



Young people strengthen
European democracy.
Let us strengthen them.

Introducing the Schwarzkopf Foundation Young Europe



Dear partners and friends, dear readers,

Since 53 years now, the Schwarzkopf Foundation Young Europe is putting young people at the centre. We firmly believe that young people are crucial for our democracy and hence for the future of Europe. In a time of global insecurities, rising nationalism, polarized political debate, and remaining social injustices, strengthening the diverse European citizens of tomorrow seems to be more important than ever.

As manifold as they are, our youth networks and projects all share a common goal: to enable and inspire young people to become an active part of society. We offer spaces for them to learn, reflect and to act according to their own and common interests. While our projects have become well established over the last decades, we continuously advance them as well as our foundation to mirror current developments and co-create our work together with our target group.

On the following pages, we introduce you to our mission and general approach, and then present the many activities and projects of the foundation. Our work with ten thousands of young people each year is possible thanks to the support of our great partners.

We invite you to stay or get in touch and join us on our mission to give young people of all backgrounds a seat at the table. Let us commonly work for a Europe of openness, solidarity and democracy.

Yours,

Tomáš Sacher,
Executive Director of the Schwarzkopf Foundation



“Solidary coexistence in a diverse Europe is only achievable with the active participation of young people. That’s why the Schwarzkopf Foundation empowers them by fostering opportunities for exchange, personal growth, and active engagement in civil society.”

Esra Küçük,
Chairwoman of the Board of the Schwarzkopf Foundation

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Who
we
are

The Schwarzkopf Foundation in numbers



Reaching up to **6,000** students from 13 countries with seminars on Europe, participation and media literacy



23 Young Ambassadors Against Antisemitism trained



Around **10** publications on Europe and active citizenship published each year



over **4,000** active volunteers



Over **20** cooperation and funding partners



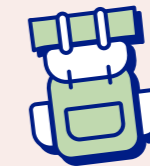
54 awards given to civically engaged Europeans



Activities in **40** countries per year



Around **44,000** participants each year



Over **1,200** Travel grants awarded



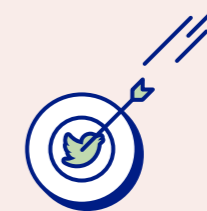
3,000,000 euro budget



Around **50** discussion events per year



20 educational fellowships awarded



Reaching up to **160,000** people on our social media channels

Our mission

We offer young Europeans opportunities for exchange, personal development and to take part in active citizenship.



The Schwarzkopf Foundation strives to empower young people from all backgrounds to be active European citizens who contribute to a pluralistic, democratic society of mutual understanding, solidarity and peaceful collaboration across Europe.

In order to achieve our goals, the Foundation works with the following programme lines:

Shaping Europe

- The youth-driven network **European Youth Parliament** brings together young people from across Europe to exchange perspectives and debate the pressing issues of our time.
- The **Young European of the Year** award is given to young Europeans who show outstanding commitment to a peaceful, diverse and inclusive Europe.

Experiencing Europe

- Through our **travel grants**, we support young people in exploring Europe and promoting an inclusive, pluralistic society.
- As part of the **Competence Network** “Living Together in a Migration Society”, we strengthen the political participation and representation of young people of all origins.

Understanding Europe

- The youth-driven educational network **Understanding Europe** offers courses for school classes & strengthens young people’s understanding of different European topics.

Discussing Europe

- For our **discussion events**, we bring young people into conversation with decision-makers and experts on topics concerning Europe.
- The platform **Young Islam Conference** promotes dialogue between young people of various backgrounds and takes up questions of our migration society.

Reflecting Europe

- The programme **Young Ambassadors Against Antisemitism** encourages young people to stand up against antisemitism and racism.

Our approach

The Schwarzkopf Foundation is guided by the values set out in our vision – a Europe of open-mindedness, tolerance, pluralism, democracy and solidarity. These values also shape the way the Foundation’s organisation, programmes and projects are managed. Living up to our values means:

1. Hearing young people first

Our work is based on issues and questions most relevant to our target group.

2. Learning through action and experience

Through their participation, young Europeans gain valuable competences, understanding and knowledge as well as the confidence to have an impact on society.

3. Experiencing pluralism

The Foundation provides a learning environment and promotes transcultural dialogue with multiple perspectives represented - where understanding, controversy and ambiguity are valued as well as practiced as part of accepting pluralism.

