

YW-MED

Youth Workers Network across
the Mediterranean Sea



Co-funded by
the European Union

YW-MED AWARENESS-RAISING CAMPAIGN IMPLEMENTATION, OUTREACH & KPI EVIDENCE REPORT

Youth Workers Network across the Mediterranean Sea

Project ID: 2024-1-IT03-KA220-YOU-000243233

Programme: Erasmus+

Reporting period: Project Implementation

Date: August 2026



Diversity enriches us. Inclusion unites us.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PROJECT OVERVIEW & CAMPAIGN PURPOSE

From project objectives to measurable outreach



Project:

Youth Workers Network Across the Mediterranean Sea – YW-MED



Project ID:

2024-1-IT03-KA220-YOU-000243233



Programme:

Erasmus+



Action:

Cooperation Partnerships in Youth – KA220-YOU



Implementation:

01 September 2024 – 31 August 2026



Coordinator:

GAYCS LGBT Associazione di Promozione Sociale – Italy



OUR PURPOSE

To raise awareness on LGBTQIA+ inclusion and human rights, engage youth workers across the Mediterranean region and build a strong, active and sustainable network.

OUR AWARENESS-RAISING CAMPAIGN JOURNEY



KEY OUTCOMES ACHIEVED

846



Survey Responses

1,049



Network Members

649



Forum Views (YouTube)



Building visibility, fostering inclusion and empowering youth workers to create safe, diverse and welcoming communities.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



AWARENESS-RAISING CAMPAIGN IMPLEMENTATION STRATEGY

An integrated, multi-channel approach to reach, engage and connect youth workers across the Mediterranean region.



1. PROJECT WEBSITE

The official YW-MED website is the central hub for the project. It provides information about objectives, activities, results, resources, news, and opportunities for youth workers.



2. PARTNERS' SOCIAL MEDIA

Coordinated dissemination of campaign content across partners' social media channels, reaching diverse audiences and promoting inclusion, rights and participation.



3. YW-MED FACEBOOK COMMUNITY

The Facebook Group has been used as the direct access and communication channel with youth workers. It serves as a space for information, engagement, peer exchange and community building, replacing the initial mechanism of separated call views and registrations.



4. SURVEY CAMPAIGN

The survey was actively promoted through the website, social media and partner networks to collect youth workers' experiences, needs and expectations, contributing to the development of the project outputs and activities.



5. INTERNATIONAL FORUM

The online International Forum was used to share results, present the YW-MED Guidelines and strengthen the Mediterranean Youth Workers Network through dialogue, learning and alliance building.

ONE INTEGRATED OUTREACH ECOSYSTEM

*Multiple channels,
one connected goal:
inclusion and empowerment
of youth workers.*



The campaign was implemented as an integrated communication and engagement process, connecting awareness activities directly with participation, consultation and network building.

PROJECT WEBSITE – CAMPAIGN DISSEMINATION HUB

The official YW-MED website served as the main hub to host and disseminate campaign materials, activities and outputs.



OFFICIAL PROJECT HUB

The YW-MED website centralizes all key information about the project, its objectives, activities, partners and results.



CAMPAIGN CONTENT

The campaign materials cover key themes such as inclusion, LGBTQIA+ rights, discrimination, pride, legislation and good practices in different countries.



SURVEY PROMOTION

The website actively promotes the online survey to collect insights, experiences and needs of youth workers across the Mediterranean region.



RESULTS & RESOURCES

National research, events, meetings and outputs are published to ensure visibility, transparency and wide accessibility for all stakeholders.



KEY FUNCTION

The website acted as the backbone of the awareness campaign, connecting information, participation and dissemination in one place.

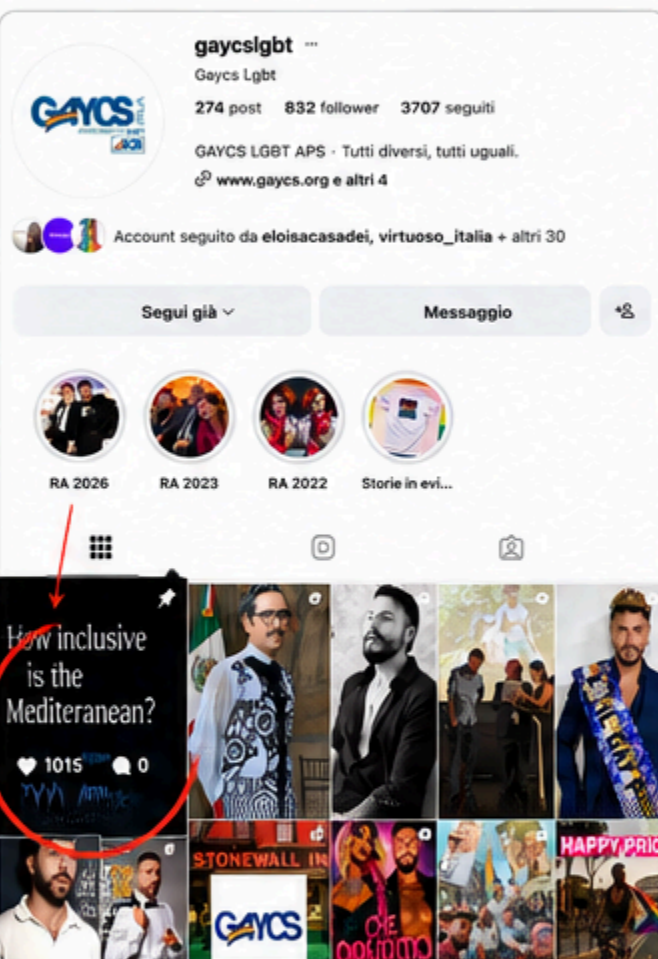
SOCIAL MEDIA DISSEMINATION – PARTNER NETWORK

The YW-MED awareness campaign was actively disseminated through the social media channels of partner organisations across the Mediterranean region.

