

**EAICY strategy for the period 2017-2020**  
**[DRAFT DOCUMENT]**

**Document was prepared based on discussions of the EAICY strategic planning session  
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***Introduction***

EAICY stands for European Association of Institutions of Non-formal Education of Children and Youth.. This global network joins 27 members (individuals and institutions) for more than 25 years. The network represents diversity of Non-formal education practices and philosophies. The member institutions have a strong link to state actors responsible for non-formal and formal education as well as youth policy. With this strategy the network aims to shape new directions and priorities in its activities.

***Vision statement:***

**[external]**

We are working for the world where young people participate actively in the life of societies and are key actors and decision-makers of strategies related to the well being of youth. We believe that non-formal education and lifelong learning are philosophies and tools for each young person to feel free and enabled to realize their potential in life, studies and at work. We are sure that the recognition of non-formal education in EAICY member countries will lead to opened, diverse, democratic and free from barriers societies that are living in peace and ready to overcome difference peacefully.

**[internal]**

We are the association of non-formal education professionals and practitioners working with children, youth and youth workers. Our work approach is based on best practices and expertise in the sphere of non-formal education. We are a platform for mutual exchange of experiences, cooperation and joint multinational initiatives, producing evidence-based data and research in the sphere of non-formal education. (European network as we base our work on European values in the field of non-formal education)

**[Motto]**

1. Striving for recognition of non-formal towards a participatory and inclusive society
2. For society where young people participate actively
3. United in diversity of non-formal education practices
4. United for recognition of non-formal education and assuring access of young people to non-formal education services

***Mission statement:***

EAICY strives to enhance opportunities of children and young people (from EU and non-EU countries) to access non-formal education in order to develop their personalities, so they become active and responsible members of society, through education, research and cooperation.

**EAICY in its activities focuses on two main target groups:**

1. Children and young people – as the target audience and beneficiaries of the activities of member organizations.
2. Educators and practitioners using various non-formal education practices.

### **Added value of EAICY**

Belonging to the association creates opportunity for the members to share expertise and best practices gained through many years work experience. As well it enables to transfer the relevant models of organization youth work, children and youngsters skills development into national contexts.

Network members are operating worldwide in different countries of EU, Eastern Europe and Caucasus, Asia, Latin America and South Africa

### **Main directions in EAICY work for the upcoming years:**

#### **1. Strategic aim 1: Advocacy and campaigning for accessibility, recognition and development of non-formal education across the countries of member institutions.**

As the result of achieving strategic aim 1, following changes happen:

***[Possible indicators of success]* by 2020 the EAICY network has organized 2 international high level political conferences.**

The added value of NFE. From personal, community and state perspectives. (From local and global perspectives). (2018)

The recognition of NFE: reality, necessity and aspirations (2020);

***[Possible indicators of success]* Recognition of NFE in the countries where it is not recognized. New policy document (ex. resolution) was developed in one of the network countries. Possible mechanisms of Eastern Partnership cooperation.**

EAICY member's country survey, with the purpose to identify countries, where non-formal education is not recognized. (2017-2018);

To arrange the multi- stakeholder round table, with the purpose to develop political recommendations for country for the NFE recognition. (2019)

***[Possible indicators of success]* by 2020 the EAICY network has implemented at least 1 international youth campaign (ex. access of NFE services for youth).**

To arrange **International Hackathon**. Event in which youth representatives – e-business enthusiasts (young computer programmers and others involved in software development, including graphic designers, interface designers, project managers, and others) will team up, share their ideas and collaborate intensively for two days on new projects and e-businesses.

The theme of the hackathon could be **Competences of Global Citizenship**. It does not matter if during the hackathon young enthusiasts will develop a new software or a game, it is more important that they would discover and learn new competences of global citizenship. (2018)

#### **Programmes and work directions:**

- This direction will be implemented through organizing high political level international conferences, EAICY member's country survey, multi- stakeholder round table, international Hackathon event.

#### **2. Strategic aim 2: Knowledge based policy development linked at children and youth as well as**

development of Non-formal education.

As the result of achieving strategic aim 1, following changes happen:

**[Possible indicators of success] by 2020 the EAICY network has implemented 1 researches to highlight importance of NFE and good practices of EAICY members.**

2018 identifying the topic of the research and research methodology preparation.

2019 “one press conference action” during which EAICY organizations, participating in the research will present the research report and recommendations for the policy makers and representatives of mass media.

**[Possible indicators of success]**  $\frac{3}{4}$  of EAICY network members take part in the research.

10 EAICY organizations members will take a part in the research.

**Programmes and work directions:**

- Through implementation of research, studies and surveys of EAICY members’ practices, methodologies and achievements contribute to the discussion of NFE community of practice and development of policies linked at children and youth as well as development of Non-formal education.

**3. Strategic aim 3: Exchange of best practice** in the sphere of Non-formal education among network members and interested parties

As the result of achieving strategic aim 1, following changes happen:

**[Possible indicators of success] by 2020 the EAICY network has organized 1 study visit, with the purpose to be introduced to the best practice of NFE.**

To organize study visit for EAICY members to Finland in 2019.

**[Possible indicators of success] by 2020 the EAICY network members have organized at least 1 event involving young people ( ex.youth exchanges, festivals).**

In 2018 to organize -Youth festival „Formula of Active Citizen“

Aim of the project to joint together youth from 7 EAICY members organizations for common activity, during which young people will collaborate and will discuss about the role of youth in solving the issues of youth policy at local and /or regional level. They will dispute the possibilities for youngsters actively participate in the democratic processes in each country and will share the best practice about it.