4. Creating meaningful alliances

To reach out to and empower young people across Europe, we work closely with different stakeholders such as schools, universities, activists, civil society, politicians, the media, the private sector as well as other foundations.

5. Continuous learning

The Foundation is a learning organisation, adapting to (changing) political realities and developments.

6. Impact orientation

Our programmes and activities are guided by their potential for impact. We plan and implement projects with the aim of achieving clearly defined outcomes for our target group and bring positive change to society at large.

7. Providing an inclusive community & organisational culture

The Foundation is working to become an inclusive organisation that removes barriers and reflects societal diversity, differing life situations and lifestyles.



Under-
stand-
ing
Europe

Understanding Europe

Understanding Europe is an educational network run by and for young people. This youth-led network offers courses for school classes, transnational training events and a fellowship programme, strengthening young Europeans' civic participation.

Understanding Europe, currently active in more than 10 European countries, is committed to a democratic, diverse and open-minded Europe. The network creates protected spaces for young people to learn about and discuss five core topics: Europe, Participation, Social Justice, Climate Justice and Media Ethics & Fake News.

Impact

While young people can bring new, creative and innovative ideas to societal problems they are confronted with and affected by, they often lack the efficacy, access or resources to make their voices heard. Our peer-driven formats let young people experience that

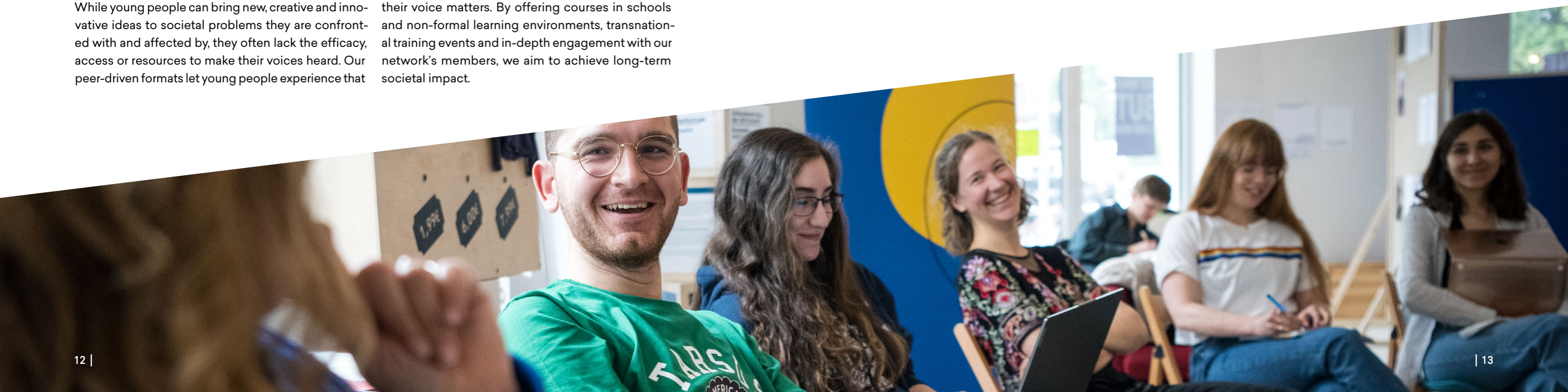
Understanding Europe's formats are based on the approach of **peer education**: young people in our network (peers) act as role models and mediators at eye level with other young people in their countries and throughout Europe. The peers are prepared for this role through a qualification programme based on **democratic citizenship education**, which provides them with the knowledge and skills needed.

their voice matters. By offering courses in schools and non-formal learning environments, transnational training events and in-depth engagement with our network's members, we aim to achieve long-term societal impact.



Activities

- Our youth organisations offer workshops at schools for young people between the ages of 14-20. There, **participants can talk about relevant European issues** beyond being graded.
- The annual European Summer School brings together 25 experienced peers from all over Europe for a 4-day programme on how to train Trainers in their own countries.
- Trainings for Trainers are implemented by our youth organisations on site. It is here that **members learn how to bring our workshops into local classrooms**.
- In two Coordinators' Meetings per year, network members running the project on site exchange best practices and receive training on non-profit project management.
- With a Fellowship Programme, we support young Europeans in developing **new and innovative workshop formats**. These are then integrated into our course offers.
- Our **open-source educational materials** and publications are developed by young people and experts in the field.





