

Lobbying for Youth makes a difference

Hoe zet je je impact zichtbaar maken in bij lobbywerk op lokaal niveau?

SPRK, 8 mei 2025

BV BEVEREN
VERBINDT

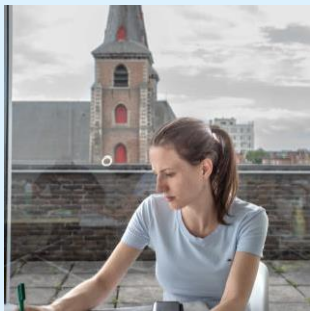
Krui
beke

 **Zwijndrecht**
KOESTER JE TOEKOMST


EUROPE GOES LOCAL
Supporting Youth Work at the Municipal Level



Lobbyen voor lokaal jeugdbeleid – de start!



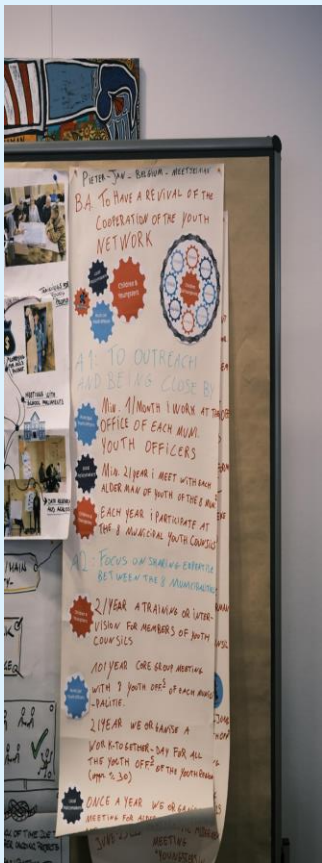
Een Europese opleiding met interessante ontmoetingen, een nieuw referentiekader en eentje dat persoonlijke impact had op mijn werklevens.

Een kort introductie

Waarom deze training?

Om de lobbyvaardigheden van gemeentelijke jeugdambtenaren en lokale jeugdwerkers te ontwikkelen.

- Het verscherpen van het profiel en de politieke positie van het jeugdwerk en lokaal jeugdbeleid.
- Deelnemers versterken in hun pleidooi voor jeugd(werk) en hen in staat te stellen om met succes het lokaal jeugd(werk)beleid te beïnvloeden, mee vorm te geven en te positioneren.
- Het stimuleren van de oprichting en versterking van lokale netwerken en bewustzijn creëren wie er in je netwerk zit.
- Europese impulsen voor lokaal jeugd(werk)beleid verkennen.



“

Lobbying is not a game happening in the backrooms of power, but a competence to master, an attitude to adopt.

Werner Lindner, expert Lobbying for Youth Work

From German pilot project to European training course

- 2013-2015: successful German pilot project in Rheinland-Pfalz initiated by Professor Werner Lindner (Jena University of Applied Sciences)
- Transfer to European level initiated by German National Agency within **Europe Goes Local and its network**
 - Two European cycles completed between 2019-2023 involving NA Austria, Belgium-FL, Croatia, Germany, Latvia and Switzerland
 - Parallel national edition in 2022-2023 in Belgium-Flanders in partnership with Bataljong



Lobbyen voor jeugd

De essentie

- BIG ASK
- BELEIDSVELD ANALYSE
- STRATEGISCH PLAN
- NETWERKANALYSE
- POLITIEKE COMMUNICATIE



PROGRAMME LYW Modul			
Day 1 6/6	Day 2 7/6	Day 3 8/6	Day 4 9/6
ARRIVALS	Sharing	Lobbying Essentials	
	Local Realities	Lobbying Aims	
not @ Dal Carr	Lunch @ Voek	Lunch @ Voek	
indications to no Training 2	EUROPEAN Youth voice (policy)	Work on SWOT x Lobbying Aims	
Things to know if you are here?	SWOT Analysis	(not voice) Personal Motto	
tea @ St. Michael	tea @ St. Michael	Dinner @ Tenor	