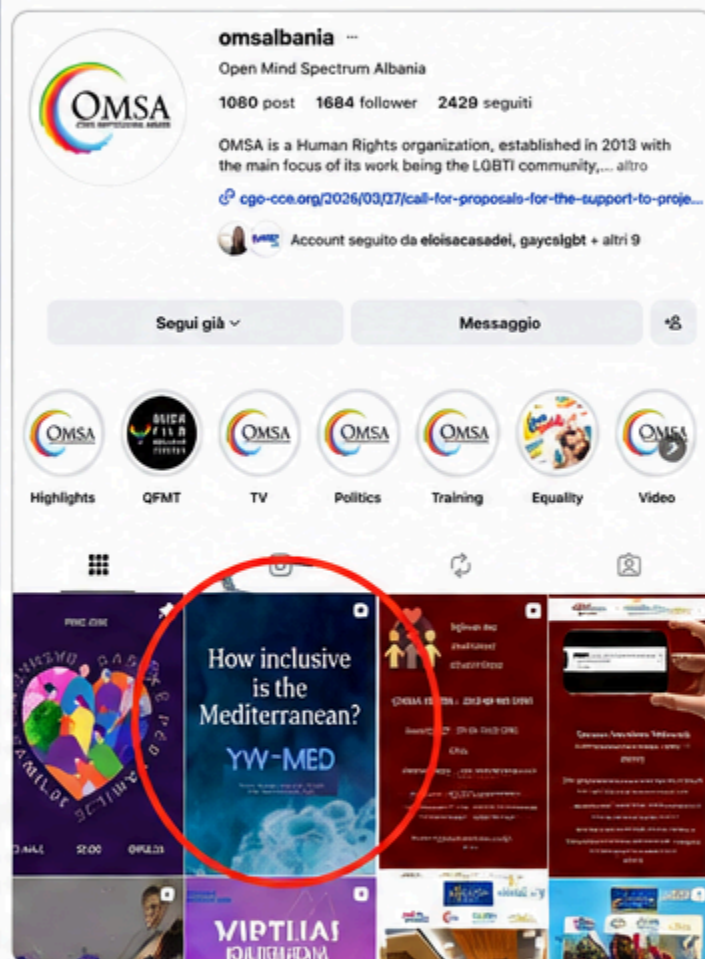
YW-MED

Youth Workers Network across the Mediterranean Sea

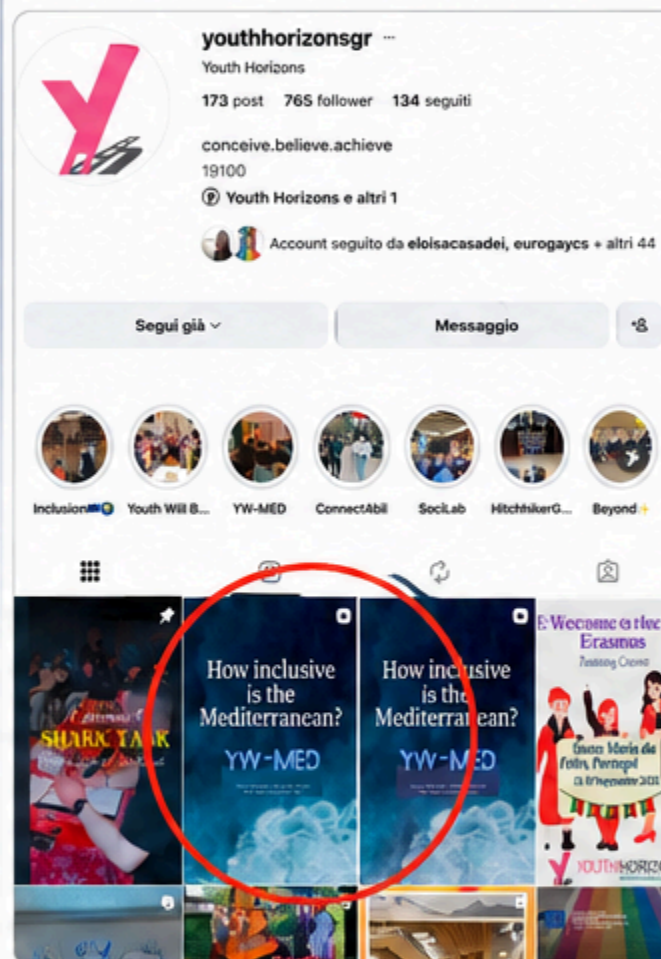
GAYCS (Italy) Instagram



OMSA (Albania) Instagram



YOUTH HORIZONS (Greece) Instagram



EUROMIRADA (Spain) Instagram



Post engaged the audience to reflect on inclusion in the Mediterranean region.

1.015 likes



Shared the campaign materials within their network to raise awareness on inclusion.



Consistently shared YW-MED content to inform and mobilise youth across their community.



Promoted the YW-MED survey and encouraged participation among their followers.