“ A student once told me that even if the European Union would formally disappear, it would not die because it is more than a governmental organisation, it is a feeling that will live forever in the heart of our generation.”

Daniela Cappuccio,
Coordinator of Understanding Europe Italy

“ The Schwarzkopf Foundation Young Europe and its pan-European network Understanding Europe create a space where young people from Europe come together. Exchanging ideas and working together, they are committed to the European idea, to a dignified and self-determined life in peace.”

Anna Herrhausen,
Director of former Alfred Herrhausen Gesellschaft



Facts & Figures

- Over **200 peers** bring European issues into classrooms every year.
- Peers reach up to **6,000 students in more than 10 countries** per year.
- At the Summer School, 25 young people are qualified to conduct **trainings for their local teams**.
- Twice a year, **20 project coordinators** are trained to implement the project at local levels.
- Every year, we adapt our materials on the topics of Europe, Participation, Social Justice, Climate Justice, and Media Ethics & Fake News through peer-to-peer working groups or fellowship programmes
- The network creates 1-2 publications on educational approaches and our focus topics each year.

DISCUSS-
sing
Europe

Discussion events

Decision-makers in dialogue with young people



Young people are crucial actors for Europe's democratic future. They have decisive perspectives on relevant issues and want to be heard. We support them in being active European citizens by getting them into conversation with decision-makers and experts, thereby gaining knowledge and participating in important discourses.

We organise **discussion events** on relevant topics to bring young people together with inspiring leaders and personalities. In direct exchange with high-level European and federal politicians, journalists, activists and scientists, we offer the chance for participants to **experience politics and European issues up-close**.

The discussion formats offered focus on our young audience and exchange rather than having long lectures. As part of this, **young people take over moderation and ask the questions that they want to discuss**.

Topics include **European politics**, the **impact of climate change** and the rise of **new activist movements**, the **role of the media** in democratic processes, current **geopolitical crises** and **long-term visions for Europe's future**, following issue areas that shape young people's future. We discuss the role of minorities in European society, how to tackle the rise of populism and nationalism and how young people can get more engaged in politics.

“With its events, the Schwarzkopf Foundation offers something that schools cannot do: direct contact with well-known personalities from politics and society. Young people get to know the ones who make decisions and shape Europe with their ideas. Without barriers, youth can freely ask their questions and talk to politicians, scientists and contemporary witnesses.”

Torsten Schmidtke, Teacher in Berlin

Facts & Figures

- Around 20 discussion events, talks, film screenings and readings held per year.
- Over 10,000 young people reached per year.
- Recordings of several past events can be found in our media library on [YouTube](#).





“ I have been a regular participant in the Foundation’s discussion events since my school days and I really appreciate the interesting speakers and variety of topics. It’s great that the Foundation has brought exciting politicians, experts and journalists to our home with digital events in this difficult year.”

Milena P., participant, 19



Young Islam Conference

Shaping migration societies: caring about values, not origins

The Young Islam Conference (JIK) is a programme of political education that offers exchange platforms, empowerment spaces as well as mentoring and skills development on topics related to Islam, participation and living together in our postmigrant societies. Most JIK formats are aimed at young people affected by racism and allies to help shape an inclusive society. As a civil society actor, the JIK also reaches out to stakeholders from the fields of politics, media and civil society.

Figures

- The Young Islam Conference has around **1000 members** who are active mainly in Germany but also in France and the UK.
- The JIK creates **several publications** each year.
- The JIK organises one annual conference, three academies, two roundtables, the JIK Talks, and various workshops, Instagram Live-Talks and publications.s).

The JIK was established in 2011 and, since 2019, is a programme line at the Schwarzkopf Foundation Young Europe. Its main funders are Stiftung Mercator and the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth as part of the programme “Live Democracy!”. Additional funders are the German Federal Agency for Civic Education as well as the Allianz Foundation.

