

## Making an Impact... summary

### Show your project

Promotion activities; raise your profile; internet marketing; canvass the community; fundraise; image-building; media; logos, branding and visual identity.

### Spread the results

Mailing and distribution lists; presentations; publish results; invite parents, policy-makers, young people; launch product(s); internet and media; host events and exhibitions.

## MAKING WAVES

### Multiplying

Use your results/products in new projects, follow-up activities or link them to other organisations and networks that you're part of.

### Mainstreaming

Promote your project results and experiences to policy-makers/managers/ organisations; make recommendations; lobby for changes to systems and topics you feel are important.

*Transferring ideas* **Sharing outcomes**  
**Strengthening impact** *Spreading the word*  
*Integrating learning* **Adding Value** *Using outcomes*  
**Exploiting results** *Spreading information*  
*Mainstreaming* **Targeting**

## HANDS ON GUIDE

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## Hands on guide to...

# Making an Impact

### What's happened so far?

Since 2007 approximately 240 projects in Ireland have been funded to run activities under the Youth in Action Programme, and there were thousands more across Europe.

Feedback from past projects confirms that involvement in these activities can change the lives of hundreds of thousands of young people, and can develop new approaches to the changing realities of young people and youth work.

Many of these projects have had outstanding results but these can be intangible, connected to the experience itself and can be difficult to translate to others. So often when we finish a project, we type the report, submit it and then file away the paperwork.

Making an impact means **translating your experiences** for others in order to share your ideas and project results. Wouldn't it be amazing to **share** your ideas and what you learnt, to **offer** your experience as a springboard for others to learn from? By doing this you **make your own** experience stronger.

*"Its like throwing a stone into the water. If you just throw it nonchalantly into the water, it will only make a little splash. But if you throw it more elaborately, it will skip across the water making more and more ripples."* Making Waves.

For inspiration go here:

<http://www.salto youth.net/makingwaves>

### Ways to impress stakeholders with the benefits of your Youth in Action activities

First you need to apply a little strategic thinking to the process: where are you now and what position do you want to be in at the end of your project? Think about...

- What do you want to achieve with your project and for whom?
- What do you think will be worth sharing?
- What are the likely results?
- Who do you think your project will have an impact on?
- What resources do you have/need?
- What will you have to do to collect 'results' during the project (and who will do that)?

### Past experiences - it doesn't have to be rocket science!

**A youth service in Dublin** set up a *Bebo* page connected to their Youth in Action projects. The page allowed the young people to take part in quizzes about Europe and Youth in Action and to share photos. This was an invaluable source of feedback and insights about the project.

**A community youth project in Donegal** listed the range of activities developed under Youth in Action in their annual report. They also highlighted the skills and benefits to the staff and the project in general and posted the report online.

**A European Voluntary Service volunteer**, based in a youth and community centre in Co. Offaly, produced a monthly newsletter for the project outlining the activities of the centre. It included news and updates and a column logging their EVS experience – the highs and lows!

### Youth in Action Programmes... the added value

Sometimes youth workers tell us that it is difficult for them to get support to do Youth in Action projects from their organisations because they take up youth workers time and require co-funding.

The next time you come up against these barriers you can show that your Youth in Action project can help your organisation to deliver:

**Effective activities** **Improved processes and systems** **Impact Sustainability Funding**  
**Demonstrated results and outcomes**  
**Motivation Innovation Improved reputation and profile of your organisation Influence Resources**

### Training and Resources

Training and resources are available to help you to identify and plan your dissemination and exploitation of results activities:

**Making Waves** is a practical booklet about how to make the most out of your Youth (in Action) project. It takes you on a journey of raising the visibility of your project and it helps you consciously develop a plan to get your project results out to the wider community. With lots of practical tips and tricks to get you started – download it FREE here: <http://www.salto-youth.net/makingwaves/>

**YOURCE**: Blog your project, create souvenir books and photo albums and share your experience on a common international platform, develop further mobility projects and stay in touch on a long term basis! YOURCE offers an interactive space, that allows young people and organisations to get connected, to foster cross-border thinking and exchange, and to stimulate greater mobility. <http://www.yource.net>

**EVE** - the electronic platform containing results of projects financed through programmes managed by the European Commission in the fields of Education, Training, Culture, Youth and Citizenship. By early 2009 EVE already contained hundreds of project results. Project coordinators will introduce more information on a regular basis. [http://ec.europa.eu/dgs/education\\_culture/eve/](http://ec.europa.eu/dgs/education_culture/eve/)

