



**YOUTH FOR  
CHANGE  
AND ACTION**

# CALL FOR PROJECT- EN CAMPAIGN PARTNER

## YOUCA Action Day 2025

### **1. Introduction - what kind of project- and campaign partner are we searching for?**

*YOUCA, YOUth for Change and Action (formerly Zuiddag), is an organization for and by young people. The proceeds of our annual YOUCA Action Day go to projects in which young people worldwide are given the opportunity to develop as active citizens and fight together for a sustainable and just society. For the 2025 edition, we are looking for a valuable international partner where young people play a central role.*

#### **The project and the partner**

YOUCA is an organization for and by young people, youth participation is central and they can 'learn by doing'. It teams with young people at all levels. This is also what we look for in the projects we support. A project that not only benefits young people, but where they themselves are at the helm. We look for a project with a strong message that aims to empower young people and give them tools to contribute to a more sustainable and just society. After all, YOUCA believes in the power of young people worldwide. A budget of up to €230,000 can be made available to the partner organization for this project. We would like to challenge you to come up with new proposals or be creative with existing programmes.

The YOUCA Action Day will come together with the partner. YOUCA youth and young people from the project will organize exchanges, both live and virtual, and shape the campaign message together. This will happen in the period leading up to YOUCA Action Day (February-August '25) and during the YOUCA Action Day campaign period (September-October '25). In addition, YOUCA youth will undertake awareness-raising activities or a project around the challenge at the center of the project, this will be in the school year following the YOUCA Action Day (November '25-April '26). The start of the implementation phase of the international project is planned for January 2026. Youth exchanges can also be foreseen during that phase.

#### **De YOUCA Action Day**

The YOUCA Action Day is more than just one day. Prior to the day, we organize a campaign to raise awareness and mobilize young people (Sept - Oct '25). The highlight will be an exchange where 12 young people with facilitator will come to Belgium in Sept '25 to inspire as many young people as possible with their stories.

YOUCA therefore chooses, together with the project partner, one challenge around which the YOUCA Action Day campaign revolves. During the campaign, we bring the challenge and the story of the project's young people into schools - with educational material, project film and an exchange with the project youngsters, among other things - and spread the campaign widely through various communication channels. With our campaign, we reach 200 schools, 15,000 students and 8,000 employers. The campaign centers on the voice of young people, with a focus on the voice of the project youth. The high day of the campaign is YOUCA Action Day, when we are omnipresent in social media and in the press.

In point 2, you will find the conditions for candidacy. Only if you can tick these positively does it make sense to apply. Then we opt for a brief candidate file without too many fixed guidelines, as long as the questions in point 3 are answered. You may add annexes with photos, testimonials, etc., but keep all essential information in the candidate file. Let your creativity run wild. Convince us with your answers to the following questions that you are the perfect project partner for YOUCA Action Day 2025.

The candidate file may be submitted in Dutch or English. We encourage working out and writing the proposal together with the international partner and young people. We look forward to your proposals!

# 1. Terms and conditions for candidacy

## Conditions relating to the project

1. YOUCA supports projects supported by young people (15-25 years) where young people are active participants in the planning, implementation and evaluation of activities.
2. YOUCA supports training projects (non-formal and informal education, organizational development).
3. YOUCA supports international projects working with young people who are systematically underrepresented or oppressed in society. Projects may take place in multiple countries.
4. YOUCA supports projects with a unified challenge. The challenge must be relevant in today's world, linked to the SDGs. The challenge has a social and/or environmental angle and specific focus on:
  - young people who structurally have fewer opportunities and privileges in society
  - inclusive working: gender balance, ethnic minorities, persons with disabilities ...
  - social, environmental and economic sustainability
5. YOUCA supports international projects that are locally based, but encourages networking at regional, national and international levels.
6. Projects may be new or it may be an already existing good practice that is strengthened, multiplied or increased. In either case, it is the impact on young people that is most important. Make it clear in the application whether it is new or already existing.

## Conditions relating to the candidates

7. The Belgian organization must exist for at least one year and have good knowledge of their local partners in the field and the society in which they work. The local partners' operation on the ground must have existed for several years and be embedded in the Belgian partner's network on the ground.
8. The mission and activities of the partner organization in Belgium and the partner in the field must be in line with YOUCA's mission.

*YOUCA, YOUth for Change and Action, is an organization for and by young people that encourages them to work together for a sustainable and just society. We do this by raising awareness around important social issues and supporting them in their engagement. We also provide unique encounters with impact on cultural, business and public life.*

Youth exchange (local and global), awareness-raising and education are also objectives of the candidate - both the Belgian organization and the local partner. The Belgian organization and the local partner also share and promote the values of YOUCA: sustainability, justice, connection and participation.
9. The Belgian partner organization must be registered as a legal entity in Belgium. Idem applies to the local partner in the field.

The Belgian partner organization and its partner in the field should have extensive experience in project implementation and follow-up, as well as good administrative capacity.

