



Youth to Youth Initiative

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# ANNUAL REPORT 2017

## YOUTH TO YOUTH INITIATIVE

Y2Y Initiative was founded in 2015 in Lithuania as a non-for-profit organisation working for the aim of youth development on the interpersonal, personal and professional levels by providing youth with accessible skill-based training and vocational education opportunities



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## MISSION

Y2Y Initiative aims to empower and inspire youth community worldwide through holistic and accessible training, networking opportunities and mentorship of youth-led socially beneficial projects.

## VISION

Y2Y Initiative believes in a creation of a generation and a global movement of powerful young community leaders, change-makers, problem solvers and active citizens.

## WORKING AREAS

- Youth activism and sustainable development of communities
- Gender equality
- Social entrepreneurship and sustainable project management
- Digital technology and social innovations
- Peacebuilding through intercultural dialogue and non-formal education

## INFORMATION ABOUT THE HEAD OF THE ORGANIZATION

Public Organization Youth to Youth Initiative director is Karolina Mazetyte who is working on voluntary basis and do not receive any salary. She is specialized in International Relations and Sustainable Organizational Development.

## MECHANISM

Annual thematic International Youth to Youth Summit is designed as a platform for inspiration, dialogue and networking. Training courses help youth to develop skills, deepen their knowledge and broaden their worldview with the aim to help them to start and develop their own projects. Youth to Youth Action Hub, a highly responsive, community-driven online incubator supports the development of youth-led socially beneficial projects, initiatives, start-ups, non-profit organizations and social enterprises. Youth to Youth Alumni Network aims to maximize the impact of youth-led initiatives and build a movement of empowered young leaders worldwide.

## PROBLEM STATEMENT

The voices of young people are very often not heard in the society, which becomes an obstacle for them to engage in decision-making process. Therefore, young people turn to be inactive in their communities. They lack skills and knowledge on how to solve problems and create change, as well as have limited access to affordable, solid and skills development based trainings.

Youth to Youth Initiative (Y2Y Initiative) is a non-profit, started in 2015 in Lithuania created to tackle this problem.

**Everyone is working on voluntary basis and the organization do not have employees or other bodies to which the organization would pay salaries.**

## TEAM

Saida Ibrahimava (Belaruss, based in Moscow, Russia), - Co-founder and Project Director  
Karolina Mazetyte (Lithuania, based in Malmö, Sweden), - Co-founder and Managing Director  
Valeria Kalner (Russia), - IT developer  
Riccardo Pronzato (Italy), - Social Media and PR Manager  
Vilija Terezaitė (Lithuania), - Project Manager for trainings  
Migle Dudonyte (Lithuania, based in Lund, Sweden), - Summer School Coordinator  
Sean Goodman (USA), - Internal Network Director  
Christina Sciabarra (USA), - Program Associate  
Waqas Sarguroh (Dubai, UAE), - HR Manager  
Sofia Khadiri (Italy), - Communications with participants Manager  
Alejandro Reyes (Costa Rica, based in Berlin, Germany), - Project Manager for trainings

## SUSTAINABILITY

Our work is based on the implementation of Sustainable Development Goals. We aim to lower our ecological footprint by organizing environmentally sustainable and conscious events.

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**THE 3RD INTERNATIONAL YOUTH TO YOUTH SUMMIT  
23RD-27TH OF APRIL 2017 IN DUBAI, UNITED ARAB EMIRATES**

The event focused on the topic «Youth Creating Social Innovations and Building Sustainable Future by Means of Information and Communication Technologies (ICT's)». The event was co-organized by Youth to Youth Initiative, a Lithuanian based NGO and a local partner, GADHA Initiatives group from Sharjah, the UAE. The 2017 edition gathered altogether 50 delegates and 20 volunteers from 36 countries, including the UAE with the aim of sharing views, practices and coming up with the solutions to one of the most pressing challenge of today's world- sustainable future.

Each year the organizing team strives to select participants with varied professional and academic backgrounds. The participants are selected from a competitive pool based on their expertise with consideration of geographical and gender balance. The target group of the summit was between 18 and 35 years old, and mainly included students and young professionals from international relations, ICT's, politics, economic and business backgrounds, leaders of the communities, change makers, passionate to create positive social change.

## SUMMIT'S OBJECTIVES

- to provide a platform for networking, discussions regarding the most pressing challenges facing our world, and cooperation for youth as future leaders of the world;
- To enhance the Y2Y Alumni Network, which serves as a space for strengthening unity between youth from different continents of the world, as well as bridging the gap among the countries.
- To find answers to the key questions, explore the topic from different perspectives, share knowledge, best practices and unique experience, connect active youth with practitioners and experts for building an integral atlas of opportunities and actions that will foster change and help to move forward to the sustainable tomorrow.

