



NextGen Youthwork An URBACT APN Network

Quarterly Network Report 3 – October 2024

NextGen YouthWork

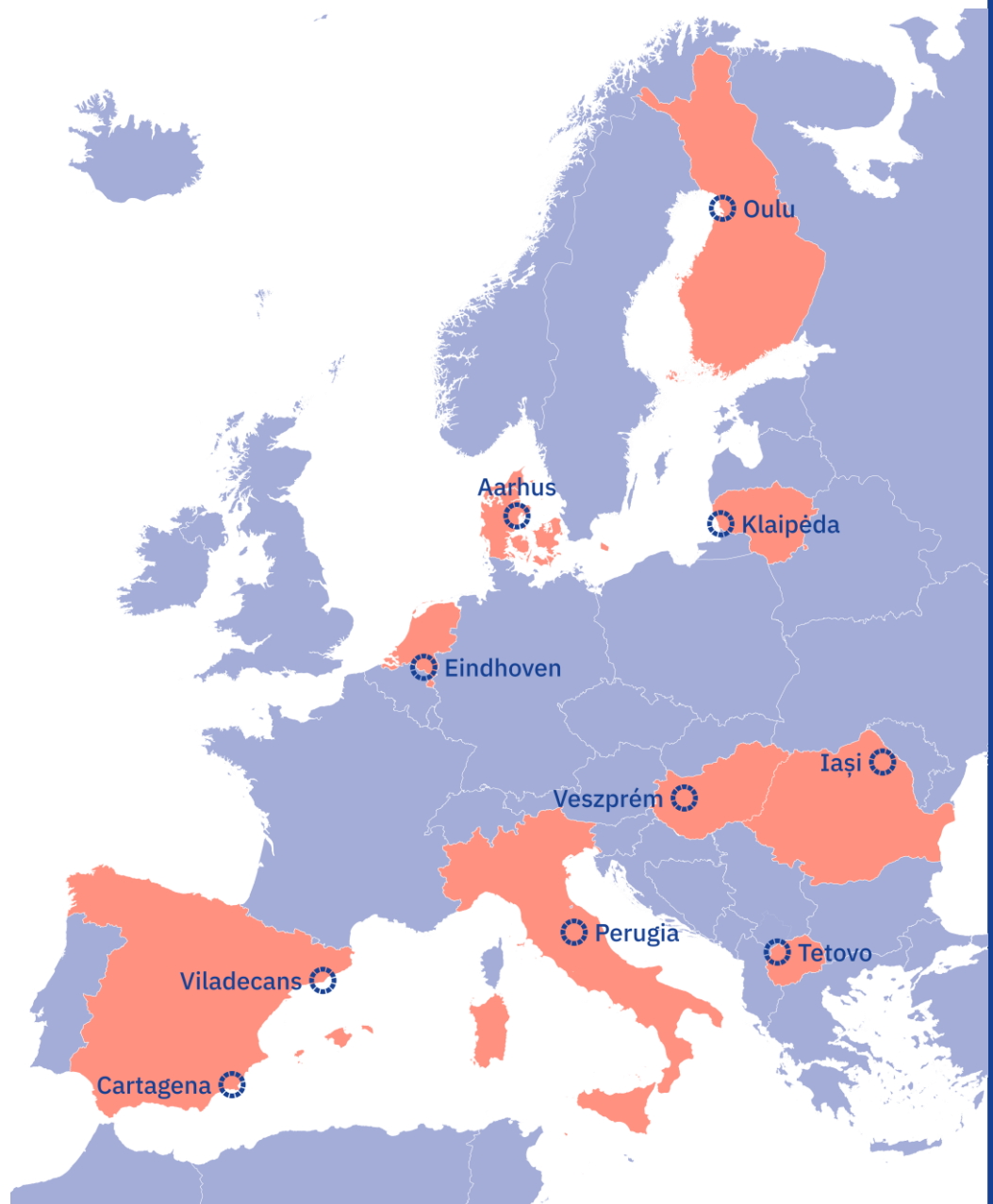
About the Network

With the rise of digitalisation, European youth spend more time online and less in physical public spaces. Youth work starts where youth are; therefore, youth workers need to acquire the skills to use key (social media and gaming) platforms to be accessible and interact with young people.

NextGen YouthWork
aims to create a long-term vision and strategy
for a hybrid and sustainable youth work
that effectively meets the needs of young people.