**Programmes and work directions:**

- Through organizing study visits, youth festival, EAICY will share methodologies and best practices among network members and interested parties.

**4. Strategic aim 4: Strengthening capacities and extending the EAICY network** to implement the vision of EAICY in terms of promoting opportunities of non-formal education, ensuring its quality and recognition.

As the result of achieving strategic aim 1, following changes happen:

EAICY members are knowledgeable, professional, innovative practitioners in the sphere of non-formal education.

**[Possible indicators of success] by 2020 the EAICY network has organized 1 international training course based on the needs of members.**

To organize the internal training course for EAICY members, based on the personal experience

with the purpose to unify the approach towards the principles and values of NFE.

**[Possible indicators of success] by 2020 the EAICY network has at least 10 new members from at least 6 EU countries not yet represented in the network.**

In 2017 – 2 new members

In 2018 – 3 new members

In 2019 – 3 new members

In 2020 – 2 new members

**[Possible indicators of success] by 2020 EAICY has established at least 1 strategic alliance, joining other networks from other sectors (ex. ICY - inter city youth network, which joins municipalities).**

To identify the main/strongest international platforms, working in NFE sphere. (2017)

Based on the investigations, made in 2017 to define organizations, which could be the relevant partners of EAICY activity, described strategy and to establish the collaboration with them. To make the decision about EAICY joining other international platforms (organizations). (2018)

**[Possible indicators of success] by 2020 EAICY efficiently work with visibility of the network: the web pages is updated each 5 months, on facebook and twitter of the network has 1000 followers.**

• **Communication for the year 2017 - 2018**

1. An information message on the website (article, interview video) once a week (if there is no special information and/or events).
2. A unit of best practice which includes search by state.
3. A special environment on the website and an integrated form for new members.
4. A video platform.
5. A FB account: one post per week. During 2017-2018, 600-700 fans were gained.
6. Instagram profile, 1 photo every week. During 2017-2018, 400 followers were gained.
7. Visualization of initiated research.
8. Publicizing of conferences.
9. Publicizing of research, layout, organisation of a press conference.
10. Preparation of the material representing EAICY
11. Creation of a coherent visual image (a ppt template, templates of forms, business cards, certificates of appreciation, etc.)

**Communication for the year 2019 - 2020**

1. An information message on the website (article, interview video) twice a week (if there is no special information and/or events).
2. A unit of best practice which includes search by state.
3. An active video platform.
5. A FB account: two post per week. During 2019-2020, 1500 fans were gained.
6. Instagram profile, 2 photo every week. During 2019-2020, 800 followers were gained.
7. Visualisation of initiated research.
8. Publicising of conferences.
9. Publicising of research, layout, organisation of a press conference.
11. In 2019-2020 - 10 articles in the national media about the activities of the association.
12. The creation of a professional short film in order to promote the activities of the association (through social networks, AdWords, etc.)

**[Possible indicators of success] by 2020 EAICY has implemented 3 common projects, were at least 8 members of the network took an active part and supported by EU structures.**

In 2018 - Youth festival „Formula of Active Citizen“ (supported by European Youth Foundation)

In 2019 – Grant for annual working plan implementation (supported by European Youth Foundation)

In 2020 –

**[Possible indicators of success] by 2020 EAICY network has received institutional support from European Commission.**

**[Possible indicators of success] by 2020 EAICY has clear membership policies defined and accessible for all network members and potential members on the EAICY web page.**

To define membership policy and expectations towards the new EAICY members; (2017)

To have short introductory description of the main EAICY activity with the underlined benefits for organization member. (2017)

To put developed description and candidate application form to EAICY web page (2017)

### **Programmes and work directions:**

- organizing common training courses and seminars, including training of trainers, to develop capacities on EAICY members

**Non-formal education** (NFE) is any organised educational activity, that takes place outside the formal education system. Non-formal education gives people the possibility to develop their values, skills and competencies others than the ones developed in the framework of formal education. There is no specific target group for NFE.

When **EAICY uses the term** non-formal education we take into consideration the following principles:

- **Voluntary participation**

Active participation of individuals in the activities on a voluntary basis and seeking to achieve the pursued aims.

- **Peer education**

When a social group of people who have similar interests: age, background, or social status, etc.

Peer education is the opportunity to participate in activities that affect them and to access the information and services they need.

- **Inclusion and accessibility**

The opportunity for everyone to get involved in activities, regardless of sex, race, social status, age, etc.

- **Based on needs of individual**

Every individual should have the right to access and engage in any form of activity suited to his/her needs, and have their activity's outcomes made visible and valued.

- **Based on equal relationship of educator and youngster;**

It should be established uncompetitive environment, where created relationship of respect and tolerance, and all individuals are equal.

- **Personal development of youngster – aiming to find out individual strengths;**

It refers to the improvement of one's own competencies. The outcomes of personal development are self-improvement and personal growth with the purpose of realising one's higher potential, finding the strengths, and admittedly, to thus become more successful and happier.

- **Development of life experiences, skills, attitudes based a system of social value;**  
It should be created space, where throughout the activities individuals could gain experience, skills, attitudes needed for successful life.
- **Recognitions and validation of non-formal education**  
is based on EU documents with which we agree.
- **Professionalization (based on the philosophy of the Association)**  
The knowledge of non-formal education, its development, sharing and implementation.

**Visibility of EAICY network:**

Network members are encouraged to use EAICY brand when implementing activities which are in line with mission and strategy of EAICY.