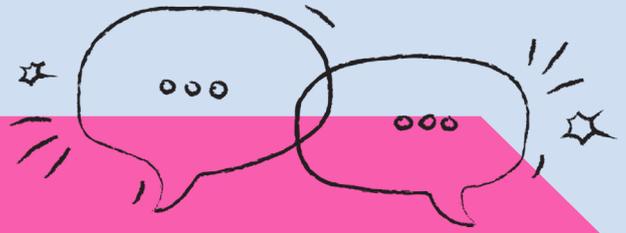


DEFINE YOUR WHY



This tool will help define the purpose of your youth engagement clearly and ensure it is tied to actionable outcomes. Below are some questions that will help you define why you want to do youth engagement and how you will go about it.

PURPOSE OF ENGAGEMENT:

Why are you engaging young people in this project?

- Policy relevance:** is your policy, program or initiative relevant to young people (now or into the future) and will it be more effective by incorporating their perspectives and experiences?
 - Empowerment:** Will engagement empower young people by giving them a genuine voice in decision making or is this a communication only exercise due to timeframes and/or policy settings?
 - Innovation and fresh perspectives:** Do you want to tap into the creativity and innovative ideas young people can bring to the table?
 - Anything else?
-

BENEFITS TO YOUNG PEOPLE:

What's in it for the young people?

- Their ideas and contributions will shape the program by:
 - Participating in an ideation stage of a new policy, program or initiative.
 - Support the development and implementation of a policy, program or initiative by providing lived experience advice.
 - Co-designing and making decisions on a new policy, program or initiative.
 - They will know what influence they have had through a clearly communicated feedback loop.
 - They will gain skills such as leadership, communication, and problem-solving.
 - Anything else?
-

HOW IT WILL BE PUT INTO ACTION (TYPE OF ENGAGEMENT):

What are your plans for engaging young people?

- Will they be part of surveys, workshops, focus groups, or co-design sessions?
 - Will there be ongoing involvement or one-off consultations?
 - How will you ensure meaningful engagement throughout the process?
 - What type of technologies will you use to support engagement and ensure it is accessible (such as Mentimeter or Miro)?
 - How will you provide feedback to young people involved and provide updates as the policy, program or initiative progresses?
 - Anything else?
-

See 'Guide 5: Ways to engage young people' for more ideas.

INTENDED IMPACT:

What impact or change will youth participation have on this project?

- Policies and/or programs will be more youth-friendly and relevant.
 - Youth participation will increase the effectiveness of the outcomes.
 - How will this engagement specifically improve my work or overall project outcomes?
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- Anything else?
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