

HOE JONGE VROUWEN TE BETREKKEN BIJ UW ORGANISATIE

NJR



Wie zijn wij?

Luce van Kempen

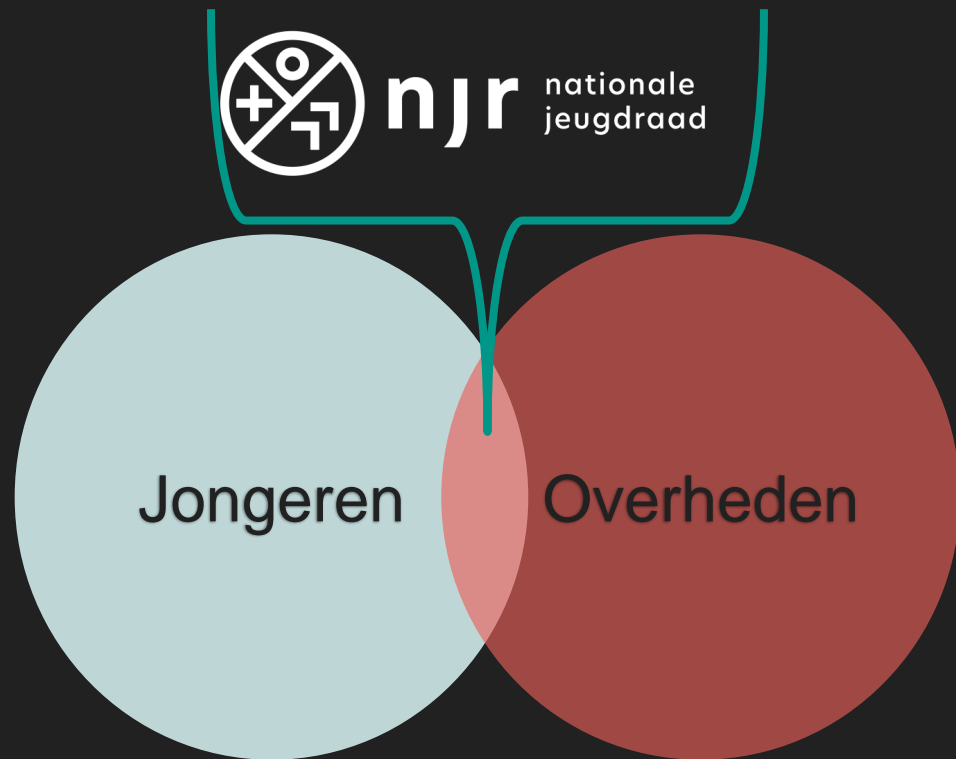


Jahkini Bisselink



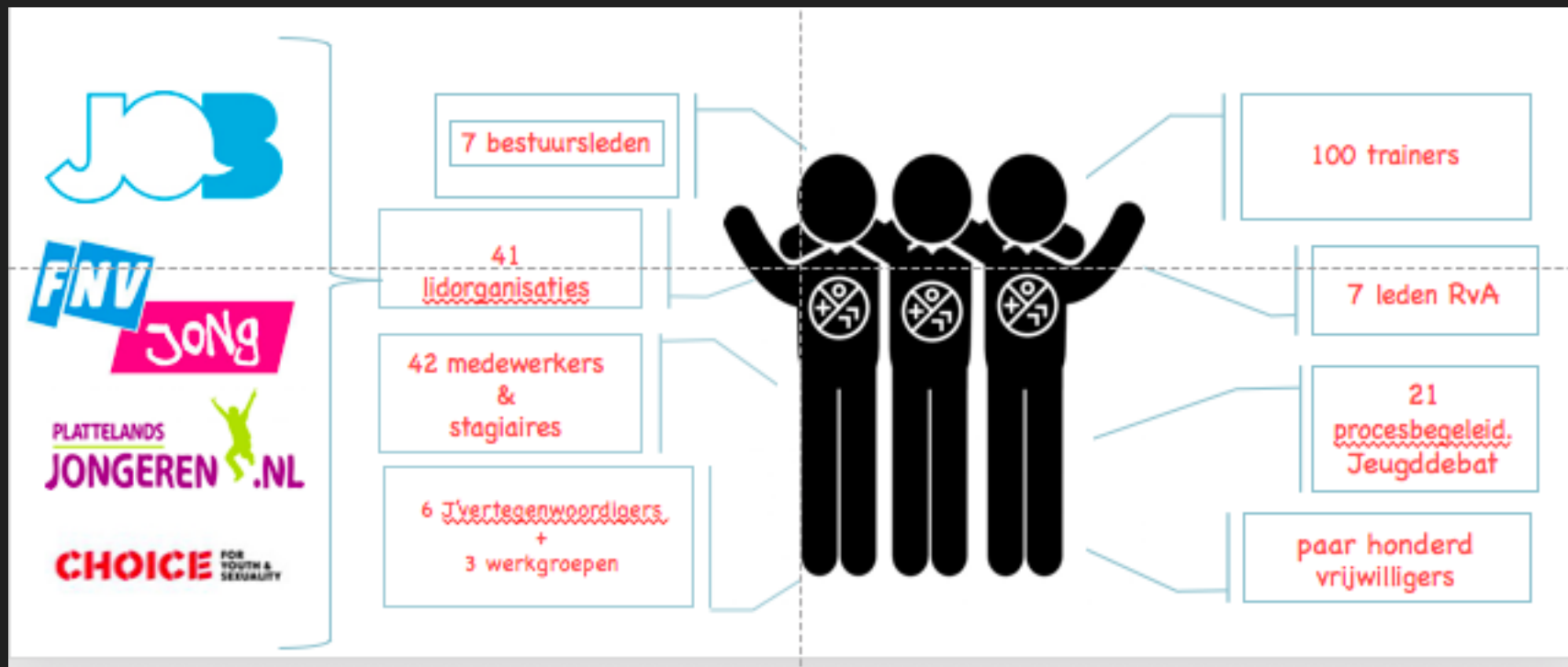


Als Nationale Jeugdraad vormen
wij de schakel tussen álle
jongeren van Nederland en
degenen die bepalen hoe de
wereld eruit ziet.





njr nationale
jeugdraad