“

**The stronger the people, the stronger the
youth policy**

Geert, national coach BE-FL

BIG ASK



Lobby-aim 1

- SD: To strengthen the Strategic Platform as the driving force to implement the childfriendly policy in our municipality.
- OD: develop a strategy in 2022 for and with the strategic platform for the following 6 years

ACTIONS

- ▶ There is a call to participate in STP on the youth council
- ▶ The YS reviews the status of the strategy with the YC
- ▶ Youth work is involved in the implementation of the actions
- ▶ YC-cafe with a theme from the strategy childfriendly city
- ▶ Participation projects with children where the YS take colleagues from other services with them, guides and advises them.
- ▶ Youth consultant builds a relationship of trust with employees of STP.
- ▶ Youth consultant is looking for potential new employees for STP.
- ▶ The STP meets twice a year to evaluate the strategy and associated actions.
- ▶ We will receive the label Childfriendly city in november 2022
- ▶ Young people are asked to participate in the STP.
- ▶ A young person goes to the jury meeting to present our strategy and trying to get the label.



YOUTHWORK



CHILDREN
(PARTICIPATION)



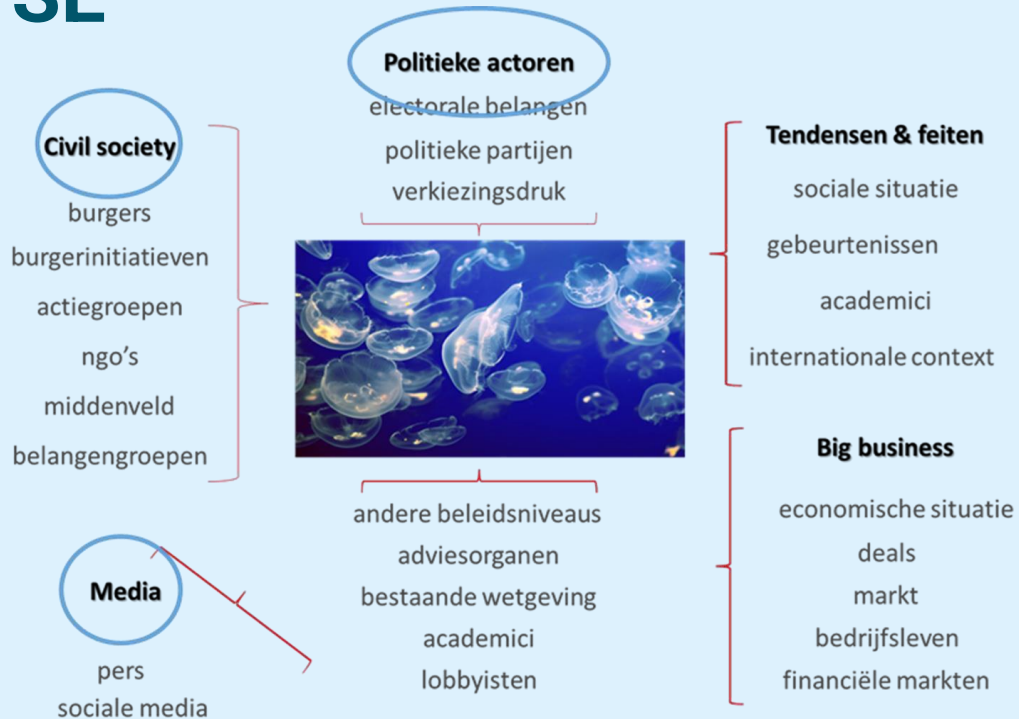
YOUTHPOLICY -
POLITICIANS



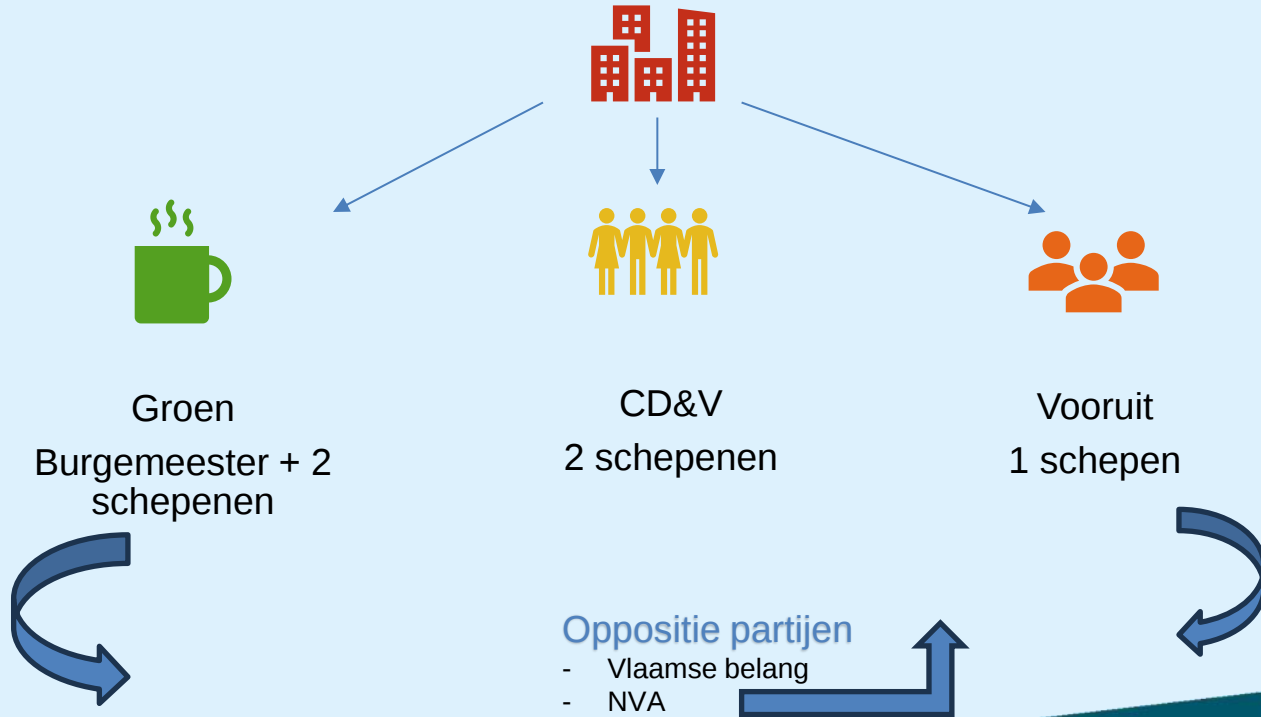
YOUTH
(PARTICIPATION)

