



Co-funded by
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KA220-YOU – Cooperation partnerships in youth (KA220-YOU)

PROJECT DURATION: 01.10.2024 – 30.09.2026 [24 MONTHS]

NA of applicant: DE04 – JUGEND für Europa

Project lump sum: 250.000 EUR

EMPOWERING YOUTH THROUGH SPORTS

DRIVING SOCIAL CHANGE IN COMMUNITIES

2024, DECEMBER

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Applicant organization:

Lucky Punch Jugendhilfe gGmbH

Partner organizations:

1. BRIGHT – North Macedonia
2. Crveni krst Krusevac– Serbia
3. Mladinski Center BIT – Slovenia
4. OENEF – Greece
5. DELSAS - Turkiye



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PROJECT SUMMARY

Our proposal aims to create synergies between education, youth, and sport by engaging with young people in educational sports activities. By introducing new content, knowledge, and skills in a fun and inspiring manner, we empower youth with fewer opportunities to be civically engaged. This approach has the potential to create a strong impact on the fields of education, training, youth, and sport by fostering active citizenship and encouraging young people to become agents of positive change.



PROJECT OBJECTIVES



PROJECT RESULTS



1. Piloted methodology for educational work with youth.
2. Comprehensive document with conclusions and recommendations.
3. Promotional videos showcasing the project's impact.
4. Reach at least 20,000 people with the promotional campaign.

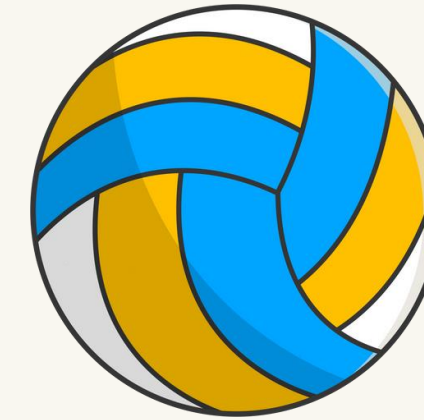
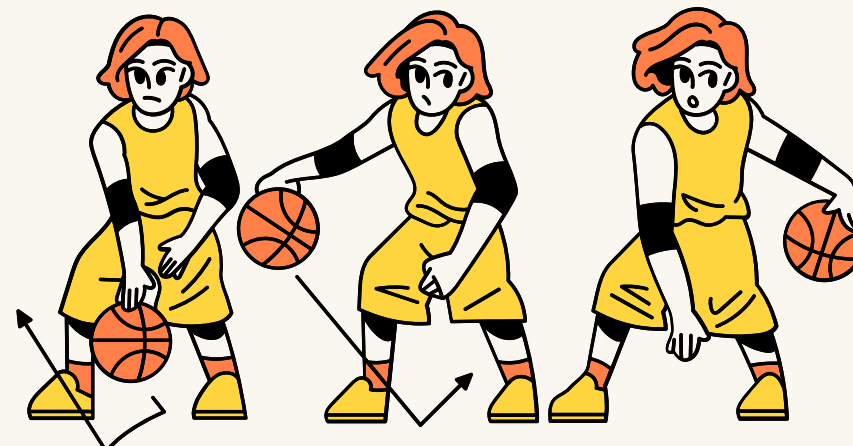
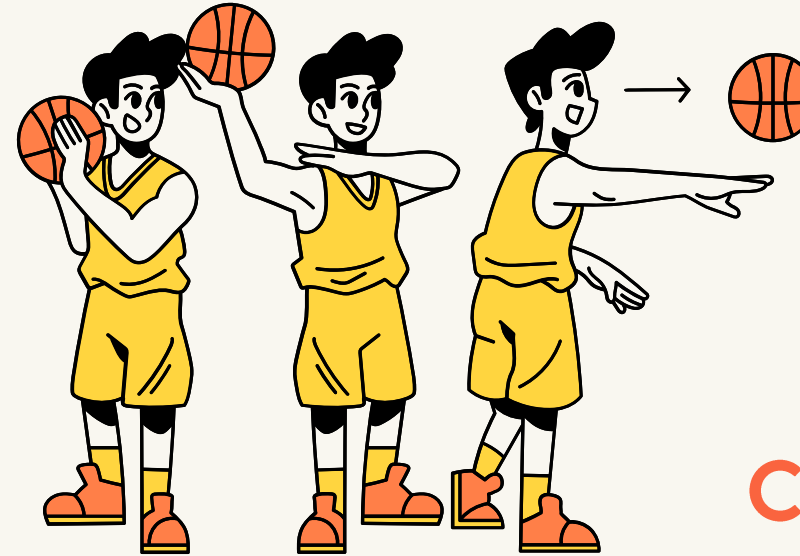


Driving Innovation: Our Unique Approach



INNOVATIVE APPROACH TO YOUTH EMPOWERMENT

- Engaging youth through sports to break down stereotypes and deliver educational content.
- Focusing on and empowering those with fewer opportunities.
- Utilizing relatable and engaging communication methods.