Wat doen wij?



First things first

- Er is geen quick fix
- Jongeren?

Terug in de tijd



-Wanneer werden jullie maatschappelijk actief/betrokken?

-In welke vorm was dit?

-Waarom werden jullie toen actief?



Waarom wil je als organisatie jonge vrouwen betrekken?



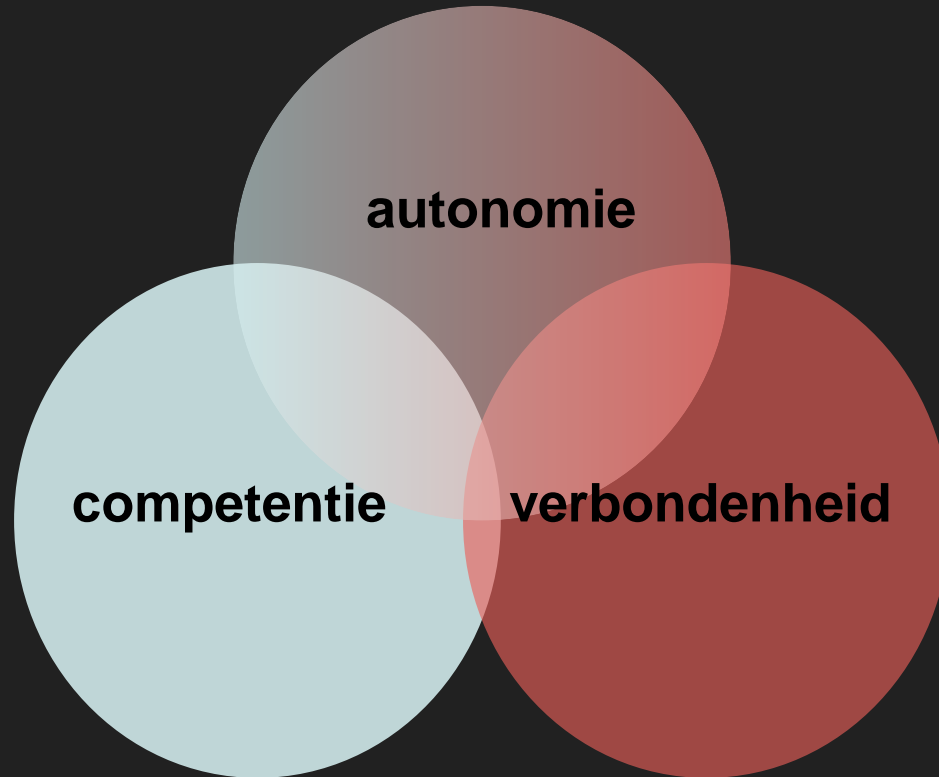
Waar lopen jullie tegenaan bij het betrekken van jonge vrouwen?