Formats

- **Fostering dialogue:** In conference and networking formats, the JIK creates opportunities for encounters and encourages its young network to participate in public debates, shaping an inclusive society.
- **Multi-perspective discourse:** JIK Talks are public formats that illuminate debates on Islam in different, constructive ways. JIK Talks are about going beyond clichés, stereotypical images and perceived truths by offering multiple perspectives on issues and allowing for different viewpoints.
- **Skills development:** Islam and Muslims are constant subjects of media coverage. Not infrequently, this results in stereotypical portrayals that make young Muslims feel misrepresented. For this reason, the JIK coaches network members in learning to engage with different media tools to circulate their own narratives and perspectives on societal issues.
- **Training multipliers:** The Summer Academy is a JIK training format that enables JIK members as multipliers and to delve deeper into key topics, applying what they have learned in their own life contexts and passing their knowledge on to others.
- **Advocating for diversity:** The JIK organises outreach roundtables with decision-makers to engage in conversations about Islam and Muslims in Germany, diversity, participation and representation. The JIK conducts studies and publishes papers regularly on perspectives of the network in a post-migrant society.
- **Campaigning for narrative change:** The Narrative Change Academy trains young Europeans in strategic communication to strengthen narratives on an open, post-migrant Europe that is critical of racism.





“ I am very happy about the way the Young Islam Conference brings young Muslims and non-Muslims together and empowers them. It is crucial for the future of our society that we make young people heard – no matter who they are and where they come from. That’s what I’m committed to.”

Reem Alabali-Radovan,
The German Federal Government Commissioner for Migration,
Refugees, Integration and Anti-Racism

“ The opportunity to network with other young people who also take responsibility for society gives you strength and boosts your drive. The positive energy and mutual inspiration in the JIK network has inspired me to become active myself.”

Hicham Rhannam,
Network member Young Islam Conference



“ Young people from a wide variety of backgrounds are committed to social cohesion and are an elementary part of our society. This is what makes us a post-migration society, whose added value is non-negotiable.”

Dr. Asmaa Soliman,
Programme Lead of the Young Islam Conference

Shaping Europe

Young European of the Year

The Young European of the Year Award is given to young Europeans between the ages of 18 and 26 who have demonstrated outstanding commitment to a peaceful, diverse and inclusive Europe.

The award grants 5,000 euros for a six-month internship with a member of the European Parliament or with another European institution. It is also possible to finance a recipient's own project that promotes European integration. The award winner will become part of a European network and the jury of the Young European of the Year award.

Award winners and their impact

Since 1997, dedicated and inspiring people engaged in different fields of interest have been granted this award. The award was first given on the occasion of the

Foundation's 25th anniversary by Klaus Kinkel, former German Foreign Minister, to David Stulik at the Hamburg Übersee Club. The most recent awardees are:

2024 Munira Mohamud, 23, from Austria is an activist and artist who completed her degree in political science and is currently studying sinology. Her academic, artistic, and activist practice addresses racism and social injustices, identity, international relations, and community building from an intersectional perspective.



“ This award means a lot to me. It shows that the work I do and will continue to do is important, and its impact felt. I want to use the resources this award provides to help marginalised people, especially young people in Europe, create the opportunities and tools to realise themselves.”

Munira Mohamud, Young European 2024



2023 Mikuláš Lakatoš, 26, from the Slovak Republic is Diversity Equity and Inclusion Advocate of Roma and LGBTQ+ communities, Chief State Counsellor for Inclusive Health Policy at Slovak Government Office, Assistant Professor at Slovak Medical University of Bratislava and MEP candidate of Volt Slovakia for the 2024 European elections.

2022 Anahita Neghabat from Austria is a social anthropologist and meme-making political educator. In her work, Anahita uses memes as a visual vocabulary, medium and tool for political commentary, reaching a broad and young audience of almost 24,000 people on Instagram –speaking from an intersectional feminist, anti-racist and anti-authoritarian perspective.



2021 Constantin-Alexandru Manda from Romania is campaigning for fair and equal education for all children in his country. In 2013, at just the age of 14, he founded one of Romania's first student associations and succeeded in getting the Romanian government to guarantee a minimum scholarship for every child in need.

European Youth Parliament



The European Youth Parliament (EYP) brings together young people from across Europe to debate the pressing issues of our time.

Since 1987, the European Youth Parliament has inspired and empowered hundreds of thousands of young people to be open-minded, tolerant and active citizens. With over 30,000 participants and 500 activities each year, **we are one of Europe's largest youth platforms for civic education** – run by young people, for young people.