COLLABORATIVE AND SUSTAINABLE IMPACT

- Partnering with local stakeholders to create lasting change.
- Sharing project outcomes to influence local policies.
- Inspiring a mindset shift amongst youth, encouraging active citizenship.



Addressing Key Needs: Why This Project Matters

SOCIAL INCLUSION AND EDUCATION

- Addressing the need for comprehensive support for youth, particularly those with fewer opportunities.
- Utilizing sports as a platform to equip youth with essential knowledge, skills, and values.
- Promoting active participation and positive change within communities.



YOUTH EMPOWERMENT AND ENGAGEMENT

- Countering feelings of disempowerment and disconnection among youth.
- Providing opportunities for skill-building, confidence-building, and fostering a sense of responsibility
- Encouraging youth to become proactive agents of change in their communities.



Addressing Key Needs: Why This Project Matters

CAPACITY BUILDING FOR SPORTS ACTORS

- Equipping sports actors, policymakers, and youth practitioners with effective tools and knowledge.
- Enhancing their ability to engage with youth beyond technical sports training.
- Promoting their role as mentors and positive role models.



PROMOTING ACTIVE CITIZENSHIP

- Increasing youth involvement in community activities and decision-making
- Fostering a sense of ownership and empowering youth to contribute to community development.
- Raising awareness about human rights, social responsibility, and active participation.



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Addressing Key Needs: Why This Project Matters



BROADER COMMUNITY IMPACT

- Raising awareness about the transformative potential of sports for social change.
- Reaching a wider audience through a robust promotional campaign.
- Showcasing project results and amplifying impact on a larger scale.

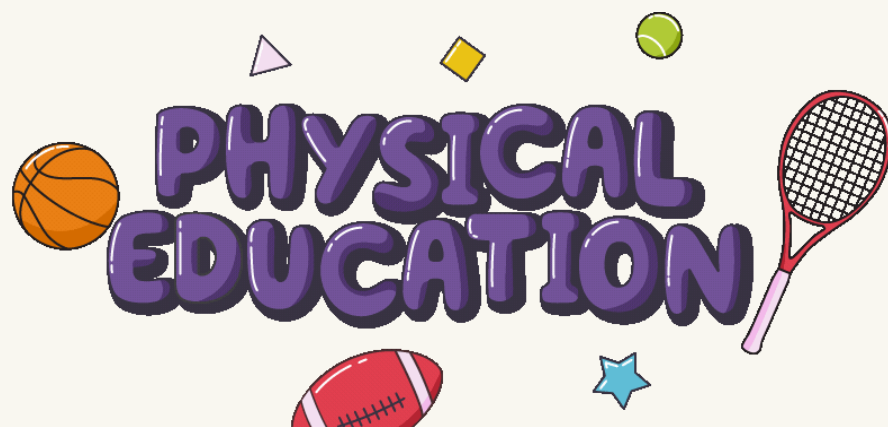


Reaching Our Target Groups: Who We Aim to Impact



DIRECT BENEFICIARIES

Youth: Particularly those with fewer opportunities, who will actively participate in sports camps, club activities, and educational sessions.



KEY PARTNERS AND COLLABORATORS

Sport trainers, social and youth workers: Equipping them with tools and knowledge to effectively educate and empower young people.

Organizations: Collaborating with local sports organizations and clubs to amplify impact and ensure sustainability.



WIDER COMMUNITY AND INFLUENCERS

Local community: Raising awareness and engagement through a strong promotional campaign.

Policymakers: Sharing project outcomes to inform policy development and promote the integration of sport for social change.

Practitioners: Reaching practitioners in youth, education, and sports to contribute to professional development and knowledge sharing.

Effective Collaboration: Our Communication and Coordination Plan



DEDICATED PROJECT TEAM

Representatives from each organization will form a central coordination unit. Responsible for overall project management, decision-making, and communication.