NextGen YouthWork is a URBACT Action Planning Network consisting of ten European cities: Eindhoven (the Netherlands), Aarhus (Denmark), Cartagena (Spain), Iași (Romania), Klaipėda (Lithuania), Oulu (Finland), Perugia (Italy), Tetovo (Republic of North Macedonia), Veszprém (Hungary) and Viladecans (Spain).

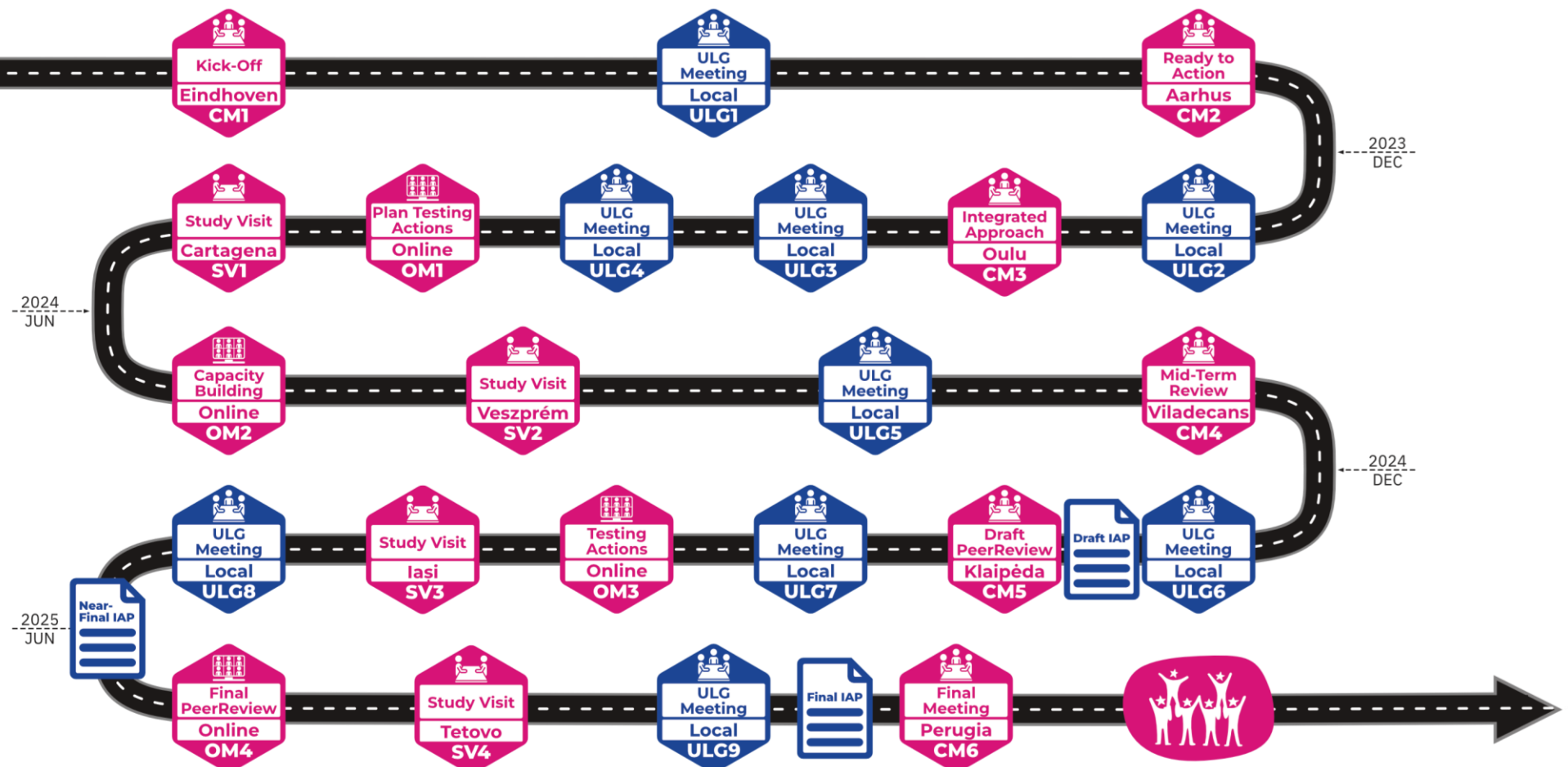
More information on the NextGen YouthWork project is available at the [URBACT mini-site](#).