Partners used their social media platforms to share campaign materials, promote the survey and inform their communities on inclusion, rights and opportunities for youth workers across the Mediterranean.



Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



6 SURVEY PARTICIPATION & ENGAGEMENT – 846 VALIDATED RESPONSES

The YW-MED survey collected valuable insights from youth workers across the Mediterranean region on inclusion, rights and working conditions.

15/08/26, 23:28

Survey Objectives - YW-MED

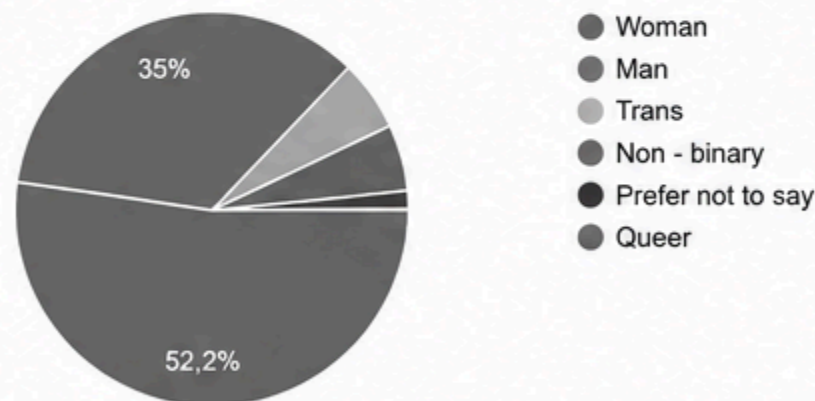
Survey Objectives - YW-MED

846 risposte

General Information

Gender

846 risposte



Copia grafico



A STRONG EVIDENCE BASE

The YW-MED survey was designed to capture the experiences, needs and priorities of youth workers across the Mediterranean.

The active participation of the network and partner organisations resulted in 846 validated responses, providing a robust evidence base to inform the project's results, policy recommendations and future guidelines.



846

VALIDATED SURVEY RESPONSES

from youth workers across the
Mediterranean region



KEY IMPACT

- ✓ Validated insights from a wide and diverse community of youth workers
- ✓ Concrete input to shape training, resources and policy recommendations
- ✓ Stronger evidence to promote inclusion, rights and fair working conditions



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED

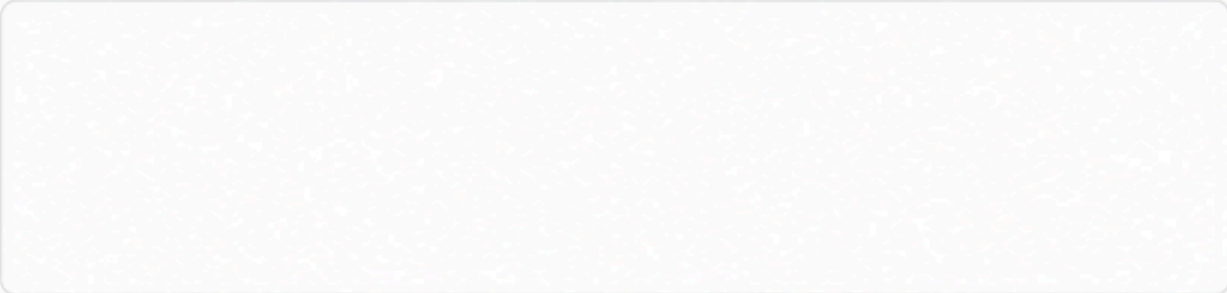


SURVEY PARTICIPATION & ENGAGEMENT – DEMOGRAPHIC OVERVIEW

The YW-MED survey reached a diverse community of youth workers across the Mediterranean region.

15/08/26, 23:28

Survey Objectives - YW-MED

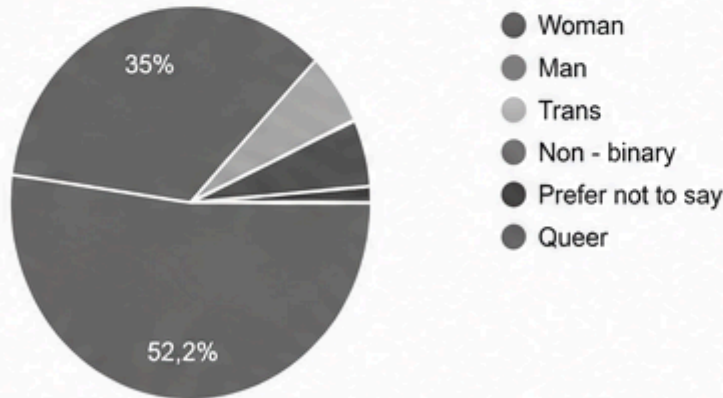


Survey Objectives - YW-MED

846 risposte

General Information

Gender
846 risposte



Copia grafico



846

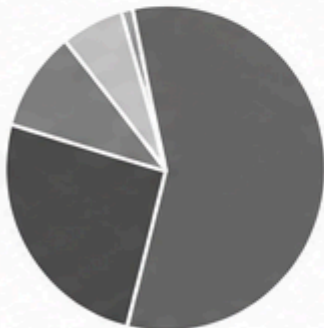
VALIDATED RESPONSES

from youth workers across
the Mediterranean region

A diverse and inclusive
participation that reflects
the richness of experiences
in the youth work sector.