MULTI-CHANNEL COMMUNICATION

Regular meetings (in-person and virtual).
Online communication tools (email, instant messaging, video calls, shared platforms).
Clear communication plan outlining preferred methods, frequency, and channels.



PROJECT COORDINATOR AS CENTRAL POINT OF CONTACT

Facilitates communication and information flow.
Addresses project-related issues and concerns.
Ensures smooth implementation of the action plan.

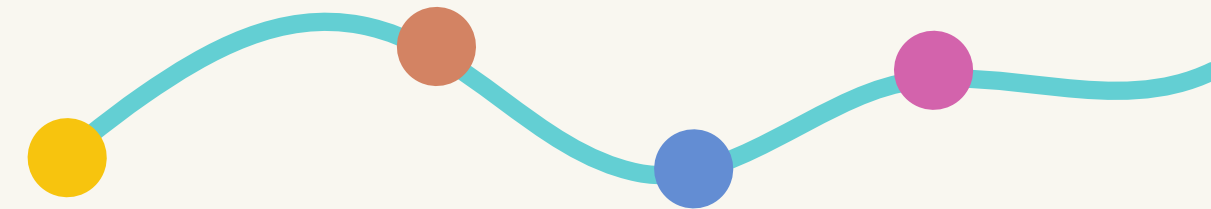
Effective Collaboration: Our Communication and Coordination Plan



COLLABORATIVE ONLINE PLATFORMS

Centralized document repositories and project management tools.

Facilitates information sharing, document collaboration, and task management.



REPORTING AND DOCUMENTATION

Clear guidelines for reporting and documentation.

Timely sharing of project information, progress reports, and financial reports.

Project coordinator responsible for collecting and consolidating reports.

IMPACT

(Measuring success)

- Assess effectiveness of the methodology through trainer feedback and observed changes in their approach.
- Evaluate engagement of sport, youth, and social workers and monitor youth participation and feedback.
- Measure the reach of the promotional campaign using quantitative metrics and gather qualitative feedback.
- Evaluate the quality and impact of the project's final document and video spot based on feedback and reach.
- Conduct a comprehensive evaluation of overall project impact, including changes in attitudes, increased awareness, and policy integration.



Ensuring Sustainability: Impact Beyond the Project



CAPACITY BUILDING

Providing partner organizations with knowledge, skills, and resources to continue similar activities independently.

Offering training, workshops, and guidance on youth empowerment through sports.



KNOWLEDGE TRANSFER AND SHARING

Promoting knowledge transfer and sharing of best practices among partners.

Creating a community of practice focused on using sports for social change.



LEVERAGING PROJECT OUTCOMES

Granting ownership and access to methodologies, manuals, and educational materials for future use and adaptation.

Providing ongoing support to sport clubs in implementing activities with youth.

Fostering stronger bonds and cooperation between sport clubs and youth organizations.

Ensuring Sustainability: Impact Beyond the Project



ADVOCACY AND DISSEMINATION

Utilizing project results and success stories to advocate for better inclusion of youth with fewer opportunities.

Sharing findings with decision-makers to secure funding and support from local authorities.

ADVOCACY AND DISSEMINATION

Showcasing the project as a best practice example to inspire replication and adaptation.

Contributing to wider adoption of sports for social change and creating a network of committed organizations.

Ensuring Sustainability: Dissemination and Promotion of Project Results

Partnership: Engage partners through regular meetings, workshops, and communication channels to share progress and facilitate collaboration.

Local Communities: Disseminate results within local communities through meetings, workshops, events, and media promotion.

Wider Public: Implement an international promotional campaign leveraging traditional and social media to reach a broader audience.

National Level: Engage with decision-makers and stakeholders to advocate for the integration of sports-based initiatives in national policies.