NextGen YouthWork

The Network Roadmap

The Network Roadmap summarises the main steps to exchange knowledge and experience between cities. Throughout this journey, cities learn from each other through international meetings, such as face-to-face Core Meetings (CM), Study Visits (SV), and Online Meetings (OM). In parallel, they work jointly with the local stakeholders in their URBACT Local Groups (ULGs). By linking the international and local scenes, cities will develop their Integrated Action Plans (IAPs) by December 2025.



Study Visit 2

Veszprém, Hungary

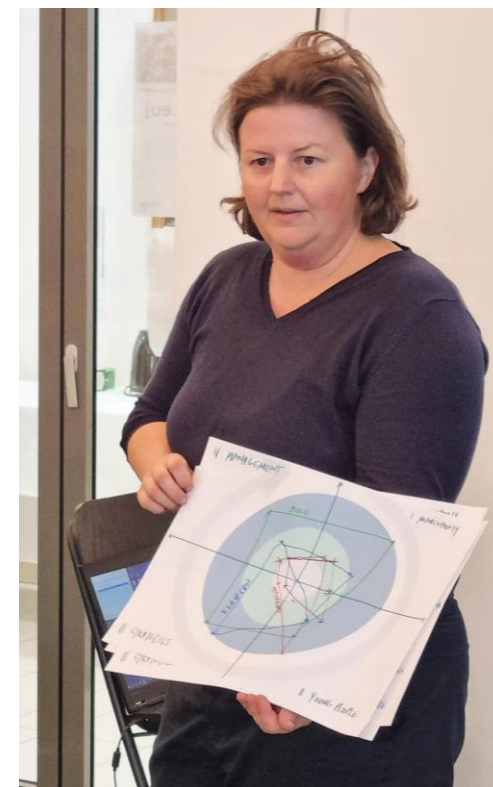
17 September 2024

SV2 started at Veszprém's newest youth community space, with a welcome from the deputy mayor and Veszprém's ULG members. The city presented the 4You Youth Club initiative, a newly opened youth meeting point, with online games and club events for youth and parents. Later, the Family Support Institute and the Alcohol and Drug First Aid Ambulance Association presented their youth services.

Participants visited the Digital Knowledge Hub, an educational space focused on STEM skills and technology, where visitors can participate in creative projects using tools like 3D printing and robotics. The hub also focuses on developing skills essential for the labour market and offers classes and summer camps.

A walk to the lunch venue includes a brief visit to the VEDIÖK Outdoor Youth Meeting Point. This inspiring project saw young people taking the lead in planning and developing youth spaces, demonstrating their potential and commitment to their community.

Following lunch, there was a presentation about the ZUG Youth Community Space, a dedicated area in the town's central library for youth activities and learning. Then, cities participated in training on the Democracy Reloading Toolkit at Pannon KözTér Community Space. The toolkit, which helps municipalities successfully engage young people in decision-making, was presented and tested along with information on related training and webinars. The visit concluded with a deep dive session discussing local challenges and solutions and a wrap-up session at Pannon University.



Online Meeting 2

15-16 October 2024

The second Online Meeting focused on digital youth work strategies and project developments.

On the first day, participants explored online youth work in Eindhoven. Gijs van Dijsseldonk (Dynamo Youthwork) presented the implementation process and gave insights into the Online Youthwork Handbook. The handbook provides a structured approach to digital youth work, covering key areas such as effective engagement on social media platforms, maintaining contact with young people, recognising online signals, and ensuring visibility through profiling. It outlines practical strategies for using Instagram, WhatsApp, TikTok, and Snapchat to connect with young people, monitor trends, and address emerging risks. Digi-coaches' role was also emphasised as a key support mechanism for youth workers navigating the digital space.

Fenna Dam (Eindhoven) introduced the E-learning Social Worker 2.0 module designed to help professionals develop essential skills for online youth work. The module covers digital trends, social media's psychological impact on young people, and practical applications through webinars, interactive exercises, and quizzes.

The second day focused on refining the Actions Table, led by Lead Expert Zsolt Séra. Cities shared feedback from their ULG meetings, reflecting on their progress with Testing Actions.