GENDER DISTRIBUTION

Woman	52,2% (442)	
Man	35% (296)	
Trans	5% (42)	
Non - binary	3% (25)	
Prefer not to say	1,3% (11)	
Queer	3,5% (30)	



The high number of responses and the gender diversity demonstrate the effectiveness of the dissemination strategy and the interest of youth workers in the topics addressed by the YW-MED project.



Co-funded by
the European Union

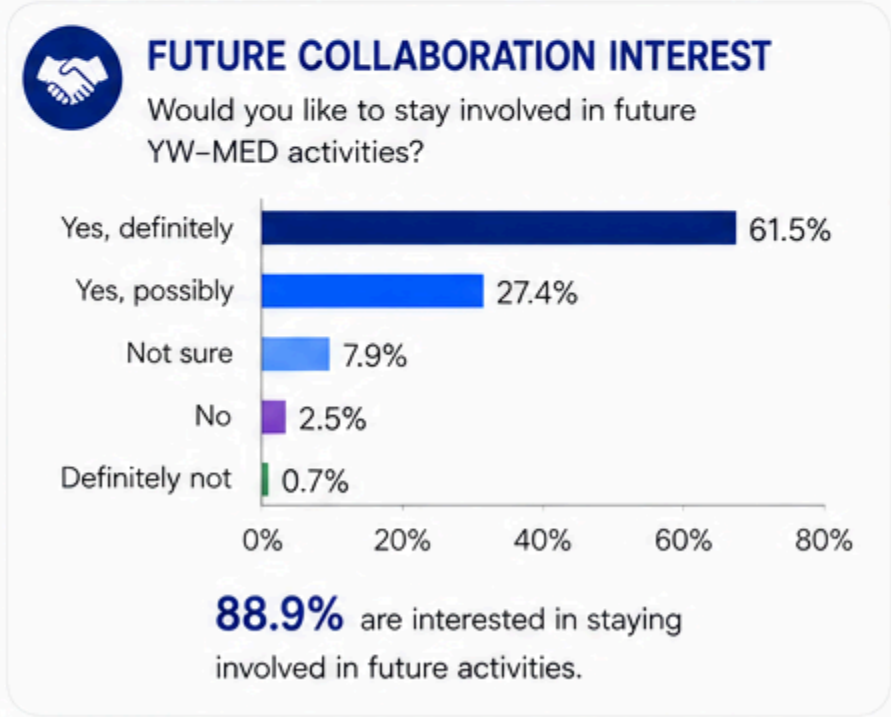
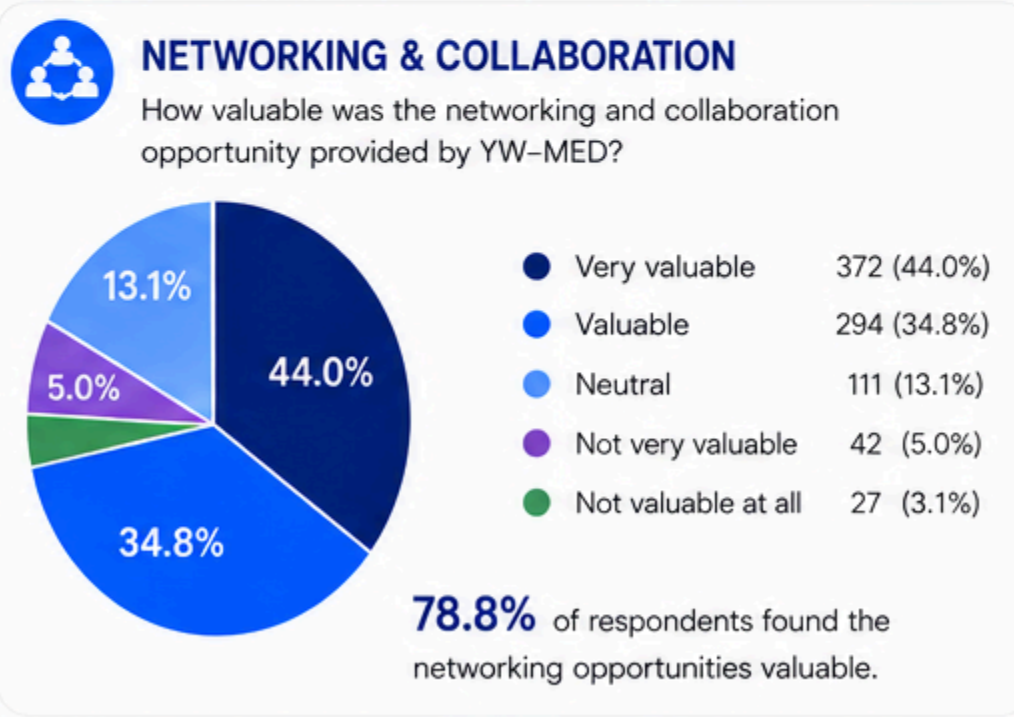
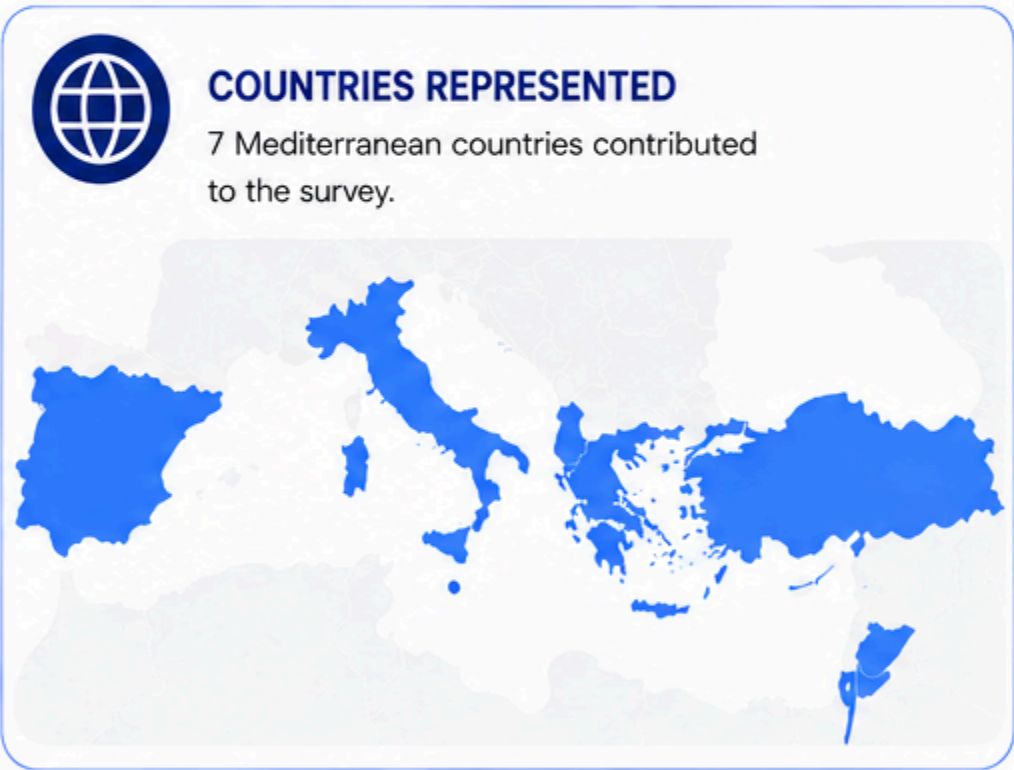
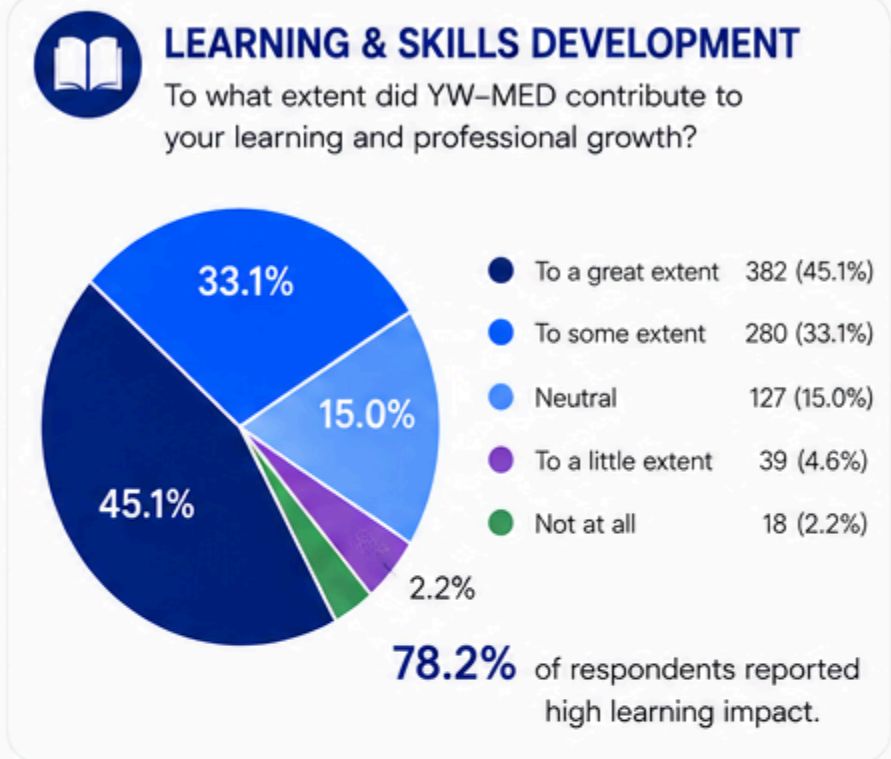
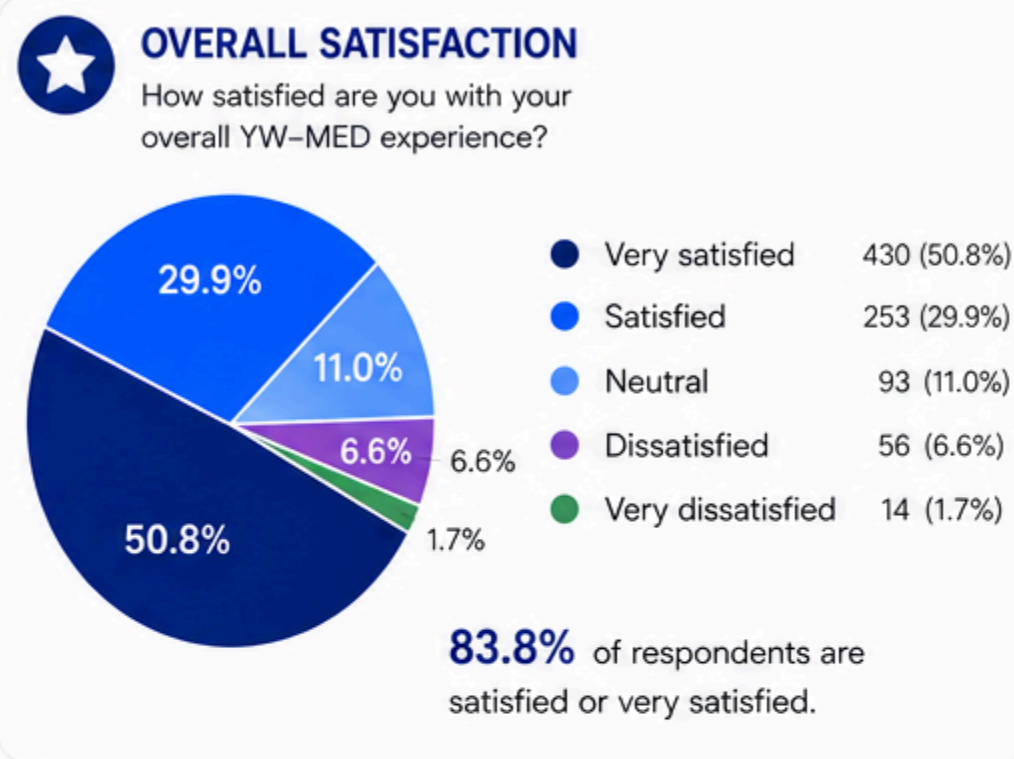
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