BELEIDSVELD ANALYSE

- ONDERZOEK
- DATA
- CIJFERS



College



Jeugd Zwijndrecht

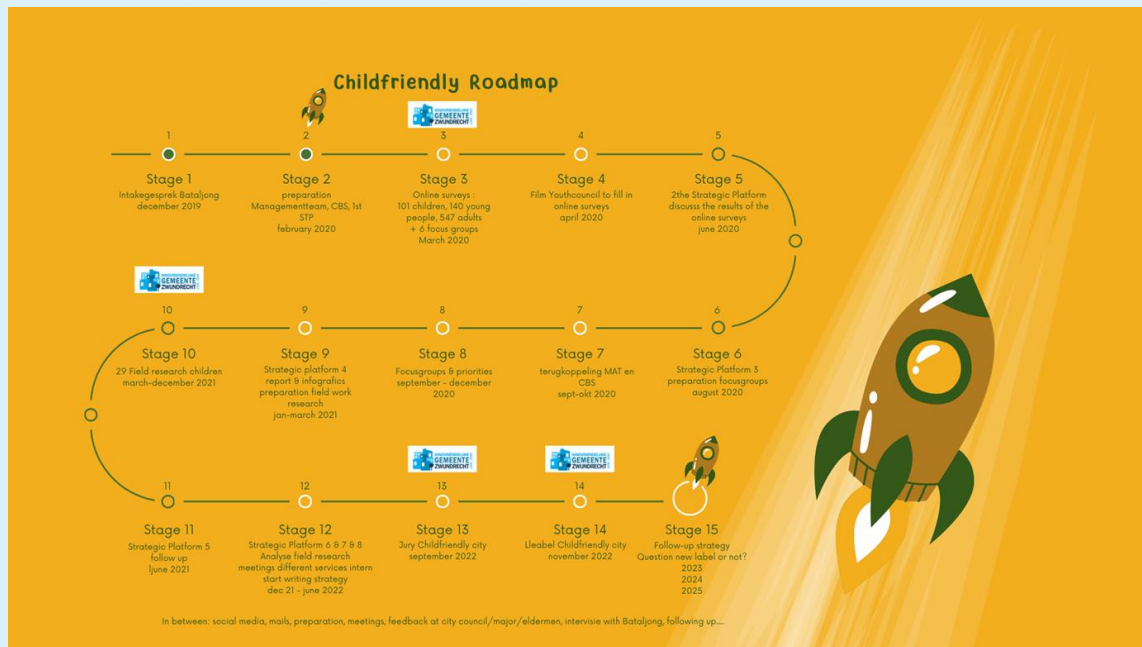
Jeugdraad: 1
Jeugdbewegingen: 6
Speelpleinwerking: 1
Jeugdhuis: 1
Jeugdcentrum: 1
Overkophuis: 1
Speelpleintjes: 25
Onafhankelijke kinderen en jongeren: 20% van 20 000



Jeugd BKZ

Jeugdraad: 3
Jeugdbewegingen: 18
Speelpleinwerking: 4
Jeugdhuis: 5
Jeugdcentrum: 2
Overkophuis: 1
Speelpleintjes: 100+
Onafhankelijke jongeren
20% van 90 000

STRATEGISCH PLAN



- DOELSTELLINGEN
- INDICATOREN
- TIJDLIJN
- MIJLPALEN

Jeugdwerk

Brainstorm & Plannen tekenen



Jeugdraadcafe



Educatieve games



ORGANIZATIONAL ECOMAP

ORGANIZATIONAL ECOMAP

Central Node: Jk.

External Nodes (Clockwise from Top):

- College: Burgemeester Andre Van de Vijver
- Scheepers: Denise Meis-De Langer, Bruno Buyl, Viorle Beernaert, Steven Vervaeke, Aida Ise
- Schepen van Jeugd Ann Van Damme
- Team Jeugd Koen, Anke, Sean, Vera
- Team Cultuur Team Bib
- Team Toezichters
- Team Sport Stephan, Ellen, Joran
- Extern Wap LFV
- Extern Zint Arkos Democracy Reloading
- Team Financien
- Team Dior: contractbeheer
- Extern Netwerk kindvriendelijk en gezonde
- Kinderen en jongeren
- Team Communicatie
- Extern Zeusdraad
- JH Speelplan
- JH
- Team MAT
- Interne diensten: Leefomgeving, Personeel ICT, Ruimte, KCC Burger

COMMUNITY ECOMAP

Instructions: Indicate the name of individuals, healthcare providers, family members, and extended family of the patient and also include the patient's hobbies and affiliated organizations. Next, connect the appropriate lines from the key and connect the patient's name to people, recreations, and organizations to understand the patient's relationship with his/her community.