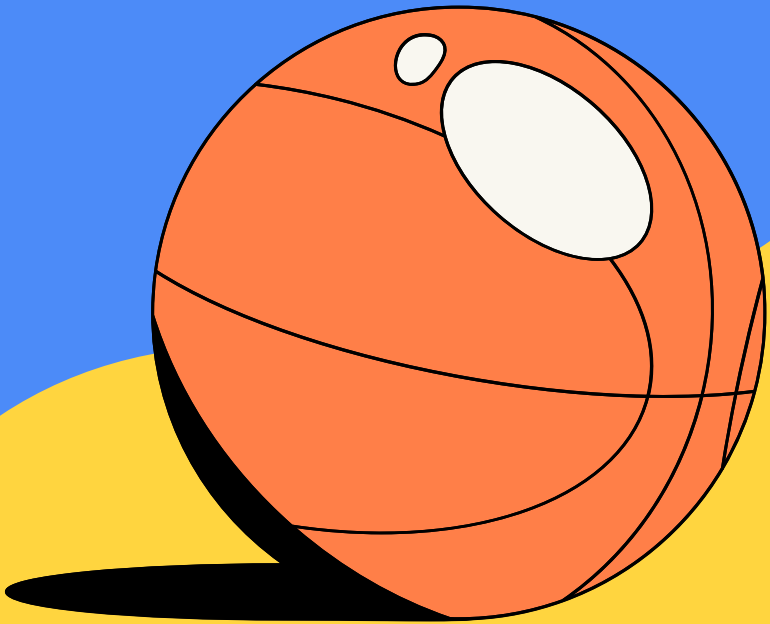
Impactful Communication Materials: Create and share a comprehensive document, video spot, and visual materials through various channels.

Dissemination Events: Organize events, workshops, and conferences to share project outcomes with a wider audience.



PROJECT WORK PACKAGES

	Title	Number of activities
WP1	Project Management	4
WP2	Transnational Project Meetings	3
WP3	Intellectual Outputs	6
WP4	Multiplier events	4
WP5	Exceptional costs	2



WP 1 PROJECT MANAGEMENT



PLANNING

Develop project timeline, budget, and communication protocols.

Define roles and prepare partnership agreements.



MONITORING

Track progress, conduct budget reviews, and gather feedback from stakeholders



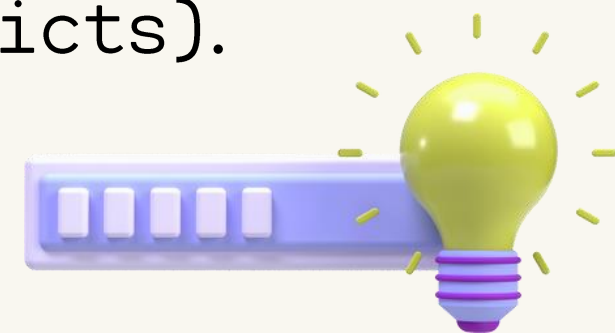
REPORTING

Maintain documentation and submit reports to the European Commission/National Agency.



RISK MANAGEMENT

Identify and mitigate potential risks (delays, budget, conflicts).



COMMUNICATION

Facilitate communication between partners and utilize online platforms for collaboration.

Ensuring Sustainability: Impact Beyond the Project



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WP 2 TRANSNATIONAL PROJECT MEETINGS



KICK OF MEETING (GERMANY)



MID-TERM MEETING (SERBIA)



BEST PRACTICE SHARING AND CLOSING MEETING (TÜRKIYE)



Discuss project implementation and coordination.

Establish project goals, objectives, and action plan. Define and sign partnership agreements.

Lead Organization:

Applicant – Lucky Punch JugendhilfegGmbH (DE)

Participating Organizations:

All partners

Discuss project progress, challenges, and plans for remaining activities. Produce progress evaluation reports

Lead Organization:

Crveni krst Srbije – Crveni krst Krusevac (RS)

Participating Organizations:

All partners

Share best practices, exchange knowledge and experiences. Conduct final evaluation and agree on dissemination and impact strategies.

Officially close the project.

Lead Organization:

Demokrasi ve Hukuk Calismalari Dernegi (TR)

Participating Organizations:

All partners

PARTNER RESPONSIBILITIES

WP 2 TRANSNATIONAL
PROJECT MEETINGS

Active Participation: Attend meetings, contribute to discussions, and share relevant information and experiences.

Collaboration: Work together to achieve meeting objectives, such as developing the action plan, evaluating progress, and sharing best practices.

Decision-Making: Participate in decision-making processes related to project implementation and adjustments.

Communication: Maintain open communication with the lead organizer and other partners before, during, and after the meetings.

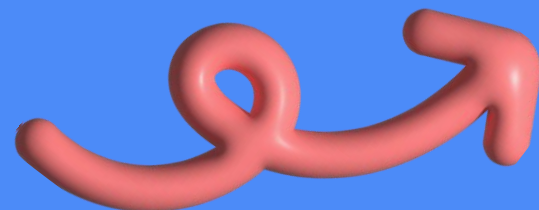
Financial Contribution: Contribute to covering the costs of the meetings (e.g., travel, accommodation) as per the partnership agreement and budget allocation.