“ I am very happy to be a patron of the European Youth Parliament. They offer many young Europeans the chance to develop and exchange their ideas, share best practices and bring them closer to each other. That's what today's youth will need to build the Europe of tomorrow.”

Ursula von der Leyen
President of the European Commission

The purpose of the EYP is to:

- Provide a forum for young Europeans to **develop and express their opinions** on political and social issues in Europe in an open and welcoming environment.
- Promote **intercultural dialogue** and exchange by sharing ideas, opinions and practices to bring young Europeans closer together.
- Present young Europeans with a wide range of opportunities for **personal growth and skills development** through non-formal and peer-led educational activities.
- Foster a connected network for the next generation of diverse, young leaders in Europe who are then equipped with the knowledge and skills needed to positively **shape the world around them**.

“ The EYP always offers new opportunities to discover the world around us, and to develop and empower ourselves to create a positive impact.”

Güneş Uğuz,
Governing Body EYP





“ We are convinced that young people must be given the space to actively shape the future. Our joint projects enable them to do just that: to raise their voices, exchange ideas and find solutions to current challenges together. By doing so, we promote diversity and tolerance and contribute to a sustainable and democratic future.”

Dr. Stephan Muschick,
Executive Director E.ON Stiftung

Facts & Figures

- The EYP network is active in **40 countries** across Europe.
- More than **22,000 young people**, including 3,500 volunteers, take part in EYP events every year.
- Over **500 EYP events** are organised annually across Europe (at local, national and international levels).
- Since 1987, the number of EYP Alumni has grown to over **200,000**.
- After the international session, **99%** of participants felt that they were motivated to address issues that affect the people and environment around them.
- **94%** of participants felt that they learned to recognise and respect different perspectives during the session.

A photograph of a large crowd of young people, likely at a conference or event. Many of them have their hands raised in the air, some holding up phones or papers. The scene is captured from a low angle, looking up at the crowd. The background is dark, making the people stand out.

Experi- encing Europe

Post-migrant Europe



Europe cannot only be taught – it must be experienced. That is why we offer travel grants for individuals. In our travel format, we aim to make lively migration societies visible and enable young people from marginalised backgrounds to share their experiences and pass their knowledge on to others.

With our travel grants, we want to explore what travelling in postmigrant Europe can hold for young Europeans, especially in terms of understanding today's postmigrant Europe better with an informed view of the past and present. During such a trip, participants become contributors and report on their experiences online and offline.

We also provide a **learning platform** with the Instagram channel [@postmigrant_europe](#) and our You-

Tube channel. By covering current challenges and debates in a post-migrant Europe, we inspire young people to **confront ideologies of inequality** that are at odds with a vision of an open, democratic and pluralistic Europe.

Through these channels, the complexity of post-migrant societies in Europe and the ideologies of inequality that persist are discussed in digital lectures, video clips and interviews.



“ The whole journey made me think about how much influence colonialism still has and how much needs to be done. Decolonisation is not just a fancy word but an attitude, a way of thinking and a whole issue that has to be tackled in multiple ways.”

Laurel Chougourou

Facts & Figures

- In 2020, we launched the Instagram channel [@postmigrant_europe](#). Since then, we have hosted several online live talks, online lectures and online workshops for young people.
- With our video content on Instagram and YouTube, we have reached more than 15,000 viewers from across Europe and the world
- We have reached an Instagram following of over **1,600 people** and have directly connected with over 60 peers and young activists through our online workshops
- We connected **15 participants** through an educational trip to discover Europe's migration societies

What topics are covered?

- Self-perception as **(post-)migrant societies** and post-colonial perspectives on Europe
- **Alliances** (e.g. Muslim-Jewish) against group-based misanthropy such as antisemitism, racism against Black people and anti-Muslim racism
- **Inequality ideologies** within migrant and non-migrant communities in Europe, and how tolerance of ambiguity and difference-sensitive knowledge and action can be taught as competences for pluralistic societies in Europe

“ The scholarship opened new doors for me, helped me to make new contacts and meet wonderful people.”

Anh Thi Le, Travel Grantee 2019

Travel Grants

All young people should have the opportunity to experience Europe – regardless of their social and regional backgrounds, migration histories, schooling and financial circumstances.

