

Call for Applications:

BECOMA A

Schwarzkopf
Foundation
YOUNG EUROPE

YOUNG EUROPE AMBASSADOR

At a time when we are witnessing a further rise in anti-Semitism, racism and other forms of discrimination as well as the spread of fake news on TikTok, Instagram and other platforms, we want to strengthen our commitment to an open, inclusive and democratic society.

That is why we are currently looking for influencers who are interested in various political topics, digital education, democracy and social participation for young people - or who want to start working on these issues now!

We are facing a year of important elections in Germany and Europe, in which the opinions of young people also matter. We are convinced that young people can strengthen social cohesion. However, they often feel that their interests and opinions do not play a role, that their voice is not heard and that they cannot make a difference.

Or they don't have the necessary skills to get involved and be informed. That's what we want to change with your help: As a person who knows what moves young people, we want to invite you to become a "Young Europe Ambassador".

As an ambassador for our foundation, you play a key role in raising young people's awareness of political or social issues and inspiring them to take action themselves. You will also campaign against fake news and ensure that young people learn more about the dangers of false or biased information and how they can protect themselves from it. By doing so, you will support us in our vision of a Europe of openness, solidarity and democracy that is co-created by young people.

Your Tasks

We know that your work as an influencer is very individual and want to take your ideas and interests into account. This is why there is no pre-defined format or number of posts required to become part of the programme. We want to decide together with you what a collaboration could look like. Basically, there are the following options:

- Publish own content which aims to strengthen democratic values and the fight against various forms of discrimination and to encourage young people to participate politically. In these formats, you would mention us more generally, for example as one organisation being active in this field.
- Share our posts on various topics, events and projects of the foundation that could be relevant to your followers.
- Co-create content with us on the various areas of our work. This could, for example, be a video about the European elections, being active against discrimination, speaking about the climate crisis, social injustices and other current topics.



What We Offer You

- Networking opportunities: Make contacts with other influencers, like-minded people and experts.
- Invitations to events: You will be invited to events with important personalities from politics, culture, science and economics. Use this opportunity to network, exchange ideas and gain insights into various topics.
- Remuneration: In recognition of your commitment, we also offer remuneration depending on the form and scope of collaboration.
- Certificate: You will receive a certificate from us for your commitment to a nonprofit organization!

About Us

The non-partisan Schwarzkopf Foundation Young Europe was founded in 1971 by Pauline Schwarzkopf in Hamburg. Its vision is a Europe of openness, solidarity and democracy shaped by young people. Through events, educational programmes and youth-led networks such as the European Youth Parliament (EYP), the Young Islam Conference and Understanding Europe, as well as through awards, it offers young Europeans opportunities for encounters and exchange, personal development and active democratic citizenship.

Our Partners

Our work is supported by strong partners in terms of structure and content. Our funding partners include: the European Union; the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth; the Allianz Foundation; the Mercator Foundation; the Hertie Foundation; EY; UNHCR, the EON Foundation; the Federal Agency for Civic Education and many more. Our cooperation partners include the European Youth Forum, RomaTrial e.V., the Young European Federalists, and the Hertie School Jaques Delors Centre, among others.

Questions?

Just let us know:

Friedrich Landenberger
Head of Communication & Events
f.landenberger@schwarzkopf-stiftung.de
+4930726219537

Gardinia Borto
Content Creation
g.borto@schwarzkopf-stiftung.de
@gardinia_ | @gardinia_abroad