— healthy relationship
- - - weak relationship
..... stressful relationship

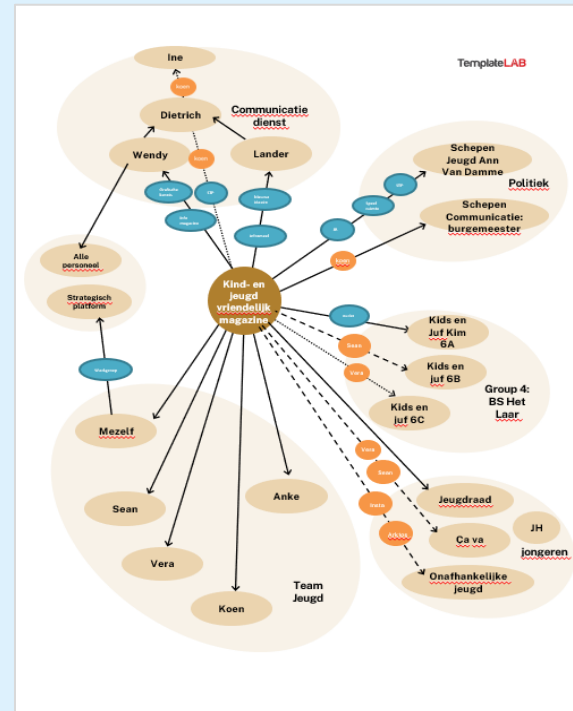
Diagram illustrating a Community Ecomap for a patient named **STRATEGISCH PLATFORM KVG**. The central node is connected to various community nodes, categorized by relationship type:

- Healthy Relationship (Solid Line):** Dienst Weelzips: Marij, Dienst Kind: Hilde, Politie: Frank, Rotarings Network: kniebewerendelijk: Jolijn, Lena: bib, De Stek: Leen, Politie: Lottje, Potentiaal nieuwe handelingen, Cultuur: Kathleen, Milieu: Wendy, Conventie: nicatich: Dietrich, Andrea: Inname: , Vrij: Tied: , Sport: Stephan, Vera, Anke, Koen, Schepen: Jaap: Aen, Jorgel, Silke, Stefanie, BS: Jit, Joan.
- Weak Relationship (Dashed Line):** (None shown in this diagram).
- Stressful Relationship (Dotted Line):** (None shown in this diagram).

Legend:

- healthy relationship
- - - weak relationship
- stressful relationship

TemplateLAB



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Make your story clear

Werner Lindner

Let them shine!



POLITIEKE COMMUNICATIE

- Boodschap
- Doelgroep
- Methodiek
- Essentie

YOUR SPEECH

1) introduce yourself
and organisation

2) acknowledge what
good is already done
and what you have
achieved

3) shortly state a
problem and your
solution

4) how this will help
community/ decision
maker?

5) state next steps

6) use simple language

- **COMPLEXITY**
- **EXPERIMENT**
- **CONFIDENTIALITY**
- **DISCIPLINE**
- **LONG TERM AMBITION**



“

Small steps matter, even if we start from a big ask.

Participant

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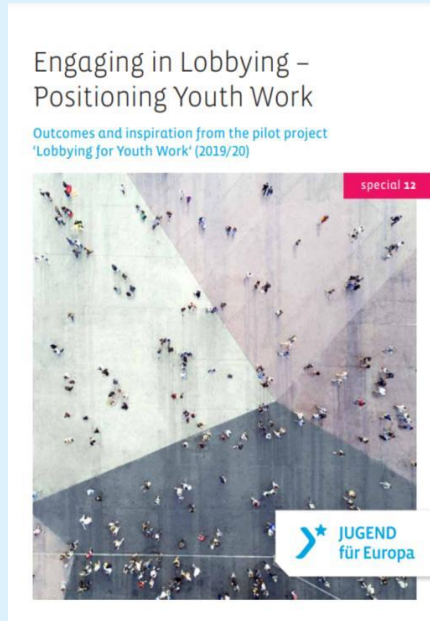
**Lobbying never stops, it is always there in
my work.**

Participant

Vragen



More info



- <https://europegoeslocal.eu/egl-action/engaging-in-lobbying-positioning-youth-work/>
- <https://europegoeslocal.eu/event/lobbying-for-youth-work-kortrijk-2022/>

Meer info

Feel free to contact us:

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Gemeente Beveren-Kruibeke-Zwijndrecht

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Thank you!



EUROPEAN UNION



Vlaanderen
verbeelding werkt

Erasmus+

Enriching lives, opening minds.



EUROPEAN
SOLIDARITY
CORPS