For this reason, **since the beginning of the Foundation's work in 1971, we have awarded 1,300 travel grants** for project trips throughout Europe. These grants give young people the opportunity to get to know their European neighbours. Grant recipients

travel independently and research current political and social issues that they create videos about. They are the ones who boldly retell Europe, making it more inclusive.

Travel grants give young people from rural regions and financially weaker situations the opportunity to travel. Other funding groups include those with migration and refugee histories, trainees and vocational students.

Find out more: schwarzkopf-stiftung.de/reisestipendien

Competence Network

“Living Together in Migration Societies”

Within the framework of the Competence Network “Living Together in Migration Societies”, the Schwarzkopf Foundation is committed to promoting young people’s participation in society and political engagement, regardless of their backgrounds.

The Competence Network “Living Together in Migration Societies” offers **counselling, educational formats, qualification** and **dialogue sessions** for educators from the field of child and youth welfare and for volunteers and multipliers. The aim is to make child and youth welfare more sensitive to diversity and racism, and to support young people from different backgrounds in making their voices heard as active citizens of a pluralistic, inclusive and democratic migration society.

- Information channels: Through our Instagram channel [@beyond_a_single_story](#) and with our publications and conferences, we provide information to those in the field of child and youth welfare on diversity-sensitive educational methods.
- Networking and counselling: With our different formats and through our Europe-wide youth networks, we promote exchanges and provide counselling on diversity-oriented peer education.

Building alliances for a strong civil society

Together with five other organisations (see below), the Schwarzkopf Foundation is funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth under the federal programme “Live Democracy!” In the coming funding years, the Competence Network will work to positively **shape social coexistence** by **promoting equal participation and representation**.

- Bundesverband russischsprachiger Eltern e.V.
- neue deutsche organisationen e.V.
- Türkische Gemeinde in Deutschland (TGD)
- Gegen Vergessen – Für Demokratie e.V.
- DaMOst – Fachverband der Migrant*innen-organisationen in Ostdeutschland



Benefit from our expertise and that of our partners. Visit this website for more information: kn-zusammenleben.de

Re-
flect-
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Europe

Young Ambassadors Against Antisemitism



“ The YAAA programme offers me the opportunity to further my education and reflect on my own behaviour. I am very grateful for this opportunity because it has allowed me to get to know incredible personalities so far. Most importantly, I look forward to working with the other YAAAs and presenting our involvement in the future.”

Mariam Yousef, participant

Young Ambassadors Against Antisemitism (YAAA) is a network of young people with diverse backgrounds from all over Germany who are standing up against antisemitism and racism and for a post-migrant culture of remembrance. The network members are contributing as **peer experts on the present and future of a post-migrant society.**

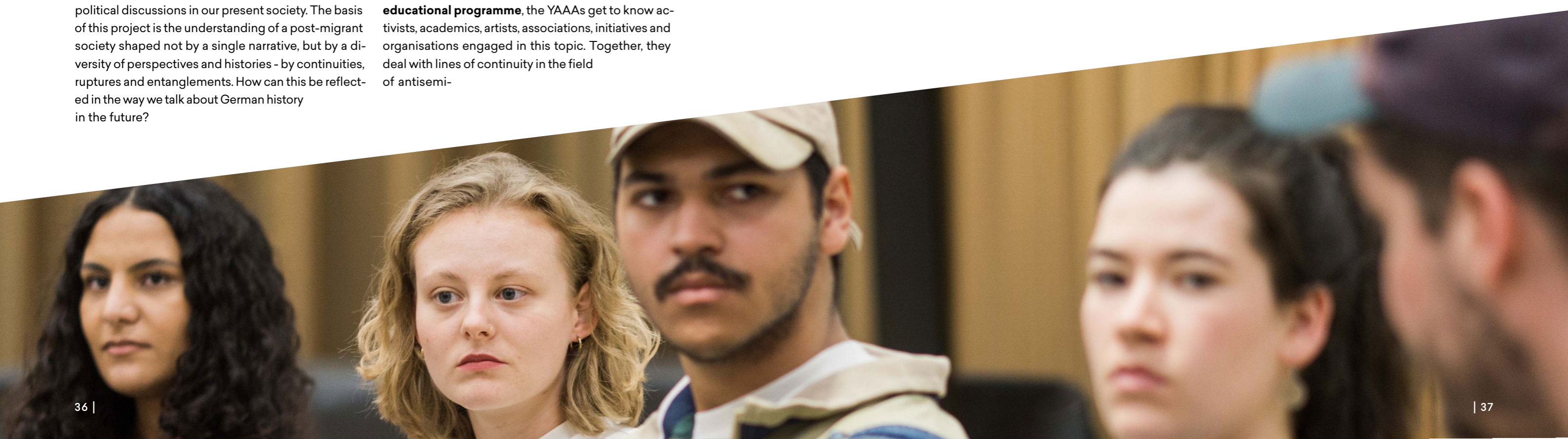
What we remember and how we look at the past is always a mirror of the present. Thus, what is constituted as a 'collective past' is a reflection of the cultural and political discussions in our present society. The basis of this project is the understanding of a post-migrant society shaped not by a single narrative, but by a diversity of perspectives and histories - by continuities, ruptures and entanglements. How can this be reflected in the way we talk about German history in the future?