Example: TikTok language match the pairs

- Slay
- Mid
- FOMO
- Bussin of Spang
- Shade
- Simp
- Let Him Cook
- No cap
- Demure

- Fear Of Missing Out
- someone who does way too much for a person they like
- succeeded in something amazing
- of a quiet, modest, unassuming, reserved nature.
- labeling it as average or poor quality
- a light comment with slight disrespect towards an individual
- great food
- don't ly
- let him do his thing

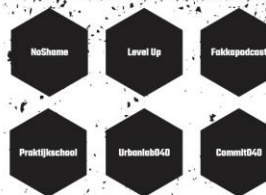


Bijlages

Experiment Instagram Instagram Landschap

Community Accounts

Community's blijven een losstaand iets. Losse accounts moeten een doel hebben en voor een langere periode actief zijn. Moet het account tijdelijk zijn, moet het door de maker zelf verwijderd worden.



Dynamojugdwijk Instagram Structuur

Functies Instagram kanalen

	Dynamo Jeugdwerk hoofdkanaal	Stadsdeelaccounts	Jeugdwerkaccounts
Doelgroep	Vooral partners en ouders	Vooral partners en ouders	Alle doelgroepen
Contact	JA	JA	JA
Doorgroen leefwereld	NEE	NEE	JA
Signalering	NEE	NEE	JA
Profilering	JA	JA	JA

De Community accounts hebben een eigen identiteit. Deze moet dan ook per account gestuurd worden om de functies van online jeugdwerk. Wat ze wel allemaal gemeen hebben is het gemeenschappelijke karakter: mensen volgen deze accounts over het algemeen vanuit een gemeenschappelijke interesse of groep waar ze onderdeel van zijn.

Cities in Focus

Veszprém, Hungary

Veszprém is a medium-sized city in western Hungary. With a population of approximately 56,000, around 20,000 are under 35.

The city's youth policy faces several challenges. Youth workers lack formal training in digital methods, and access to information on mental health, civic participation, and career opportunities is limited. The digital divide affects disadvantaged youth who struggle to access digital tools and resources.

Veszprém's Youth Strategy is committed to digital youth work, community engagement, and improved accessibility to youth services. This commitment is further reinforced by the Veszprém 2030 City Development Strategy and Sustainable Urban Development Strategy, which promote digital competency training and smart city initiatives.

Veszprém's plans are proactive and comprehensive. They include developing digital tools for youth services, improving digital literacy, and strengthening outreach efforts. These plans demonstrate the city's commitment to addressing the digital divide and ensuring equal opportunities for all youth.

The city seeks to design digital tools and platforms that complement traditional youth services and ensure accessibility for all. A key goal is strengthening cooperation among youth workers through shared online resources and training. Additionally, Veszprém aims to engage young people more actively in decision-making, utilising tools like the Democracy Reloading Toolkit.



Good Practices

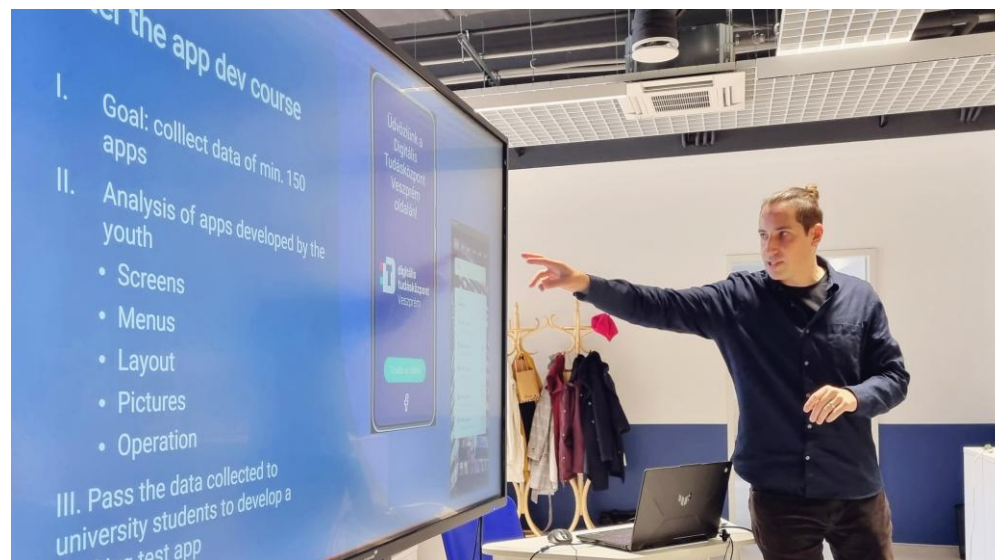
Veszprém, Hungary

Veszprém has implemented several innovative initiatives to support youth engagement, skill development, and sustainable urban planning.

