

1. Increase commitment and buy-in

so that everybody is convinced that inclusion & diversity is important.

Through increased knowledge, awareness and understanding, people should feel inside themselves why I&D are so important and connect their beliefs to their attitudes and actions. Nobody should doubt that this is (one of) the priorities, that it is serious and needed. Everyone should be enabled to be a champion for Inclusion and Diversity, so with a positive attitude they can endorse the value of I&D for themselves and for others (solidarity) and advocate for them.



Arguments why I&D is important

ACTION 1

Collate arguments for I&D and make a business case out of it

- Use a mix of policy frameworks, research findings (evidence), emotional stories, rights-based arguments etc.
- Use reliable sources. Show great impact.
- Include testimonials promoting the difference that European projects/youth workers make to the lives of young people with fewer opportunities.
- Make the message(s) relevant to the reader – link it to their needs.
- This can be done on European level and on National level, together with different stakeholders.

OUTCOME

- > *Have unquestionable proof for the need and priority of I&D.*
- > **Specific examples available to quote, telling the story how young people have been impacted.**
- > *The variety of arguments trigger a sensitive string in different persons with different roles.*
- > *Argumentaire is easy to adapt and use to convince stakeholders for I&D work*

ACTION 2

Make the arguments available

- Everybody can access the arguments and use them in discussion with others
- Have the information in intuitive, shorter chapters and shareable formats, so the content can be easily shared with other to persuade (social media formats etc).

OUTCOME

- > *Relevant information compiled in one place.*
- > *Have a re-useable shareable resource, creating efficiencies.*
- > *Other stakeholders are empowered and connected through the shared use of a powerful resource*
- > **Information is shared easily, more often and more widely.**

ACTION 3

Use the argumentaire

- In meetings, trainings, workshops, debates, towards your boss, with other beneficiaries, with colleagues, with other actors in young people's lives (local council, sports club, schools etc). etc.
- Use the arguments for what the target group is sensitive to.
- This contributes to milestone 1 B: increased knowledge and awareness.

OUTCOME

- > *A wider audience is persuaded about I&D.*
- > *Wider and stronger networks are established of people convinced about the priority of I&D and ready to champion and endorse it.*
- > *Peer support between committed organisations (nationally / internationally) to keep momentum and push change forward together.*
- > *There are sufficient funds, focus and time to work on this, as gatekeepers/managers are persuaded of the benefit/need for I&D and are committed themselves, so prioritise resources.*