Een jongerenperspectief

Waar lopen jongeren tegenaan?

De NJR success methode

Ryan & Deci:



Concrete tips

Jonge mensen komen niet naar je toe


- Zoek welke rolmodellen er zijn, binnen en buiten je organisatie → Peer to Peer
- Vind bestaande platformen: Online & Offline

Zorg voor gelijkwaardigheid

- Het is geen vreemde diersoort
- Geef ze een podium
- Vermijd senior junior, maar peer to peer aanpak
- Laat jongeren meedenken en beslissen over de bedrijfscultuur

Laat competentiemogelijkheden zien:

- Zoek welke competenties jullie kunnen bieden
- Zet jongeren in op hun competenties
- Jongeren zijn expert in het "jong" zijn



Success factors in working with youth

When working with youth there are certain success factors that contribute to your project being successful.

1. Ensure that the basic psychological needs of youth are fulfilled

The need for autonomy, competence and connectedness is universal and is applicable to all youth. Take this as your point of reference but start with competence (development); the fulfilment of these basic needs leads to youth becoming intrinsically motivated to realise their potential and can trigger a desire to have impact.

2. Reach youth in their natural living environment

Meet young people where they are: their neighbourhood, their school, a sports- or hobby club, or a youth care institute. To reach youth, and to be as inclusive as possible, it is vital to operate within their primary living environment and avoid unnecessary barriers. Form partnerships with organizations that play a key role in the daily lives of youth, and meet youth in a place (and at a time) they are comfortable with.

3. Employ a target-group-specific strategy

Although the basic psychological needs of youth are universal, young people are of course not a homogeneous group but vary in their needs, values and interests, depending on their stage of development, but also on their social, cultural and economic background. It is therefore crucial to always strive for a target-group-specific approach.

4. Invest in relationships and ownership

Invest time in building and maintaining relationships with youth, genuinely listen to what they have to say and be transparent in what you do with their input. Focus on clear and realistic results. Furthermore, give them the responsibility they can handle, provide them with opportunities to expand this responsibility in order to create ownership.

5. Let youth convince and support each other

Youth are influenced most by their peers. Peer education is therefore ideal to reach and involve youth. Not only do peers know best what is happening in the lives of their fellow youth, they are also able to address sensitive topics as equals, and serve as inspiring role models. Moreover, peer education can perfectly cross different social and cultural backgrounds. And, not unimportantly, peer education gives peer educators the chance to further develop their talents.

6. Use the experience-based expertise of youth

When it comes to consulting, no one is a bigger expert than youngsters who personally experienced the theme or issue at hand. Collecting in-depth information on their experiences not only greatly improves the quality of the input, but also ensures a targeted, well-fitted approach, thereby creating more support and maximizing impact.





Hoe kan je dit integreren in je eigen
organisatie?

Dus:

- Er is geen quick fix
- Verbinding – Autonomie - Competentie
- Ga actief op zoek naar jongeren
- Zorg voor gelijkwaardigheid