8 SURVEY ENGAGEMENT – SATISFACTION & IMPACT

Youth workers reported positive experiences and a strong desire for continued collaboration and future opportunities.



9 INTERNATIONAL FORUM – KPI ACHIEVED

The YW-MED International Forum was successfully organised and widely followed online, reaching a broad audience across the Mediterranean.

YW-MED

Youth Workers Network across the Mediterranean Sea

PROJECT OVERVIEW

YW-MED aims to improve the quality of youth work across the Mediterranean region by fostering the inclusion of LGBTQIA+ young people in Erasmus+ youth exchanges.

OUR CORE APPROACH

Inclusive youth exchanges are built on 3 key areas:

- ENVIRONMENT
- GROUP DYNAMICS
- LANGUAGE

Each area is explored through 6 key dimensions:

- Fears
- Prejudices
- Challenges
- Support
- Encouragement
- Validation

1 ENVIRONMENT

Safe spaces are the foundation.

- Create visibly inclusive spaces
- Display pride symbols
- Ensure gender neutral facilities
- Use inclusive & respectful words
- Use inclusive & respectful
- Display with building rules
- Display with building rules
- Display with building rules
- Display with building rules
- Display with building rules

2 GROUP DYNAMICS

People thrive in respectful and inclusive groups.

DO

- Use inclusive and respectful words
- Encourage sharing of experiences and perspectives
- Encourage participation and engagement
- Encourage participation and engagement
- Encourage participation and engagement
- Encourage participation and engagement

AVOID

- Exclusion and cliques
- Stereotypes and labels
- Discrimination and prejudice
- Ignoring quiet voices
- Any form of sexual harassment or assault

3 LANGUAGE

Words matter. Language can include or exclude.

- Avoid assumptions about gender and sexuality
- Use clear, simple and respectful language
- Listen actively and without judgement
- Respect self-identification and pronouns
- Address discrimination and offensive remarks
- Adjust your language and correct yourself

CHALLENGES WE MAY FACE

Being aware is the first step to change.

- Cultural and linguistic differences
- Fear of saying the wrong thing
- Hidden prejudices and biases
- Unequal participation
- Lack of safe spaces and support

SUPPORT STRATEGIES

Small actions create big impact.

- Be informed and ask questions
- Create ground rules together
- Use inclusive and respectful words
- Offer support and resources
- Stay consistent and lead by example

THE IMPACT

When inclusion is intentional, everyone benefits.

- SAFE ENVIRONMENTS
- INCLUSION & PARTICIPATION
- EMPOWERMENT & NEW VOICES
- BEING HEARD & CARED FOR

INCLUSION IS NOT AUTOMATIC.

It is designed, facilitated, and practiced.

Together, we can build a Mediterranean where all young people are seen, respected and empowered. Diversity enriches us. Inclusion unites us. #YW-MED

Youth Workers Network across the Mediterranean Sea – YW-MED

Eloisa Casadei

649 visualizzazioni

Project ID: 2024-1-IT03-KA220-YOU-000243233

Riproduzione chat live

Scopri cosa dicevano gli altri utenti durante la diretta di questo video.



INTERNATIONAL FORUM

The online International Forum represented a key moment of the YW-MED project to share results, insights and future perspectives with the youth work community.



649

YOUTUBE VIEWS
(recorded during the live stream)

Link to the video:

<https://www.youtube.com/watch?v=NpgVgVudfYk>



KPI ACHIEVED

TARGET

≥ 200

people connected / reached

RESULT

649

views

+449

above the target



The Forum was widely promoted through partner channels and the YW-MED network, ensuring a strong outreach and engagement across the Mediterranean region.