This and many other questions are addressed by the network. YAAA grows every year by a group of twelve young people from all over Germany. As part of an **educational programme**, the YAAAs get to know activists, academics, artists, associations, initiatives and organisations engaged in this topic. Together, they deal with lines of continuity in the field of antisemi-

tism and racism by critiquing hegemonic discourses and reflecting on their own social position(s), as well as the socio-political relevance of these topics.

The YAAAs produce publications, organise events and offer educational spaces for their peers.

YAAAs learn how to formulate positions and attitudes, develop their own projects and pass on their knowledge.





Get
in-
volved

Partnerships

Strong partners support us in our work for a youth-driven, democratic and pluralistic Europe and strengthen young European civil society.

The Schwarzkopf Foundation and its programmes are largely financed by grants and donations. We work with partners from a wide range of fields: civil society, the private sector, politics and culture. Together, we strengthen young Europe.

5 reasons to support the Schwarzkopf Foundation

- 1 With the resources at our disposal, we work for a strong European civil society that brings young people together. By supporting us, you come closer to young Europe and to relevant issues.
- 2 You empower young people to become active citizens. Our educational approaches inspire thousands of young people in Europe. Through your support, you can convey democratic values to the decision-makers of tomorrow.
- 3 You work to strengthen resilient democracy, promoting work against antisemitism, racism and right-wing extremism.
- 4 With our target group-specific programmes that engage up to 44,000 young people per year, you will reach an impactful number in promoting your work.
- 5 Today, corporate social responsibility also means working for peace. With your contributions, you can promote cross-border exchange and strengthen the next generation's mutual understanding.

Become a partner!

Would you like to get involved? We firmly believe that through strong partnerships, we can shape the future of a democratic Europe in a sustainable way. Tell us about your motivation, your interest in being a partner, your ideas, wishes and plans. We would be happy to discuss your individual ideas with you. Together, we can determine what your commitment to the Schwarzkopf Foundation Young People might look like.

Get in touch: t.sacher@schwarzkopf-stiftung.de

Support our work by donating:
schwarzkopf-stiftung.de/spenden

“ The Schwarzkopf Foundation Young Europe is a reliable partner in our commitment to a democratic and peaceful Europe. Its focus on youth participation and democracy building strengthens European civil society in the long term.”



Dr. Wolfgang Rohe,
Executive Board of Stiftung Mercator

Our current funding partners*:



*As of 2024

Circle of Friends



“ Ever since my own youth, I have wanted to work for and make an impact on the European idea. The support of the Circle of Friends is a matter of personal concern to me and is effective and rewarding.”

Svenja Kluckow,
Circle of Friends

The Circle of Friends of the Schwarzkopf Foundation supports the Foundation’s work, ensuring its vital functions and bringing different sectors of society closer to the Foundation – including academia, the arts, politics and the private sector. Those who join

the Circle of Friends support the Foundation financially, and thereby give substantial assistance to the Foundation’s core business. The Chairperson of the Circle of Friends is Sophie Rois and the Circle is managed by Svenja Kluckow.

Are you interested in joining the Circle of Friends and supporting the Schwarzkopf Foundation?

We warmly invite you to get in touch via freundeskreis@schwarzkopf-stiftung.de to find out more and to become a member.



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