This means:
  - already managed same order of budgets before

- good financial routines and prevention measures in case of corruption
  - Belgian partner ensures quality control of activities
  - Belgian partner handles financial audit of project
  - meet reporting requirements : annual comprehensive financial and narrative report on formats provided by YOUCA, this also asks for visuals and input from the project's young people
10. The Belgian organization may cover and/or pre-finance certain costs of the campaign and its preparations itself. The costs for the preparation by the Belgian organization and partner, the costs for the local film crew in the project country, the travel tickets and travel insurance of 12 young people and 1 or 2 companion(s) from the project to Belgium in September. A maximum of 5% of the project budget may be spent on this logistical and practical organization of the exchange and preparation. The Belgian partner must be able and willing to absorb the extra costs and this must be clearly explained in this application.
11. The Belgian organization and local partner are a source of expertise and actively provide input in the preparation and during the campaign. This means:
- good knowledge of geographical area and the challenge (political, economic, social ...)
  - contribute to good implementation of the campaign, more concretely:
    - i. provide information (project, challenge, country) for training the YOUCA team
    - ii. give workshop/presentations (project, challenge, country) to young people active at YOUCA
    - iii. develop ready-made teaching package (project, challenge, country) - at least 5 lessons
    - iv. Provide input to editorial boards prescribed documents (website, school file,...)
    - v. Preparing the exchange of 12 young people from the project to Belgium in September. For example: proper selection of young people, mental and educational preparation of the young people, putting together interactive presentation for Belgian schoolchildren, organizing parents' evening, digital exchange with YOUCA young people, etc.
    - vi. 1FTE with own car available in Belgium for logistical, practical and substantive support during the exchange in September '25 and on the YOUCA Action Day (1FTE can be filled by several people, volunteers are also eligible)
    - vii. the organization of a video shoot with a film crew in the project country for the project film in cooperation with YOUCA and our Belgian filmmakers.
12. YOUCA funds are spent exclusively on the submitted youth project and on the framing of that youth project. A maximum of 8% of the project budget may be spent on administrative costs (of the Belgian plus local partner organization).

Can you tick off these conditions? Fine!

Comments on these conditions? Then write them down in no more than 1 page.

### 3. Candidate file

Below are the three sections that should definitely be covered in the candidate file. The total should not exceed 10 pages. Feel free to be creative in attachments, photos, videos ... but keep all essential information limited to the candidate file.

#### Challenge and project

Describe the challenge and project around which you want to collaborate. Answer at least the following questions:

- Which challenge do you want to collaborate on? To which Sustainable Development Goal(s) is this challenge linked? Why do you choose this challenge? How is it linked to the Belgian context?
- How will the challenge be addressed in the project you want to realize?
- Where will the project take place? Why in this/these region(s)?
- In what way is this project for and by young people?
- Sketch a picture of what change the project wants to bring about through concrete objectives, e.g. what will be different after the cooperation. How will you achieve this change?
- Give a proposed budget with a breakdown of costs between staff resources, operating funds, investments and administrative costs over the different project years. Make clear which budget will be spent in Belgium.

#### Collaborate with YOUCA

Describe how you will realize participation of young people from the project region. Also describe how you would concretise the co-creation process between YOUCA young people and young people from the project region. In doing so, be sure to indicate what added value you think a possible cooperation with YOUCA would bring to the project.

For YOUCA, co-creation does not mean that the YOUCA young people help decide on the objectives and development of the project. That's best decided by the young people in the project themselves. It does mean that the exchange of content is determined in collaboration: YOUCA and project youngsters get to know the challenge around which the project revolves, they help determine how the exchange will take place in September and help shape the message we spread.

#### Capacity of the organizations

Describe the capacity and experience of the organizations involved (both the Belgian organization and the local project partner) to realize this project. In doing so, please answer at least the following questions:

- Give us a picture of the capacity of each organization involved in this project. Think about the amount of staff/volunteers, working resources and the network they have at their disposal.
- Describe the experience and expertise of the organizations involved around the challenge and the project region. Also think specifically about your capacity in developing educational materials for secondary school students.

- Give us more info on the experience of the organizations involved in participatory work with young people, guiding exchanges and educational work with young people. What impact have the organizations already had on the rights and lives of young people?

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## 4. Practical information

### Pathway decision partner 2025:

- 19/06/2024, at 15h at Mundo Troon: roundtable discussion with interested organisations. You can learn more about the call and ask questions here. If desired, international partners can join online.
  - o Give a call to [anke@youca.be](mailto:anke@youca.be) if we should expect you
- 20/10/2024 at 23:59: Deadline to submit candidate file
  - ==Via email to [projectcommissie@youca.be](mailto:projectcommissie@youca.be)
- November 2024: first selection by YOUCA project committee
  - o YOUCA project committee makes an initial selection based on eligibility, strength of the described project and potential for collaboration. The project committee consists of YOUCA youth (15-25 years old) and youth from project countries we worked with in previous years.
  - o If clarification is needed, a Q&A is scheduled with the organisation concerned.
  - o No later than 30/11/2024, feedback follows to the organisations that applied. They will know if they have been selected for the 'voting'.
- 21/01/2025: voting project partner
  - o Selected candidate organisations prepare in advance a two-pager and a short film about their project proposal. The two-pager and the video will be delivered to those present at the voting. These are YOUCA young people (15-25 years old) and representatives of YOUCA schools (3rd to 7th secondary, all fields of study). Young people from project countries we have worked with in previous years can also vote online.
  - o Selected candidate organisations will give a short presentation on the project proposal during the voting.
  - o After the presentation and round of questions, the young people consult each other and experts. The candidate organisations are no longer present at this stage. Young people formulate questions for the partner to answer in question rounds.
  - o Afterwards, the project partner 2025 is chosen by the young people. The candidate organisations are informed of the decision as soon as possible after the voting.

### Questions or feedback?

If you have any questions, please contact Anke Steenwegen: [anke@youca.be](mailto:anke@youca.be) or 0472 27 68 90 . We would also like to hear your feedback on this project call: can you get started with this as an organisation and what wishes do you still have?