The [Digital Knowledge Centre](#), opened in 2022, provides hands-on STEM education for 7–19-year-olds, reaching around 6,000 young people annually. It addresses gaps in the Hungarian educational system by focusing on developing practical skills through sessions of creative projects. It uses primarily robotics and programming, 3D printing, and laser cutting technologies. Besides school visits, it runs afternoon classes and summer camps and welcomes families and adults. The centre also serves as a hub for startup events.

The Planning of Youth Community Spaces initiative involved 8,200 young people in designing four outdoor meeting points, two indoor spaces, and related programmes. Key stakeholders included the local university, the library, and an NGO that mentored youth teams.

Veszprém has also explored the [Democracy Reloading Toolkit](#), a practical and user-friendly online resource that helps municipalities enhance youth participation in decision-making. Additionally, the city gained insights on SDG localisation from [the URBACT Global Goals for Cities](#) network. The learning kit developed offers practical guidance on action planning, helping integrate sustainable solutions and European Youth Goals into local initiatives.



Tools and Methodologies Used in Meetings

The Action Table

The [Action Table](#) is a methodological tool designed to bring clarity to the action planning process. It achieves this by defining activities and outputs needed to achieve a given objective, providing a clear and systematic overview of planned interventions. This clarity helps stakeholders align efforts and ensure a coordinated approach, facilitating strategic decision-making and enhancing clarity in complex projects.

The Action Table, a versatile tool, is handy for city practitioners managing multi-level stakeholder groups. It should be used during the action planning to structure discussions and ensure alignment between different actors. The tool's flexibility allows for two approaches: all planned actions can be summarised in a single table, or separate tables can be created for each action or objective, depending on the complexity of the project and stakeholder needs.

The Action Table follows three logical steps. First, expected results and objectives are defined based on identified problems, ensuring that goals are SMART (Specific, Measurable, Achievable, Realistic, and Time-bound). Next, the necessary actions to achieve these results are outlined, specifying the required resources and timescales. Finally, the expected outputs—tangible, measurable products of action—are determined, allowing for proper monitoring and evaluation. This structured approach ensures that planned activities contribute effectively to the overall objective.

Specific objective					
Action	Intended result	Resources / Assets	Lead agency	Key partners	Timescale

While there is no universal model for an Action Table, its structure should be adapted to the project's specific needs. Key elements typically include objectives, actions, responsible entities, timelines, costs, funding sources, monitoring indicators, and risk analysis. By ensuring a logical and transparent planning process, the Action Table helps stakeholders reach a shared understanding, prioritise relevant activities, and increase the likelihood of successful implementation.

Tools and Methodologies Used in Meetings

Refining an Action Table

The [Refining an Action Table](#) tool is designed to develop concrete actions by planning them in detail, ensuring efficient and effective implementation. By carefully considering activities, timescales, outputs, resources, and potential obstacles, this tool helps transform strategic visions into practical, actionable steps. Refining an action allows stakeholders to anticipate challenges, optimise resource allocation, and enhance the overall feasibility of their plans, making them feel more productive and effective in their planning.

This tool is best used during brainstorming sessions and workshops, fostering a collaborative environment where stakeholders can refine ideas together and ensure all necessary details are considered. Completing a structured action refinement sheet helps ensure coherent planning, prevents omissions, and enhances the concrete implementation of actions, making stakeholders feel more connected and engaged in the planning process.

Refining an action follows a structured process. First, the action is described in detail, including a clear title, a concise but informative description, involved stakeholders, responsible entities, available resources (financial and human), and potential risks. Linking the action to the project's objectives ensures alignment with broader goals. A realistic timeline should be set, avoiding vague deadlines that may hinder progress.

Action title		Action owner		
Short description	Stakeholders	Links to strategy		Risks
		Finance and resources		
		Action readiness		
Activities	Dates	Outputs	Related activities	Problems / Concerns

Next, stakeholders identify the specific activities required for implementation. Brainstorming on necessary steps, defining clear and coherent timelines, and listing measurable outputs ensure effective progress tracking. Activities should be linked to existing initiatives where relevant, and potential risks or obstacles should be identified early to mitigate disruptions. By refining actions in a structured way, this tool helps save time, resources, and energy, making implementation smoother and more successful.