### Sponsors:

- Taiwan Foundation for Democracy;
- Swedish Institute;
- Ibis Styles Dragon Mart Hotel in Dubai;

For more information: [summit2017.y2yinitiative.org/](http://summit2017.y2yinitiative.org/)

## ACTIVITIES AND PROJECTS OF THE ORGANIZATION IN 2017

- To provide participants of the Summit with a unique set of skills, necessary for their development as leaders and professionals in the field for the creation of a pool of competitive activists with a great potential for fostering the change, bringing innovation to the next level, popularizing ICTs and innovative social technologies, generally influencing the regulatory environment, creating new infrastructure and usage for ICTs and changing paradigm of solving global changes of today.
- To select six specific projects, reflecting the topics, which will be implemented back in the home countries of the participants after the Summit;

## TOPICS

The 6 main topics that the Summit has been broken down are:

- Usage of digital tools for educational and learning activities
- The role of ICTs in achieving SDGs
- Using digital tools for community mobilization, youth and civil society empowerment
- Moving beyond digital literacy to digital society
- ICTs fostering intercultural cooperation and dialogue
- ICTs transforming mass media and creating new types of media

International Youth to Youth Summit was honored to host 17 prominent speakers and workshop facilitators from all around the world.

### Among invited speakers:

- Alexandra Pascalidou – an award winning writer, journalist, TV and radio hostess, producer and a human rights activist (Greece/Sweden);
- Jeremy Lamri – Monkey tie (France);
- Hai Ho – Founder of Triip.me (Vietnam);
- Saad Hamid – Founder of School of Skills (Pakistan);
- Dr. Neva Helena Alexander - Founder of the NEVA Alliance Training Co. (New York, USA/Saudi Arabia);
- Linzi J Kemp - Associate Professor with the American University of Sharjah (UAE);
- Deepak Ramola - Founder & Artistic Director of FUEL (India);
- Sofana Dahlan - Founder of Tashkeil and the Vice Governor for Entrepreneurship Advancement at the Small and Medium Enterprises Authority of Saudi Arabia (Saudi Arabia);
- Simona Andrijauskaite - Co-Founder of Interactio, top 10 technology at IBTM World, initiated by Reed Exhibitions (Lithuania);
- Asad Khan - King Abdullah University of Science and Technology (Saudi Arabia);
- Ivan Kayima – Founder of Spiela (UK);
- Mahmood Adel – President and CEO of UAE chapter of AISEC (UAE);

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## Y2Y SUMMER SCHOOL 02ND - 15TH OF JULY 2017, MALMÖ, SWEDEN "SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE PROJECT MANAGEMENT"

In 2017, Youth to Youth Initiative has launched a Summer School, which will be an annual event organized in different countries each year.

### PURPOSE

to provide participants with the inspiration, connections, and tools needed to initiate and implement socially conscious and sustainable projects. Participants came away from the 12 days summer school with clear and implementable project plans. This program is designed to be partly a school/partly retreat, meaning that participants will not only come away with functional tools for project design and implementation, but will gain support or/and inspiration for the journey of creating and implementing socially conscious projects in the non-profit world.

The summer school this year gathered 25 participants from Armenia, Turkey, Lithuania, Sweden, Cambodia, Jordan, Pakistan, The Netherlands, as well as 11 trainers from Lithuania, Egypt, Pakistan, Italy, Slovakia, Germany, USA, Russia, The Netherlands, Sweden, Spain.

It was partly funded by Erasmus+ program.

The project addressed the topics of social entrepreneurship, sustainable project management, intercultural dialogue, how social business can contribute to the improvement of our societies, solve social and environmental problems, which Europe and the world is facing. Moreover, the project empowered participants to become community leaders, change makers and in this way tackled the topic of active citizenship. Finally, as social entrepreneurship is very often seen as a way to solve youth unemployment by encouraging youth to take initiative and as dr. Muhammad Yunus said: „To be job creators, not job searchers”, we can state that the project evolved around the youth unemployment topic as well.

For more information: <http://summerschool.y2yinitiative.org/>

## ACTIVITIES AND PROJECTS OF THE ORGANIZATION IN 2017

### PROJECTS

#### ERASMUS+ PROJECT IN LITHUANIA AND ARMENIA "INCLUSIVE EUROPE"

Project was funded by Erasmus+ program.