Co-funded by
the European Union

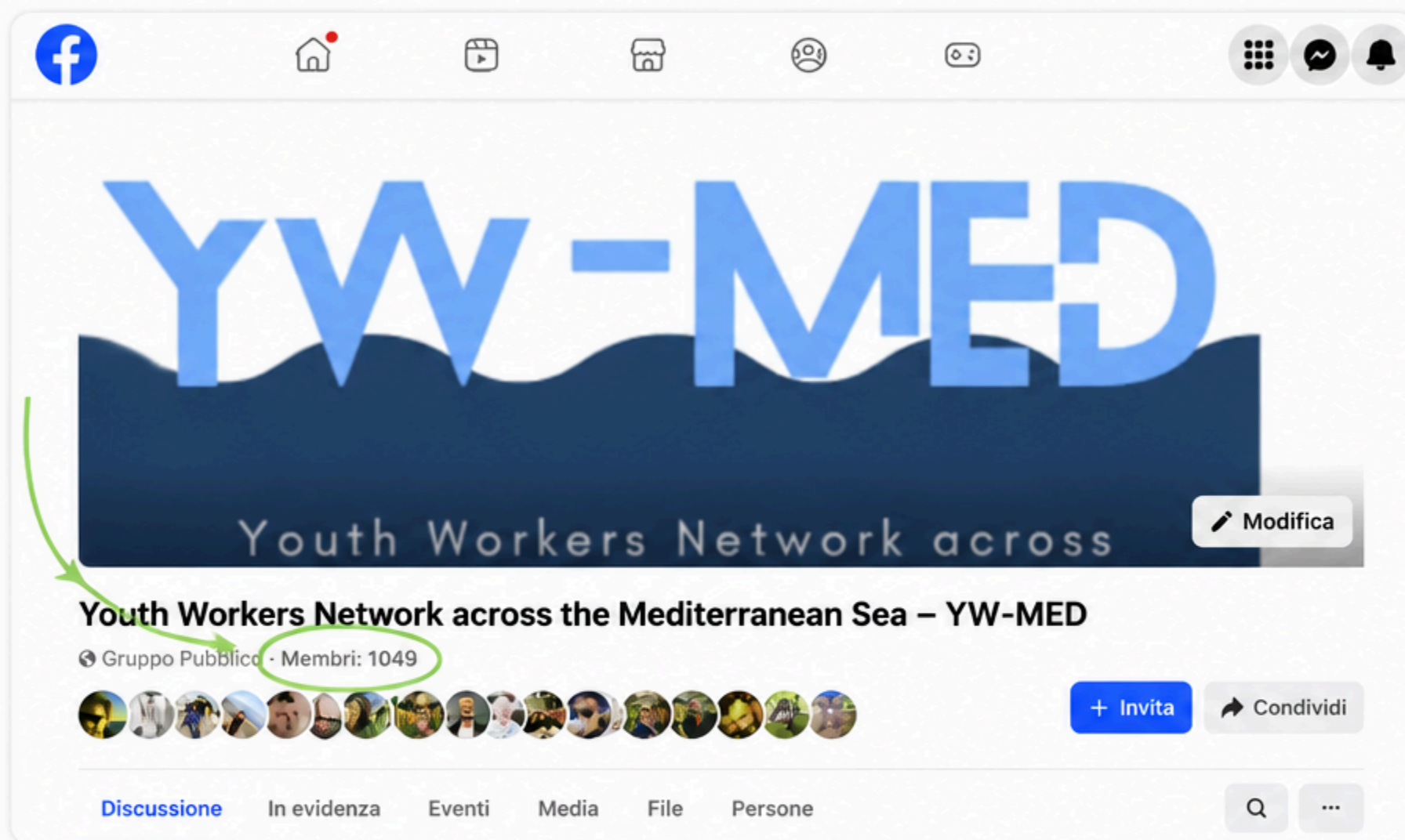
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



FACEBOOK COMMUNITY – STRONG & GROWING NETWORK

The YW-MED Facebook Group is the central hub for youth workers across the Mediterranean, fostering connection, exchange and collaboration.



1.049

GROUP MEMBERS

Active and engaged community of youth workers from across the Mediterranean region.



A CENTRAL HUB FOR YOUTH WORKERS

- ✓ Share experiences and good practices
- ✓ Access project updates and resources
- ✓ Collaborate on inclusion and youth work
- ✓ Strengthen the Mediterranean network



STRONG COMMUNITY

1.049 MEMBERS

AND CONTINUOUSLY GROWING

The YW-MED community continues to grow, reflecting the interest and commitment of youth workers to inclusivity, diversity and quality youth work across the Mediterranean.



OUR COMMUNITY IN ACTION

The Facebook Group plays a key role in sustaining engagement beyond the project activities and ensuring long-term impact and visibility of YW-MED.



**Co-funded by
the European Union**

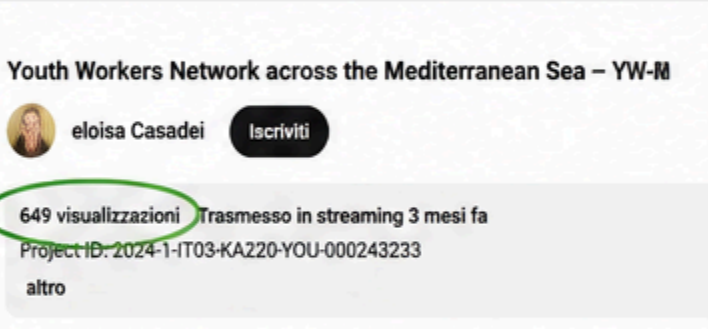
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



11 KPI ACHIEVEMENT – FINAL OVERVIEW

The YW-MED awareness campaign and engagement activities achieved all key targets, exceeding expectations across all indicators.

