

PARTICIPATION CANVAS



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TITLE OF THE PROCESS:

Name your youth participatory process – make it catchy!

NO.

YOUTH



POLICY-/DECISION-MAKERS

<p>Whose participation? Who will participate, and what are their characteristics?</p>	<p>What motivates them for participation? Why should they participate?</p>	<p>Desired Outcomes What is the goal of participation process?</p>		<p>What can be influenced? To what extent can the decision-making process be changed?</p>	<p>Which decision-making process? What are we deciding on? What is the current course of activities?</p>
		<p>Preferred way to participate What would be the ideal, easiest, and most effective way of participation for the target group?</p>	<p>Preferred way of input What would be the ideal form of input to the decision-making process?</p>		
<p>What inhibits their participation? Why are they not participating already?</p>	<p>Steps of Participatory Process What will the main elements and steps of participatory process?</p>				
	<p>Resources Which resources can we count on?</p>	<p>Team Who is on our team? What are their skills?</p>		<p>What should not be influenced? What cannot and shall not be changed?</p>	
	<p>Risks What could go wrong?</p>				
	<p>Measures of Success How will we know if we are successful? How will we measure it?</p>				

Step 1: Desired Outcome

What are your overarching goals? Why are you even interested in youth participation? Think broad, strategically and for the long-term. Think how youth participation could solve the challenges of your local environment.

Step 2: Which decision-making process?

In which decision-making process do you want to involve the youth? What are the decisions about and what is the current course of activities? The more specific you are at this step, the easier it is to devise a participatory process.

Describe the main steps of the current course of the decision-making process – try to include all the main milestones, and clarify the end result of such a process.

Steps 3 & 4: What can be influenced? What should not be influenced?

Which steps in the current decision-making process can and should not be influenced by the target group? Where do you allow for changes, and where are changes not possible, not wished for, or not allowed?

Only by clearly defining what is (not) possible to change, can participatory democracy be honest and successful. Never over-promise – this will lead to false hopes and final disappointment with the results, which would be a step backward.

Step 5: Whose participation?

Who do you actually want to participate? What are their characteristics? Of course, you want to involve youth, but what kind of youth? There are many sub-groups (based on age, ethnicity, interests, place of living, social status ...), and these characteristics define their understanding of the world around them and decision-making. Only by understanding your target group can you design successful and meaningful participatory processes.

Try creating a persona – a persona is a fictional, generalized representation of your ideal target group based on raw data and educated guesses. A persona is often described by age, gender, income, location, education, job, family, their life goals, their challenges and problems, their every-day routine and their values – and a name. A persona helps you imagine and understand the youth you want to involve – and it forces you to be more focused and specific. If you want to involve different groups of youth, create more personas.

Steps 6 & 7: What motivates them for participation? What inhibits participation?

What would be the reasons and motives for this target group to participate in decision-making? And on the other hand, what inhibits them from participation? Extrapolate your answers from the personas you have created and by understanding their wishes, fears, values and behavior. Compare personas with the current decision-making course and record the discrepancies. If young people value informal settings and the current decision-making process only takes place in formal settings, there is a discrepancy. Search for similar gaps.

Step 8: Preferred way of participating

What would be the ideal way or participating for the target group? Think about ideals – if anything were possible, how would the target group participate? This is the chance to dream and think big.

Step 9: Ways of input

What would be the ideal form of input to the decision-making process? How should the proposals be prepared? What form should they have? When should they be submitted and how?

Step 10: Steps of participatory process

Step 10 is the most crucial step. Here you have to synthesize the previous steps into a new participatory process. Now that you know what the overarching goal is, what the current course of decision-making is and who you want to include, you can envision new steps.

Define it in steps and milestones – think how the process will evolve, who will meet and when, who will do what and how, what will be the intermediate steps, how will you communicate about the process ...

IMPORTANT! Plan for an early win. The sooner you achieve a small success (an early win), the easier it will be to build momentum and continue with other, more long-term activities.

Step 11: Resources

Which resources can we count on (finances, venues, existing programmes, supporting organizations ...)? How can you include and engage existing activities for youth? Where can you meet and reach the target group? Which organizations can help in engaging young people? What financial resources do you have for promotion, work, web platforms, printed materials ...?

Step 12: Team

Who will be part of the team? What skills do you have, and how can these skills be combined to achieve the envisioned result? Which skills are missing, and what kind of profiles do you still need to include? How will you structure your work, and what are members' responsibilities?

Step 13: Risks

What are the risks? What could go wrong? Where could you fail to achieve the expected results? List all the risks and think about ways to mediate them. The more risks listed, the more well thought through the process is and the more you are prepared for it.

Step 14: Measures of Success

Finally, how will you know the process was successful? Define SMART goals – specific, measurable, achievable, relevant and time-bound measures of success.