There was a clear need of empowering civil society organizations which are working with refugees and migrants so they become stronger actors in the current refugee crisis. They needed to be better prepared to contribute to the resolution of the refugee crisis and to policies for the integration of refugees. This may result in providing both high quality support to the refugees and migrants as well as in supporting the EU and national policy making with valuable input. This is why we came up with an idea of a 2 Stage Project - Training Course in Lithuania (03-11th of September) and a Study Visit to Armenia (15-22 of October) that gathered 36 youth workers and staff members of Civil Society organizations both from the EU (Lithuania, Czech Republic, Estonia, Germany, Italy, Poland, Portugal, Romania, Sweden) and the Neighboring partner countries (Armenia, Belarus, FYR Macedonia, Georgia, Moldova, Serbia, Ukraine). To ensure a long term impact we involved the same youth workers in both activities of the project with some exceptions.

### OBJECTIVES

- To provide conceptual framework on the notions of emigration, immigration, integration and multiculturalism to 36 youth workers from different European countries;
- To analyze the emigration and immigration situation in participating countries and to find out the causes of migration, namely push and pull factors;
- To discuss and analyze the current migration challenges in Europe and try to offer solutions from the perspective of youth work;
- To foster tolerance, respect and open-mindedness towards migrants while working with young people as a target group;
- To share experiences and best practices of integrating young migrants in youth organizations;
- To equip youth workers with capacity to combat hate speech towards migrants, misinformation about refugees and xenophobic discourse;
- To create a network of NGO's willing to be involved in the migration management process and contribute to the refugee integration process in participating countries.

The project was closely connected with the objectives of Erasmus+ programme in general and Learning Mobility of Individuals in particular. The project was in line with the Europe 2020 Strategy regarding education, the strategic framework for European cooperation in education and training as well as the promotion of European values in accordance with Article 2 of the Treaty on European Union.

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## Y2Y AMBASSADORS 2017

### Youth to Youth Ambassadors 2017

In 2017, the organization decided to stop the activities of Youth to Youth Ambassadors and instead focus on strengthening the network of Alumni of the organization who engaged young leaders, demonstrating commitment to speaking out about global challenges, affecting youth and in a non-formal way represent Youth to Youth Initiative and help to raise awareness about its youth-focused projects to a wider audience. The number of Alumni grew to 300 members this year.

## BRUNCH WITH A SPEAKER

Youth to Youth Brunch was established as a follow-up event of the Y2Y Summit 2015. After hosting inspiring speakers, we have discovered that our participants want to discuss further issues that matter to youth. So we decided to help them to host non-formal conversations with such inspirational speakers at any place in the world. However, after conducting a research within the Alumni Network, which aim was to understand the needs of the organization's members, we decided to not continue with this activity in the future and, instead, focus on capacity building and skills development of young people through training courses.

## Y2Y ACTION HUB

Youth to Youth Action Hub is an innovative online system for the development and successful implementation of socially beneficial ideas, concepts, start-ups, projects and initiatives created by youth and for youth.

The Y2Y Action Hub is designed as a synthesis of highly responsive, community-driven social network and an interactive, flexible online incubator. The main idea behind it is to maximize the impact of youth-led initiatives by providing around-the-clock support in project management and development, communication and research, technology and innovation, funding and campaigning, marketing and PR, multimedia and design.

## ACTIVITIES AND PROJECTS OF THE ORGANIZATION IN 2017

### YOUTH TO YOUTH ACTION HUB'S PROJECTS 2017

In 2017 Action Hub supported several projects which were selected during the 3rd International Youth to Youth Summit 2017 and during other activities of Youth to Youth Initiative throughout the year.

"Feel in Project" aims to fight the corruption through socially-oriented campaigns and visual materials. Through 2017 it received several online and offline consultations on the usage of powerful images in campaigning. Moreover, the experts of Y2Y Action Hub provided the project with the expertise on the structure of the future website and database, created the domain name and registered the webpage according to the name of the project. By April 2017, the website of the project was released and the online campaigning started.

The project, took on board in 2016, called "Immimeets", received additional support from the Y2Y Action Hub in 2017. The project aims to create an environment for intercultural and inter-religious dialogue between locals, migrants and refugees in Norway. The project received additional consultations on the effective content and storytelling techniques as well as was given marketing and branding consultations and assistance in the creation of the brand of "Immimeets" that included the logo, brand-related visual materials and the slogan.

