



NUORTEN
AKATEMIA

Interaction, digital methods and internationalization

Youth Academy's Strategy 2023-



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Preface

Welcome to read a summary of our current strategy, highlighting knowledge of our target groups, making use of digital methods and promoting internationalization. Strong interaction skills are linked to all these emphases, too.

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Mission

Promoting youth participation and inclusion is the core of all our activities.

We promote youth participation and inclusion by supporting adults working with young people or influence young people's lives or living conditions. We also create opportunities for young people to participate and take action on matters important to them and the functioning of society.

Our way of working is based on interactivity and interactive methods. With our services, we aim to strengthen the skills of adults to work with young people, as well as young people's interaction skills. For us, participation refers to a sense of one's own significance and being able to have influence on one's own life and well-being. It also refers to a young person's experience of belonging to a community, as well as having opportunities to express their opinions.

It is important that young people can participate from their own premises and regardless of their diverse situations. It is a task of adults to enable these opportunities, at the same time without them deciding which ways of participation youth should appreciate more than others. Accessible, versatile and inspiring participation methods are also closely connected to developing and strengthening of democracy.



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Objectives

1. Creating solutions to promote youth participation and inclusion in Finland and internationally.

- The starting point for our projects is identifying the needs of our target groups to interact with young people. Our approach is based on principles of productization, especially focusing on knowing our target groups and providing them long-term support.
- Our projects are implemented in cooperation with our partners. We also aim to find new strategic partners to cooperate with.
- Our projects are based on research and impact, and they reach a comprehensive number of our target groups.
- We apply for implement international fundings and projects.

2. Applying and developing existing and new methods that support youth inclusion and participation.

- We consider ourselves as pioneers in promoting youth participation; we develop and experiment new methods by ourselves, and learn from cooperation with partners and experts.
- Our methods are interactive and they support encounters between young people and adults.
- We make use of digital tools to expand and develop both our operations and methods. We take advantage of possibilities of artificial intelligence and learn about its effects, both in our own work as well as in the everyday life of young people.



Objectives

3. Supporting accessibility of activities

- We pay attention to also reaching youth with fewer opportunities.
- We support adults' capacities to work with diverse youth.
- We aim to ensure our methods are accessible to young people with special needs, too.

4. Aiming for ecological sustainability

- We aim to define and minimize our emissions. We opt for more ecological choices.
- We want to implement initiatives related to sustainability, nature and/or environment.



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Target groups

Our main target group is adults who work with young people or can have influence on their lives and living conditions. Young people, who we reach through these adults, are the final beneficiaries of our activities. Our target group can be divided into three subcategories:

- Decision-makers and other actors in municipalities, welfare areas, the state, organizations and companies, who can affect the lives and living conditions of young people.
- Teachers and other instructors in schools.
- Youth workers and other instructors working with young people in organizations, municipal youth work and parishes.

As a result of our activities, **adults** see young people as a resource, learn to use new participatory methods and promote both youth participation and inclusion in their communities. Their role is to support and strengthen youth participation and agency.

As a result of our activities, **young people** feel that they are a meaningful part of a community and can successfully participate in its activities. Young people are able to express themselves and get to be consulted on matters related to them. Our activities support young people from diverse backgrounds. It is important to us that also youth with fewer opportunities feel included, get support for strengthening their agency and find opportunities for participation.



Guiding principles

Equality and equity

We see everyone equal regardless of their background and treat all persons respectfully. Practically speaking, we promote equality and equity by investing in accessibility of and following safer space principles in all our activities.

Justice

By justice, or fairness, we refer to a fair way of operating and that we are involved in building a better world, where all humans are valuable and human rights respected. In practice, justice can be seen in the transparency of our activities, defending those in a more vulnerable position, as well as in our courage to address grievances.

Courage

By courage we refer to having dare to act differently and being open to try new things, as well as to look for new opportunities and/or partners.

Ecological sustainability

Both in the planning and implementation of our projects, as well as throughly in all our activities, we make efforts to follow more sustainable practices and respect planetary boundaries.

Cooperation

The best results are achieved together. Cooperation is important both for our work community and more broadly, as it enables different views to be taken into account, resources to be shared and new solutions to be found. Our work community has good cooperation and interaction skills. We cooperate with various actors, such as our member organizations, public sector, companies and other partners.