometimes adopted by policy makers, may create distance between them and young people. Policy makers are often seen, not only by young people, at such different level making them almost unreachable.

- *Dress code*: Sometimes young people do feel judged for their dress code, which may be very informal and sometimes unconventional. On the other hand, young people themselves may tend to judge a person according to their dress code.
- *Technology barriers*: Communication should not happen through the web media channels only but also through the more “traditional” ones in order to reach those who do not have access to these tools.
- *Prejudice*: There is a general perception that institutions do not care about young people and a general perception that young people do not care about policies and participation.

5. **Let young people organise participatory initiatives.** Young people do know what is the best way to engage other people of the same age group. Therefore they should be the active organisers of participatory initiatives and being vehicles of key messages through their direct experience.

6. **Inform and involve youth interactively.** Young people should be involved as main protagonists in each initiative rather than being involved only as simple listeners or spectators.

7. **Be credible to youth eyes.** There is a general public perception that institutions are not credible enough. Firstly because of the lack of continuity in programmes and activities mainly due to changes of governments and local authorities following elections. Secondly because of the general feeling that young people are not considered by policy makers an important critical mass as they can only vote once they turn eighteen and in any case they represent only a minority of the whole electorate.

8. **Youth policies should be communicated through youth workers.** Youth workers play a crucial role in the communication process because of their close relationship with young people. Youth

“This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the love of ease”

Robert Kennedy

workers should be trained to be “human libraries” providing the necessary information about local, national and European youth policies.

9. **Young people should be directly involved in the shaping of youth policies.**

Young people should be involved more effectively by implementing public consultation processes, to be advertised and promoted as widely as possible through the local institutions, the youth workers, schools, universities, etc.

10. **An evaluation process should be established in each country to monitor effectiveness and efficiency of youth policies communication methods.** In order to establish an effective communication process of EU Youth Policies, a working group made – among others - of sociologists, youth workers and young people should be established in each Member State to evaluate what works and what does not work in the communication of Youth Policies.

11. **The voluntary work done by young people should be equally recognised in each EU country.** Voluntary work is not recognised and valued in the same way in the different European countries. More efforts should be put at policy makers’ level to align the recognition of non-formal education and experience done through active participation to volunteering initiatives.

The TUNE UP Consortium



Regione Toscana
Diritti Valori Innovazione Sostenibilità

Tuscany Region - Italy (Coordinator)

www.regione.toscana.it



Centro Nazionale
per il Volontariato

Centro Nazionale per il Volontariato - Italy

www.centrovolontariato.net



Chance for Life - Romania

www.chanceforlife.ro



Hammersmith & Fulham Volunteer Centre - UK

www.hfvc.org.uk



REVES Network - Europe

www.revesnetwork.eu



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