The project "A Mile In our Shoes" is a female empowerment project aimed to support the released book sharing stories of strong women from around the world. The project has already existed as a book but to create a more lasting effect of it, Y2Y Action Hub came out with the idea of creating a portal where people can access not only the authors and their stories indicated in the book but also other related materials never published in the book, and, the most importantly, to share their own empowering stories. To do so, Y2Y Action Hub provided the project with a series of consultations on the subject of the portal creation, its structure, interactive elements and forms of communication. It's also provided a content revision sessions, created and linked social media channels under one umbrella. The portal was created by Y2Y Action Hub from the scratch and by the mid 2017, after the pilot stage, started to run on a full scale. Apart from the web-developing activities, Y2Y Action Hub provided for the project multiple choices of self-identification of the brand. In the results of such activities, the project received a unified logotype, brand's colours and images for the internal and external usage as well as customised fonts.

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"Finder Bridge" project aims to develop a rural tourism in Western India and provide for such purpose a new technology that was evaluated and improved by Y2Y Action Hub in the first half of the year. The major work was focused on the re-branding. Re-branding included the revision of the target audience, both local and international, and creation of the brand that will correspond the needs of both. In a result, the project received a new logo, set of customised fonts, and supporting visual materials necessary for the readjustments of the website and the social media channels.

Another project that Y2Y Action Hub developed from the scratch was "TODA". The project is a social enterprise that has a commercial basis at its core. During the Summer School for Social Entrepreneurs, the project was consulted on the legal form of the business, it's potential target audience, marketing and promotion strategies. Moreover, the project received the support of Y2Y Action Hub in a form of the branding consultations and works. By the end of 2017, Y2Y Action Hub issued for the project a numerous logo sets as well as set of customised fonts and colours approved for the usage for commercial and promotional purposes.

Another project that was consulted during the Summer School is "Kazen Mastery". The project aims to provide consultations for personal development of youth in Armenia. The project was evaluated during the Summer School and after a series of consultation, it was provided with the improvement tips of marketing and visualisation strategies. In particular, the project received a set of new customised icons for the existing website as well as recommendation for the promotion through social media.

## ACTIVITIES AND PROJECTS OF THE ORGANIZATION IN 2017

### PARTNERS 2017

Armenian Progressive Youth (Armenia)  
STPLN (Sweden)  
Swedish Institute (Sweden)  
Dinamik Gelisim Dernegi (Turkey)  
GADHA Group Initiatives (UAE)  
University of Management and Technology (Pakistan)  
Les offices jeunesse internationaux du Québec (Canada)  
Human Foundation (Azerbaijan)  
Mission 2030 (UAE)  
Sukonna (Bangladesh)  
Restless Development (UK)  
Emma for Peace (Italy)  
AISEC Dubai (UAE)  
Liga dobrovolnogo truda molodezhi (Belarus)  
Anti-Corruption International (Malaysia)  
EVROPSKE CENTRUM MLADEZE BRECLAV - EUROPEAN YOUTH CENTRE BRECLAV Z.S. (Czech Republic)  
Noored Ühiskonna Heaks (Estonia)  
International center for peace and integration (ICPI) (Georgia)  
ASSOCIATION CENTER FOR INTERCULTURAL DIALOGUE - KUMANOVO (Macedonia)  
TeachSurfing gemeinnützige UG (haftungsbeschränkt) (Germany)  
Identities (Italy)  
ASOCIATIA OBSTEASCA ASOCIATIA DE DEZVOLTARE VOLUNTARIAT SI INFORMARE PENTRU TINERET EUROPA FARA FRONTIERE (Moldova)  
Stowarzyszenie Projektow Miedzynarodowych "INPRO" (Poland)  
Experimentáculo Associação Cultural (Portugal)  
ASOCIATIA GEYC (Romania)  
INKLUZIVNI POKRET (Serbia)  
IDEELLA FORENINGEN FRAMTIDSTAGET (Sweden)  
Society Initiatives Institute (Ukraine)

### MEDIA PARTNERS:

Youth Opportunities  
Opportunity Desk  
EDU Active  
Opportunity Desk

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## AIMS AND FORECASTS FOR 2018

Successfully organize 4th Youth to Youth Summit in Malmo, Sweden on 31st of May - 04th of June 2018;  
Successfully organize Youth to Youth Summer School in Vilnius, Lithuania in July 2018;  
To organize at least 5 training courses for young people on the topics of Social Entrepreneurship, Combating extremism, Deradicalization of Youth, Integration of Migrants, Gender Equality in Denmark, Germany, Sweden, Lithuania, Ukraine;  
To create an interactive map online of Youth to Youth members worldwide;  
To open Youth to Youth Branch in Sweden;  
Attract investment for the development of the Action Hub.

## ACTIVITIES AND PROJECTS OF THE ORGANIZATION IN 2017

### CONTACTS

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