WP 3

INTELLECTUAL

OUTPUTS



DEVELOP A TRAINING PROGRAM FOR SPORT TRAINERS AND YOUTH WORKERS

Create a comprehensive training program to equip trainers with the necessary knowledge and skills to engage with youth, promote social change, and foster a positive learning environment

CREATE A GUIDEBOOK ON HUMAN RIGHTS EDUCATION IN SPORTS ACTIVITIES

Develop a guidebook that provides practical information and resources on integrating human rights principles and values into sports programs

PRODUCE A REPORT ON YOUTH INCLUSION AND PARTICIPATION

Analyze the current situation of youth inclusion and participation in sports and educational activities in each partner country

EXECUTE A PROMOTIONAL CAMPAIGN

Implement a strong online promotional campaign to raise awareness about the project and its objectives

DEVELOP A TOOLKIT FOR INCORPORATING EDUCATIONAL CONTENT INTO SPORTS ACTIVITIES

Create a toolkit with practical resources, lesson plans, and activities to integrate educational content into sports programs and vice versa

DEVELOP VISIBILITY AND COMMUNICATION PLATFORMS

Create a project website, visual identity, logo, video, and promotional materials

PARTNER RESPONSIBILITIES

WP 3 INTELLECTUAL OUTPUTS

Lead Organizations: Take primary responsibility for planning, developing, and delivering the assigned intellectual output.

Participating Organizations: Contribute to the development of the output by providing expertise, feedback, and resources as needed.

All Partners: Share the responsibility for promoting and disseminating the intellectual outputs to relevant target groups in their respective countries.



WP 4

MULTIPLIER EVENTS



TRAINING FOR SPORT WORKERS

Train 30 sport workers (5 per partner) from collaborating sport clubs to incorporate educational content into their activities and effectively utilize project outputs.



TRAINING FOR YOUTH WORKERS

Train 18 youth and social workers (3 from each partner) to incorporate sport methods and tools into their educational content and utilize project outputs.



YOUTH SPORT CAMP

Train 30 youth on a 6-day camp to become peer educators for the project's inclusive educational concept and implement activities with their peers.



DISSEMINATION EVENTS IN ALL PARTNER COUNTRIES

Organize local dissemination events targeting sport, youth, and social workers, as well as young people, to share project results and foster collaboration.



PARTNER RESPONSIBILITIES

Lead Organizations: Take primary responsibility for organizing and executing the assigned multiplier event. This includes logistics, securing venues, inviting participants, and facilitating sessions.

All Partners: Actively participate in the events, contribute to training sessions, share experiences, and engage in networking opportunities.

Coordinating Organization (Lucky Punch): Oversee the overall implementation of the work package, ensure communication and collaboration among partners, and monitor the progress of activities.

BRIGHT: Lead the training for sport workers on incorporating educational content.

Youth Center BTI: Lead the training for youth workers on using sport methods and tools in educational activities.

Active Youths of Florina: Host the youth sport camp and facilitate peer education training.

Red Cross of Krusevac: Support the creation of visibility, communication, and dissemination materials.



WP 5

EXCEPTIONAL COSTS

TRANSLATION OF PROJECT MATERIALS

Translate all intellectual outputs and relevant materials into the local languages of each partner organization.

Share translated materials on the project website and platform

EXTERNAL EVALUATION

Conduct an external evaluation of the project's activities, outputs, and outcomes to provide unbiased feedback and recommendations.

PARTNER RESPONSIBILITIES

WP 5
EXCEPTIONAL
COSTS

Lead Organization (Lucky Punch):

Coordinate the translation process, ensuring all materials are translated and shared appropriately.

Select and contract an external evaluator with relevant experience in Erasmus+ projects.

Facilitate the evaluation process and ensure the evaluation report is disseminated to all partners.

All Partners:

Translate project materials into their respective languages, ensuring clarity and accessibility for their target audiences.

Provide necessary information and participate in the external evaluation process.

Utilize the evaluation findings to improve project implementation and future activities.



Thank you!

EMAIL

project.eu@lucky-punch-jugendhilfe.de

CALL AND TEXTS

+389 71 307 381