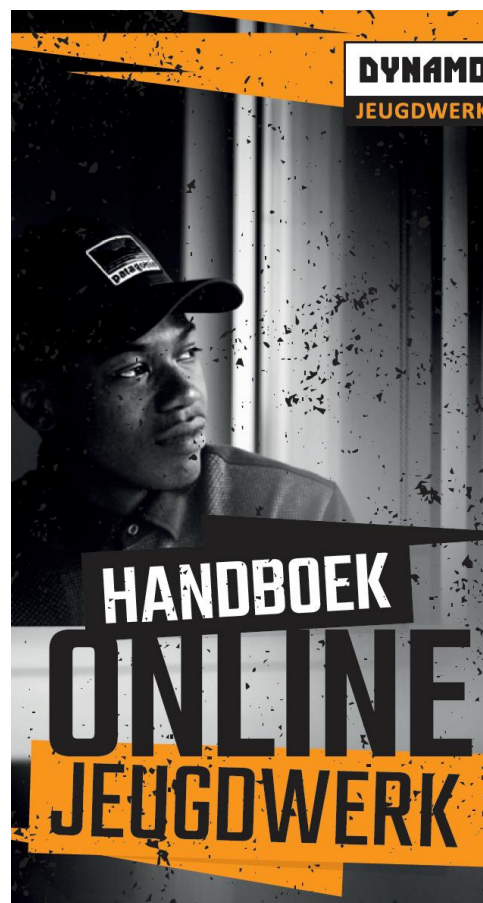
Digital Youthwork Handbook

Dynamo Youthwork, Eindhoven

The Online Youthwork Handbook, developed by [Dynamo Youth Work](#), provides a structured approach to integrating digital tools into youth work. Recognising that young people increasingly live and communicate online, the handbook equips youth workers with practical strategies to engage meaningfully through social media. It emphasises that online youth work is not a separate activity but an extension of traditional youth work, allowing professionals to connect with young people where they are most active. The handbook outlines four key pillars of digital youth work: contact, signalling, profiling, and understanding the youth environment.

- Contact involves communicating directly with young people via platforms like Instagram, WhatsApp, TikTok, and Snapchat.
- Signalling identifies trends, risks, and behavioural patterns in digital spaces to address potential concerns early.
- Profiling ensures youth work remains visible and credible to young people, parents, and partner organisations.
- Lastly, understanding the online world helps youth workers stay informed about digital trends, youth culture, and emerging challenges.

A core component is the Digi-coaches' role, which guides youth workers in navigating digital spaces effectively. The handbook provides guidelines on ethical social media use, privacy considerations, and adapting communication styles to different platforms. It also includes a content calendar to help youth workers structure their online presence and coordinate digital engagement across their teams.



Hoe/welke social media/ hoe gebruik je deze social media/ voor welke doelgroep

Je een tabel waarin wordt uitgelegd welk platform effectief is voor welk doelgroep

	WhatsApp	Instagram	Snapchat	TikTok	Discord	Playstation	Facebook/website	Telegram
Alle doelgroepen	++	++	++	++	++	+	+	+
Alle doelgroepen (Jongeren, ouders, partners)	++	++	++	++	++	+	+	+
Jongeren van 10 t/m 30	++	++	++	++	++	+	+	+
Jongeren t/m 21	++	++	++	++	++	+	+	+
Communities met jongeren	++	++	++	++	++	+	+	+
Jongeren tot en met 30 vooral gamers	++	++	++	++	++	+	+	+
Ouders en partners	++	++	++	++	++	+	+	+
Jongeren t/m 31	++	++	++	++	++	+	+	+

The handbook provides guidelines on ethical social media use, privacy considerations, and adapting communication styles to different platforms. It also includes a content calendar to help youth workers structure their online presence and coordinate digital engagement across their teams. This handbook is highly valuable for cities aiming to modernise their youth work strategies. It offers a scalable and adaptable resource that can be customised to different local contexts, helping cities enhance their outreach, build trust with young people, and strengthen cross-sector collaboration. By combining online and offline youth work, cities can create more inclusive, responsive, and innovative support systems for young people in the digital era.



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