KPI	TARGET	RESULT	EVIDENCE
 COMMUNITY / CALL FOR PARTICIPANTS Build an active community of youth workers and facilitate access to project activities.	≥ 500 community members / participants	1.049 Facebook Group members  ACHIEVED	 Youth Workers Network across the Mediterranean Sea – YW-MED Gruppo Pubblico • Membri: 1049
 INTERNATIONAL FORUM Organise an online International Forum to share results, insights and future perspectives.	≥ 200 people connected / reached	649 YouTube views (recorded during the live stream)  ACHIEVED	 Youth Workers Network across the Mediterranean Sea – YW-M eloisa Casadei  649 visualizzazioni • Trasmesso in streaming 3 mesi fa Project ID: 2024-1-IT03-KA220-YOU-000243233 altro
 SURVEY ENGAGEMENT Collect insights and feedback from youth workers through a dedicated online survey.	– N/A	846 Validated responses  ACHIEVED	 15/08/26, 23:28 Survey Objectives - YW-MED Survey Objectives - YW-MED 846 risposte General Information
 AWARENESS CAMPAIGN Implement and disseminate a multi-channel awareness campaign through partners, social media and the project website.	– N/A	Multi-partner dissemination documented  ACHIEVED	 Multi-partner dissemination Social media engagement Project website publishing Online visibility and outreach

METHODOLOGICAL NOTE

The planned “Call for Participants” through a dedicated registration form was operationally integrated and implemented via the YW-MED Facebook Group.

The Group serves as the main channel to:

- ✓ Reach and recruit youth workers across the Mediterranean
- ✓ Provide direct access to project updates, resources and activities
- ✓ Facilitate continuous engagement and collaboration

ALL TARGETS ACHIEVED

The campaign successfully exceeded the expected results and created a solid community base for the sustainability of YW-MED activities.

YW-MED activities engaged youth workers across the Mediterranean through events, trainings, meetings and awareness actions.

Youth Workers Network across
the Mediterranean Sea

KEY HIGHLIGHTS



WIDESPREAD ENGAGEMENT

Youth workers from across the Mediterranean participated in a wide range of activities.



CAPACITY BUILDING

Workshops and trainings strengthened competences and promoted inclusive youth work practices.



AWARENESS & VISIBILITY

Public events and advocacy actions raised awareness on LGBTQIA+ inclusion and youth participation.



NETWORKING & COLLABORATION

Spaces for exchange and dialogue fostered connections and future partnerships across borders.



TRANSNATIONAL IMPACT

From online to on-site initiatives, YW-MED reached and inspired youth workers in the whole region.



The YW-MED campaign created opportunities for learning, sharing and activism, empowering youth workers to build a more inclusive and equitable Mediterranean.

1.049

Facebook Group
members

649

International Forum
YouTube views

846

Survey
responses



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED



The YW-MED awareness campaign successfully built a strong community, engaged youth workers, and promoted LGBTQIA+ inclusion across the Mediterranean.



ALL TARGETS ACHIEVED

The YW-MED campaign exceeded all expected results, strengthening the network and creating a lasting impact for youth workers across the region.

- ✓ Strong and growing community
- ✓ High participation in survey and events
- ✓ Wide dissemination and visibility
- ✓ Sustainable network for the future

KEY ACHIEVEMENTS



1.049

Facebook Group members

Active community of youth workers across the Mediterranean.



649

International Forum YouTube views

High interest in the online Forum and project results, insights and perspectives.



846

Survey responses

Valuable feedback collected to understand needs, challenges and opportunities.



Multi-partner dissemination

Campaign promoted through partners, social media, events and the project website.



LASTING IMPACT

- ✓ **Inclusive and diverse network**
Bringing together youth workers from different countries, cultures and backgrounds.
- ✓ **Empowerment and capacity building**
Workshops, trainings and exchanges strengthened skills and promoted inclusive youth work.
- ✓ **Visibility and advocacy**
Raised awareness on LGBTQIA+ inclusion and the importance of safe and inclusive spaces for all young people.
- ✓ **Sustainability and continuity**
A strong foundation for future collaboration, projects and joint initiatives across the Mediterranean.

EVIDENCE PROVIDED



FACEBOOK GROUP



Youth Workers Network across the Mediterranean Sea – YW-MED

Gruppo Pubblico → Membri: 1049

Community built and engaged



INTERNATIONAL FORUM



649 YouTube views (live stream)



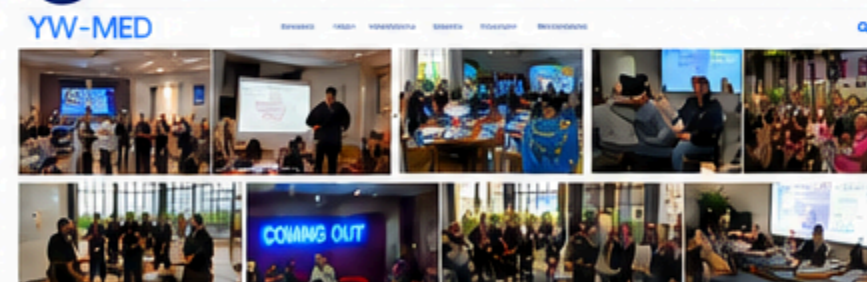
SURVEY (GOOGLE FORMS)



846 validated survey responses



PROJECT WEBSITE & DISSEMINATION



Campaign promoted through partners and website



From awareness to participation: a permanent Mediterranean Youth Workers Network.

Together, we promote inclusion, diversity and equal opportunities for all young people.

Project ID:

2024-1-IT03-KA220-YOU-000243233



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#YW-MED

