

Call for Applications:

BECOME A

YOUNG EUROPE AMBASSADOR!

At a time of heated debate about the political role and influence of social media platforms and the companies and persons running them, we want to strengthen our digital work for an open, inclusive and democratic society. That is why we are currently looking for influencers and content creators 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!

2025/26 will be a year of important political decisions – where young voices matter!

The formation of a new government in Germany, intensifying negotiations about the future of European cooperation, global and shifts in global power structures, and ongoing wars and conflicts – all these topics concern young people but oftentimes they are underrepresented in political debates and processes. Many feel that their voices go unheard, that their opinions have little influence, or that they lack the

right tools and platforms to engage and stay informed. We want to change that – with your help! As someone who understands what moves young people, we want to invite you to become a Young Europe Ambassador, working with us to reach and empower as many young people as possible.

The programme: review 2024 and goals for 2025

In the programme's first year, we worked with 16 creators and produced a total of 27 videos, which were viewed over 116,450 times. This has enabled us to reach out digitally to more young people than ever before. And yet we are sure: with your support, we can achieve even more! As an ambassador, 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 different aspects of digital democracy. 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

- Networking opportunities: Make contacts with other influencers, like-minded people and experts.
- Workshops: You have the opportunity to take part in a workshop in Berlin and a digital workshop on topics related to content creation and media.
- 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: we also offer remuneration depending on the scope of collaboration.
- Certificate: You will receive a certificate for your commitment to a non-profit organisation!

Apply now

If you want to apply for the programme, please fill in our [online form](#). We will review applications on a rolling basis and get back to you as soon as possible.

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 Hertie Foundation; EY; UNHCR, the E.ON Foundation; the Federal Agency for Civic Education and many more. Our cooperation partners include Algorithm Watch, Wikimedia Germany, aula, The European Movement Germany, and the Young European Federalists.

Questions?

Just let us know:

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